

PSI EUROPE

PSI Journal

International Magazine
For Promotional
Products

October 2018

Volume 57

PSI · viscom · PromoTex Expo

Numerous extras
for members

Product Guide

Festival and events
Knives, tools,
safety products

Global Innovations

Enhanced opportunities
for exclusive distribution
partners

DreamPen

Continuous development

Sustainably successful

PSI Sustainability Awards 2018

ERFOLG BRAUCHT...

...STARKE PARTNER!



Jetzt
unseren neuen
BASICS-Katalog
anfordern!

100,- €
Bonus für
Ihre erste
Bestellung.*
Code: PSI-10



Ihr Importpartner für Werbeartikel
frische ideen | coole preise | starker service

Nöckersberg 39 · 45257 Essen · T: 0201 – 84823-0 · F: 0201 – 84823-25
xprom.de · info@xprom.de

* Gültig für Neukunden und Bestellungen bis zum 31.12.2018 bei einem Netto-Mindestbestellwert von 1.000 Euro. Den Bonus-Code bitte bei Ihrer Bestellung angeben.



Editorial

Time for battle mode

For centuries, the German merchant family Fugger belonged to the leading trading companies in the world. For centuries: such an achievement has not existed in this form for a long time. Nowadays, German or European trading giants play only a significant role in classic trade, if at all. At least there are still five European companies among the ten largest conventional trading companies in the world: Metro, Aldi, Carrefour, Tesco and Lidl. But even there, Amazon has managed to sneak into tenth place. And they are sneaking in quickly:

In 2000, Amazon was still ranked 186th in this field.

Among the online retailers, the American giant is the undisputed number one with a turnover of almost 60 billion dollars. Followed by Apple in second place. And in the next eight places there is not a single European to be found. That ought to make us stop and think. First of all, it should lead us to understand that trading is subject to a rapid change process. The major online retailers are ante portas and want to scoop up the sales of the promotional product industry.

To some extent, they will manage to do that. In fact, they already have. If you browse through the websites of the large online retailers – so far strangers to the industry – you will encounter countless promotional products. Test orders from the industry show that very often products without reference to the distributor, without instructions for use, in poor to miserable quality, without compliance with legal requirements, without VAT, and much more, are sold to the public.

Should we tolerate that? Certainly not, you will say. But what can we do? At any rate, we must make it clear to our customers as well as our politicians that sustainable and legally compliant products and supply chains can only be offered by us, the consultants and specialists – whether business is done online or face to face. This is a task for national and international European associations.

PSI's Sustainability Awards are an important milestone towards verifying the quality of our products and companies. However, that is only one side of the coin. We must also prove in a transparent way that the law is being flouted by many giants on the online platforms. French farmers often dump manure in front of the seats of government to voice their displeasure. We do not have to go quite that far, but we have to make clear with actions that the others are messing things up and paying no taxes, and therefore urgently need to get a rap on their knuckles.

In this spirit

Manfred Schlösser | Editor-in-Chief PSI Journal

Your opinion: schloesser@edit-line.de

New QS30. The working tool.



Prodir is a brand of Pagani Pens SA.

prodir®

Personality pens.
Swiss made.

Prodir Deutschland
Hotline +49 6762 4069 0

Prodir Schweiz
T +41 91 935 55 55

Prodir Österreich
T +43 2622 40301

www.prodir.com
open.prodir.com

TRENDS & BRANDS

4

MARKET RESEARCH

6

PSI SUSTAINABILITY AWARDS 2018

Sustainability step-by-step	8
Sustainably successful	10

THE NEW WORLD OF ADVERTISING AND SELLING 2019

16

PRODUCT GUIDE

Festivals and events	22
----------------------	----

INDUSTRY

Companies, Events, Markets	42
PSI member meeting at Cargo SEAL: Future model – the loading community	46

PRODUCT GUIDE

Knives, tools, safety products	48
--------------------------------	----

COMPANY

Global Innovations: Enhanced opportunities	64
DreamPen: Continuous development	66
70 years of Kalfany SüBe Werbung: Time to celebrate	68
30 years of Jura Textil: Investment in digital printing	70

BUSINESS

German Marketing Day 2018: Maximum added value	72
Intertek: Beware of bounty hunters	74

PRODUCT GUIDE

Innovative Products	76
---------------------	----

OPINION

90

PREVIEW – IMPRINT

92



ENJOY

Gifts



PSI Sustainability Awards 2018 8

In times of climate change and social challenges, sustainability and CSR are becoming increasingly important. The fourth PSI Sustainability Awards document that the industry is contributing to solving these problems. The awards were initiated by the first PSI Sustainability Summit which showed industry representatives in dialogue with business representatives.

