

PSI EUROPE

PSI Journal

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For Promotional
Products

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Volume 57



Jan Breuer

mbw

With sympathy and creativity

Product Guide

Ecological and sustainable
products

Cosmetics and body care

PF Concept

Serious about
sustainability

SL Bags

Added value instead of
non-returnable

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Editorial

Proactive change



Today I would like to draw your attention to two topics that you will find in this edition of the PSI Journal.

One is the political work of an exemplary manufacturer and importer in Germany, elasto. At home in the romantic town of Sulzbach-Rosenberg, elasto once again invited politicians to visit its premises to draw their attention to the problems of the industry (pages 52/53). During a visit last year, I met Jens Spahn (Member of the German Parliament), today Minister of Health in the Merkel cabinet, at elasto. The most recent political visitor at the company was Rita Hagl-Kehl (Member of the German Parliament), Parliamentary State Secretary for Consumer Protection. Theme of the day: Equal rights for everyone in commerce and protection for consumers. A topic of the future that must finally be tackled, otherwise the European economy will be in difficulties – not only the promotional product industry. Rules that are only followed by some of the market players have a destructive effect altogether. Everyone but politics knows this all too well. That's why such appointments are worth more than gold.

Just as important is keeping pace with the times in the industry and not closing our eyes to the changes in a globalised and digitalised world. There is no denying that trade is changing. If you do not see it, you are deliberately closing your eyes. Even globalisation has brought enormous movement into the flow of goods, while digitalisation has fuelled this even more. It is not easy to find one's place for the future. It is nonetheless small comfort that even publishers, pharmacies and many other industries face the same tasks.

Over the many years since it was founded, the PSI has always tried to keep an eye on the future and to pave the way for the future for the industry – that lies in the genetics of its founder, Walter Jung. The PSI 2019 will be a new milestone in this development. The largest trade show for haptic advertising in Europe will have two trade show siblings: the newly created PromoTex Expo and the viscom, the latter being a traditional trade show for visual communication (pages 10 to 19). Three trade shows on the topic of "advertising, selling and communicating" at the same time and only a few steps from each other. This is exactly what the participants in the promotional product, marketing, advertising and communication sectors need. And the good thing for PSI members: Only they can visit all three trade shows and find new products, ideas and perhaps even business models – opportunities to be precise.

Good luck!

Manfred Schlösser | Editor-in-Chief PSI Journal

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TRENDS & BRANDS	
	4
MARKET RESEARCH	
	8
THE NEW WORLD OF ADVERTISING + SELLING 2019	
	10
PRODUCT GUIDE	
Ecological & sustainable products	20
INDUSTRY	
Companies, Events, Markets	46
elasto: visit of important political guests	52
GWV Newsweek: "Advertising artists" on tour	54
GWV celebrates "silver anniversary"	60
PIAP: More success thanks to precise indicators	62
PRODUCT GUIDE	
Cosmetics and body care	64
COMPANY	
PF Concept: "Serious about sustainability"	76
SL Bags: Added value instead of non-returnable	80
25 years of KMS Kafitz	82
Troika: New partnership with National Geographic	84
BUSINESS	
mypromo: Turnkey solution for the industry	86
German Marketing Day: Breakout session for promotional products	88
Intertek: Detecting hazards down to the last detail	90
PORTRAIT	
Jan Breuer: With sympathy and creativity	92
PRODUCT GUIDE	
Innovative Products	96
MY PSI	
	110
OPINION	
	118
PREVIEW – IMPRINT	
	120



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One ticket, three trade shows 10

Taking place parallel to the PSI in 2019 will be two further trade shows – the PromoTex Expo and the viscom – on the related topics of textile and visual advertising, thus superbly complementing the PSI. With their trade show ticket, PSI members can visit all three events where they can meet more than 1,000 exhibitors.

Important political guests visit elasto 52

Rita Hagl-Kehl, Member of the German Bundestag and Parliamentary State Secretary to the Federal Minister of Justice and Consumer Protection, was a guest at elasto's headquarter. She made the long trip from Berlin to talk to the managers of elasto, the manufacturer and importer of promotional products, about fair trade conditions.



GWW Newsweek: "Advertising artists" on tour 54



The GWW Newsweek started off its most recent tour with a slogan: "Promotional ARTists" was the motto for the tour of eight German cities completed by the "mobile in-house trade show". At the end, the tour made a stop in Switzerland for the first time as a partner of the Promoswiss association.

Breakout session for promotional products 88

As a haptic advertising medium, the promotional product is an essential part of a successful marketing mix. So it is only a logical consequence that it is now also thematically included in the programme of the German Marketing Day – thanks to an initiative in which the PSI played a significant role.





Ever-cheaper fashion has led to clothing becoming increasingly disposable. This development is countered by the "Slow Fashion" movement – a trend that does not rely on fast-paced trends. The PSI Industry Barometer has also registered a departure from the disposable mentality. Ecological components are coming to the fore.

Decelerated textiles



What is Slow Fashion?

According to the encyclopaedia of sustainability, Slow Fashion is a sustainable, decelerated, purposeful fashion that contrasts with fast-moving mass-produced goods. Clothing made from organic materials or recycled materials, used clothes, products produced locally by small labels, garments that last longer and do not go out of fashion.



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When it comes to sustainability, (young) textile professionals have long since explored unusual and above all new avenues. The French label Hôtel designs unique jackets made from recycled curtains from Parisian hotels, motels and hostels. www.peppermyntha.de, "Hôtel – Recycling Mode aus alten Pariser Hotel-Vorhängen"

Textile sustainability

Researchers from the Australian RMIT University are working on the development of textiles that clean themselves. All you have to do is put the clothes in the sun for about six minutes. During this time, the dirt and grime are removed. This is made possible by specially developed nanostructures. www.trendsderzukunft.de, "Mit Hilfe der Sonne: Forscher arbeiten an selbstreinigenden Textilien"

4.0



For some time now, material scientists have been working on smart textiles that automatically measure one's heartbeat or react to moisture with a colour change. To produce such substances, researchers usually resort to synthetic polymers (plastics) which they chemically post-treat. Scientists led by Filipe Natalio from Martin Luther University Halle-Wittenberg have now made cotton plants produce cellulose fibres with specified properties. www.spektrum.de, "Smarte Textilien"



* The pictures on pages 4 and 6 are decorative pictures and do not reflect the products and techniques described.



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46 billion euros was spent on commercial communication in Germany in 2017 according to horizont.net.

2.9%

more growth than in the previous year in terms of advertising spending in 2018 is forecast by Dentsu Aegis Network according to statista.com.

28,057

inquiries are received on average each year by every promotional product supplier and distributor with more than 100 employees. Companies with up to 50 employees receive 15,449. This was a finding of the latest PSI Industry Barometer.

Half

of the textiles procured by the federal government of Germany should be sustainable until 2020, says the federal government's Textile Action Plan 2017.

97.7 billion

US dollars was invested in advertising in Western Europe in 2017 according to GroupM. According to statista.com, advertising spending in 2018 is expected to exceed 100.2 billion US dollars.

530 complaints about advertising material were received by the

German Advertising Council in 2017. This number was disclosed by the Central Association of the German Advertising Industry ZAW in its yearbook "Werbung 2018". Promotional products were not explicitly mentioned.

Every third

respondent of the PSI Industry Barometer sees the highest sales potential in orders from the automotive industry. Also among the top 5 are the financial and insurance industry, trade, construction and tourism.



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The new world of advertising and selling

Shape or suffer? That is a question that companies have always faced in changing markets - perhaps more than ever before. The organisers of trade shows also ask themselves this question. They have to offer exhibitors and visitors perspectives, show future scenarios, present modern techniques, open up related business fields – in short, they must demonstrate how and by what means one can shape to avoid any suffering. Opportunity must be the option. That is why there is now a temporal and spatial platform for three trade shows: PSI, PromoTex Expo and viscom: this is the new world of advertising and selling.

The Internet has changed the world of buying and selling more than any other technical innovation. The world has practically become a village. You can buy almost anything at the click of a button. Everything on your own doorstep. Amazon, Rakuten, eBay, CQout, Alibaba, Linio or Tokopedia. Online marketplaces and sales platforms. Many trade and deliver around the globe, others specialise on certain continents. With a little knowledge of English, you can order anything anywhere.

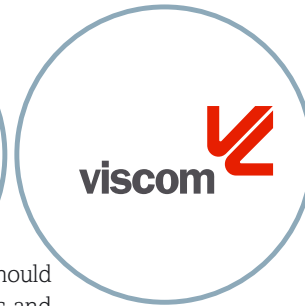
Concentration processes

At the same time, more traditionally positioned newcomers are entering the promotional product industry, a process that industries have been experiencing for centuries. Albeit not so fast and with such financial strength. When interest rates are very low around the world, investors look for new ways to make a profit. Globally operating companies are systematically created to ensure that the major

corporations in the world are on an equal footing with their contact partners. Business with the big players is then shared among the big players. The world of advertising agencies underwent these concentration processes on a large scale at the end of the last century. Today, the major international agencies generate tens of billions of dollars in turnover and have tens of thousands of employees. In the recent past, printing companies and logistics providers have thrown their hat into the ring. Digitalisation and optimisation of work processes is their daily business.

Change as a goal

No, this is not scaremongering, but simply the facts. In these changing markets, companies in the promotional product industry must search for and find their place – and, of course, assert themselves. Without change as a goal, this process will not lead to success. Many companies in the PSI have recognised this and have already begun implementing the changeover. Some are totally com-



mitted to online trade, but also keep traditional distribution channels open. Others have added new elements to their line of business. They prioritise providing advice or have upgraded in technical terms, or in some instances become a service provider for colleagues and customers. And still others supply not only events with promotional products or promotional textiles, but also organise, initiate or arrange events and profit from the entire value chain.

The new trade show creation will enhance the scene

The new construct, three fairs coinciding with tangential, complementary, sometimes overlapping topics, is an an-

swer to all these questions and developments. They should provide impulses in their diversity, present solutions and identify new opportunities. That is exactly what trade shows could and should do. Employees at Reed have been conceptualising this constellation for years, created and rejected new ideas, revived ideas and ultimately found the solution: three trade shows at one location at the same time with, strictly speaking, one theme: marketing. Now this can be viewed from different angles. For some it is exactly that, for others it is communication, and for others it is classic advertising. In any event, it is unquestionably a trade show creation that will enhance the scene and companies. <

“One of the largest trade shows for advertising and selling”

The PSI Journal recently spoke to Petra Lassahn. The trade show specialist with 31 years of professional experience has successfully managed and redesigned several trade shows and launched new themes. As an event director, she is responsible for the trade show trio of PSI, PromoTex Expo and viscom.

Are you happy that the new trade show constellation was found?

Well, you do not find something like that. This was a long process involving the management, extended management and project managers at Reed Exhibitions. Where there is a lot of know-how, there are also a lot of opinions.

But there are hardly any risks in this re-creation and consolidation?

Well, the viscom had to be brought to Düsseldorf. It has previously been held in alternation with Frankfurt. And it was held in October/November. That meant justifying one year without viscom and switching to January. This is actually a better date but nevertheless trade shows shun change. And the PromoTex Expo had to be reinvented from the idea to the nomenclature to the name. So there were in fact risks that were worth discussing at length. But now we are extremely confident.

What kind of signals are the markets sending?

To put it into a nutshell, the promotional product industry is very excited, the textile industry is delighted, and visual communication companies, printers and advertising technicians are happy to finally have a new and permanent home.

But there are also critical voices in the promotional product industry.

Critical voices were heard from all three sectors. However, we know from countless conversations over many months that the vast majority, in fact the overwhelming majority, see the opportunities that this trade show volume offers them. One of the largest advertising

and selling trade shows in Europe has been created. Just think about that for a moment. If I were a promotional product distributor, an advertising technician or textile woman, I would be extremely busy for three days and come home with a basket full of new ideas. We know that is what many people think.

Are you so self-assured?

Simply confident. We are one of the world's leading trade show companies. We do not make quick-and-dirty decisions – at least not on such topics. We survey and test the markets very intensively because our customers come from these markets. Trade shows are mirror images of the markets, but I prefer to say: Trade shows are showcases of the markets. There is something new to see, and new things offer new opportunities – also for us.



Can you briefly describe the core of the three trade shows?

The core consists of “advertising, selling, communicating”, where forms of advertising from the haptic, textile and visual world meet. Anyone working in this large environment of marketing and advertising will discover so much new that it will inevitably blow their time budget. There has never been such diversity and so much transfer of knowledge concerning new techniques. And everything is also available to touch. I can only advise each visitor

to plan to spend more time. Every business model can be enormously enriched by the offerings of these three trade shows. Whereby PSI members have the advantage that they can visit all three trade shows.

Taking place parallel to the PSI in 2019 will be two further trade shows – the PromoTex Expo and the viscom – on the related topics of textile and visual advertising, thus superbly complementing the PSI. With their trade show ticket, PSI members can visit all three events, free of charge, where they can meet more than 1,000 exhibitors.

PSI 2019: Added value for PSI members through new diversity of topics

One ticket, three trade shows

Three independent trade shows each with a specific character at the same time and in adjacent halls – this is the new world of advertising and selling which will be premiering in Düsseldorf from 8 to 10 January 2019. With the themes of haptic, textile and visual advertising, the trade show trio will cover the entire spectrum of advertising topics below the line. Thus, the B2B event is not only new, but also unique in Europe due to its variety of offerings and size. Sustainability, innovation and mass customisation are the key trends that will be implemented at all three events, including special presentations, live demonstrations and various information formats. In the open area “Marketing Innovations” in Hall 12, each

trade show will present selected offers from its thematic area, which are accessible to all visitor target groups. This cross-thematic area makes it clear how the various advertising tools in marketing can complement each other.

PSI remains exclusive for members

PSI will again be an international industry event in 2019, offering PSI members innovative product ideas, up-to-date practical knowledge and numerous networking opportunities. PSI is the largest and most traditional event among the three simultaneously held trade shows. It is important to know that the leading European trade show for the promotional product industry will retain its closed-shop sta-



See, touch, taste: PSI focuses on the multi-sensory experience.



With their trade show ticket, PSI members can also visit the PromoTex Expo and viscom which will be held in the adjacent halls.



“Three trade shows with three complementary themes – in addition to promotional products, PSI distributors can discover many things which they can also offer their customers. That is why it is worthwhile taking advantage of the entire three days of the trade show and having a close look at all events.”

Micheal Freter, Geschäftsführer Reed/PSI

tus and remain reserved for PSI members as an exclusive industry platform. Only members of the PSI network and verified agencies may continue to visit the PSI. The promotional product industry will remain at the PSI so that exhibitors and distributors can establish and maintain contacts as usual. As the textile sector is now part of the new textile trade show PromoTex Expo, the character of the PSI as a member event is even more prominent: it will become a little smaller, more intimate, leaving more time for intensive advice and information. PSI also offers members exclusive additional services such as a new free bonus voucher booklet. Significant added value for PSI members results from the expansion of the range of topics: the neighbouring trade shows complement the PSI core theme of haptic advertising with the related areas of textiles, textile finishing and visual advertising formats.

Three trade show days are well worth it

PSI visitors and exhibitors will enjoy the privilege of being able to visit the PromoTex Expo and viscom with their PSI ticket. Thus, there will be even more to see and do than before in January, so it is worthwhile for PSI distributors to utilise the entire trade show duration. With just one visit to the trade show, three advertising and communication worlds open up with a different focus. All PSI members who take sales and consulting seriously can obtain fresh ideas for their business and impulses for cross-media marketing approaches at the neighbouring trade shows. Another positive effect brought about by the trade show triad of the industry is that the world of haptic advertising is impressively in the focus of marketing professionals. Even if they cannot visit the PSI, they learn on-site that the promotional product trade show alone occupies four halls and even this perception makes the high status of the PSI and thus of haptic advertising obvious. Thus, the promotional product as an advertising medium will in any case experience an enhancement that benefits the industry.

PSI consultants retain key position

For PSI participants, everything remains the same at the trade show, but in addition, PSI members will gain additional contact opportunities resulting from the new trade show constellation. The online matchmaking tool that many PSI participants have already used successfully in previous years offers them an overview of the products and services offered by the more than 1,000 exhibitors at all three trade shows. PSI participants can use all search functions across all trade shows and arrange appointments. Conversely, participants of the PromoTex Expo and viscom will not be able to contact PSI exhibitors directly. They must contact a promotional product consultant. The PSI distributor will thus continue to maintain its key position within the supply chain. Only PSI distributors will be able to invite their customers to the third day of the trade show at the 57th PSI and demonstrate to them on site how diverse representational advertising can be. The consultant spots have proven their worth as practical contact points for customers and quiet consulting locations. They can be booked again from September. <

For a quick overview and insight, PSI members can use the matchmaking tool across all trade shows.



With the **PromoTex Expo**, a trade show premiere with the trend topic of textile advertising will be launched at the same time as the PSI 2019. Textiles have inspired professional brand communication in recent years and are regarded as growth drivers for advertising, promotion and marketing. Here and in the upcoming issues, we will introduce the newcomer which will certainly enrich the promotional product industry.

PromoTex Expo: International trade show for promotional wear, sportswear and workwear

Newcomer with potential for success

With the conception of PromoTex Expo as an international trade show for promotional wear, sportswear and workwear, Reed Exhibitions is responding to a continuing trend that has already shaped the PSI for years: textiles are becoming increasingly important in marketing and advertising, and the textile finishing market is growing accordingly: Over 10,000 companies in German-speaking countries finish textiles, and for three quarters of all textile finishers, trade shows are an important source of information.

Independent trade show with a broader range

Textiles are also an important topic for PSI members from all over Europe: 52 per cent of the visitors to the PSI 2018 alone were interested in textiles and around 30 per cent in textile finishing. The growing importance of textiles in

the field of haptic advertising already became so clear at last year's PSI trade shows that a separate hall was devoted to this sector: Hall 10, the textile centre of the PSI, has become a magnet for visitors, not least thanks to the captivating shows on the PSI catwalk and the high-profile environment. It is only logical that the former "textile hall" of the PSI has now become an independent trade show with a broader range.

Valuable sourcing and knowledge platform for PSI members

What was previously successful, such as the fashion shows, will form the core of the trade show premiere PromoTex Expo, which of course will present itself in an even larger and more diverse format. Major brands and international names are already impacting the list of exhibitors. The entire world of promotional textiles and textile finishing will come to life not only at the stands but also as part of the accompanying programme. With a wide range of topics, the PromoTex Expo is thus a valuable sourcing and knowledge platform for PSI members who can visit it with their PSI ticket. It is not only interesting for promotional product distributors of the PSI but also for textile finishers and other textile professionals, marketers, agencies and advertising engineers. <



“The PromoTex Expo is the creative presentation of textiles and textile finishing”

We talked to project manager Stefan Roller-Abfalg about the new textile trade show in Hall 13, which also has a lot to offer PSI consultants.

With PromoTex Expo, a new textile trade show will be launched alongside PSI and viscom in 2019. How does the trade show position itself as part of the newly created world of advertising and selling, which in this form is unique in Europe?

At the request of the exhibitors, the entire textile area of the PSI will present itself as an independent trade show in the future. In the first year, the PromoTex Expo expects about 140 exhibitors for clothing and textiles for textile finishers, resellers and buyers from the industry. The textile trade show has been conceived as an independent event for textile innovations and trends. With creative special shows, it offers insights into topics such as individualisation, mass customisation, sustainability in the textile production chain, smart textiles and much more.

Also on the subject of textile finishing, PromoTex Expo will convey a wealth of know-how.