Numerous extras for members 16

With the new world of advertising and selling, a trade show platform is being created that combines three top-class, independent trade shows under one roof at the same time. PSI retains its character as an established meeting place for the promotional product industry and offers PSI members exclusive benefits and numerous offers for their business.



PSI member meeting: Future model – the loading community 46



Which path are imports taking? How can long sea freight transit times, capacity bottlenecks in the air and on the road be avoided? These were just two key questions raised at the PSI member meeting in the port of Hamburg organised jointly by PSI and Cargo SEAL. Roughly 20 members accepted the exclusive invitation to attend the meeting on 28 August.

Enhanced opportunities for exclusive distribution partners 64

Global Innovations not only supplies promotional products but is increasingly focusing on the development of patented products for the trade. With its patented products and dynamic Open Monitor label, the company offers future development, distribution or licensing partners the opportunity to make their mark in national and international markets.



Return of the parasol



Umbrellas were originally invented as parasols. It was not until the 16th century, when they found their way from India to Europe, that they became popular. Nowadays, high temperatures are also increasing the demand for manageable sun protection to go. In Japan, men have long been part of the target group. The Japanese company Asahi Power Services is currently revolutionising the traditional parasol: the "Free Parasol" flies over one's head thanks to a drone while your hands remain free. It is scheduled to go into production in 2019 and will fly for at least one hour. (www.faz.net,

Warum der Sonnenschirm ein Revival verdient, 15.8.18). The promotional product industry is more analogical, haptic, affordable but no less creative in terms of umbrella design. Bring on next summer.

Growth opportunities



Climatically compatible

Calendar of paper made of grass
Ackermann Kunstverlag
www.ackermann-kalender.de
PSI 40604



For a while, vertical farming was one of the megatrends of nutrition. City dwellers who do not own a vegetable garden should produce their own food in a special light cabinet with LED lamps that can reproduce the entire spectrum of sunlight (www.wiwo.de, Salat nach dem Nespresso-Prinzip, 15.8.18). The company agrilution offers Smart Gardening for your own home, a greenhouse with corresponding seed mats. A vertical miniature farm so to speak. The promotional product industry offers suitable products to anyone who wants to do smart advertising on gardening.

All of a piece

Flower pot made of cement
Hegenberg Trendcenter
www.hegenbergcenter.de
PSI 47511



DEIN PROFİ FÜR



EVENTAUSSTATTUNG



DU KANNST EFFEKTIVER WERBEN*



FLATCUBE®

Der erste faltbare Sitzwürfel aus einem Guss!



- ✓ spart bis zu 73% Lager- und Transportfläche
- ✓ hergestellt aus recyceltem PP-Material
- ✓ vollflächig bedruckbarer Bezug, 4c, wechselbar
- ✓ 7 cm Höhe in gefaltetem Zustand
- ✓ wasser- und wetterfest, Brandschutzklasse B1
- ✓ 72 Stück je Euro-Palette versendbar/ lagerbar
- ✓ Made in Germany
- ✓ Sicherheit: SGS getestet, zertifiziert nach DIN581
- ✓ werkzeugloser Aufbau in Sekundenschnelle



* mit nachhaltigen und platzsparenden Produkten von BAS!

- 1) 3D POP-UP-TENT – Die nächste Evolutionsstufe der Falztelte!
- 2) AIRFLAG – die höchste Beachflag der Welt! (8-12m Höhe)
- 3) LOGOBANK – Die faltbare und bedruckbare Werbebank!
- 4) GLOWCUBE – Leuchtender Sitz- und Dekowürfel



25 **million**
US dollars
is invested
by YouTube

in supporting reputable news-rooms and portals with sustainable video production, according to W&V Morgenpost.

363%

more turnover was generated by Miss Selfridge. The women's fashion producer used smileys in the subject of its newsletter and increased the opening rate by 81 per cent, according to www.wuv.de – and obviously also the desire of its customers to buy.