Yes, because the subject of finishing will be enhanced overall: The new textile finishing technology exhibition area of the viscom (which will occupy Hall 14) will be located in the “Textile Hall” 13, directly adjacent to the PromoTex Expo. The PromoTex Expo will show the entire diversity of textile finishing applications and offer the possibility of networking. This is a big plus for visitors to the PSI in particular, as it allows them to broaden their consulting expertise.

Which topics will be in focus?

The focus will be on the product and company presentations of the exhibitors who will use the start of the new financial year to present their new products and collections. We have already received numerous commitments from former PSI exhibitors and new exhibitors, including well-known companies and brands such as SNAP Sportswear, Falk & Ross Group Europe, Club Crawatte, ID, Master Italia, Kariban, Stormtech, Neutral.com, Tee Jays, Gildan, Herka, Lynka, Delfina, Gorenler, JHK Trader, Möve, Fifty Five, Polymark, Astrid Riedelsheimer and Thermopatch. And there is an extensive supporting programme in which products and knowledge will be presented in an eye-catching manner.

What for example?

Of course, there will be great shows on the catwalk again: Here, products from all textile areas will be professionally showcased several times a day. In addition, we have created a new presenta-

tion format with the special mannequin exhibition. The supporting programme will boast two additional highlights with a special focus on sustainability and smart textiles: On the “Textile Campus” area, our partners will provide valuable information on labels and certificates of textiles, quality assurance, cotton, sustainability of synthetic fibres as well as smart textiles. The programme will be supplemented by lectures in “Forum 13”.

Which target groups is the trade show aimed at?

The PromoTex Expo primarily addresses textile finishers, buyers of promotional wear, sportswear and workwear from industry and specialist retailers as well as designers and agencies. In addition, exhibitors will also benefit from the visitor target groups of the PSI and viscom. Promotional product consultants and distributors who primarily visit the PSI, as well as viscom advertising engineers, will have free access to the PromoTex Expo.

Textiles is a major topic in the promotional product industry, and that became clear at the last PSI trade shows. What added value does PromoTex Expo offer members of the PSI network?

For promotional product distributors and consultants who deal in textiles, the PromoTex Expo offers the opportunity to familiarise themselves in a concentrated and intensive way with all facets of textile product ranges, textile finishing and special features of the textile market. They can search for innovative solutions and network in the textile world. An added value that makes visiting the PromoTex Expo worthwhile!



This is what the PromoTex Expo offers:

- Promotional textiles
- Sportswear and teamwear
- Workwear
- Corporate fashion
- Gastro, hotel and wellness textiles
- Caps and hats
- Accessories, ties, shawls
- Socks, stockings, lingerie
- Terry products
- Textile finishing
- Fashion shows on the catwalk
- Special themes: Sustainability and Smart Textiles
- Lecture programme in “Forum 13” in Hall 13

The **viscom** is the third event among the January trade shows held by Reed Exhibitions under the quality label below the line. Europe's trade show for visual communication and POS marketing thus completes the range of topics of interest to PSI members and can open up new business areas for promotional product distributors and consultants.

Viscom 2019: Trade show for visual communication

An added value for the industry



he viscom is an "old acquaintance" which has been enriching the German trade show scene for more than 30 years, albeit under different names. At present, the established trade show for visual communication and POS marketing is re-inventing itself under the umbrella of the newly created world of advertising and selling. Traditionally held in November, the trade show has now been moved towards the much more favourable time at the beginning of January. The temporal parallelism and thematic proximity to the well-known and well-attended industry event PSI further enhances the event. In addition, it is set to take place in Düsseldorf every year instead of alternating with Frankfurt. As part of the trade show trio, it will certainly benefit from the high internationality of the other two events. At the same time, like the PSI and the PromoTex Expo, it will remain an independent trade show with a clear product profile and defined target groups. PSI members can visit the viscom as well as the PromoTex Expo with their trade fair ticket, free of charge.

Additional expertise for free on top

More than 250 international manufacturers, distributors and service providers from the fields of digital large-format printing, advertising technology, finishing and further processing of promotional and apparel textiles, illuminated and outdoor advertising are expected to present their innovations, trends and best-practice examples. The previous visitor customer base has consisted of a decision-making network of international advertising technicians, printing service providers, agencies, exhibition stand construction and shopfitting as well as marketing from the indus-

try and trade as well as property furnishings. The trade show will occupy Hall 14 and parts of Hall 13, thus adjacent to the PromoTex Expo, the new international trade show for promotion wear, sportswear and workwear. For PSI members, looking around the viscom will definitely be worthwhile.

Interesting topics for PSI members

The viscom has become even more interesting for PSI members as it has expanded its core themes of advertising technology and digital printing to include the application areas of brand communication including display, packaging, interior and digital signage. These and other topics can be found in Hall 12 in the "Marketing Innovations" section, in a hall occupied by the PSI. For PSI visitors, it is only a stone's throw to where they can find out more about display, packaging, digital media, commercial printing as well as merchandising and licensing. In addition to technical innovations, the presentation of trends, solutions and applications is the focus of viscom. Creative special shows with practical examples and hands-on opportunities, user workshops, focus days in the lecture programme and matchmaking between exhibitors and visitors during the event guarantee a complete market overview. In order for PSI members to profitably benefit from this offer, they should plan on spending three days in January for their trade show visit.

Ideas for holistic marketing concepts

In our discussions with promotional product consultants, it repeatedly becomes clear that trade alone is declining

This is what the viscom offers

- Advertising technology and materials
- Digital printing and print finishing
- Textile finishing technology and materials
- Illuminated advertising
- Outdoor advertising
- Ambient media
- Property facilities
- Display for the POS
- Individual digital packaging and hybrid printing
- Brand communication

and that many promotional product distributors and consultants are creating at least one more mainstay. They have a high level of consulting, project management and product expertise and a wealth of experience, so it is advisable to extend their service to customers. They increasingly offer holistic communication and marketing concepts that are tailor-made to the customer's requirements and implement them professionally. In addition to haptic advertising, other forms of advertising are increasingly being used – with success. In event marketing, for example, they can exploit many of their skills, so that is why more and more PSI consultants are developing in this direction. POS marketing or digital and graphic marketing services are also increasingly interesting for consultants who want to expand their business. For precisely these target groups, for example, the viscom offers further ideas and technical solutions that enable consultants to score points with their customers: Why not integrate an individually designed display or vehicle into a campaign? Or integrate lighting effects into an event? The fact that textiles as well as objects belong to any professionally organised event goes without saying anyway. The viscom and the PromoTex Expo provide suitable tools and helpful expertise for all these approaches.

Develop new business areas

Visitors who look closely at the viscom can therefore also discover a great deal in the field of visual advertising, something they can also offer their customers. More and more promotional product distributors are expanding their service portfolio towards advertising technology. Here, too, PSI members can get new ideas at the viscom because advertising technology is still one of the core topics of the viscom. Incidentally, the converse trend is that advertising technicians also offer promotional products. This is not surprising as these forms of advertising perfectly complement each other and increase their impact within cross-media campaigns.

<

The PSI, the viscom and the PromoTex Expo together form a Europe-wide leading trade show association for marketers and advertising specialists.



The use of the digital trade show inquiry system dMAS set new communication standards during the past PSI Trade Show. For the new trade show event consisting of PSI, PromoTex Expo and viscom, the specialists for lead tracking and inquiry processing offer an optimised version that is tailored to the specific needs of exhibitors and visitors.

dMAS at the PSI / PromoTex Expo / viscom 2019

Lead tracking further optimised

In general, the online software serves to ensure direct, uncomplicated communication between the target groups involved through simple recording of inquiries and by saving time when processing orders. The PSI partner here is the Austrian company dMAS GmbH, itself a PSI member and leading software manufacturer for managing inquiries and offers in the promotional product market in Germany, Austria and Switzerland.

Lead tracking for all exhibitors

In order to be able to offer central lead tracking in the trade show network, dMAS will be made available to all exhibitors at the three trade shows. All tickets at all trade

shows are provided with the dMAS-relevant QR Code and so-called "short-code", which enables all exhibitors to scan the tickets and obtain the contact information of the visitors. Depending on the trade show and specific role allocation, either the entire contact data can be exchanged (beneficial when trade visitors contact ex-



"Above all the mobile apps with which exhibitors can scan visitors quickly and easily are a great relief in everyday trade show life. We try to incorporate the feedback from past trade shows in the best possible way."

Othmar Fetz, Chief Branding Officer dMAS GmbH

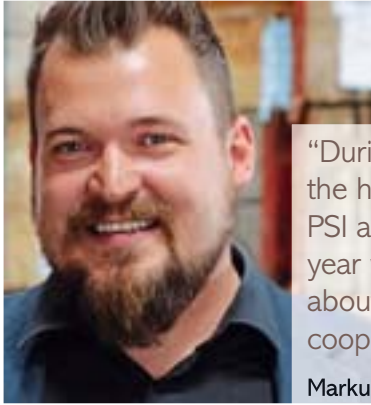


After visiting the trade show, each visitor receives a so-called "trade show report" which summarises his visit to the trade show and provides him with additional information.

hibitors), or only limited contact data (name of the industry customer and the inviting distributor). In addition, all exhibitors have access to the 'digital trade show bag' which allow exhibitors to share digital content (such as videos, folders, links to websites or vouchers) with visitors.

Advantages for visitors of the trade shows

After visiting the trade show, each visitor receives a so-called "trade show report" which summarises his visit to the trade show and provides him with additional information. For example: by whom he was scanned or which catalogues and samples he was interested in. In addition, visitors can view and, if necessary, download their collected digital content.



"During the trade shows in January, the hard work we did together with the PSI and third-party providers over the year will become visible. We are excited about the professional and long-term cooperation."

Markus Tückmantel, Managing Director dMAS GmbH

Offer processing for exhibitors at the PSI

There is a special extension for exhibitors at the PSI Trade Show to meet the requirements of the promotional product industry. All industry customers invited by distributors are assigned to the respective distributors. If an exhibitor scans an industry customer, the exhibitor sees only the first and last name, the company of the industry customer and the inviting distributor. As is common practice at other promotional product trade shows, the exhibitor can now record the inquiry, make an offer and send it to the distributor who is assigned to the industry customer. The distributor now receives a message that he has received an industry customer offer and can pass it on to the industry customer.

Distributor full access

Every trade visitor at the PSI has the opportunity to upgrade his "trade fair report" through a one-off fee of 149 euros as part of the PSI (regular price: 500 euros) by means of the so-called "dMAS full access", thus enabling him to further process the incoming offers from the exhibitors and to forward them to his industry customers.

Industry customer support for distributors with a consultant spot

Distributors with a consultant spot already have full access included in their PSI package and can use the entire range of functions. All interactions of their industry customers can be viewed in the web interface of dMAS, incoming offers can be automatically supplemented with a premium and sent to the industry customer with a click of the mouse.

About dMAS

Since 2009, dMAS has been involved with lead tracking and inquiry processing at trade shows in D-A-CH in the promotional product industry and is now a leading provider in this field. In 2019, dMAS will be introducing an inquiry tool for use beyond trade shows that will allow the online tool to be used 365 days a year. <



The details of the inquiry received from the issuer will be sent directly to the assigned distributor. The distributor can forward the industry customer offer directly to his customer.

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There are plenty of reasons for environmental awareness in **times of climate change**. And the awareness of doing something for the endangered environment is impacting the industry and its customers more and more.

The following pages show that **sustainability** does not have to be expensive.



PSI 42772 • Xindao B.V.
Tel +31 70 3199900
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<https://www.psiproductfinder.de/mwuxmj>

Conscientiously enjoy

Xindao offers its ECO Green bamboo fibre mug made of renewable bamboo fibres in green, white, blue, black and grey. It is free of environmentally harmful synthetic materials and has a lid and handle made of silicone. The attractive, highly eco-friendly product is reusable and robust and offers a filling volume of 430 millilitres. In addition, the mug is completely biodegradable and comes in an eco gift box.



PSI 44281 • Victorinox AG
Tel +41 41 8181211
B2B.ch@victorinox.com www.victorinox.com
<https://www.psiproductfinder.de/y2uxmj>

Active environmental awareness

Sustainability for four generations: the commitment to sustainability through the production of durable and easy-to-repair products has been handed down from generation to generation at Victorinox since 1884. An eco credo for the benefit of customers and the environment. The Victorinox warranty covers unlimited material and manufacturing defects for an unlimited period of time. This lifelong guarantee is a matter of course for the Swiss knife manufacturer whose products are exported to more than 120 countries around the world. The headquarters with factory as well as more than 100 residential units are supplied by a district heating network. Due to the comprehensive reduction of pollutants with closed systems and wastewater treatment, the careful use of raw materials and the widespread use of recycling, Victorinox was awarded the company prize of the Swiss Environmental Foundation in 2008. In 2016, the PSI "Sustainable Product Award" followed.

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Renewable pleasure

Bamboo is a fast-growing plant that is extremely tough, harder than oak and yet flexible and versatile. Reason enough to establish it as a material for promotional products. Reflects now offers an extensive selection of bamboo items and is constantly expanding its assortment. Also new in the range is the insulating mug Reflects-Talca. In the car, at a picnic or on the way through the city, drinking bottles as well as insulated cups and coffee mugs are among the top sellers in the sector. The sustainable coffee-to-go mug can be enhanced by pad printing or laser engraving. It is double-walled and has a closable drinking opening. The capacity of the cup is 350 millilitres.



PSI 42487 • Reflects GmbH
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PSI 49009 • 12M
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agnieszka@12m.eu • www.12m.eu
<https://www.psiproductfinder.de/ogi1md>

Naturally individual

12M has a wide range of ecological and sustainable products. The company offers environmentally friendly, completely customised finishing on paper, cork or wood by means of printing or laser engraving. In addition, laser-cut place cards, altered glass cards and other cards in various sizes and shapes and for a variety of occasions can be implemented. Coasters made of cardboard, cork, plywood or genuine wood are a pleasant alternative to conventional plastic products. No matter whether it is for birthdays, at Christmas or for a wedding, sustainable products are all the rage. Information on these and other products, some of which are available from small quantities, is available on request.

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<https://www.psiproductfinder.de/ymy1y2>

Certified and climate neutral

Like all terminic promotional calendars, the Quadro table planner is also produced to the highest certified quality and sustainability standards: terminic is certified according to ISO 12647 Process Standard Offset Printing for discerning cardboard printing: Only FSC®-certified paper and cardboard from sustainable forestry are used, printed with mineral oil-free printing inks and minimised use of alcohol. terminic, a participant in the climate initiative of printing and media associations, has committed itself to the greatest possible CO₂ avoidance and also offers its customers the option to produce calendars completely climate-neutral through the purchase of certificates of verified climate protection projects. Climate-neutral shipping is also possible.

Viable alternative

Joytex's ecological and sustainable products include, among others, the Darwin organic cotton bag with a quality of 145 grammes per square metre. The durable, 38- by 42-centimetre large bag is available with short and optionally with long handles. The practical, robust, tear-resistant and at the same time durable and cost-effective quality product is available from a purchase quantity of 250 pieces with print and can be delivered within two weeks. More information about this and other products is available in the free catalogue.



PSI 41990 • Joytex GmbH & Co. KG
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<https://www.psiproductfinder.de/zifjnz>



Focus on environment

The Spanish company Arpe, a specialist in promotional towels, cushions, upholstery, cases and banners, has questioned all its production processes and focused on the environmentally friendly production of products as part of an elaborate strategic process. In addition to the design, the entire production chain and the materials used were put under scrutiny. Since then, Arpe has saved tons of CO₂ emissions, energy and material consumption during production.

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With apple Appeel

Lediberg has realised several goals with its Appeel models of notebooks and calendar products made of apple peel and selected plant fibres: sustainability and an appealing design. The innovative apple paper forms the product USP of Appeel®: Notebooks and calendars in the name of sustainability, resolutely down to the plant-based colour spectrum, which is inspired by well-known apple varieties in the different seasons and landscapes of Italy. Thus, the Appeel® models also embody ideal ambassadors for companies that want to communicate green values authentically as well as convincingly. There are a variety of finishes for the right advertising message for all products.

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Completely regenerated

Recently certified according to the environmental standard DIN EN ISO 14001: 2015, the writing instrument manufacturer Klio-Eterna is presenting an organic and recycling series with its models Cobra bio, Jona recycling and Cobra recycling. This product line has now been expanded to include the Zeno bio and Zeno recycling models. With Twista recycling, the manufacturer also offers a sustainable alternative to the conventional standard variations among USB articles. Organic pens from Klio are made from biodegradable PLA plastics certified to DIN EN 13432. These special plastics are extracted from plant starch and can be degraded by nature within three years. The recycling models are made entirely of reclaimed material. This is obtained from in-house waste, overproduction and equipment waste as well as purchased externally. In this way, products are created in which, in addition to the barrel and clip, the complete mechanism consists of recycled material. The Bio and Recycling product line can be finished by using screen, pad or full-surface digital printing.



Live and let live

The sustainably and fairly produced textile products made of Fairtrade cotton, available from Fischer Import, are the perfect complement to the product portfolio. Whether it be cotton bags or trendy gym bags, at the Bavarian company interested parties can choose from a wide range of products, also listed in the company's latest catalogue of new products. The cotton bags and gym bags made from Fairtrade cotton are available in eleven different colours. Additional finishing can be implemented using domestic printing and generally as direct import production.



With style and a clear conscience

Coffee to go is part of the lifestyle of our time and is today a beloved companion and a stylish accessory at the same time. It should be environmentally friendly and stylish: SND offers an ecological alternative to plastic and disposable cups with its resealable plastic lids and heat protection sleeves in nine colours. And thus a sustainable and beautiful promotion product. The resource-saving promotional product protects the environment and can be individually finished. Whether it be screen transfer, engraving, hydro paint, soft touch, nano shine, gastrotech or even personalised: The stylish finishing options are extremely diverse.

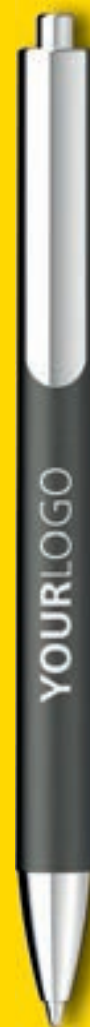


Wrapped as desired

For more than 80 years, the name E. Wilhelm has been synonymous with high-quality cases, packaging and displays for jewellery, watches, accessories and things that make life worthwhile. In addition to packaging for, inter alia, key fobs, shakers, jewellery, shirts, cutlery, spectacles or cups, the assortment also includes packaging for figures, pendants, cards, candles, chocolates and wallets. E. Wilhelm has also received the FSC seal for various series in its assortment, including for ballpoint pens, coins, wristwatches and even mugs, perfume bottles and USB sticks. More information is available on request.

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Ecologically correct

The vegan organic fruity and tasty fruit gum bears from Kalfany are made from controlled organic ingredients and without any gelatine, and at the same time send out signals of “ecological correctness”. Compostable promotional bags which are certified with the seedling and demonstrably ecologically degradable are available as a further statement for the environment. Purists choose the PÄX crunchy mixes consisting entirely of fruit or vegetables. A small, immaculate declaration proves the avoidance of any additives. Available are apple, pineapple, strawberry, cherry tomato, zucchini and onion. It does not come with the usual dried fruit or vegetables, but rather a crunchy, vegan and aromatic snack.



PSI 45328 • Stilolinea Srl
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info@stilolinea.it • www.stilolinea.it
<https://www.psiproductfinder.de/mdhjzd>

From nature to nature

The Eco-Friendly line highlights Stilolinea’s environmental awareness and a correct attitude of protecting the planet for future generations. The ecological Vegetal Pen, Ingeo Pen and BIO-S! pens are manufactured with a revolutionary material that reduces the environmental impact since it is derived from natural fibres, unlike all synthetic materials derived from petroleum. The resin used is biocompostable: that is, after undergoing an industrial composting process, it breaks down in nature. What makes these pens even more interesting is the final result, a product displaying characteristics that are equal, if not superior, to those of pens manufactured with petroleum-derived materials. The uniqueness of Stilolinea Vegetal Pen, Ingeo Pen and BIO-S! is underlined by the proposal of the transparent version, that maintains the same resistant characteristics but offering a wide range of colours combinations, and by the addition of the “Green Office” line, Vegetal pen and Ingeo pen produced with lime body, for always keeping up with the trends.



PSI 47672 • Bulb-Bottles-Innique AG
 Tel +41 43 8337733
 hello@innique.ch • www.bulb-bottles.ch
<https://www.psiproductfinder.de/mwiwm2>

Drink CO₂ neutral

Even bottles can change the world. The new B1. GREEN bottle from Bulb comes fresh from the field. It consists of a bio-based plastic based on sugar cane. The bottle can be individually branded and is therefore the ideal advertising medium for numerous industries, starting from an order quantity of 100 pieces. With this bottle, advertisers can send out an important message in terms of sustainability. Each produced bottle will also support a climate protection project, thus compensating CO₂ emissions. Together with the myclimate foundation, Bulb is involved in a project in Brazil's Amazon rainforest that promotes switching from diesel to climate-friendly FSC wood chips for producing electricity.



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The mbw® heroes not only fulfil the legal requirements relating to quality, in many cases they even surpass them. mbw has been a BSCI member since 2012, guaranteeing quality control in the Far East. For example, the orange MiniFeet® label from mbw® stands for cuddling with quality, documented by seals and certificates such as OEKO-TEX® Standard, GS-tested safety and TÜV-proof. More about the trustworthiness of quality is available on the new user-friendly mbw® online portal.

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Stapling without staples

The staple-free stapler from Plus Europe puts an end to annoying searches for staples. Thanks to its unique technology, up to five sheets can be stapled together. An environmentally friendly solution as fewer raw materials are consumed. Even shredding such stapled documents is easy since no staples need to be removed in advance. The stapler is made to a large extent from recycled plastic and is available in white, blue, green, pink and yellow. Thanks to its beautiful design and ease of use, the stapler has already won the red dot design award.



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Massively competent

Anyone looking for sustainable promotional products will find what they are looking for at e+m Holzprodukte. Writing utensils and accessories for the workplace as well as a multitude of gift items made of solid woods and entirely Made in Germany: all this is offered by this long-standing manufactory to its customers. Domestic woods, also FSC® certified, are preferred. The surfaces are treated with natural oils and waxes. Printing and high-quality laser engraving of customer logos can be implemented at any time. Likewise, individual custom-made products can be produced according to customer requirements. The smart smartphone holder Phone Board, for example, is available in different types of wood, with two different width grooves offering space for different model dimensions. This useful accessory is also available in a wider version for tablets.

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Natural talent

Spontex swell sponges are made from regenerated cellulose, a raw material derived from renewable plant fibres. This makes Spontex promotional sponges a fully biodegradable and compostable promotional product. In addition, the sponges can be finished with an individual shape and printing and leave a lasting impression with their impressive swelling effect. Spontex promotional sponges meet all criteria to build a positive image transfer between brand and consumer. Whether as a gift item, mailing or sponge card: The little clean guys stand out and are ideally suited to transport the desired advertising message to the target group.

Bottle becomes bag

From the PET bottle to the bag: As a company with an ecological sense of responsibility, elasto produces individual, recycled promotional bags. Before the transformation to the effective promotional bag, the used PET bottles are thoroughly cleaned. Likewise, non-recyclable foreign objects such as lids and labels are removed. The bottles are then processed by machine into small plastic chips. From these chips, in turn, a yarn is made, which is the base material for the newly-woven bags. The bags are available from elasto in various formats, designs and with various handles and closures. There are no limits to creativity.



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Advent and the environment

Quality also has an environmental impact which is why almost all inlays for chocolate in CD-LUX Advent calendars consist of 80 per cent recycled material. Moreover, they are completely recyclable. In addition to the tried-and-tested premium chocolate from Lindt, Milka, Ritter Sport and Sarotti, the Advent calendar experts are also offering calendars with Fair-Plus organic milk chocolate from sustainable cultivation this year. Optionally, the calendar is also available entirely in cardboard, with inlays for chocolate also made of cardboard.



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<https://www.psiproductfinder.de/zmvhnd>

Natural wood products

The bird feeder house and the other natural birch plywood products from team-d provide a variety of design options. The birch wood is FSC-certified and the low-cost products with natural charm are made in the EU. The birdhouse serves as a source of food for domestic birds and is self-assembled. An interlocking set including assembly instructions is delivered. The wood can be provided with a print or laser logo from 240 pieces.



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Excellent writing culture

The range of green products at Stabilo is extensive and offers sustainable alternatives in every category: the Green Boss highlighter and the Pointball retractable ballpoint pens are made of recycled material, the barrel of the Greenfancy retractable ballpoint pens is made of biodegradable plastic and the Greencolours coloured pencils and many more graphite and coloured pencils are made of FSC® wood. With the Greenpoint fibre pen, Stabilo also succeeded in producing the first pen which consists of 87 per cent recycled plastic and has been awarded the Cradle-to-Cradle Silver certificate. With its extensive portfolio of green products, the company from Frankenland is considered a specialist in sustainable promotional pens.

Organic office garden

The use of bioplastics guarantees rapid biodegradability of the material of the swinging bowl from emotion factory. Regional procurement keeps CO₂ emissions low. The product is supplied with flower or herb seeds and a substrate tablet as soil and brings a piece of nature onto the office desk or windowsill. Once the small garden is harvested, the rocking bowl is ideal for storing paper clips, coins, sweets and the like. The product can be ordered as a full bowl, split in half or even as a two- and three-piece set. Space for an advertising message is offered on the sleeve around the product, which is individually printed. In the product range of promotional products for pets, the treat bowl ensures preoccupation and variety for the dog.



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Tel +49 521 98244-0
info@halfar.com • www.halfar.com
<https://www.psiproductfinder.de/ntyjy>

Organic

Halfar®, the manufacturer of promotional bags, presents the Organic bag series made entirely from organic cotton and produced according to GOTS, the Global Organic Textile Standard. GOTS stands for an ecologically sensible product and a sustainable supply chain. And the bag series in the natural colour is also sustainable because it is so versatile and can be used for a long time. With zip pockets in three sizes, a drawstring bag and a shopper, the Organics appeal to different target groups and areas of application. Advertising messages can be transported eye-catchingly by using screen printing, transfer printing or embroidery.



PSI 47406 • koziol – ideas for friends GmbH
Tel +49 6062 604-0
incentives@koziol.de • www.koziol.de
<https://www.psiproductfinder.de/mzhmnm>

In with you

There is no better way to communicate sustainability than with the biological waste bin Bibo. There is hardly any other measure that can make such an active contribution to environmental protection. Incidentally, electricity can also be produced from kitchen waste. A banana peel, for example, can light up an LED lamp for 34 minutes. Collecting kitchen waste is worthwhile and even fun with this stylish box. With its compact format, Bibo finds its place even in small kitchens, is easy to clean and hygienically closable thanks to its lid.



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Lunch break hero

The Linotex lunch box in the trendy retro look is an environmentally friendly alternative for transporting food. Ecological, sustainable, durable and versatile, the sturdy lunch box is not only perfect for the office or school, but also performs its services reliably on the construction site. Companies advertising can be perfectly showcased thanks to the numerous finishing options. With the option of a single name engraving, the box becomes a personalised employee present.

High-quality optics

Individual cards in an array of variations, which look like classic PVC cards despite the addition of eco-friendly materials, are available from Polskie Karty. The trick: In contrast to classic PVC products, these cards are completely biodegraded within three to four years thanks to the environmentally friendly material mix. An advantage that cannot be seen in the cards available in various designs. The customer will find what he is looking for in his search for business cards, badges, customer reward cards or other gift items: all available from the versatile yet environmentally friendly material.



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info@plasticcards.zone
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www.technoline-berlin.de
<https://www.psiproductfinder.de/ywjimd>

Sunny prospects

Organic production meets economic use with the WQ 145 from Technoline. The solar-powered quartz alarm clock with space for a logo or advertising message shows the time and the date, the day of the week and the current room temperature on its digital display. In addition, the snooze function of the wake-up alarm ensures reliable awakening even in deep sleep. Thanks to the backlight, the numbers are always recognisable, and the alarm clock works reliably even with longer periods of darkness thanks to additional battery operation.

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Exemplary ecological balance

Available at Igro, carrier bags made from recycled PET bottles are always worth the price in terms of environmental sustainability. R-PET carrier bags are also recyclable and can be returned to the recyclable material cycle through disposal in the recyclables collection. This saves raw materials and relieves the burden on the environment. R-PET bags are easy to print on and can be reused for years. This makes them inexpensive, long-lasting marketing tools in the public space: a recycled permanent bag can easily replace 500 plastic bags before their life cycle begins again.



Chic upcycling

Globe Hope is an innovative Finnish company that designs and manufactures ecologically correct products from recycled materials. The word upcycling describes it best because Globe Hope turns old or leftover materials into new, unique promotional products and garments. Three core values set the tone at Globe Hope: aesthetics, ecology and ethics. Both the design and the production focus on the principle of sustainability. The latest products made from unused carpeting include, among others, plug-in card and business card holders, cosmetic bags and other bag variations.



Custom socks

Custom Socks by Bosscher is specialized in own design socks. Your partner for Custom Made: casual-, business-, work-, sport, home socks and sublimation or 360 degrees. The Unique selling points: Oeko-Tex Standard 100 certificate – the factories are SEDEX certified – very fast delivery – nice packing – high quality socks. Custom made casual socks with bright colours, patterns and knitted company logo can stand out nowadays. Socks with a logo all over the sock or only under the foot? Almost everything is possible. Above all, all the socks are very comfortable. Socks are a great product as a give-away, a premium or as merchandise. Bosscher can deliver them with a custom made box, labels or sleeve, which can be in FC print in any design and size.

- ADVERT -

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Recyclable cardboard cup

RecyCup® is the recyclable cardboard cup from Suthor. Featuring innovative earthcoating®, up to 60 per cent less plastic is used in the production of the cup. Thus, the cup overcomes the legal hurdles and can be easily disposed of in the blue bin or appropriate paper collection systems and recycled. Appropriate collection systems can be found at every trade show, at every kiosk and at every event. RecyCup® is available as a single- or double-walled cup with full-colour digital printing or offset printing. The volume range extends from the small 0.1 litre up to the generously sized 1.0 litre cup.

Sharp set

Richartz combines in its immediately available set a modern, extra sharp serrated knife with a practical cutting board made of bamboo wood. Particularly useful: The breakfast knife is perfectly held by a magnet in the milled recess of the wooden board, thus making it an exceptionally smart and practical accessory with high attention value.



- ADVERT -

ANKER

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4,5 Sterne auf Amazon Deutschland Top-Bewertung





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Tel +49 7661 90949-200
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<https://www.psiproductfinder.de/yimi4og>

Nature meets electronics

The pine timber Q-Pack power bank and USB stick from Vim Solution are not only light and practical, but something completely new: The two products are made of genuine Black Forest pine from FSC stocks and available with 2600 mAh and 2 to 16 GB respectively. To complement these articles, in-house negative engraving is offered. Digital printing is also possible and can be implemented within a very short time. The minimum order quantity is 25 pieces.



PSI 42907 • Inspirion GmbH
Tel +49 421 5227-0
info@insprion.eu • www.promotiontops.eu
<https://www.psiproductfinder.de/ndbmj>

Alternative drinking comfort

Inspirion's stainless steel Drink Elegant straw perfectly showcases cocktails and smoothies and ensures maximum drinking comfort on the go. The alternative to the plastic straw has really earned the predicate sustainability. After use, the durable promotional product does not end up in the rubbish but is used again for the next drink. It comes with a special brush that makes it easy to clean the straw on the go. After use, the product can simply be stowed away in the eco-friendly cotton bag.

Printed seed paper

How does it work?

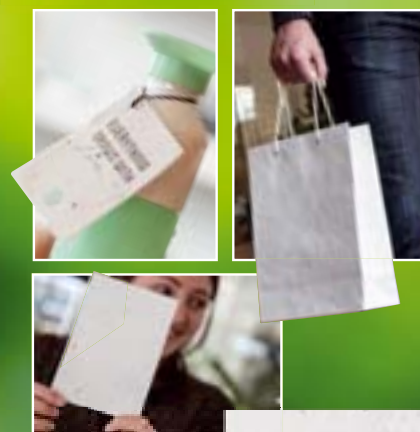
When the message is read, you can moisten the paper and cover it with a thin layer of soil. Give it some water and sunshine, add some love and watch the seeds germinate and bloom within a few weeks. Messages stand out when printed on seed paper!

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In touch with nature

Subber, a cork-covered ballpoint pen made from recycled paper material, is one of the outstanding promotional products from Anda's extensive writing instrument collection. Subber successfully combines simplicity with elegance and playful colours. The light-weight pen comes into its own in everyday life, at school and in the office and is available in six colours. A company logo can be applied on the clip using two-tone pad printing.



Natural drinking source

The Verona stainless steel water bottle from USB-FlashDrive is an intelligent product idea that demonstrates a sustainable, environmentally friendly approach. Unlike disposable plastic items, Verona is reusable, keeping cold drinks cooler for longer and hot drinks hotter for longer. Available in black and white, the drinking vessel features classic style elements such as a chrome-plated bottom and lid. The finishing options include both engraving and full-colour printing on the body of the bottle. The bottles have a filling volume of 350 millilitres and are delivered individually packed to the customer. The minimum order quantity is 50 pieces.

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Sustainable nibbling

Customers make the right choice with the roasted organic almonds in the snack mug from myfitmix. The packaging used is food grade: after all, it is manufactured according to strict EU regulations, using only certified food grade materials. The snack mugs are filled with 40 grammes of roasted almonds and can be printed all around in four-colour digital printing. Delivery is effected from a minimum quantity of 500 pieces within three to four weeks. Incidentally, the company is organic certified according to DE-ÖKO-005.



Classic, sustainable, ecological

Classic, sustainable, ecological: The Friend of Inter Pro notebook, made of paper and cardboard and including a ballpoint pen, is designed for those who like to make notes by hand and rely on a good companion. The ring binder ensures pages are easily turned and the small rubber band secures the pen. Due to the coloured applications, the useful promotional product harmonises with most logos. Advertising can be applied on the royal blue, red, green and orange product by using pad printing.

IM EINKLANG MIT DER NATUR



Die Appeel-Kollektion wird exklusiv von **Lediberg** aus Teilen des Apfels und ausgewählten Pflanzenfasern hergestellt. Die Kollektion umfasst Notizbücher, Kalender und Accessoires. Zu allen Produkten gibt es unterschiedlichste Veredelungen für die richtige Werbebotschaft. Sie haben die Story, wir haben das richtige Produkt.



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Seven new employees

The promotional product specialists at K+M are looking forward to further support from new employees. In the past four months, the team has been strengthened by a total of seven new employees. Alexandra Micic, who worked as an employee at K+M for many years, has returned. Tobias Zienow, Simone Rost and Johanna Bulut, experienced employees from the fields of media, import, textile finishing and printing processes, have joined the sales department. Jessica Gelev has joined as a clerk, Marina Schneider will handle sample and goods despatch in the future, and Sabrin El-Hanafi will start as a new trainee. "We have succeeded in gaining an excellent mix of new colleagues with experience and new

K+M Werbemittel GmbH

input from our industry. As additional customer mandates, they will enhance our service portfolio. We are proud of Alexandra Micic's return to K+M as an experienced employee after several years, as well as the decision of the other new employees who are experienced in the industry. We have gained additional competence and very motivated additional manpower for our new tasks",

says Stéphane Hennig, managing partner of K+M Werbemittel GmbH. www.rmwz.de

The new additions (left to right): Tobias Zienow, Alexandra Micic, Marina Schneider, Jessica Gelev, Simone Rost, Jessica Bulut and Sabrin El-Hanafi.



STABILA

Thomas Büttinghaus

Distributor support intensified

Personal support of promotional product consultants including a creative exchange of ideas has a very high priority at the measuring device manufacturer STABILA. For this reason, the position of Sales Manager was newly created and occupied by Thomas Büttinghaus. Büttinghaus has gained experience in the industry over many years. "We are convinced that this measure will enable us to better serve and support our distributor partners in the future," says Tobia Buchmann, Head of Promotional Product Sales. www.stabila.de



REFLECTS

Djoe Bin Baruani

New face in sales team for France

REFLECTS GmbH has further strengthened its sales team for France through Djoe Bin Baruani. The ambitious salesman previously worked at Peugeot, among others, and is looking forward to his new responsibilities in the promotional product industry. Personal dialogue is important for Baruani: "Keeping in contact with the customer at all times is at the heart of every good sales concept, Composure, courtesy, competence and dedication – that is what REFLECTS customers expect and get, of course." www.reflects.de



STABILO Promotion Products

Martina Haller

New Customer Service employee

Since June 2018, Martina Haller has been supporting the STABILO Promotion Products Customer Service Team. She began taking on the supervision of Customer Service for France and Italy. Martina Haller was born in South Tyrol and grew up bilingual, speaking both German and Italian. Thanks to her stays abroad, her strengths also include French and English. In addition to language skills, she also brings with her many years of experience in sales and customer support. Her previous jobs include being managing director of a small company and the event coordinator in the hotel sector. By welcoming Martina Haller, STABILO Promotion Products is strengthening the Customer Service Team and placing emphasis on country-specific customer support and advice. www.stabilo-promotion.com

10 years as brand ambassador

Daniela Gottenöf has been an integral part of the team at Mahlwerck Porzellan for ten years now. Hardly anyone knows the Mahlwerck products and finishings as well as she does. Her path shows that personal development is not only possible in large corporations: Daniela Gottenöf started in the administration and customer service before becoming manager of the back office. Since September 2017, she has been looking after numerous customers directly in the field as a key account manager. "It's great to be a part of this exciting industry with so many nice customers as it makes my life amazingly diverse. In addition, I am proud to represent a leading company with super individual products together with our Mahlwerck family," says Daniela Gottenöf. Tobias Köckert, Managing Director of Mahlwerck Porzellan adds: "We are extremely happy that our team can count on Daniela's skills and excellent support." www.mahlwerck.de



Mahlwerck Porzellan

Daniela Gottenöf

New addition to the field service team

SND PorzellanManufaktur has strengthened its field service team through Lars Leppert. Since April 2018, Lars Leppert has been the new sales representative for the north of Germany, responsible for the postcode areas 0-3 and 47-49. However, he is not new to the industry. He has specialised in the promotional product industry for years. At SND, Lars Leppert now ensures the right cup is on the customer's desk.

www.snd-porzellan.de



SND

Lars Leppert

Future prospects for trainees

After successfully completing his vocational training as an industrial clerk, Klio-Eterna Schreibgeräte has taken over the former trainee Stefan Wolf in its team. He is now utilising his knowledge acquired in the 3-year training course as an employee in the accounting department

and supporting the quality assurance of the company. Klio-Eterna is a recognised training company and has been training young people in commercial and technical professions for many years. www.klio.com



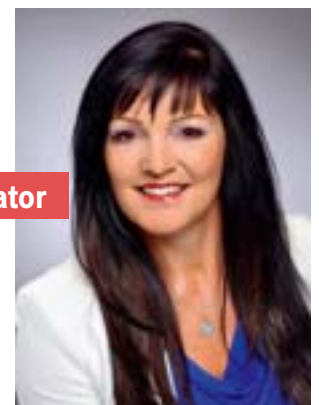
Klio-Eterna

Stefan Wolf

New field service manager

Judith Fröhlich is taking over the management of the field service of Senator GmbH for the sales region Germany-Austria-Switzerland with effect from 1 August. The experienced sales specialist has been part of the company's field service team since February 2017 and manages the key accounts in the southwest Germany region. She has many years of management and sales experience in the promotional product trade. "The customer always come first for Ms. Fröhlich. I am pleased that this highly motivated employee is now taking over the management of the field service," says Daniel Jeschonowski, managing partner of Senator GmbH. Sandra Späth-Stolz, head of the back office of Senator, is looking forward to support on the same level and adds: "The intensive cooperation between the back office and the field service strengthens our customer service and enables us to offer our customers the best possible service." The assortment of Senator GmbH includes not only high-quality writing instruments but also mugs and cups. Production and finishing is concentrated at the headquarters in Groß-Bieberau. Subsidiaries with in some cases in-house print shops in the UK, FR, China and India support the worldwide distribution.

www.senator.com



Senator

Judith Fröhlich

Two seminars:

Online marketing as an opportunity for sales growth

macobus, a business training, consulting & marketing company based in Stuttgart and Sigmaringen, specialises in seminars, workshops and providing advice on e-commerce and online marketing for small and medium-sized companies. Behind macobus are three experts: Jörg Meyer who focuses on web technologies & marketing, Meike Pätzold who specialises in design & communication, and André Stemmermann who focuses on business concepts & strategy building. In October, macobus and akatex (academy for textile finishing) will be organising two joint seminars.