Two-thirds

of the start-ups (69 per cent) interviewed for a study by allbranded rely on promotional products in their marketing mix. Almost half of the products used cost less than ten euros, reports startupvalley.news.

53 **per cent**

of Germans aged 18+ interviewed in the YouGov survey prefer to receive USB sticks as promotional products. According to the study, technical gadgets are generally very popular. Powerbanks (76 per cent) and USB hubs (73 per cent) followed in second and third place. www.yougov.de

706 million

Swiss francs in turnover was generated by promotional products and promotion articles in Switzerland in 2017. This corresponds to eleven per cent of total net advertising turnover in Switzerland in 2017 (Stiftung Werbestatistik Schweiz, www.werbestatistik.ch). By comparison, turnover in Germany amounted to 3,504 million euros.

Every fourth

German has no confidence in media. This is the result of a survey conducted by the consulting firm PricewaterhouseCoopers (PwC), writes horizont.net.

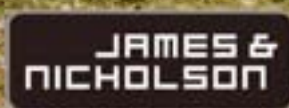
12.6 **per cent**

plus: Magnas Global Advertising Forecasts (IPG Media-brands) forecasts the highest growth for 2018 for the Brazilian advertising market, followed by India at 12.5 per cent. By contrast, the German advertising market is expected to grow at a modest rate of 2.5 per cent. www.adzine.de.

THE NEW
Outdoor

NEW WEBSITE
www.daiber.de

daiber



19 NEWCOMER
SUPPLEMENT THE CURRENT OUTDOOR COLLECTION

Hotline: +49 7432/7016-800 • www.daiber.de

In times of climate change and social challenges, sustainability and CSR are becoming increasingly important. The fourth PSI Sustainability Awards document that the industry is contributing to solving these problems. The awards were initiated by the first PSI Sustainability Summit which showed industry representatives in dialogue with business representatives.

PSI Sustainability Summit 2018

Sustainability step-by-step



Together on the podium ensuring an inspiring exchange of views (from left to right): Stefan Schulze-Hausmann, Ralf Oster, Georg Schürmann and Jürgen May.

The afternoon before the formal presentation of the fourth PSI Sustainability Awards at the Wiesbaden Kurhaus was dedicated to the closely interlinked topics of sustainability and corporate social responsibility (CSR). The inaugural PSI Sustainability Summit at the same location demonstrated the growing importance of these areas in the promotional product sector where industry representatives and business representatives met to exchange views under the theme "Sustainable supply chains". Above all, the exchange made one thing very obvious: that against the comprehensive background of globally networked dimensions such as economics, ecology, social affairs and politics, sustainability strategies will continue to occupy a growing domain that nobody can avoid for the benefit of a liveable planet. The summit participants made clear in their explanations and dialogue with concrete examples how the promotional product industry, as part of the supply chain, can initiate a continuous and sustaining communication exchange with business.

Sustainable supply chains

Following the opening remarks by PSI Managing Director Michael Freter, who once again emphasised the importance of the topic, Stefan Schulze-Hausmann, the founder and chairman of the German Sustainability Award (GSA), opened the series of presentations. Schulze-Hausmann, who participated in the presentation of the Sustainability Awards last year, began by outlining the development of the GSA, which will be awarded for the 11th time this year, before emphasising that it is imperative for companies, whose customers wish to present themselves as sustainable, to be able to demonstrate supply chains that meet CSR and sustainability criteria. For example, Schulze-Hausmann presented various measurement criteria and development drivers for sustainability, outlined problems and cited examples from the industry and retail trade, but stated that sustainability is far from being mainstream. However, "no industry can step back", but must address the issue. Although there are many, even competing, paths to sustainability, it is important to communicate "what exactly you do".

Concrete examples

This was done by the following speakers: Georg Schürmann, Managing Director of Triodos Bank, a credit company committed to sustainability, as well as Ralf Oster, Managing Director of promotional product multi-specialist PF Concept, last year's winner of the #Influencer of the Year category. Both showed from their respective perspectives how sustainability works and how it can convey effective impulses to market participants. Finally, the speakers met Jürgen May, the Managing Director of 2bdifferent, a company that defines and implements sustainability strategies for companies and institutions of the event, trade show and congress industry, for a roundtable discussion and answered questions from the auditorium. <

WIR PRODUZIEREN IHRE INDIVIDUELLEN FAN-ARTIKEL!

Wimpel



Fahnen



Mützen



Schals



Textilien



Nadeln



Baseballcaps



Aufnäher



...und vieles vieles mehr!



“What makes good companies good?”, asked PSI Managing Director Michael Freter in his opening speech at the presentation of the PSI Sustainability Awards in the Wiesbaden Kurhaus on 7 September. The answer was given by the distinguished winners and honourees with their entrepreneurial achievements, products and campaigns. The industry sustainability award launched by the PSI was presented for the fourth time.

Glamorous presentation of the industry sustainability award

Sustainably successful

For the third time in a row, the Wiesbaden Kurhaus provided the stylish ambience for the presentation of the PSI Sustainability Awards. Before the gala commenced in the Friedrich-von-Thiersch room, plenty of networking was going on in the foyer.



For the first time, the elegant setting for this year's exclusive evening event, once again charmingly compered by the Swiss television presenter Tamara Sedmak and co-hosted by Michael Freter, was the Friedrich von Thiersch Hall of the Wiesbaden Kurhaus. It is not only the largest room of this magnificent neoclassical style building. It is also considered the showpiece. A fact that Michael Freter also mentioned in his opening speech. "The Thiersch room is an upgrade for the event," said the co-host of the evening, who saw this year's PSI Sustainability Awards upgraded for other reasons.

Further development to previous years

"The trade is well represented among the winners. This is a further development compared to previous years." After all, the intermediary trade plays an important role and accordingly has to position itself differently. This was also supported by the fact that the special prize "Sustainable Distributor of the Year 2018" was awarded for the first time this year. The importance of the PSI Sustainability Awards was emphasised by Stefan Schulze-Hausmann who came on stage for a short digression. The founder of the German Sustainability Award, described by Michael Freter as the "big brother of the PSI Sustainability

Awards," gave a short summary of the afternoon's PSI Sustainability Summit that was held for the very first time on this day.

Magnificent staging

The jury was presented in a professionally designed trailer. The eight-man decision-making body this year consisted of Lutz Gathmann (designer), Ville Heimgartner (co-managing director of Imagine Cargo GmbH), Miriam Kehl (head of innovation management RhönEnergie Fulda GmbH), Stefan Roller-Aßfalg (managing director of Aka Merch & Textil GmbH), Hugo W. Pettendrup (founder and managing director HP-FundConsult), Dr. Ing. Susanne Stark (head of energy projects Stadtwerke Düsseldorf AG), Julian Ekelhof (director of CO2OL Climate Solutions) and Michael Klöfkorn (sustainability consultant mkconsult). The recipients of the coveted awards were the winners of the eight categories "Economic Excellence", "Environmental Excellence", "Social Excellence", "Environment Initiative", "Social Initiative", "Sustainable Product", "Sustainable Campaign" and "PSI Sustainable Company of the Year 2018". In addition, the runners-up and third-place winners were also invited onto the stage to receive a certificate for their services, so were the products "recommended by PSI".

[read more on page 14 >>](#)

Stefan Schulze-Hausmann gave a short summary of the PSI Sustainability Summit. Top right: A successful gala event is not complete without live music.



The winners of the PSI Sustainability Awards 2018

Category 1: Economic Excellence 2018

Karl Knauer KG ...

... was victorious in this category with extensive documentation of a veritable quality offensive. At the same time, the foundation of this quality management system forms the basis for a top-class range of services in environmental and social management, as demonstrated by the current, ground-breaking sustainability report.

Category 2: Environmental Excellence 2018

Karl Knauer KG ...

... was also awarded Category 2 "Environmental Excellence 2018". The current certificates and audits on climate and environmental management as well as a responsible use of resources attest to a company at the height of ecological and entrepreneurial environmental policy.

Category 3: Social Excellence 2018

Halfar System GmbH ...

... achieved something that only a few companies manage to achieve in the course of their corporate history: to merge family-friendliness, inclusion and integration with their corporate DNA. Social excellence as a constantly active and always transparent mission was once again most sustainably documented by Halfar with its submissions.

Category 4: Environment Initiative 2018

CD Werbemittel Vertriebs GmbH ...

..., as an ISO 14001-certified commercial agency and climate-neutral company, documented ecologically responsible conduct and advice down to the smallest detail. The jury praised "the consistent implementation within the agency, the integration of their own supply chains as well as active customer service on a CSR basis".