The macobus events are open to all industries for all companies that want to do successful marketing with small budgets. The one-day workshop entitled "Online marketing as an opportunity for sales growth", which will be offered for the first time together with akatex in Sigmaringen on 12 and 13 October 2018, will show interested parties and managers from small and medium-sized enterprises the opportunities of sales and marketing via the internet. It will put an end to any fears or myths and give the participants a clear and realistic picture of the possibilities and also stumbling blocks in the online market. The experienced speakers Meike Pätzold, Jörg Meyer and André Stemmermann explain with different emphases, and understandably for laymen, how successful on-line marketing functions, what is essential on the web, and what expectations customers have today. The workshop provides a professional overview of the various facets of the topic, gives suggestions for those taking their own first steps, but also offers new approaches to experienced online marketers.

The workshops have no particular thematic focus for textile finishers and promotional product distributors. However, speaker André Stemmermann has been operating in the promotional product and textiles industry for more than 20 years and addresses requests and questions from industry participants accordingly. Speaker Jörg Meyer is also familiar with the IT-technical and marketing-technical requirements of both industries through various projects.

The seminars:

- 12.10.2018: Online marketing as an opportunity for sales growth, Sigmaringen
Workshop: Sales and marketing
- 13.10.2018: Online marketing as an opportunity for sales growth, Sigmaringen
Workshop: Sales and marketing

For information and registration for the individual events: <https://aka-tex.de/aka/#!/veranstaltungen>



The experienced speakers (in the photo: André Stemmermann) explain with different emphases, and understandably for laymen, how successful on-line marketing functions.

Premiere in Moscow

The inaugural PSI Russia will take place at the international exhibition centre Crocus Expo in Moscow from 11 to 13 September 2018. More than 5,000 visitors are awaited by 150 participating exhibitors. The trade show brings ambitious creative minds and promotional product suppliers together and, at the same time, presents a new format: a trade show festival of creative advertising that aims to stimulate the exchange of ideas and experience and to be a source of inspiration as well as a business platform. "Exhibitors will have an excellent opportunity to meet their customers in a relaxed atmosphere of entertainment and personal approach and to present their brand", says the organiser Reed Exhibitions Russia. The trade show programme also includes the PSI Russia Catwalk, the Idea Gallery and the PSI Russia Award. www.psi-russia.com/en-gb.html

PSI Russia

The trade show brings ambitious creative minds and promotional product suppliers together.



Advertise and maintain value

Smartphones, tablets and the like have been an integral part of our everyday lives for many years, be it professionally or privately. As digitalisation progresses, more and more companies are providing their employees with company mobile phones, laptops or tablets to introduce a unified standard. Whether it is a high-end purchase or a leasing device, every device needs reliable protection to maintain its value without incurring additional costs. That is why protective covers are absolutely necessary accessories, especially when employees travel a lot. Individually customised and branded, devices and cases are widely used around the world and are therefore effective, highly visible advertising media. Even accessories like power banks have become an integral part of working life: they ensure long-term trouble-free working and are mainly used on trips and during customer visits. They are therefore also excellent brand ambassadors.

Löw Energy Systems offers a first-class range of products in all of the above-mentioned product groups – tailored to individual requirements – and is available to the European promotional product trade in all matters relating to the protection, power supply and accessories of all devices.



Smartphone, tablets and the like are excellent brand ambassadors.



GWW Gesamtverband der
Werbeartikel-Wirtschaft e.V.

Start of the GWW working group “Pro Promotional Product”

During the previous legislative period, the GWW Board decided to set up a working group “Pro Promotional Product”. The aim is to improve the public image of the promotional product industry in general and especially of the promotional product. Understanding and trust should be facilitated and built through information and activities.

On Tuesday 26 June, the working group “Pro Promotional Product” met for the first time in Mainz. This was preceded by various meetings to discuss the content and a presentation of the targets at the recent GWW General Meeting. The kick-off meeting was mainly about devising and launching a comprehensive database. After all, the messages of the promotional product industry should reach the right target persons. This will provide a basis on which all forms of communication, from the press release to guerrilla marketing, will be able to fully achieve their optimal impact.

The “addressees” will be researched next month in the areas of specialist public, general public, politics, associations, universities and sector public. Each participant in the “starting line-up” of the working group will do his part to compile and qualify the important addressees. Following a centralised compilation of these addresses, the correct “target persons” will be researched in a separate GWW project. As you can see, this will be a complex process. But what use are messages that reach no or the wrong people. Countless public relations projects by companies, associations and other organisations have failed due to an inadequate database. That should not happen to the GWW. In a second step, content formats that optimally serve the different communication channels will be conceptualised. The members of the working group have agreed to digitally handle much of the work and communication with each other. In most cases, a federal association requires extensive travelling which quickly turns a meeting into a one-day meeting and more. The next meeting of the working group will therefore not be until the Trend in Wiesbaden (14 September). The greater part of the database should already have been developed by then. www.gww.de



From left: Ralf Samuel (GWW Managing Director), Frank Dangmann (GWW Chairman), Simon Dietzen (display Verlag Managing Director), Manfred Schlösser (Edit Line Verlag), Tobias Bartenbach (Agentur Bartenbach).



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Important guests recently visited elasto: Rita Hagl-Kehl, Member of the German Bundestag and Parliamentary State Secretary to the Federal Minister of Justice and Consumer Protection, was a guest in Sulzbach-Rosenberg. She made the long trip from Berlin to talk to the managers of elasto, the manufacturer and importer of promotional products, about fair trade conditions.

Important SPD guests visit elasto

Specific request for fair trading conditions



Important guests at elasto (from left): Frank Sperber; Sebastian Gütlein; Marcus Rösel (all elasto); Joachim Bender; State Secretary Rita Hagl-Kehl; Reinhold Strobel; Uwe Bergmann (all SPD); PSI Manager Michael Freter, Marcus Sperber.

Without much ado, Marcus Sperber came straight to the point in the discussion that followed a tour of the company: "Markets and market conditions are changing worldwide. The major online platforms such as Amazon, Alibaba and others must be made to compete fairly with suppliers in Germany and Europe. That is not the case at present because European or national law is being systematically undermined because it is being ignored. Quality and safety fall by the wayside – and ultimately the suppliers who invest a lot of money and manpower in these matters."

The height of irresponsibility

Susanne Regler, head of quality management at elasto, made this very vivid and comprehensible with examples: Products that had been ordered for demonstration purposes on online platforms did not meet any requirements for quality and safety, and were in fact enormously harmful to health. The height of irresponsibility was a food storage box which was supposed to be suitable for the microwave: it charred and almost dissolved, causing a lot of smoke. Another serious case: Following critical questions, a pair of sunglasses without a protection class, without

instructions and without CE marking was then no longer classified as safety glasses but as a toy, which is even worse. A red cap, on which everything was missing, which local distributors must prove (even the proof of the distributor), faded in colour and produced a displeasing odour. Here, too, critical questions were answered with a succinct, partly nonsensical answer created using the Google translator.

Stupid answers from the Internet

But it gets even worse. After a certain time, the very same products were ordered again. Staff at elasto expected that at the very least a few rectifications had been made. Far from it! The modified products were worse. A cap made of polyester was given the ludicrous, misleading designation: cotton polyester.

Politics needs to be even more informed

State Secretary Rita Hagl-Kehl and her political group were visibly impressed. The subject had obviously never been revealed to them on the basis of such vivid and tangible examples. Hagl-Kehl also promised to direct this issue promptly to the appropriate departments of consumer protection and justice. It is not just about the jobs that are endangered at elasto and other companies in the industry, it is also clearly about consumer protection. In the examples presented by Susanne Regler, specifically people and even children were very much at risk.

Sustainability as a goal

Michael Freter, PSI Managing Director, also attended and pointed out – and asked that his message also be passed on – that the promotional product industry has been investing heavily for quite some time to bring sustainable, high-impact promotional products to the market. Freter also fears that more and more users are succumbing to the cheap enticements of the major trading platforms. Here he demanded equal rights and equal treatment for all market participants. “It is unacceptable that German or European distributors are specifically monitored, thus often causing misjudgements and time delays just because they may be held accountable in the event of any violations. On the other hand, Asian suppliers are delivering tons of non-marketable products to the local warehouses of major online platforms,” said Freter.

Three specific requests

At the meeting in Sulzbach-Rosenberg, Marcus Sperber made three very specific requests for politicians. In his opinion, there is an urgent need to ensure that:



Practical demonstration of promotional products for politicians: State Secretary Rita Hagl-Kehl (centre) during the factory tour.



- > online platforms are classified as a distributor and not just as a service provider. As a result, they also must bear responsibility and accept consequences for products and plagiarism on their platforms.
- > a single point of contact for consumers and companies is created in the Ministry of Consumer Affairs (Justice), which can be contacted, as in the cases described above.
- > the same requirements and controls apply within the EU, something that Marcus Sperber does not currently see in certain EU countries.

Thanks and praise from Berlin

Secretary of State Rita Hagl-Kehl gave a very positive assessment of the meeting at elasto and assured everyone that she would communicate everything she had heard to the appropriate place and make a sustained effort to ensure that something happened there. She also agreed to be available as a first point of call for questions and suggestions. “Such meetings communicate facts, make the impact tangible and, if you like, make politics even smarter and more practical.”

<

The GWW Newsweek started off its most recent tour with a slogan: “Promotional ARTists” was the motto for the tour of eight German cities completed by the “mobile in-house trade show”. At the end, the tour made a stop in Switzerland for the first time as a partner of the Promoswiss association.

GWW Newsweek 2018 a guest of Promoswiss

“Advertising artists” on tour



The finale of the first Newsweek took off at the Fraport Arena in Frankfurt-Hoechst.

Showcasing promotional products in an artistic way was the aim of the Newsweek 2018 organized by the Gesamtverband der Werbeartikel-Wirtschaft e.V. (GWW) (German Promotional Product Association).

Accordingly, the motto of the tour from 4 to 20 June to acquaint promotional products distributors and consultants, as well as their customers, with the latest creative promotional ideas and product trends was “Promotional ARTists”. The exhibitors on the tour were 93 “masters of the trade”, who provided detailed information on how to enable the objects on display to have a full impact on their recipients. Eight attractive “open-plan galleries” in Munich, Nuremberg, Stuttgart, Frankfurt, Berlin, Hamburg,

Bielefeld, Cologne and, for the first time, a location in Switzerland were on the itinerary of the “roadshow” and invited guests to a hands-on examination of the exhibits.

Carefully considered concept

Together with the Swiss association Promoswiss, the GWW “abducted” the Newsweek on 20 June and took it to the Spreitenbach Environmental Arena. After the traditional PSF Forum, the roadshow was opened extra for Swiss trade professionals and their customers. The great popularity the Newsweek again enjoyed this year among exhibitors, consultants and their business customers is based on a carefully considered concept. Within a short period

of time, the visitors can obtain first-hand information on new products and trends. The partner agencies and promotional product consultants hosting the event in turn give their customers, along with the suppliers on site, many tips and suggestions, thereby generating additional revenues.

Obstacles at the start

As usual, the exhibitors' views of the first week of the Newsweek varied. Everyone praised Stuttgart as a location with numerous very fruitful contacts. The event in the Fraport Arena in Frankfurt-Höchst was also well-attended – until a severe thunderstorm caused a commotion that distracted everyone from the fairgrounds, since water found its way into the outer portions of the hall and covered the access roads around the arena knee-deep. When the flooding abated, many visitors took flight, and hardly any new ones came to take their place, since traffic in Frankfurt had been brought largely to a halt for a long period of time. Unfortunately, the blind forces of nature took several hours of exhibition time away from the exhibitors, who had once again brought along many new products, as well as motivation and high spirits.

A strong second week

Despite the unpredictable incidents, such as traffic problems and heavy rain, as well as the Bavarian Pentecost holiday ending just before the tour began, the organizers were “extremely satisfied” with the net results again this time. Nearly 4,000 visitors came to the eight tour dates in Germany. This figure may be a bit lower than in the previous two years, but the quality of the guests compensated for the decline in the number of guests in Munich and Nuremberg. The second week, as could be expected, started off with a “gratifying increase in the number of visitors”. The figures in Berlin and Hamburg were distinctly higher than the previous year. “A thoroughly successful premiere” followed at the premiere in Bielefeld. “The municipal hall, multifunctional conference and event centre opposite Bielefeld central station turned out to be a convincing new ‘home’ for the Newsweek in north-eastern North Rhine-Westphalia,” said GWW Managing Director Ralf Samuel. The



Promotional product professionals convince visitors of convincing products.



Reusable products are very popular in times of sustainable use of resources.



Umbrellas were not only popular items later in Frankfurt.



As always, the counters of the inviting promotional product distributors were well attended.



Perfect weather and high spirits at the relaxing evening gala, outside and inside, at the end of the PSF Forum.

German tour scheduled was rounded off by Cologne, where the guests were welcomed fittingly in the RheinEnergieStadion just before the FIFA World Cup.

Closing ranks with the PSF Forum

The first Newsweek date in Switzerland came about thanks to the most recent collaboration of the GWW with Promoswiss, the association of the Swiss promotional product industry, which immediately followed the traditional PSF Forum. This time, there was no thunderstorm in sight and many professional promotional product distributors took advantage of the lovely weather to peruse the offerings of the Swiss trade show, which was held for the thirteenth time, as did many interested parties from Swiss companies the “Newsweek Switzerland” on the next day for intensive consulting by the 75 exhibiting suppliers and Swiss distributor hosts, including BB trading werbeartikel, Kaiser Promotion, Eckert Werbeartikel, Trikor, Hach and Lyreco Switzerland. The changeover to trade show stands from the previously used table exhibits earned favourable remarks.

Double event goes down well

Promoswiss President Roger Riwar was delighted at the “widespread support” for the merger of the PSF and the Newsweek. “The Promoswiss gala on the eve of the forum was booked out right away. This traditional event was very well organised and the four-course meal was of outstanding quality. This time, too, the sought-after Promoswiss awards found deserving winners,” reported Riwar. This year’s awards included a total of seven prizes in the cate-

Winners of the Promoswiss Awards

- **Promotional Product of the Year**
Gold: Multiflower with “bee friends”
Silver: Eckert, jar and bottle opener
Bronze: Prodir, “DANN” writing instrument
- **Innovation of the Year**
Titanium: Mint Products, stone paper notebook
- **Campaign of the Year**
Gold: Lacoray com Team, “Send a Hug” campaign
Silver: BB Trading, BB Trading customer gift
Bronze: BB Trading, EWZ inflatable hippo

gories of promotional products of the year, campaign of the year and innovation, and were awarded for the eighth time. According to Promoswiss, the two occasions were attended by around 600 guests.

Confident outlook

“The broad range of industries was widely praised, as were the terrific, air-conditioned event hall, perfect accessibility with free parking for 500, the excellent organisation and not least the catering. Some of the exhibitors were already looking forward to orders during the trade show. Promoswiss is going to evaluate the joint event and tackle future projects very shortly,” added Roger Riwar, and drew a positive conclusion: “Most of the exhibitors told us on the day of the show that they would be participating at the next one.” The GWW also appears confident: “Once again, we were able to note that the roadshow is attracting more and more attention from agencies, marketing specialists and decision-makers in the industry,” says Ralf Samuel, representing the association, when describing the positive development of the GWW Newsweek.

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The exhibition area in Spreitenbach from an (almost) bird's-eye view.



The Swiss events were also well attended.



The proof of the pudding is in the eating: Promotional products with an interesting taste.



Group photo with happy winners of the Promoswiss Awards.

Save the date!
7 September 2018

More Information at www.psi-awards.de



The nominees of the PSI Sustainability Awards 2018

The PSI Sustainability Awards 2018 will be presented in the festive setting of Kurhaus Wiesbaden on 7 September 2018.

We proudly present this year's nominees!



Pictures: © Behrendt und Rausch

Partner



Economic Excellence 2018

A.W. Faber-Castell GmbH
Badge4u Wojciech Pawlowski
Brauns-Heitmann GmbH & Co. KG
Halfar System GmbH
Karl Knauer KG
Manufacturas Arpe, S.L.
memo AG
PROMIDEA SRL
Schneider Schreibgeräte GmbH
uma Schreibgeräte Ullmann GmbH

Environmental Excellence 2018

A.W. Faber-Castell GmbH
Brauns-Heitmann GmbH & Co. KG
CD Werbemittel Vertriebs GmbH
Fair Squared GmbH
FD Textil GmbH
Halfar System GmbH
Karl Knauer KG
Manufacturas Arpe, S.L.
Schneider Schreibgeräte GmbH
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Social Excellence 2018

A.W. Faber-Castell GmbH
Badge4u Wojciech Pawlowski
BIC GRAPHIC EUROPE S.A.
Fair Squared GmbH
Halfar System GmbH
Karl Knauer KG
memo AG
PROMIDEA SRL
Schneider Schreibgeräte GmbH
uma Schreibgeräte Ullmann GmbH

Environment Initiative 2018

BIC GRAPHIC EUROPE S.A.
CD Werbemittel Vertriebs GmbH
FD Textil GmbH
Halfar System GmbH
Inspirion GmbH
Karl Knauer KG
Schneider Schreibgeräte GmbH
Schwan-STABILO Promotion Products GmbH & Co. KG

Social Initiative 2018

A.W. Faber-Castell GmbH
BIC GRAPHIC EUROPE S.A.
Fair Squared GmbH
Karl Knauer KG
Mace (ireland) Ltd.
Schneider Schreibgeräte GmbH

Sustainable Product 2018

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cyber-Wear Heidelberg GmbH
Diseños NT
elasto form KG
e+m Holzprodukte GmbH & Co. KG
Hannes Schmitz Bio-Button KG
JUNG BONBONFABRIK GmbH & Co. KG
KW Open promotion consulting & trading GmbH
Manufacturas Arpe, S.L.
memo AG
PowerCubes
Schneider Schreibgeräte GmbH
SENATOR GmbH
Verlag für Prävention Wilken Inh. Bettina Wilken
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Sustainable Campaign 2018

Cup Trends - Inh. Torsten Schieck
Join The Pipe BV
kicks-promotion GmbH
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mcs promotion GmbH
S & P Werbeartikel GmbH
TROIKA GmbH
ZOGI GmbH

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Gesamtverband der Werbeartikelwirtschaft, the German promotional product association widely known under the acronym GWW, has begun an eventful second half of the year. At the beginning of July, the six-member board, headed by GWW Chairman Frank Dangmann, met to initiate the association's future activities.