Category 5: Social Initiative 2018

BIC GRAPHIC EUROPE S.A. ...

... was the most convincing in this category with its successful educational initiative "School Success" in the Spanish province of Tarragona. The initiative aims to reduce the number of early school leavers. The jury was impressed by the "extensive support programme at all relevant levels and their targeted networking".



Carla and Jürgen Döring from CD Werbemittel Vertriebs GmbH were delighted to receive two awards: Environmental Initiative 2018 and the special award Sustainable Distributor of the Year 2018.



Victorious three times: Franziska Braun and Frederik Zecheus of Karl Knauer KG, winner of Economic and Environmental Excellence as well as Sustainable Company of the Year 2018.



Geraldo Vallen and his Join the Pipe community were the most successful in Category 7. The City Bottle campaign was named the Sustainable Campaign 2018.



Predecessor and successor in a group photo with Micheal Freter and compere Tamara Sedmak: Ralf Oster (2nd from left) represented PF Concept, the Sustainable Company of the Year 2017 and sponsor of Category 8 this year, with Frederik Zecheus and Franziska Braun from this year's overall winner Karl Knauer KG.



Armin Halfar and his wife Kathrin Stühmeyer-Halfar accepted the award for Social Excellence 2018 on behalf of Halfar System GmbH.



Accepting the award for Social Initiative 2018 on behalf of BIC Graphic Europe S.A. were a delighted Klaus Kuso (left) and Marc Rugi.



The winners of the PSI Sustainability Awards 2018

Category 6: Sustainable Product 2018

Verlag für Prävention Wilken Inh. Bettina Wilken ...

... won with its family cookbook for a varied and healthy diet. "An extensively certified product produced with green energy, which combines a responsible content with certified paper and printing inks to form a priceworthy product," was the conclusion of the jury.

Category 7: Sustainable Campaign 2018

Join The Pipe BV ...

... is the first community of tap water drinkers with the dream of distributing water more fairly and the goal of reducing plastic waste by using returnable rather than disposable bottles. "Think global - act local! The City Bottle campaign has what it takes to become a global hit: a reusable bottle for everyone, locally manufactured and filled with local tap water."

Category 8: Sustainable Company of the Year 2018

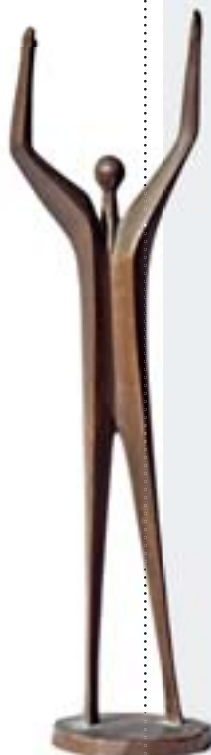
Karl Knauer KG

For the first time in the history of the PSI Sustainability Awards, a company has succeeded in winning the overall category a second time. The Sustainable Company of the Year 2018 presents itself as exemplarily networked in the three pillars of sustainability and at the height of its documented performance.

Special prize: Sustainable Distributor of the Year 2018

CD Werbemittel Vertriebs GmbH

The first Sustainable Distributor of the Year presents itself at a priceworthy level through its submissions for the three areas of sustainability. "In addition to the award-winning performance in Category 4 Environment Initiative, CD Werbemittel Vertriebs GmbH was also able to convince the jury with its social commitment."





>> Culinary finale

The atmospheric evening was completed by a gala dinner which also took place in the Friedrich-von-Thiersch-Saal and was thematically tailored to the event. As an example, the aspect of sustainability was taken into account in the selection of the food, and a great deal of emphasis was placed on local products and species-appropriate breeding. It was an excellent and enjoyable way to dine while networking extensively, exchanging

ideas about sustainability and savouring the prizes won. The band performed their interpretation of well-known world hits on stage, and also inspired some of the guests to hit the dance floor. Many then spent the rest of the evening in the casino adjacent to the Friedrich-von-Thiersch-Saal, which is considered to be one of the most beautiful casinos in Europe, inspiring the writer Fyodor Dostoevsky to his world-famous novel "The Gambler". How successful the visit was for the guests is not known. In any case, the gala event for the PSI Sustainability Awards was a success and we can certainly look forward to next year. <

Sustainable products recommended by PSI

During the jury's deliberations, the jury members had the opportunity to separately mark a product that they would personally recommend when evaluating sustainable products. Products with more than 50 per cent of the jury votes received the "recommended" seal. The four "Sustainable products recommended by PSI" were also announced at the ceremony.