Association celebrates "silver anniversary"

GWW celebrates "25" and opens TREND 2018

In addition to press and public relations, the topics included political activities – especially the tax policy objectives – as well as the scope of services offered by the GWW. Not to forget its anniversary, because the association was founded 25 years ago, more precisely on 19 August 1993 in Offenbach am Main. "Together, we have significantly improved the reputation and significance of promotional products in Germany and have

managed to achieve a considerable increase in turnover in spite of all the subsequent restrictions," said an elated Frank Dangmann on the occasion of the "silver anniversary", adding: "And of course we want to continue to grow to make our form of advertising even more acceptable." Of course, the 25th anniversary of the GWW will be celebrated on the occasion of this year's summer meeting in Wiesbaden on 13 September. The TREND 2018 will fittingly take place one day later. The

venue is the recently completed RheinMain Congress-Center in Wiesbaden. But first of all the double event will start on 13 September in the afternoon with top-class presentations on industry-relevant topics. In the evening, the anniversary get-together will follow, during which the GWW family will have ample opportunity to network and celebrate. Culinary as well as musical highlights are planned.

1.000 trade visitors expected

At the TREND itself, which will open its doors from 9 am to 5 pm on 14 September, 130 exhibitors with their latest trends and products will be awaiting their guests (exclusively) from the circle of professional promotional product distributors and consultants. Following the repeated increase in visitors last year, the GWW is now expecting around 1,000 enthusiastic trade visitors to attend the 32nd edition of this popular and important industry event in Wiesbaden. According to the GWW, room contingents at various hotels in Wiesbaden are available through the GWW. "These will be distributed in a timely manner to the participating exhibitors and visitors to ensure they do not experience any problems with the automechanika that will be taking place in Frankfurt at the same time," advises the association. Registrations can be made under the following link: gww.de/messen-events/trend/



The venue for this year's TREND is the brand new RheinMain CongressCenter in Wiesbaden.

Pictures: © Peter Krausgrill, Rhein-Main-Hallen GmbH.

GWW TREND 2018
14 September 2018, 9 am – 5 pm
RheinMain CongressCenter
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What requirements are placed on promotional products? How are products perceived? How are they successfully integrated into marketing campaigns? The Polish promotional product association PIAP sought answers to these three questions. The result is the first comprehensive quality study on the perception of promotional products within the Polish market, says PIAP.

Market study of the Polish association PIAP

More success thanks to precise indicators



For quite a long time the Polish promotional product association PIAP was looking for an extensive, professional and multi-layered market study. And for just that reason PIAP got in contact with the global market research and consulting company Ipsos. To get a deep insight into the market, Ipsos asked both buyers of promotional products as well as recipients, such as customers, employees of companies and individual persons. According to PIAP, this study unearthed several findings such as interesting trends, directions of development, and guidance on how to shape customer relations, be it through quotations or catalogues. The data obtained should enable PIAP members to tailor their activities to the needs of the market. To date, the Polish association had relied on specially conducted internet surveys. "We have long wanted such an extensive, professional and multi-layered market study. With these new insights, we can provide our members with a tool to grow their business accordingly.

The figures of the studies are excellent indicators," explains Katarzyna Wojniak, Director General of the PIAP board.

Desire for more originality

Promotional products are important and effective in the context of marketing strategy, according to the general tenor of the study. What is more, they are the business card of a company as they sharpen its image and its perception in public. There are two main criteria for a promotional product: its functionality and its quality. There was least agreement in the survey with the attribute "uniqueness". This was justified by the fact that customers believe that there are not very many original promotional products. However, apart from the functionality and the added value of a product due to various application possibilities, uniqueness, an interesting design as well as unusual models were particularly important. According to the



study, another key criterion for a compelling promotional product is its positive surprise effect.

Need for convincing large companies

In addition to the expectation of recipients, the motivation of companies to use promotional products was also examined. It emerged that medium-sized companies invest the most in promotional products, as they see their value transported best through this medium. Even small companies see promotional products as the most valuable communication channel for them. Despite high expenditures, business owners see the greatest potential here. At large companies, however, promotional products play a minor role, as the advertising budgets are more widely diversified. Here, the study sees both the biggest challenge and opportunity for the industry.

Increasing the employer's image

According to the study, promotional products that employees receive from their employers tend to stay put and are used as office supplies. At the same time, however, the image of an employer increases with the use of promotional products. The highest priority is given to individualised products presented on the occasion of a birthday.

Available exclusively to members

The complete study, which addresses further strengths and weaknesses of promotional products as well as their functions and possible uses, is available exclusively to PIAP members and can be obtained directly from the Polish association.

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The importance of advertising gifts in three customer groups

Soho	Medium sized companies	Large companies
Companies that usually have a small advertising budget. Small companies usually choose mass functional gadgets, depending on the profile of the company, such as: leashes, pens, folders, notebooks, occasionally mugs. The very fact of offering an advertising gift is a distinguishing feature against the competition. Therefore they usually are very classic. They serve as a tool for building and maintaining customer relations. They are supposed to be a signal to the customer that even such small companies can afford to be professional, and they are also a sign of status.	A group of companies that knows the value and strength of advertising gifts. They are also the main tool for promoting their activities. They feel the need to stand out through the gadgets they offer. They usually use several groups of gifts for various occasions. They treat advertising gifts as an element of building relations with customers. Therefore, they want to show what is important from the point of view of the company's values	They more frequently use a wider range of marketing and promotional tools. Advertising gifts are only a necessary part. Something customers are used to. They are a certain standard of conduct. At the same time, large companies are more often aware of the need to build a brand and also use advertising gifts for this purpose.



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Colourful lip care

The name VitaLip® stands for lip balm “Made in Germany”. The production of lip balms by Wellness-Promotion is carried out entirely in Germany in accordance with the German cosmetics regulation and cosmetics GMP on the basis of EU Directive 1223/2009/EC. In addition to 15 standard colours that are always stocked, Wellness-Promotion offers a wide range of customisation and packaging options. Whether it be with a lanyard (Freestyle), with a promotional two-tone lip balm (Twister) or with double care (DoubleCare), all lip care products can be delivered in the counter display or in individual packaging.



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www.fairtradepromotions.com
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Fair advertising

Behind the high-quality cosmetics of Fair Trade Promotion are Fairtrade certified care products of the well-established Fair Squared brand (www.fairsquared.de). In addition, body lotion, sun cream, foot freshener and the like are certified by the NATRUE seal for certified natural cosmetics, the Vegan Society seal, the PeTA animal welfare seal and are Halal certified. The essence of the message is clear: “You and your environment are important to us. We make sure you are looked after,” says the supplier.

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Naturally beautiful

True beauty is natural beauty. How cosmetics can be produced entirely without preservatives, harmful dyes and allergenic fragrances is shown in a customised booklet, tailored to the budget and purpose, from Edition Michael Fischer. The simple instructions also inform beginners how they are guaranteed to succeed. The book can be printed with individual logos on the cover.



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Felt from the bottle

Bühring presents a very special novelty with its Italian PET felt. This felt is made entirely from recycled PET bottles, is completely vegan and has a special feel. The "Alli" cosmetic bag as well as all other wool felt products are now also available from the much cheaper PET felt. The certified PET felt is available in numerous fancy as well as discreet colours. Bühring recommends applying advertising using screen transfer printing.



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Wellness out of the box

A hot bath can be wonderfully invigorating and soothing. This relaxed atmosphere is conveyed by the new SPONTEX Wellness Box advertising messages, thus transmitting a positive image. In addition to customisable soap thalers, the wellness box also includes an original SPONTEX swelling sponge with a freely selectable cutting mould and printing, made from regenerated cellulose and entirely biodegradable. The care ambassadors are packed together in a personalised foldable box.



Always immediately to hand

The Travel manicure set from InterPro Brands is aimed at a target group that attaches great importance to their appearance and likes to take care of themselves. The set is predestined for travelling and use on the go and provided with a key chain. It is therefore quick and easy to find in your pocket without a long search. It consists of tweezers, nail cutters, a file and a nail cleaner. Advertising is possible by using pad printing.



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 www.heri.de • www.emotion-factory.de
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Customers take a bath

Bathing confetti from emotion factory, the non-food promotional product specialists from the Black Forest, ensures customers enjoy peace and relaxation when they take a bath with a charming advertising message in a small mailing note. Pleasant vanilla fragrance creates a sense of well-being and decoratively fills the bathtub with yellow and red stars. A lovingly designed individual advertising message finds the perfect place on the cardboard tab.

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Complete and utter well-being

What do you need for a wellness and well-being day? A bubble bath? A facial mask? A manicure? With the TRAVEL toilet bag from Halfar, there is no need to choose. Everything is included here. The toilet bag is twice as spacious. With two zip pockets each with three compartments, it replaces at least one compartment in the bathroom cabinet. On the one hand, cosmetics fit in easily, while on the other hand there is space for shampoo and the like. The bag can be conveniently carried anywhere using the handle and finished with an individual logo print.

For the good of the environment

The cosmetics specialists at KHK use an impressive 98 per cent recycled plastic for the outer skin of their Lipcare Recycled Plastic lip balms. The demand for sustainable products is steadily increasing, as well as the number of customers who have a clear position on the environment. To this end, KHK developed the lip care formula "Lipcare Native" at its in-house laboratory with high-quality raw materials from local cultivation. The Fairtrade formulation "LipNature Fair" is entirely plant-based and vegan. All lip care products are produced in Germany according to the new cosmetics regulation and cosmetics GMP.



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Relaxation for all senses

With high-quality aldoVANDINI care products from Römer Wellness, recipients experience relaxation for all the senses. The Happy Time gift set contains a body balm (200 ml) and a hand balm (100 ml) in the seductive scent of tamarind & ginger. The soft-melting creams ‚Made in Germany‘ are absorbed quickly, give the skin suppleness and pamper all senses. Also included in the set is a 30-page Mandala colouring book with many appealing motifs for mental and spiritual relaxation.

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IT'S LUNCHTIME

COOLE WERBEPLÄTZE FÜR IHRE KUNDEN!



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Fragrant tea for the tub

A particularly soothing bathing pleasure is promised by the Relaxing Bath Tea Bag from Multiflower. The bag is placed in hot bath water and then quickly spreads its special fragrance. There is space on the standard motif for advertising prints (from 250 pieces). An individual design of the gift card is possible from 250 pieces.



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fmockel@bluechipde.com
www.bluechipde.com
<https://www.psiproductfinder.de/zjlizt>

Care and elegance

Promotion Bluechip has the solution to overcome an increasingly difficult environment with stress, pollution and labour-intensive life. The exclusive products of the "Elissance Paris" brand are made with natural ingredients and precious oils and therefore have a nourishing effect. Whether it be make-up, face cream or nail care sets, all products are developed and manufactured in France. The company also offers attractive merchandise items from "Elissance Paris", such as cosmetic bags, manicure sets and make-up mirrors.

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Bank card with tool function

The SwissCard line from Victorinox gets a feminine touch with the name SwissCard Nailcare. Based on the practical credit card dimensions, an attractive life-style accessory has emerged that should not be missing in any handbag or sports bag. Perfectly organised, there are a total of 13 practical helpers available, including a toothpick, tweezers, magnifying glass, scissors, nail file and pen. The three available transparent or translucent casing colours give the SwissCard Nailcare a fashionable appearance. Labelling in up to 6 colours is possible on the reverse side.

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Switch off and relax

Warm feel-good colours dominate the four-part NATURAL massage set with selected care products from Inspirion. The massage utensils are decorative and packed in a transparent box. Wellness fans will get their money's worth with a soothing massage thanks to the massage handpad. The massage tape reduces tension and stimulates the circulation. In addition, the loofah sponge is ideal for relaxing peeling, and hands are cleaned effectively and gently with the hand brush.



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Time for relaxation

The gift specialists from Römer have a new gift set in their assortment to provide relaxation in hectic everyday life. Filled to the brim, the box is the perfect package for a relaxing wellness evening. It contains a bath salt sachet (40 g) with a lavender scent and a red mesh sponge for a relaxing bath, a can of secco (0.2 l) and a pair of flaxseed warming shoes to heat in the microwave. Römer Präsente is a member of the RÖMER FAMILY and offers a wide range of culinary promotional gifts which are all available from one piece.



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Back to nature

Everyone wants well-groomed hands anywhere and anytime. With the nail sanding files in an envelope from Flörke, a practical file is quickly at hand. At the same time, the environment is protected because the core of the files is made of European beech and the envelope of recycled cardboard. An individual advertising message can be printed over the entire envelope. The nail sanding files are available as a 6, 10 or a long version; the minimum order is 5,000 pieces each.



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Natural companion

When it comes to cosmetics and care products, attention is increasingly paid to natural ingredients and environmentally friendly packaging. The beauty case for on the go should meet the same requirements. The TODAY cosmetics bag from Bewear/Citizengreen® is made of the renewable, natural materials JUCO and organic cotton. The lining is made of organic cotton. With a size of 22 x 17 x 6 centimetres, it offers space for everything you need for make-up etc. on the go.

Sweet Advertising Gifts

NEW



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Environmental protection and sustainability are decisive factors in the choices more and more companies and consumers make. PF Concept devotes itself to the topic with commitment and presented last year the publicly available brochure “Serious about sustainability”.

Company continues to successfully pursue its strategy

“Serious about sustainability”



wards sustainability is solidly based in a serious, long-term approach to compliance management”, explains CEO Ralf Oster. In 2017, PF Concept was honored with the PSI Sustainability Award in the special category #Influencer of the year, for its business philosophy and customization of its Compliance Assessment and Control System. “These honours are both confirmation and incentive,” says Oster. “Confirming that we are on the right path and encouraging us to steadily develop our sustainability strategy even further.” Said, done: Currently, PF Concept is once again committed to its ongoing efforts towards sustainability and has published a second brochure in which the measures are documented and explained. The focus is on the further development of the sustainability strategy. The company consider themselves still a strongly compliance-based organisation, but is also increasingly aiming at demonstrating sustainability beyond compliance at all levels of the company.

Credibility and transparency

“The customers drive the topic, and they expect tight security down to the last detail. As a result, the demand for certificates, controls and sustainably produced products is growing steadily. The end consumer identifies with their promotional product, and places great value on credibility and transparency,” says Pieter Boonekamp, vice president of sales and marketing. The European market leader has been addressing this topic for quite some time with ambitious measures. As part of the globally active Polyconcept Group, PF Concept has extensive options to ensure compliance. For more than 10 years, PF Concept has employed a special team of experts worldwide and has built management systems and tools that are continually

The comprehensive report illustrates the holistic approach that the company is pursuing. Since the publication they have continuously refined their approach to put sustainability considerations at all core business topics within the organization and the supply chain.

Taking care as a responsibility

“For us, taking care of people and the environment is not something we see as a problem; we see it as a responsibility. The unique PF Concept way of driving change to-



A 41,800 square meter building complex in Poland that bundles decoration, fulfilment and warehousing under one roof: PF Logo Express.

being improved to adequately address the challenges of the global supply chain. The basis for this is a common value system with the suppliers of the company, which commits to comply with the code of conduct inspired on the UN Global Compact.

In-house compliance team

The in-house compliance team operates at four locations worldwide and reviews the corresponding implementation of the clearly formulated guidelines in partly unannounced audits at the Top 150 suppliers that account for 80% of PF Concept's business. In 2017 alone, 180 audits were carried out in China. For factories and suppliers that operate environmentally sensitive production processes, the audit criteria have even intensified in recent months. The results are recorded as an overview and as a basis for an activity plan in so-called supplier scorecards. There, the assessment is visualized in color categories: from very good to topics where PF Concept shows absolutely no tolerance. The audit criteria include workplace safety, social accountability, quality control systems, environmental protection measures and supply chain security practices. For minor violations, the company develops corrective action plans with suppliers and conducts on-the-ground training to jointly improve social standards and environmental friendly production. For zero-tolerance issues, such as forced labor or child labor, cooperation ends immediately. It's a continuous process and the results are steadily improving.

Ongoing reviews after launch

In order to ensure that the customers receive products which meet their expectations, PF Concept makes a strong contribution to monitoring product compliance and sus-



Ralf Oster
CEO PF Concept

PF Concept is one of the sponsors of the PSI Sustainability Awards 2018. PF Concept Managing Director Ralf Oster, who will also be the keynote speaker in Wiesbaden on 7 September, on the current sponsorship:

“The relevance of sustainability is becoming increasingly important and is a key indicator in the industry. The topic is being increasingly driven by the customers and therefore the responsibility of companies to become active and to demonstrate solutions is growing. PF Concept's year-long endeavours were honoured last year with the PSI Sustainability Award 2017 in the “Influencer of the Year” category. This has once again spurred us on to continuously develop our sustainability strategy. This year, we are sponsoring the award to drive this momentum in the industry, and we want to motivate other companies to showcase their aspirations and initiatives in this area.”

tainability standards through-out the product lifecycle, while simultaneously making sure that European markets' transparency requirements are met. Product compliance is assured through a comprehensive Product Due Diligence procedure. Using a digitised flow-chart, compliance with up-to-date regulations and sustainability certifications related to all steps of the product lifecycle is checked as part of the process. All products undergo a risk and regulatory review by the company's product compliance team pri-

or to launch, and they are subject to ongoing reviews after launch. Processes are in place to monitor compliance with their global Restricted Substances List, which includes European REACH and RoHS chemical requirements. They use their own testing facilities as well as third party laboratories to conduct tests on products periodically.

Global chemicals management strategy

The promotional product multi-specialist is continuously enhancing the flow-chart system and is integrating new requirements. They are approaching the first full year of implementing a Global Restricted Substance List which is implementing their global chemicals management strategy for all new products launched. Test protocols will be extended to more substances in accordance with ROHS II and REACH updated guidelines. This results in a better control of raw materials by the factories, and better products for the customers. An important step is the transformation of their very own Code of Conduct from an aspirational into a legally binding document to build leverage, especially on immaterial social compliance issues attached to the production process. Workers' rights and safety aspects are taken up beyond legal obligations. "At PF Concept, we are strongly committed to compliance. In general, compliance means conforming to rules. These rules can range from national and international laws and regulations to local policies and specifications. But for us, compliance is not just about adhering to a set of rules: we see it as our license to market. And we are prepared to go the extra mile", explains Larry Whitney, Head of Global Compliance at Polyconcept Group.

Environmentally friendly work processes

A complex task, because the portfolio of the multi-specialist founded in 1984 comprises more than 10,000 products. The company has 9 sales offices throughout Europe and a 41,800 square meter building complex in Poland that bundles decoration, fulfilment and warehousing under one roof: PF Logo Express. With PF Logo Express great emphasis is placed on environmentally friendly work processes. The fact that this plant is certified to ISO 14001, the globally accepted standard for environmental management systems, shows that environmental concerns and waste management are consistently and continuously relevant throughout the manufacturing process. As a result, ink waste has been reduced by forty percent, with significant improvements in eco-efficiency and cost savings.

Ethical supply and social stand

At the beginning of 2017, PF Concept joined the Amfori Business Social Compliance Initiative, BSCI for short, undergoing external third-party reviews. The Initiative follows a code of conduct based on international standards based on the ILO (International Labor Organization), helping global companies build ethical supply chains and not just monitor social standards around the world, but also to improve continuously. In addition, the company supports the Business Environmental Initiative, BEPI for short.

SPS also demands requirements

Since last year, the largest British promotional product manufacturer, SPS (EU) Limited is part of the PF Concept family. At the three manufacturing sites in the UK, high-quality manufacturing has long been meeting demanding compliance and sustainability requirements. An important aspect is waste management. 75% of the waste is recycled or reused. These included last year e.g. around 290 tons of paper and 56 tons of packaging material. Not only certificates and guidelines play a role, but also the way in which the company meets its customers. The highest premise is to respond to the wishes and expectations of the customer and to react accordingly. With the current "Serious about service" campaign, PF Concept documents its efforts and convinces with outstanding figures in terms of speed, service and reliability from order to delivery.

Motivation of employees

Those who seriously strive for sustainability also set an example internally. Therefore, it is important to PF Concept to raise awareness and motivate its employees. Among other things, the company initiates team actions to raise awareness and to deal with questions around the topic. For example, the Warm Sweater Day was celebrated on the 2nd of February this year at the Dutch headquarters. Thus, PF Concept followed an initiative of the Dutch Climate Association and saved 36% energy in one day, in which the employees did not use the heating system. At Global Recycling Day, each employee was given a cotton bag to stop buying plastic bags, and everyone was encouraged to donate the money they saved. The sum achieved was doubled by PF Concept and benefits the Shanti Pant foundation helping underprivileged children in an education project in Nepal.

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Deutscher Nachhaltigkeitspreis Forschung



Ehrenpreisträger Prinz Charles



Deutscher Nachhaltigkeitspreis für Kommunen



Ehrenpreisträger António Guterres



Deutscher Nachhaltigkeitspreis Unternehmen



Ehrenpreisträgerin Annie Lennox

SUSTAINABILITY MADE IN GERMANY.

Zum 11. Mal zeichnet der Deutsche Nachhaltigkeitspreis Menschen aus, die sich erfolgreich den Herausforderungen der Zukunft stellen. Er prämiert die Geschäftsmodelle von morgen, die besten Ideen für die Städte der Zukunft und Forschung, die den Wandel zu nachhaltigem Leben und Wirtschaften möglich machen. Ehrenpreise gehen an prominente Ikonen des humanitären und ökologischen Engagements.

Am Abend des 7. Dezembers 2018 werden in Düsseldorf der Deutsche Nachhaltigkeitspreis sowie der Next Economy Award im Rahmen des Deutschen Nachhaltigkeitstages verliehen, dem meistbesuchten nationalen Kongress zur Nachhaltigkeit.



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Quality saddles for bicycles and foldable shoppers made of recycled PET. Two parallel worlds, one might say. Not for SL Bags. One is the roots, the other is the present and future of the Dutch family business – with a sustainable perspective called Recycle Bags.

Foldable bags made from recycled PET bottles

Added value instead of non-returnable



A powerful team regarding sustainability: (from left to right): Joris Jansen van den Berg, Peter van der Sandt, Marjan van der Linde, Dion de Groot.

As of 1 January 2016, Dutch shops are no longer allowed to provide free plastic bags to customers. That is what gave bag specialist SL Bags the idea of introducing a sustainable alternative to the market. The Recycle Bags brand was born and with it the idea to make reusable bags from recycled plastic bottles. These foldable shopping bags with sewn-in bags, into which you can easily fold the shopper into a small package after use, consist entirely of used, recycled plastic bottles. And that is

precisely what SL Bags assures, making Recycle Bags unique on the market.

Encourage others

These bags are not just a product. Behind them is an entire philosophy, according to the company headquarters in Zutphen: "We are a future-oriented company and we want to grow, but not at the expense of people and the environment. Recycle Bags are environmentally friendly,



Raw flakes that were made of shredded PET bottles.



Mass production sewing of the parts after the printing.



Strict quality controls are carried out during the production process.

of a high quality and are created under fair conditions. The material is sturdy and durable. This gives the user the opportunity to use this durable bag over and over again. With Recycle Bags, we want to encourage businesses and consumers to no longer use disposable plastic bags and to switch to reusable bags. "SL Bags is particularly proud of its many certifications: Recycled 100 – Claim Standard/ Global Recycled Standard, SEDEX – 4 pillar as well as Veritas ISO 9001 & SA 8000. Recycle Bags are available in three foldable versions: as a shopper, a shoulder bag and a backpack. And their creators are convinced that they are also perfectly suitable as promotional products. Logos as well as advertising messages can easily be printed on the bags themselves as well as on the sewn-in bags – by using screen or digital transfer printing or by means of sublimation methods. Either way, the Recycle Bags become ever-changing advertising spaces.

Long tradition

SL Bags has been established on the market as a professional bag manufacturer since 1973. The company originated from the leather processing company VASAD. At the beginning of the 19th century, this family-owned company with its former headquarters in Doetinchem, the Netherlands, was already famous the world over for its high-quality leather bicycle saddles. Today, SL Bags specialises in the design and production of quality bags of different materials. The headquarters is now located in Zutphen, some 25 kilometres away, where sales, administration and logistics are located.

Personal contact is crucial

SL Bags has long since developed into a global player. With its own design studio in the Netherlands and an office and plant in Fujian in Southeast China, the company sees itself as a global partner in the development, production and delivery of world-class bags. SL Bags attaches great importance to creating customised solutions that meet the needs of its customers. According to the company, this high level of service and extensive know-how is what customers value most. At the same time, this is both recognition and an incentive for SL Bags to contin-

ue working in such a manner because SL Bags always strives for personal customer contact as a counter pole to the growing digitalisation in communication. And that is one of its principles besides passion and enthusiasm. Peter van der Sandt, who took over the company from his father in 2003 and is now managing the company in the third generation, can rely on his team at all times. This team includes Marjan van der Linde (administration and logistics), Joris Jansen van den Berg (marketing and sales), Dion de Groot (back-office sales and traffic) and Xiamen, China, Lily Liu (procurement and quality control). Peter van der Sandt himself is responsible for company management, procurement, product development and finance.

Sustainability in all respects

SL Bags is currently building a new, more sustainable office and sales building measuring more than 750 square metres. The energy will be recovered by means of a heat pump (VRF-system) combined with connected to solar panels. As a manufacturer of a sustainable product, SL Bags is also committed to acting sustainably and leading by example. This should be possible with the new location in Zutphen.

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This is how Recycle Bags are made

Recycle Bags are made entirely from used, recycled plastic bottles. The bottles are collected, cleaned and the caps and labels are removed. The bottles are then processed into small pieces which are sorted by colour. This process works completely automatically. In the next step, the small, flake-like pieces are heated and melted. In this way, fibres are obtained from which yarn is spun – just as with polyester and nylon threads. The only difference is that the fabric is made entirely of recycled plastic and no new plastic is created. Moreover, the recycled material is certified according to the Global Recycling Standard (GRS). This ensures that everything is completely recycled. The recovered yarn is used to weave the rPET material for the Recycled Bags. This material is then delivered to the bag factory of SL Bags, where it is cut, printed, sewn and packaged. During the production process, which is closely monitored by a local Chinese SL Bags employee, strict quality controls are carried out. Each order is carefully checked before shipment.

Based in the west of Cologne, KMS Kafitz Medienservice GmbH is a genuine medium-sized family business. This year, the company has every reason to celebrate: The Cologne specialists for sound, image and data media have been doing business for 25 years.

From media to promotional product specialist

Digital. Creative. Promotionally Strong.

Uoday KMS specialises not only in storage media, but also in the B-to-B distribution of selected "Digital Lifestyle" give-aways. Distributors of promotional products are the exclusive buyers of the range of products that carry the "HEJU" brand, including power banks, loudspeakers, headphones, earphones, smart bands, USB sticks, charging cables and many other electronic products. An additional service of KMS is the individualisation of promotional products: finishing, branding with logo, engraving, doming and creative packaging solutions.

Real success story

What began on twenty square metres in a granny flat in the Rhein-Erft district at the beginning of the 1990s has developed into a genuine success story over the years. KMS founder and Managing Director Reiner Kafitz remembers his motivation at the time: "I wanted to establish a company where I would like to buy or work myself." His father, who ran a window and roller shutter factory at the time, also advised him to find the best suppliers and to carefully cultivate relations with them.



Company founder and Managing Director Reiner Kafitz with his wife Erika Kafitz, who takes care of finances and personnel.



Top marks with customers

Kafitz, a native of Palatinate, and his team have continuously taken heed of both pieces of advice since the limited company was founded in 1992 – obviously with a resounding success. Many customers have been buying from the Cologne-based promotional product distributor with deep conviction for years and gladly recommend KMS. In an annual satisfaction survey, customers regularly rate the company with a high score. In particular, the ratings for consulting expertise, reliability, flexibility and punctuality are excellent.

Short delivery times and premium quality

When it comes to suppliers, trust is the most important factor. Several times a year, Reiner Kafitz travels to China where he convinces himself of the quality of the purchased products and meets important suppliers in person. "Our con-



A virtual experience: the Heju Perm is a two-part VR set that fits into any trouser pocket.



Simply smart: the Heju ibomb Turbo Bluetooth loudspeaker.



Strong charger: the Elco USB Powerbank.



Playful gadget: the HEJU Taifun mini fan.

tacts in Asia have grown over many years and are a guarantee for quality goods and therefore a clear success factor," says Kafitz, confirming the advice given by his father. The "good connection" to China ensures short delivery times and premium quality for KMS customers – important, for example, for power banks that are produced "on demand" for KMS and therefore contain fresh batteries.

Spirit of trust

A trusting, appreciative togetherness has been the core of the culture of the Cologne-based media company from the outset. Its slogan is "Digital. Creative. Promotionally Strong." Today's lean team of around ten employees are highly motivated and success-oriented. In addition to Managing Director Reiner Kafitz, his wife Erika Kafitz (finance and human resources) as well as his daughter-in-law Helen Kafitz (graphics) are also involved in the company. A total of 14 trainees have learned their profession in the 25-year history of KMS; in addition, several dissertations were written there.

Company succession organised

62-year-old Reiner Kafitz and his wife Erika have already thought about company succession: the four sons of the company will continue to run the company in a community of heirs when they take their well-earned retirement in a few years.

Milestones in the company history

KMS Kafitz Medienservice GmbH

- 1992/1993** Foundation of KMS Kafitz Medienservice GmbH
Core business: procurement, production, reproduction, packaging of data media (CDs, LPs and videos)
- 1993 – 1996** Production of recorded CDs (audiobooks) and CD-ROMs, e.g. for corporate, product presentations or games; packaging for sound storage media
- 1996/1997** In-house production of CD small series; first website; business operations in Austria started
- 2002/2003** DVD and DVD-R complete the product range
- 2005** First ISO certification; since then continuously certified (currently ISO 9001: 2017)
- 2007/2008** Awarded the "Germany's Customer Champions" seal of approval from the business magazine "impulse" and the German Society for Quality (DGQ); KMS goes international: The website is also now available in English
- 2010** Relocation to the current company headquarters in Cologne-Marsdorf. All company cars now have the number plate K-MS ...
- 2011** KMS becomes a PSI member and is the first company to present the world's first "Bluetooth loudspeaker" at the PSI
- 2012** Publication of the first printed promotional product catalogue; Introduction of the slogan "Digital. Creative. Promotionally Strong."
- 2013** First participation in in-house trade shows for promotional product distributors
- 2013** HEJU, the brand name of KMS products, is registered as a word mark at the German Patent and Trademark Office
- 2016** For the first time, the KMS promotional product catalogue is bilingual (German and English)

In a new partnership, Troika and National Geographic have brought out a collection of gifts and lifestyle items inspired by adventure, nature and the environment. The series has been available in Germany, Austria, Switzerland and Great Britain since spring 2018.

New partnership between National Geographic and Troika

Joint “green” collection



Complements any outdoor outfit perfectly: a compass with a snap hook, which also makes a great keychain.

The new range from the supplier of brand promotional products includes a compass, key fob, LED flashlight, a small tool key with 10 functions and a multitasking pen. Our interview with Troika Managing Director Liudger Böll reveals how the joint activity of Troika and National Geographic's came about (see box).

Responsibility for the world

The new partnership confirms Troika's commitment to taking responsibility for the world threatened by man-made climate change, especially in the development of promotional gifts and consumer goods. "As a strong brand with a rich heritage, National Geographic is the perfect partner:

authentic, empowering, significant and entertaining,” says Troika. The company’s customers who buy these National Geographic products in the future will be actively contributing to the preservation of our living space, as 27 per cent of the revenue of National Geographic Partners LLC supports the efforts of the National Geographic Society to promote science and education. All National Geographic partners are helping to make the world a better place.

Experience and competence

Troika is contributing its many years of experience and considerable expertise in design, quality and innovation to the new partnership. The partnership will also benefit from the instinct Troika has repeatedly demonstrated for new trends and developments in consumer goods and promotional products.

National Geographic Society

The National Geographic Society was founded in Washington DC in 1888. Operating worldwide, this non-profit organisation is dedicated to the exploration and protection of our planet. For nearly 130 years, the National Geographic Society has been funding hundreds of research and conservation projects around the world each year. The organisation inspires future generations with diverse research and education initiatives and shares their insights with the world to inspire people to work together to protect our world. National Geographic Partners LLC, a joint venture of the National Geographic Society and 21st Century Fox, publishes premium science, adventure and research content worldwide. Since its inception, the foundation has supported more than 12,000 research projects worldwide, including projects such as the ‘Pristine Seas’ water conservation programme, which has helped protect 3 million square miles of oceans, and the ‘Big Cats Initiative’, which aims to stop the decline in the population of big cats worldwide. <



Extremely useful and usable, for example, as a key ring: a small, smart tool key with 10 functions.

Interview with Liudger Böll

In light of the launch of the new eco-friendly collection, we addressed a few questions to the Managing Director of Troika, Liudger Böll.



Mr Böll, given the background of imminent climate change, every initiative that is dedicated to the preservation of our nature – and thus to our livelihood – is to be welcomed. In your case, how did this special cooperation come about?

Liudger Böll: About three years ago the first contact between Troika and National Geographic was established during a meeting in Berlin. There was a mutual interest in benefiting from each other’s brand identity – Troika could benefit from the more than 100 years of experience of National Geographic in environmental protection, conservation, research and adventure, and National Geographic could benefit from the expertise of Troika in products, design, innovation, function and quality to manufacture ecologically clean products. We are committed to working with National Geographic to develop products that continue to adapt to the characteristics of this world-famous and popular brand, namely the curiosity and concern for our world. Part of the revenue from National Geographic Partners will be used to help the National Geographic Society to promote research, exploration, conservation and education.

The joint collection initially comprises five products. Under what aspects did you make the selection?

First of all, we selected products that had already been tested while at the same time combining the spirit of adventure and environmental awareness of the National Geographic brand for which the brand is known worldwide. Whether it be our mini-tool with ten different functions or the panda bear key fob – for the adventurous and conservationists, we find the right contemporary products that impress with their innovative design. At the same time, the products are always related to current National Geographic projects, such as campaigns for the protection of polar bears and hummingbirds.

Is the cooperation for a limited period of time only or are additional products planned in the course of the partnership?

The partnership is initially limited to the next five years. Currently, our in-house product development is actively working with National Geographic to expand the range. New products will be launched in autumn and every year we will add 10 to 20 products to the collection.

Given the background of your experience, would you like to give the industry a piece of advice on environmental issues?

Think long-term and holistically – do not only focus on costs and returns in the short term, but also promote sustainable projects that ultimately serve to protect the environment for our benefit.

An industry-connecting online tool that brings together all market participants (industry customers, consultants, suppliers) has been scarce in the promotional product industry so far. Geiger-Notes, known as the manufacturer of calendars, sticky notes, notebooks and print promotional material, wanted to resolve this shortcoming. The result: mypromo.

Geiger-Notes initiates networking platform

Turnkey solution for the industry

The initiative of Geiger-Notes AG was preceded by the realisation that the industry lacks a solution that sensibly complements the tried-and-tested business model of trading and does not seek to replace it, allowing every distributor entry into e-business without having to invest, and to tap into completely new market segments. In short: a networking platform for the promotional prod-

uct industry which, according to Jürgen Geiger, CEO of Geiger-Notes AG, had not existed until now. "What currently exists is not enough. Most online stores are pure inquiry tools, a digital shop window. The handling behind it is conventional," he explained during the presentation of the new digital solution at the company headquarters in Mainz-Kastel. This gap had to be filled. The idea for mypromo, announced by Geiger-Notes as a "true industry solution", was born. This modern online shop pursues a simple yet ambitious goal: Suppliers enter their product data, consultants adapt the offer to their requirements, and the industry customer finds a well-organised, user-friendly shop on the Internet with a sophisticated selection of products.

White label system for individuality

mypromo is designed as a so-called white label system. This means that each distributor can individually define the external structure of his shop, starting with his own branding through logo and colours, a self-selected URL, right through to inserting texts. In addition, he also retains complete control over the range offered in his shop, including "that items and suppliers can be individually de-selected". In a later expansion stage, even proprietary products can be included. Sales prices can be individually created from the outset.

That certain something

mypromo promises to offer more than just a conventional online shop: the system covers the entire process chain. What makes the difference? "The processing behind it is sexy, not the 'superficial' shop", says an enthusiastic Jürgen Geiger about the possibilities of the new shop system.

Mypromo was presented at the company headquarters of Geiger-Notes in Mainz-Kastel.



Print data is uploaded directly during the ordering process, automatically checked and corrected. A comprehensive payment solution ensures that no consultant has to wait for his money. And in addition to the commercial order data, the manufacturers also receive the digital print data. Conversely, this naturally means that the products in the shop must meet high requirements. This includes configuring each item online, guaranteed to be available and deliverable within the time specified. Delivery then takes place carriage paid within Germany.

“Geiger-Notes glasses” deliberately taken off

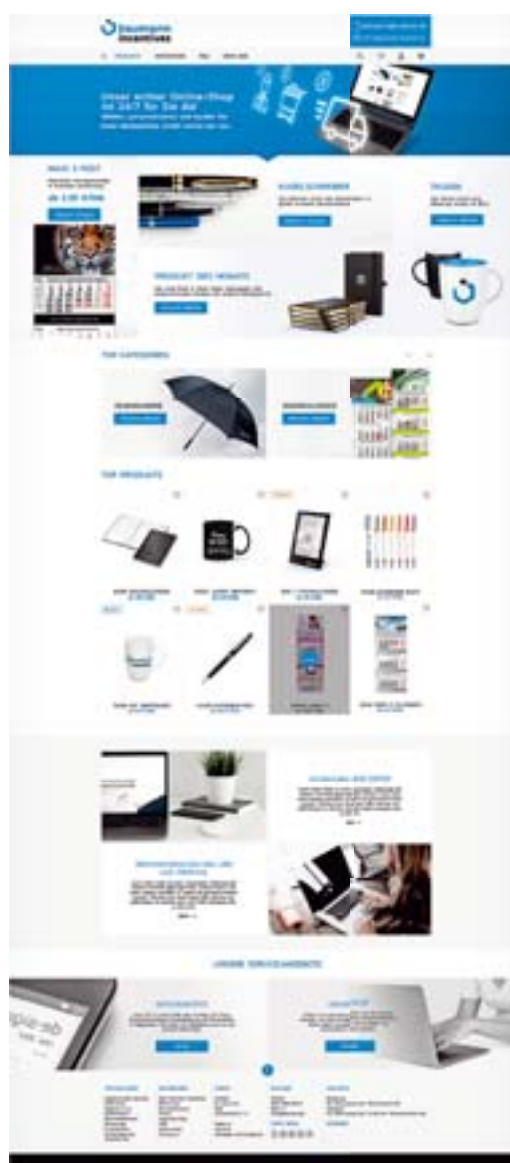
Geiger-Notes places great demands with mypromo because, according to Jürgen Geiger, “the focus is on leading German manufacturers and suppliers with a clear commitment to distribution via distributors.” mypromo is being implemented in phases. First of all, products from Geiger-Notes, including calendars, sticky notes and notebooks, will be available at mypromo this year. “Carefully considered products”, as Jürgen Geiger emphasises. From 2019, the offer will then be extended continuously and above all significantly. At least 30 suppliers will be connected next year. “We see mypromo as an initiative for the entire industry,” emphasises the Geiger-Notes Chairman. “Promotional product distributors and suppliers will receive a tool that complements and supports sales through the qualified consultant, rather than replacing him.” For this purpose, Mypromo Service GmbH, a wholly owned subsidiary of Geiger-Notes AG, was founded, whereby “Geiger-Notes glasses” were deliberately taken off. The fact that this is an entrepreneurial initiative is by no means a disadvantage in the eyes of the Chairman. “On the contrary: ensuring that such a project is successful requires an entrepreneurial perspective.” However, a desired and active neutrality is important. An advisory board consisting of distributors and suppliers will accompany and support the project. Access to mypromo is free for distributors. Suppliers will be selectively targeted, which is in no way a reflection on quality. After all, even competitors of Geiger-Notes are explicitly approved and desired as suppliers.