„Green Coin“ – e+m Holzprodukte GmbH & Co. KG

„baza Kubusgarten“ – KW Open promotion consulting & trading GmbH

„Müslibecher“ – Jung Bonbonfabrik GmbH & Co. KG

„PowerCube Extended Monitor“ – PowerCubes





Susanne Bergmann and Holger Wagenhuber, Zettler Kalender GmbH

Category 6: Winners of the sub-categories Sustainable Product 2018

Category 6: Product Set Zettler Kalender GmbH ...

... won with its "Gras" calendar series. The set (desk calendar, pocket and book calendars) is made of grass paper (FSC-mix certified, ISEGA certified, fully recyclable, compostable, certified to ISO 9001, 14001 and 50001).

"A renewable, energy- and resource-saving raw material for a refreshingly innovative calendar series", was the jury's explanation for winning this category.

Category 6: Product Line – 2018 werbegrün – Mappen | Verpackungen ...

... won with its packaging line "Faltschachtel Werbeartikel". With its packaging box line, the relatively young company by and large dispenses with synthetic materials by using vegan adhesives and organic inks. The jury explanation: "A complex and sustainable well-thought-out product line with many sophisticated features, standard sizes, customisation and short-run options."



Oliver Hampe, werbegrün

Daniel Jeschowski, Senator GmbH



Category 6: Writing Instruments – 2018 SENATOR GmbH ...

... won with "Skeye Bio". The bio-plastic used is based on resource-conserving sugar cane, the ballpoint pen modular system mainly on existing tools. Green electricity is produced on site. "A harmonious design, appealing haptics, a refill for a long writing time: an overall ecological concept that goes far beyond the material used."

Category 6: Textile – 2018 memo AG ...

... was successful with its organic cotton bag for fruits and vegetables. The sturdy bag made from GOTS and Fairtrade certified organic cotton sets a particularly sustainable mark as a textile advertising medium. "Shopping free of plastic bags is part of our future. An attractive design, solid quality and workmanship, and certified sustainability are the ingredients for a long-lasting product."



Christian Kalb, Corinna Laudner, memo AG



Category 6: Paper – 2018 Bags by Riedle ...

... won with its paper carrier bag "Riedle TopLuxe/Nature". The grass paper used consists of 50 per cent sun-dried grass and 50 per cent commercially available wood-free FSC pulp. It is classified as fully recyclable in the "packaging" category. "The outstanding ecological benefits of grass paper are convincingly well documented."

Christian Hartmann and Anna-Maria Dietz, Bags by Riedle



With the new world of advertising and selling, a trade show platform is being created that combines three top-class, independent trade shows under one roof at the same time. PSI retains its character as an established meeting place for the promotional product industry and offers PSI members exclusive benefits and numerous offers for their business.

PSI as an exclusive industry platform

Numerous extras for members

Whree related advertising and communication worlds will open its doors to visitors from 8 to 10 January in the Düsseldorf exhibition halls. As usual, the PSI will occupy Halls 9 to 12, the new textile trade show PromoTex Expo most of Hall 13, and viscom Hall 14 with a branch in Hall 13. The trade shows, however, will remain separate from one another and different access regulations apply: PSI members can use their ticket to not only visit the PSI, but also the PromoTex Expo and viscom. For the PSI, however, "for members only" still applies: Only members and certified agencies have access to the PSI. PSI distributors can register at www.psi-messe.com/

ticket and, if applicable, redeem the coupon code of their exhibitor invitation. The ticket shop is already online. Please keep in mind that as an exhibitor, you can invite your distributor customers to the PSI for free. Both parties stand to benefit from this, so please give this your early consideration. For PSI distributors: You can invite your industry customers to the PSI on the third day of the trade show only if you are already registered as a visitor. Just one day after registering yourself, the personal industry customer code will be available at www.psi-messe.com/einladung-industrie and can be integrated into the individual invitation of the customer. In addition, you can book adviser spots in Hall 9 or an area in the Distributor Village in the Mar-



keting Innovations area in Hall 12. There you will have excellent opportunities to acquire new contacts among the visitors of PromoTex Expo and viscom.