Joint financing

According to Jürgen Geiger, a seven-digit amount was invested into mypromo. It is to be financed through monthly fees for the individual shops, sales commissions and usage-dependent marketing revenues. Consultants and suppliers are to contribute equally towards financing. However, and this is very important to Jürgen Geiger, “every distributor should be able to afford the shop”. A special incentive: The shop is free until the end of 2019 for promotional product distributors and consultants who choose to use mypromo this year.



Jürgen Geiger, CEO of Geiger-Notes, is perfectly satisfied with mypromo.



Mypromo is designed as a white label system. Each distributor can individually define the external structure of his shop.

As a haptic advertising medium, the promotional product is an essential part of a successful marketing mix. So it is only a logical consequence that it is now also thematically included in the programme of the German Marketing Day – thanks to an initiative in which the PSI played a significant role.

45th German Marketing Day in Hanover

Breakout session for promotional products



Word has gotten around about the significance and impact of the promotional product as a haptic powerhouse. When the 45th German Marketing Day opens its doors to the industry highlight of the year at the Convention Center of Deutsche Messe Hannover on 5 and 6 December 2018, the topic of haptic advertising will be omnipresent. The fact that this is the case is due to an initiative in which PSI played a key role.

Not the ordinary success stories

The German Marketing Day, a permanent fixture in the diaries of marketing decision-makers since 1973, is considered one of the most important conferences in Europe on all current questions concerning marketing, sales and

service. Last year alone, 1,500 participants and over 40 distinguished speakers discussed ground-breaking concepts and their concrete implementation. This is precisely the central approach of the German Marketing Day which organisers expect to see attended by around 1,700 participants this year. "It's not about a juxtaposition of random success stories and about simply enumerating the latest trends and opportunities, but rather about concrete reports from the point of view of those responsible," explains Prof. Ralf E. Strauss, President of the German Marketing Association. Specifically, this means new formats and offerings for more interactivity and live experiences in terms of omni-channel and brand management, neuromarketing and marketing automation, just to name a few.

Breakout session on haptics

The two-day event organised by the Absatzwirtschaft magazine, the German Marketing Association and the Management Forum of the Handelsblatt Media Group is divided into so-called masterclasses, deep-dive and breakout sessions, stand-up presentations, plenary lectures and panel discussions. One of the breakout sessions will be completely devoted to the theme of haptics. Compered by PSI Managing Director Michael Freter, representatives of the promotional product industry will talk about haptic advertising as well as advertising with brand articles. The aim is to position and establish the promotional product and to make its significance and impact comprehensible to marketing decision-makers in the truest sense of the word. Thus, the motto of the 45th German Marketing Day #marketing_getting_smarter will get an additional perspective and underline the range of innovative and efficient marketing tools.

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“Haptic communication media can slow us down”

At first glance, the digital focus of the German Marketing Day does not suggest any connection with the the topic of haptics. How can haptic experience and digital application scenarios complement each other in a cross-medial way? We talked to Professor Ralf E. Strauß, President of the German Marketing Association and Vice Chairman of the European Marketing Confederation, about this and the relevance of haptics from a marketing point of view.

The German Marketing Day has taken place since 1973. How has it developed over the years?

The German Marketing Day has become one of the most important conferences in Europe that address current issues relating to marketing, sales and service. We are continuously working on the further development of the content of the German Marketing Day, analysing the challenges of European marketers and identifying strategies and trends. At the end of 2017, the “Marketing Agenda 2018” trend study was carried out by the European Marketing Confederation (EMC). 800 marketing and sales managers in Europe were asked about the most important topics and challenges. Based on their answers, we have identified the main topics of marketing automation, customer journey analysis, digital transformation and brand management for 2018 and beyond.

At this year’s German Marketing Day, the subject of haptics will have its own breakout session. To what extent is this new topic relevant to your core target group from a marketing perspective?

The function of marketing is at a crossroads in a golden era: a multitude of instruments enable the collection of customer requests in large numbers and in real time along all customer touchpoints, which allows the implementation of concrete marketing measures or performance specifications. This requires greater information intensity between providers and customers in real time. And that is by and large pretty damn quick. Haptic elements depend on the fact that one takes their time for them, pauses, lets things take effect. This is an opportunity for communication, which gains in importance as speed increases.



Prof. Ralf E. Strauß, President of the German Marketing Association and Vice Chairman European Marketing Confederation

The Marketing Day has a clear digital focus. The motto of this year’s event is #marketing_getting_smarter. How can haptic experience and digital application scenarios complement each other in a cross-medial way?

Haptic elements in communication are of particular value if they are especially valuable, particularly in the digital age. For the past 20 years, we have been acknowledging particularly creative haptic communication media in the category of dialogue with the “Best of Business-to-Business Award” in B2B communication. And even at the German Marketing Day, we have not just started talking about these means of communication since 2018. As we said, haptic communication can slow us down because we “are allowed” to take time to look at it, to understand it, to appreciate its value and, in the best case, to see it on our desktop every day. As part of our “BoB Award”, we have already been able to award such amazing haptic communication tools that the jury and I look forward to the category of dialogue every year. At the 45th German Marketing Day 2018, marketers learn and discuss, on the basis of relevant practical examples and inspired by visionary “key-notes”, how everything in marketing becomes “smarter”. This also applies to the haptic elements.



It is often the little things that make something special out of an ordinary article. For example, a few simple gemstones on a print motif can turn a simple shirt into a trendy item. But potential hazards can lie in such details – nobody knows that better than the experts at Intertek.

Taking quality and safety seriously

Detecting hazards down to the last detail

In most cases, the focus is on the main materials of a product when it comes to specifying tests or obtaining proof of conformity. Let us take a look at a toiletry bag: evidence of conformity is available for the outer fabric and perhaps even for the lining. But to give the article stability, there is a layer of foamed material inside. Was this also tested? Although it is not touchable, it is still subject to risks. For example, it could contain substances of very high concern (SVHCI including solvent residues such as dimethylformamide or dimethylacetamide, the environmentally hazardous alkylphenol ethoxylates or short-chain chlorinated paraffins. The presence of the latter may even lead to the entire article being classified as non-marketable and thus may not be sold.

Heightening the awareness of risks

Or consider a plastic wristband. For the basic material, all kinds of verifications and test reports are available to prove conformity. But does that include the attached black letters? Pollutants such as critical plasticizers, carcinogenic PAHs or even toxic heavy metals including lead and cadmium can lurk here too. Another example, drinking cups: Only well-known plastics tested in independent laboratory tests may be used for cups and lids. But are there also certificates available for the seal? Of course, this also applies to the seals of storage containers. Often there are such cups and containers in different colours. It is also important to note that conformity must be confirmed for each dyed material. Another explosive question: Have the small button eyes of a stuffed animal on a keychain really been tested for all relevant pollutants?



Important: Quality down to the last detail

Quality is critical to the success of a product – whether it is for sale or advertising. Nobody will positively recall a company if the clip of a promotional pen immediately breaks off or if the handle of a textile bag tears off after purchase. Unfortunately, in the case of these small components, appropriate significance is not always placed on quality. Cheap materials are often used, be it plastics, foams or metals. As a result, there is an increased risk of finding legally prohibited substances. This in turn can quickly lead to the articles no longer being sold. The range of possible pollutants is huge. European and national regulations control their use and provide them with strict limits. Intertek experts can quickly and safely identify potential hazards and create appropriate test programs. Intertek can also offer suitable solutions for your product..

Contact:

Intertek Holding Deutschland GmbH

Tel 0800 5855888 / +49 711 27311-152 · Fax +49 711 27311-559

psi@intertek.com · intertek.com/intertek.de

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With sympathy and creativity

The products of the company mbw have long since made a name for themselves in the industry. The haptic heroes of the Schnabels and Herr Bert brands, the practical „Schmoozies“ and the plush cuddly toys of the MiniFeet brand create a cheerful mood in every way. Jan Breuer has been the man behind these popular figures for four years. The young entrepreneur virtually grew up in the company of the founding Both family and today he drives the further development of the company with fresh impulses.



We meet 34-year-old Jan Breuer on a beautiful spring summer day this year in Wanderup in Schleswig-Holstein in the north of Germany, very close to the Flensburg Fjord and the Danish border. Wanderup is where mbw is located, and although it is a small municipality, its name has been well known in promotional product circles for a long time. This has to do with Jan Breuer's predecessors, the married couple Monika and Walter Both, who founded the company in 1980 and developed it into a successful, well-known and respected supplier to the industry. Although Jan Breuer had not yet been born, he accompanied this entrepreneurial evolution almost from childhood, yes you can say, he grew up in the company. But more on that later.

Impressive collections

Everything started with pedestrian reflectors. After taking the first steps in the retail trade and cooperating with the German traffic associations, it quickly became clear that this path would lead to the promotional product industry. Gradually the assortment was extended to include bicycle helmets, bottle openers, wrapped T-shirts called „Snaky's“, reflective tapes, soft plush, silicone wristbands and microfibre cloths. Then SQUEEZIES, the first individual collection, was introduced. Others followed, including City-Ducks, part of the more than 200 models of the squeaking duckling family, and the truly 'voluminous' clan of Herr Bert.

Distinctive individualists

The cuddly animals and ducklings (also offered in larger versions) have long been available throughout Europe, and together with the MiniFeet and Schnabels brands, have now become strong pillars of the company under the ae-

gis of Jan Breuer. Thus, the company's portfolio today now features a balanced and coordinated mix of original and useful product lines that have found their place in the colourful industry assortments. The youngest cuddly players in the plush series are called BigHeads & ChillyFriends. „All in all, mbw currently has over 200 design-protected articles and logos,“ reveals Jan Breuer. One thing, however, combines all of these high-quality and of course completely certified brand series: they are popular figures or even „individualists of the heart“, and therefore sustainably effective as promotional products.

Benefit from one another, grow together

Before we return to the protagonist of this text, however, it should be noted that mbw has been a permanent PSI member since 1986 and regularly participates at the PSI Trade Show in Düsseldorf; for several years in conjunction with the so-called CHOICE Group, a group of six promotional product suppliers that belong to JCK Holding, a diverse and powerful group of companies that today operates worldwide. In 2007, mbw joined the family holding company which, under the motto „Benefit from one another, grow together“, guarantees its subsidiaries the independence of the companies and thus their entrepreneurs.

Growing up in the company

Which brings us back to Jan Breuer who currently steers the destiny of mbw. He has been in charge of the company since 1 January 2014. One year earlier, Monika and Walter Both transferred the power of attorney and, after leaving the company at the end of 2014, laid the fate of the company completely – and quite deliberately – into his young yet reliable hands. At that time, Breuer had just turned 30, but had been working for mbw for several years. However, his contact with the company goes back to his childhood and is no coincidence. As this native of Wanderup tells us, the Both family and his family have a long-standing friendship: „My mother has been working in mbw's accounting department for more than 30 years. In addition, we lived in the immediate vicinity of the Boths. We played together with their children and often turned the warehouse inside out, building caves with cardboard boxes. Even when I was six years old, I was even allowed to take part in courier trips. „That's how Jan Breuer grew up with the company. It is hardly surprising, therefore, that after finishing school he took the opportunity to do his apprenticeship at mbw. And: „After these two and a half years it was clear: I want to stay here!“

>>

JAN BREUER IN PERSON

What was your first thought this morning?

Oh great, the sun is shining. In the north of Germany, we are often used to other weather conditions.

When is your day a good one?

When projects run smoothly and together we manage to find good solutions to address challenges.

What gets you in a good mood?

A good WE feeling in the team, creative minds with good ideas, and when things that have been prepared for a long time have a successful outcome.

And what drives you crazy?

Unreliability.

What are you most likely to forgive yourself for?

Dessert.

When do you lose track of time?

When I'm by the sea. We are very spoiled here in Wanderup with the North Sea and Baltic Sea nearby.

If you were forced to take a four-week holiday, where would you go?

To Föhr with my wife, the children and our dog. The island is simply wonderful and within easy reach for us.

What do you like spending your money on?

On good food.

Do you allow yourself to be seduced by advertising?

Of course not ... ;-)

When is a promotional product a good promotional product?

When it is remembered for a long time.

What is the best promotional product you have ever received?

A high-tech screwdriver from Protrade. Functional, high quality and practical. I still use the screwdriver and it has already made quite a few turns.

What annoys you about promotional products?

Some are cheap and of poor quality but still look good. A promotional product must deliver what it promises – even in use. After all, companies that use such a product as a brand ambassador rely on this. As my friend Günter used to say, a logo on the handle of an umbrella that ends up headfirst in a rubbish bin in the pedestrian zone is not the best advertisement ... That's why it's important to ensure that quality is not compromised.



>> Life's work continued

Jan Breuer has been working at mbw for 18 years now. And the Boths know their life's work is in good hands with him. When the business was handed over, the outgoing owners found appropriate words: „He is like part of the family. We are very close – and we have complete trust in his experience, his ability and his passion. He has proven again and again over the past few years that he has this passion. Quality, safety, fair working conditions – Jan Breuer continues to follow these guiding principles of our work. An instinct for the new, an urge to further develop classic products, technical know-how and the joy of dealing with customers – these are his qualities.“ Breuer gladly returns the praise: „I had great teachers with Monika and Walter



Finishing and personalisation on-site in Wanderup – even for very small quantities.

Both who have always supported me with their advice and actions over the years and gradually transferred more responsibility to me. Their trust has always been an incentive for me to pursue my own inclinations and develop my entrepreneurial instinct.“

Continue the tried and tested, initiate something new

The (still) young entrepreneur seems to have succeeded in achieving this. Jan Breuer knows mbw like the back of his hand and lives the spirit of the company with every ounce of his strength. He knows: Success always means incentive in Wanderup. And to continue the tried and tested also means to initiate something new and get it off the ground. Naturally, at mbw we also rely on constant innovative drive. And that, like the successes that come with it, is a team effort. „I grew up in the team and continue to foster team spirit. Here at mbw we always try to get everyone on board,“ emphasizes Breuer. „Everyone has a role to play and you can tell that from the sense of togetherness within the workforce.“

Identification with the mbw family

The identification of the approximately 80 employees with their company is remarkable. „This is also because from the outset we aim to strengthen the competence of individual departments, to promote independence and to encourage them to contribute to the further development of the company,“ says Breuer. For example, there is a „suggestions box“ in which employees can input their suggestions, whether it be in relation to products or improvement of internal processes. „A lot of know-how is pooled here, and we exploit this with measures like these. We are grateful for every suggestion and about two-thirds of them are actually implemented and rewarded accordingly at our Christmas party (which is also something like a company family celebration),“ adds Breuer. The celebration also serves as the backdrop for awarding the „Golden Bert“, a token of gratitude for many years of service: further evidence of the good mbw climate in which the colleagues feel very content.





Professional warehouse management is ensured by the large external warehouse in nearby Eggebek.

Professional warehouse management

We were able to form our own impression of the professional warehouse management: mbw has been operating a modern pickup and picking warehouse in nearby Eggebek for five years. Products are finished or personalised – even in very small quantities – at local printing works and, to some extent, on six printing machines in-house. Packing is also carried out at the company headquarters where clever cardboard boxes are created to send out samples, among other things. As Jan Breuer told us, plans are in place (also in view of the constant „positive development“ of the company balance sheet) to expand and concentrate the warehouse and company headquarters at the Wanderup site which, incidentally, boasts an ideal transport infrastructure. The Port of Hamburg is not far away, and large orders go directly from there to the customer.

A lot of groundwork has been laid

In addition to streamlining the product range, Jan Breuer has also initiated process optimisation. At mbw, they not only move with the times in terms of product trends. A keyword is e-commerce: After two years of development, a new, optimally flexible webshop was recently launched, offering the customer numerous advantages (and giving employees more time for intensive customer care and the development of custom-made products). The great value attached to e-commerce in the company is also demonstrated by the creation of a new apprenticeship position related to this topic. Marketing technology has also matured, as evidenced by the professional presentations of catalogues, flyers and the aforementioned trade show appearance within the CHOICE Group. Other advantages of the company include its own quality management at the production sites in the Far East as well as its in-house quality inspection which more than meets all legal requirements. Sophisticated graphics provide creative impulses. And responsibility in the field of social compliance has always been a matter of course for mbw.

Products that bring a smile

In any case, the latter is still at the centre of all entrepreneurial aspirations at mbw: „Customer advice is the be-all and end-all. Satisfying success will only be found by those who are fully committed to supporting the customer,“ emphasises Breuer. And this credo has worked well within the mbw family so far. Here we enjoy working together to enthuse the promotional product trade for „things that nobody else can make“. Admittedly, the original, thoroughly popular product range makes it easier to create a good feeling with the customer and to put a smile on the face of the recipient. „Who can claim that with his products,“ says Breuer. We can only agree with him .. <



Something special for the spoiled

With a passion for modern tableware and high-class delicacies, **designed packages** for large and small company gifts are a specialty of corviscom. Not only interesting for Christmas, but for a variety of occasions. In addition to the concepts presented in the shop, individual solutions in particular are implemented. The principle is the combination of high-quality brand products, which are characterised by good design and quality, with exceptional delicatessen specialties. The gifts have a lasting memory value thanks to the direct enjoyment and the beautiful, durable objects. Concepts for customer-specific products can also be developed for industry customers.

PSI 43961 • Corviscom GmbH • Tel +49 201 1095151
 info@corviscom.de • www.corviscom.de
<https://www.psiproductfinder.de/ngeynt>



Small but impressive!

These little colourful, **glittering fruit gum stars** from Kalfany make any advertising message shine. And they also taste enticingly good – six colours and six flavours (orange, passion fruit, lemon, cherry, pineapple and raspberry) come together in a promotional sachet. These fruit gums with glitter particles ensure “shiny moments” especially for Christmas. IFS-certified, Kalfany SüBe Werbung pours the fruit gum with ten per cent fruit content from fruit juice concentrate and colouring plant extracts and packs the glitter stars in promotional sachets measuring 85 x 60 millimetres with ten grammes each.

PSI 42706 • Kalfany SüBe Werbung GmbH & Co. KG
 Tel +49 7643 8010 • info@ksw24.com • www.ksw24.com
<https://www.psiproductfinder.de/nty5nt>





Real eye-catcher

The **Camblock® webcam cover**, which belongs to the assortment of Hey!blau Labs, conceals the webcam and at the same time offers an ideal advertising area in the direct field of vision. The user gets a simple but effective tool to protect himself against industrial espionage and hacker attacks. This special reusable sticker sticks without glue on all smooth surfaces. The advertising message, shape and size can be adjusted as required. The webcam cover is delivered on an individual carrier card in a high-gloss foil bag.