Strategies for interdisciplinary marketing

With the concept of simultaneously staging the three trade shows with complementary thematic areas, Reed Exhibitions takes into account the changing market structures: The customer's marketing concepts are becoming more complex, requiring the integration of various tools with mutually complementary effects. The demands of the customer are growing, and he is increasingly looking for solutions from a single source. The promotional product consultant thus has more tasks to do, and those who look beyond the borders of their own field of expertise are a step ahead of the rest. It therefore makes sense for consultants to look around in the neighbouring segments of the advertising industry and get ideas and inspiration there. This is exactly what makes the new world of advertising and selling possible without additional effort. And it is worth making full use of all three days of the trade shows for so much information.

Three trade shows, triple benefits

At the heart of the new constellation is the PSI, a trade show that will continue to be an industry meeting place of international significance and the leading trade show for the European promotional product industry. Within the trade show trio, it represents the aspect of multisensory forms of advertising, viscom stands for advertising technology and visual advertising tools, while PromoTex Expo focuses on the entire spectrum of promotional textiles and textile finishing as well as textile know-how. This gives PSI distributors access to all the relevant below the line advertising tools that complement each other in the marketing mix. An overview of what the more than 1,000 exhibitors have to offer is provided by the online match-making tool which members can use free of charge at all trade shows. It has already proven itself as an exhibitor and product search tool, as a networking tool and as a tool for scheduling appointments prior to the trade show.

PSI Members Only Lounge

At the PSI, distributor members in particular can experience the special benefits of the PSI network. For example, they have exclusive access to the newly created PSI Members Only Lounge in Hall 10. There, around 900 square metres are available to them as a retreat for discussions,

for quiet work or for a refreshment in between – catering included. Accordingly, the lounge is subdivided into four themes: Drinks & Snacks, Chill & Relax, Network & Communicate and Work & Focus. In addition to snacks and drinks, it also offers space to relax, network and work. Those who stop by here will get a comprehensive overview of the various member services and benefits, including the new PSI Product Finder, the Supplier and Distributor Finder, PSI publications with industry information and data, and direct support from the Product Sourcing team. Also on display here will be the Novelty Box with product samples from various segments, which will be available for the first time at the upcoming event. New and helpful: PSI distributors and VIPs can use free WLAN throughout the trade show and on the entire exhibition grounds. This will make it even easier to handle daily business on site.

PSI as an innovation platform

Innovation was and is what PSI stands for and what members have always benefited from: Whoever was there knows earlier and more precisely what is new in the market and how he can convince his customers. This idea is being implemented again with the PSI FIRST Club, which has been presenting exclusive product premieres at the PSI since 2014. The concept has now been revised for the coming PSI: instead of 50 product innovations as was the case up to now, only a maximum of 25 will be approved. All applications will be evaluated by a board of trustees to determine their degree of innovation. The 25 strongest in-



novations will then be shown exclusively along the perimeter of the newly created special Members Only area in Hall 10. There visitors can examine the candidates and select their favourite in a relaxed atmosphere. The product with the most votes will receive the People's Choice Award as the most compelling innovation of 2019. Product innovations must be submitted by 9 November. All important news and registration options can be found at <http://connect.psi-network.de/FIRST2019>. What makes the PSI FIRST Club so exciting? All submissions must remain secret until the trade show starts – so visitors are guaranteed to experience genuine product premieres that have never been seen before. And for exhibitors, this format is an outstanding opportunity to present their products, especially as they receive comprehensive marketing support from PSI.

Exclusive member benefits

Apart from the PSI FIRST Club which focuses on innovation, exhibitor members have further opportunities for a cost-effective secondary placement of their products: In the newly created Marketing Innovations section in Hall 12, which can also be accessed by visitors to the PromoTex Expo and viscom, there is another platform to present new products, best-sellers and premiums: PSI Product Presentations, an area next to the highly frequented Fair Trade Café (powered by Mahlwerk), offers exclusive exhibition space for a total of around 150 products. Here, in the open transition area between the PSI and the textile trade show, the connection between the three trade show themes becomes particularly clear. In the truest sense of the word, this is all about marketing innovations, which

interest the visitor target groups of all three trade shows alike. In addition to product presentations, this also includes the areas of merchandising and licensing, POS marketing and the Distributor Village, a point of contact where PSI distributors can welcome industry customers. The Marketing Innovations Forum with a lecture programme and best-practice demonstrations is also located here. Important to know: This area is clearly separated by PSI access controls. Only PSI members can continue their tour from here to the PSI. There they can expect further benefits and discounts that exhibitors grant them as part of an extended bonus voucher programme.