PSI 49016 • Hey!blau Labs e.K. • Tel +49 221 57080199
 contact@heyblau-labs.com • www.heyblau-labs.com
<https://www.psiproductfinder.de/mwuzzt>



Foldable seat cube

The product portfolio of BAS includes the Flatcube, the **first foldable seat cube** made from a single cast. The Flatcube is a foldable and printable seat cube that is revolutionising one of the most popular advertising materials for the point of sale, events and merchandising. It offers all the advantages of conventional seating cubes, is entirely printable and, thanks to the patented folding mechanism, unique among seat cubes. The cube not only cuts a good figure at trade shows and events, but also as a piece of house or garden furniture. The Flatcube is the ideal eye-catcher to bring attention to a brand, slogan or company as customers pass by.

PSI 43980 • BAS Produktions- und Handels- GmbH
 Tel +49 751 76870201 • info@bas-innovation.de • www.bas-innovation.de
<https://www.psiproductfinder.de/nzblmd>



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Sweet Rudolph

Apart from two new Advent calendars, Magna sweets is introducing Rudolph, probably the world's most famous reindeer, in this year's Christmas campaign. The delicious Lindt Lindor ball made of milk chocolate forms the red reindeer nose in the **individually printable cardboard box**. According to Magna, Rudolph is completely made of chocolate and presented in a cellophane sachet, a real Christmas hit. Rudolph is finished with an individually printed label.

PSI 41617 • Magna sweets GmbH • Tel +49 8146 99660
info@magna-sweets.de • www.magna-sweets.de
<https://www.psiproductfinder.de/ywymnd>



Permanently tactile

At Senator, sandblasting is a very special way to apply a logo on cups. This finishing gives a logo depth and structure as well as a long-lasting advertising impact. During **sandblasting**, the surface is removed in the form of the desired motif. This then appears as a recessed relief, resulting in a tactile, high-quality 3D effect on coloured as well as on white cups. Senator® can apply this type of finishing on all offered porcelain and stone-ware cups, with the exception of catering crockery. You can choose from 22 models in different standard colours. Almost any desired colour of the customer's choice is possible.

PSI 41838 • Senator GmbH & Co. KGaA • Tel +49 6162 8010
info@senatorglobal.com • www.senatorglobal.com
<https://www.psiproductfinder.de/ytizzd>



Breath of fresh air

A breath of fresh air comes into advertising with the Clipy **pop-up fan**. Printable in numerous colours, the article can effectively showcase any advertising message. Weighing only 14 grammes, it is still a lightweight and can be comfortably transported everywhere. The advertising message thus always remains in view. The included small fabric bag can also be personalised.

PSI 45619 • Clipy • Tel +34 91 5238206
clipy@clipy.com • www.clipy.com
<https://www.psiproductfinder.de/mgzinz>





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Push fun

Jamara-Kids has the ideal child-friendly **vehicle for the little ones** in the family. The officially licensed Mercedes-Benz GL63 AMG offers a safe driving pleasure thanks to its robust and lovingly designed body. This is ensured by the low seat height and the specially designed anti-tipper at the rear end of the push car. With the non-slip steering wheel with horn, mock headlights and radiator grille and wheels – modelled on the original – the Mercedes push car is the ideal pleasure for the youngest explorers – both indoor and outdoor.

PSI 47696 • Jamara e.K. • Tel +49 7565 94120
newsletter@jamara.com • www.jamara.com
<https://www.psiproductfinder.de/othmyj>



Handmade

Christmas greetings should always be something special, long-lasting and stylish. Therefore, Pfaff recommends its four-part **nutcracker set** which is a high-quality, handcrafted tree hanging. The Christmas figurines are stowed away in a green gift box with a viewing window that is suitable for the occasion. Finishing or an advertising sticker is possible on the packaging.

PSI 49989 • Erwin Pfaff e.K. Sonja Pfaff-Weis
Tel +49 7722 4096 • info@erwin-pfaff.de • www.erwin-pfaff.de
www.psiproductfinder.de/zjawnz



Highly sophisticated

A stylish advertising opportunity from Jung: The **elegant sliding lid box**, which fits into any shirt pocket or handbag, ensures that advertising messages are strategically placed, anytime and anywhere. The handy metal box can be printed with individual, creative motifs. This also applies to another novelty case, the "Quadratic Box". Like the sliding lid box, this white metal box can also be filled with different types of micro sweets from the Jung assortment according to the customer's wishes. The items are available in high-quality 4-c digital printing from just 270 pieces.

PSI 41545 • JUNG since 1828 GmbH & Co. KG
Tel +49 7042 9070 • zentrale@jung-europe.de • www.jung-europe.de
<https://www.psiproductfinder.de/mtq3ot>





Safe, comfortable and smart

Smart Strap is a **smartphone finger mount** that allows convenient and secure device handling. Simply attach the Smart Strap to the back of your phone and insert your fingers through the loop. This way, you have a secure grip on your device. Accidental falling is almost impossible. The Smart Strap also holds on many commercially available cases and shells. Of course, it can be detached without leaving any residue. However, silicone and leather covers, glitter foils and surfaces made of wood, textiles, aluminium and glass are unsuitable. The minimum order quantity is 1,000 pieces. From this quantity, the elastic band, the blister packaging or the paper insert in the polybag can be customised using sublimation printing. The ABS body can be colour customised and embossed from 10,000 pieces.

PSI 43959 • XPRON® – Eine Marke der B&W MEDIA-SERVICE GmbH
Tel +49 201 84823-0 • info@xprom.de • www.xprom.de
<https://www.psiproductfinder.de/zjq1ow>

Colouring fun in a set

Reidinger's **Memo set of colouring pencils** inspires little artists and trains their memory at the same time. The set includes six coloured pencils – standard or jumbo – and 26 memo cards with animal motifs for colouring. The set is also available with an individual motif from 1,000 pieces. The reverse side of the memo cards can be printed with a logo and advertising message. In addition to a cat, mouse and the like, other colouring motifs can also be created. This unforgettable promotional product can be designed in the web configurator. Articles and prices are displayed in real time.

PSI 42938 • Reidinger GmbH • Tel +49 9732 91050
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<https://www.psiproductfinder.de/mdm5zm>



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Iconic design

The Swiss company Prodir has complemented its **award-winning QS portfolio** with an iconic design, the QS30. The 3D surface emphasises the original quality of the writing instrument as a functional working tool. The simple lines designed by Studio C Milano, Christoph Schnug, are elegantly discreet and create a clear, functional tranquillity. The QS30 exudes confidence and value. The ergonomically designed writing instrument lies comfortably in the hand, and its weight is very accurately balanced. High-quality refills produced in-house, especially the Floating Ball 1.4 refill with a slightly wider tip, offer maximum writing comfort. You can feel the attention to detail and quality. The QS30 collection consists of ten well-coordinated colours. 4 clips with a transparent surface and 6 clips with a polished surface form a perfect contrast to the fine, matte surface of the shaft. In terms of shape and functionality, the new QS30 thus offers everything that one expects from a long-lasting and well-conceived Swiss tool.

PSI 43417 • Pagani Pens SA / Prodir Division
Tel +49 6762 4069-0 • sales@prodir.de • www.prodir.com
<https://www.psiproductfinder.de/ngu0yw>



Individual Advent

According to the advertising experts at CD-LUX, **individual Advent calendars** are among the most popular advertising media in the run-up to Christmas time as they express sincere appreciation and recognition to customers, employees and suppliers. Advertising is guaranteed to stay in focus for 24 days without going unnoticed in the flood of Christmas mail. For this year, exclusive Advent calendar novelties, such as the innovative 3D Advent calendar transporter or the new Ritter Sport Christmas House were added to the range. The smart Lindt Hello Mini-Emoti Advent calendar guarantees a good mood. The new Fair-Plus Advent calendars delight with fine organic milk chocolate. Or how about the original Santa Claus calendar in mini format?

PSI 45452 • CD-LUX GmbH • Tel +49 9971 85710
info@cd-lux.de • www.cd-lux.de
<https://www.psiproductfinder.de/mgu2nj>



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THE ITALIAN GREEN
HEART OF WRITING





More colourful and eye-catching

A chic, elegant metal ballpoint pen with a matt lacquered barrel: That is the LUMOS. uma has now made this **successful model** even more colourful and eye-catching: On the one hand, there are now numerous other colours available and, completely new, there is the LUMOS GUM with a matt lacquered coloured barrel. The LUMOS GUM is also available with a shiny black metal clip and push button. The barrel is also made of black metal – finishing with laser engraving is particularly impressive. This results in brilliant, multi-layered brand messages with depth. Last but not least is the popular uma Tech Refill with a nickel silver tip and tungsten carbide ball with German writing paste according to the ISO standard.

PSI 41848 • UMA Schreibgeräte Ullmann GmbH
Tel +49 7832 7070 • info@uma-pen.com • www.uma-pen.com
<https://www.psiproductfinder.de/mjy0yz>



Your very own beer

In its "Your brand" segment, the Vulkan brewery has been offering companies **the opportunity to source beers with their own label** for many years. The diverse product range of award-winning classic and craft beer varieties is the result of a creative and uncompromising brewing art and is particularly well suited as a promotional product, customer gift as well as for events and trade show appearances. As a certified "Eifel producer", the brewery is deeply rooted in its homeland and therefore relies on regional raw materials. The beers are brewed naturally using state-of-the-art technology and therefore retain their entire natural flavour. The flavours range from malty and mild to tropical-fruity and bitter. Bottling is offered from 800 bottles. In addition to co-branding, a selection of various packaging variations is also offered.

PSI 44286 • Vulkan Brauerei GmbH & Co. KG • Tel +49 2652 935010
info@vulkan-brauerei.de • www.vulkan-brauerei.de
<https://www.psiproductfinder.de/yzzkmt>



Convenient and practical

This **compact tool** from Wera prepares you for the most important screw profiles. An ergonomic handle with six interchangeable blades, protected and safely stowed away in a lightweight yet sturdy bag, ensures that the tools are quickly at your fingertips, as the handle/interchangeable blade system allows lightning-fast and easy replacement of the required blade. Good to know: The bits can also be used in a cordless screwdriver. It is stowed away in a practical belt pouch, also available with an individual logo patch from 100 pieces.

PSI 48078 • Wera Werkzeuge GmbH
Tel +49 202 4045144 • matuschek@wera.de • www.wera.de
<https://www.psiproductfinder.de/mwy3zw>



Beautiful memories

The so-called **petit vault** from the Dungeon's World brand will certainly evoke the enthusiasm of people who have children or grandchildren. You can keep memorabilia like baby teeth, the baby ribbon, photos, jewellery or a strand of hair in a sturdy box. An inserter is used to document the first words, events and other important data. A sticker for entering the name is also included.

PSI 49862 • Roll-Up.Bayern – Dungeon's World Daniel Lochbrunner
Tel + 49 08282 8900960 • info@roll-up.bayern • www.roll-up.bayern
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PSI Sustainability Awards 2018 | Exclusive award gala



Once again this year, companies in the promotional product industry will have the chance to win the coveted sustainability awards which will again be presented in **eight categories**. **71 nominees** are in the running for the PSI Sustainability Awards in 2018. The exclusive award gala will take place at the Wiesbaden Kurhaus on **7 September 2018**. The nominations were made in a **transparent evaluation process** in two steps. In the first step, the ecological, economic and social certificates of the submissions were evaluated. The more demanding the profile of a certificate, the higher it was rated. The categories Ecological Initiative, Social Initiative, Product and Campaign were additionally evaluated by a panel of experts. The **addition of all awarded points** from all categories ultimately determines which company may call itself **PSI Sustainable Company of the Year**.

PSI Supplier Finder 2/2018 | Update now

The PSI Supplier Finder is an important tool to enable distributors to search for PSI manufacturers and suppliers. Great emphasis is therefore placed on ensuring that this directory is **up-to-date**. Anyone who is in the PSI Supplier Finder will be found. In addition to **product groups with source references** for purchasing products and services, the PSI Supplier Finder also contains a **certificate directory** with a selection of responsible suppliers in the PSI network, the **TOP 160 suppliers** in the PSI network, and interesting texts from the "Good to Know" section. The 2/2018 issue is currently being prepared. This is the ideal opportunity for all PSI manufacturers and suppliers to **update their data now**. Now is the best time to fill in the registration form. If you have any questions or require further information, contact the PSI crossmedia team by phone on +49 211 90191-114/-150/-315 or by e-mail: supplierfinder@psi-network.de.



PSI Distributor Village | New opportunities for distributors

A special opportunity to acquire customers in 2019 is offered by the new **PSI Distributor Village** in the **"Marketing Innovations"** section of Hall 12 – located in front of the entrance to the PSI 2019. This is where PSI distributors have the opportunity to present themselves, their team and their portfolio throughout the **entire trade show** (8-10 January 2019) to attract visitors to the "Marketing Innovations" section, the PromoTex Expo and the viscom to **establish contacts**. Stand sizes between 9 and 16 square metres can be booked as part of the PSI Distributor Village package, as well as individual spaces of 25 square metres or more. On the third day of the trade show, PSI distributors will be able to welcome their invited industry customers in their personalised setting at the PSI Distributor Village. At the PSI 2019 Industry Customer Day (10 January 2019), PSI distributors will once again have the opportunity to meet their invited industry customers at a consultant spot in the North Entrance (Hall 9) and to explore the trade show together from here. For more information, contact the PSI sales team, telephone: +49 211 90191-600, e-mail: sales@psi-network.de.



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PSI Product Finder | New beta version launched

The PSI Product Finder is the largest promotional product database in Europe. It includes new, innovative as well as tried-and-tested products. PSI eBusiness has relaunched the Product Finder and optimised it in five key areas to meet the requirements of PSI members: user-friendliness, search results, speed and simplicity. PSI relies on state-of-the-art technology that has been developed for the future. This benefits users in a variety of ways.

Benefits for PSI distributors



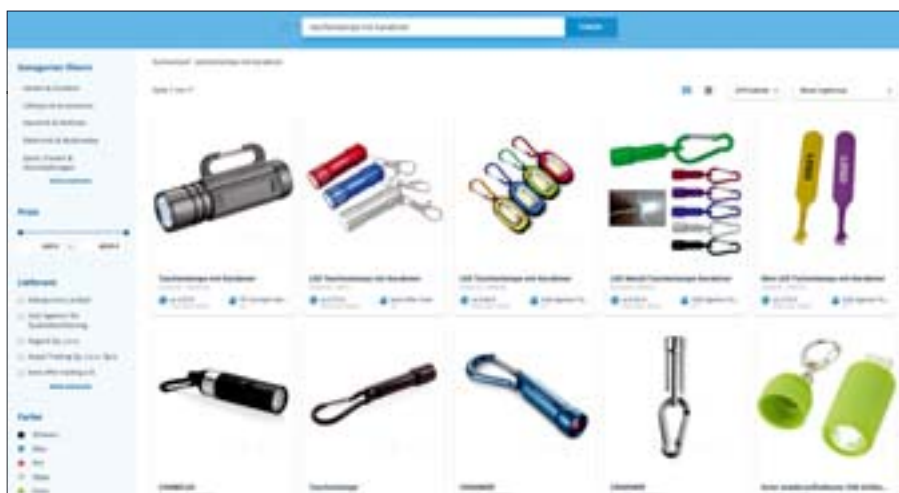
Improved usability: A clear presentation of recommended products is only one alteration.

Paramount for PSI distributors is a powerful yet simple intuitive tool that allows them to customise their search to their personal requirements. The results are now more clearly displayed, as is the essential product information. In addition, PSI distributors receive individually tailored results through increased use thanks to the search history. A simplified filter navigation allows a search according to specified attributes such as colour, material and size. Should a typo creep in when typing, that is not a problem either. The Product Finder initiates a target-oriented search.

Benefits for PSI suppliers

Not only PSI distributors benefit from a clear and comprehensive product presentation. PSI

suppliers do too. The new PSI Product Finder offers them a highly specialised platform on which they can better present and market their products and, above all, their advantages. In this way, they can reach their (potential) customers in a targeted manner and subsequently contact those who are looking for exactly their products.



Better results thanks to a filter navigation. The new beta version makes it easier to search and find successfully.



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45767	Bottle Promotions	067	48564	PLUS Europe GmbH 101, 106
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46506	Confiserie Burg Lauenstein GmbH	030	48301	Recycle Bags 033
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43144	FARE - Guenther Fassbender GmbH	025	45328	Stilolinea Srl 103
PSI Partner	PTE	051	PSI Partner	Stitch & Print International 111
42320	Fischer-Import GmbH	108	44970	TRIGON Deutschland GmbH 019, 108
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45666	Halfar System GmbH	029	41848	uma Schreibgeräte 002_003
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44455	LINOTEX GmbH	106		
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TOP PRODUCT TOPICS IN PSI JOURNAL

Spring is the season for festivals, garden parties and wedding ceremonies. All products for those special occasions, festivities and events will be presented in the *PSI Journal* in October.

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10
2018

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11
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Issue
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2018

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Issue
01
2019

NEW TRADE SHOW PRODUCTS AT PSI 2019

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▶ **PS1**

Who owns the customer?



he customer, the powerful entity. The customer, the unknown entity. The customer, without whom we cannot live because he pays the bills at the end of the day. A customer is someone who has completed at least one business transaction with his business partner. But what makes a customer?

Heinrich Path wrote: "A customer is the most important person in the business. He is not dependent on us, we are dependent on him. He does not represent an interruption of our work, but rather its content." It is already clear from this quote that we need to constantly look after the customer and know what he wants: customer care is more important than ever before. Knowing the expectation of the customer before he is aware of it himself – that would be the ideal scenario.

We are in a buyer's market with transparent markets and immense competitive pressure. Customer loyalty must therefore be something you work hard for. It must always be kept in mind that the market power of the customer can always lead to unexpected actions. Knowing the needs of the customer and having an intense relationship with him will reduce his bargaining power. But if he has clear goals or a clear mission such as price or quality optimisation, then it will be difficult to retain the customer. You cannot stop him from looking left or right. The competition will always find reasons to enter into a conversation. Who the competition is today cannot always be predicted. He lurks everywhere. In Asia, on the Internet, in the value-added chain, in the neighbourhood and sometimes even in your own company.

So who does the customer belong to? What should be done if he changes his buying behaviour? The customer belongs to himself. He is a mature being and pursues his own goals. The best possible consulting competence paired with customer proximity is the only way to retain the customer. He will never belong to anyone.

Best regards,

Michael Freter
Publisher of PSI Journal
Managing Director PSI
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Time to celebrate

"Joy can only be fully enjoyed when someone else is happy," is a quote from Mark Twain. And when many are happy together, it is time to celebrate. There are many different reasons for celebrating, in all sorts of places and at any time. Celebrations are life's icing on the cake. They have a community-building and community-preserving effect and are therefore also ideal opportunities for well-placed promotional products. Next month, we will be presenting products that you can look forward to on a variety of occasions. Besides "Celebrations and events", our other product theme is "Knives, tools, safety products".

Please give some thought to the product topics of the November 2018 issue with the topic groups "Household and home accessories" as well as "Fashion, jewellery and watches" and send your product presentations (image and text) by no later than 14 September 2018 to: Edit Line GmbH, Redaktion PSI Journal, e-mail: hoechemer@edit-line.de

PSI Sustainability Awards 2018



The PSI Sustainability Awards will be presented for the fourth time. They will be awarded in eight categories in a festive setting at the Kurhaus Wiesbaden on 7 September 2018. The winners have yet to be decided but the nominees in the race for the coveted trophies have been selected. We will be there for you and will present this year's winners in the October issue.

Jura Textil: 30 years of competence



Jura Textil GmbH has been a full-service partner of the promotional product industry for finished textiles, terry towelling, bags and special productions for the past 30 years. To celebrate this occasion, the Offendingen-based company invited its entire workforce and several supplier partners to an anniversary trip. In addition, Jura Textil has now invested in a new digital press to significantly increase the capacity and speed of digital printing.

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