On Top: PromoTex Expo textile platform

There is hardly a professional campaign without textiles. That is why textile suppliers have always participated at the PSI, where promotional product consultants as well as distributors, textile finishers and small textile shops are able to find numerous products and ideas. In the past few years, however, textiles in advertising, merchandising, licensing, sports marketing and workwear have experienced a tremendous growth in significance: Multifarious assortments and qualities for every conceivable purpose, modern and technically advanced finishing, mass customisation and sustainability – thanks to textiles, messages can be conveyed attractively and effectively. For this reason, the textile sector of the PSI has now become an independent international trade show for promotional sportswear and workwear. As a knowledge and sourcing platform, it offers much greater breadth and depth than was possible under the umbrella of the PSI. Hall 13 will now be a professionally organised centre of excellence presenting not only well-known textile exhibitors but also many other offers. For example, the trend topics of smart textiles, digitalisation and Textile 4.0, as well as a textile-specific lecture programme (Forum 13), lots of hands-on activities and, of course, the catwalk with captivating shows that present chic outfits and accessories four times a day. Amongst the companies exhibiting on the catwalk are Fifty Five, Gildan, Sport Böckmann, Ted Bernhardt, Ernst Alexis, Astrid Riedelsheimer, Club Cawatte and Lynka. The latest information on the world of advertising and selling will also be available in the upcoming issues! <

Even in the new world of advertising and selling the PSI will be left to PSI members. They get exclusive benefits.



Fashionable, smart, informative: The PromoTex Expo is the new centre of excellence when it comes to textiles in advertising as well as textile finishing.





PromoTex Expo

International Trade Show
for Promotion,
Sports and Workwear

8–10 January 2019
Düsseldorf

Book
your
ticket
now!

www.promotex-expo.com

THE WORLD
OF ADVERTISING
AND SELLING

Organised by

 Reed Exhibitions



The Leading European
Trade Show of the
Promotional Product Industry



International Trade Show
for Promotion,
Sports and Workwear



europes trade fair
for visual communication

We proudly present this
year's winners!
More Information at www.psi-awards.de



The PSI Sustainability Awards Ceremony 2018

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



Pictures: © Behrendt und Rausch

Partner





The winners of the PSI Sustainability Awards 2018

Economic Excellence 2018

Karl Knauer KG

Environmental Excellence 2018

Karl Knauer KG

Social Excellence 2018

Halfar System GmbH

Environment Initiative 2018

CD Werbemittel Vertriebs GmbH

Social Initiative 2018

BIC GRAPHIC EUROPE S.A.

Sustainable Product 2018 – Product

Verlag für Prävention Wilken Inh. Bettina Wilken

Sustainable Product 2018 – Product Set

Zettler Kalender GmbH

Sustainable Product 2018 – Product Line

werbegrün - Mappen | Verpackungen

Sustainable Product 2018 – Writing Instruments

SENATOR GmbH

Sustainable Product 2018 – Textile

memo AG

Sustainable Product 2018 – Paper

BAGS BY RIEDLE

Sustainable Campaign 2018

Join The Pipe BV

Special Award –

Sustainable Distributor of the Year 2018

CD Werbemittel Vertriebs GmbH

Sustainable Company of the Year 2018

Karl Knauer KG

Sponsored by



PF Concept International B.V.



The registration for PSI Sustainability Awards 2019 starts in January 2019.

Contact: Alexandra Kruijt · Phone: +49 211 90191 295 · Fax: +49 211 90191 185 · E-mail: awards@psi-network.de



There are numerous reasons to celebrate, in all sorts of places and at any time.

Festivals are life's icing on the cake – and are therefore also **ideal opportunities** for well-placed **three-dimensional advertising.**



PSI 41462 • Spranz GmbH
Tel +49 261 98488-0
info@spranz.de • www.spranz.de

Advertising with radiance

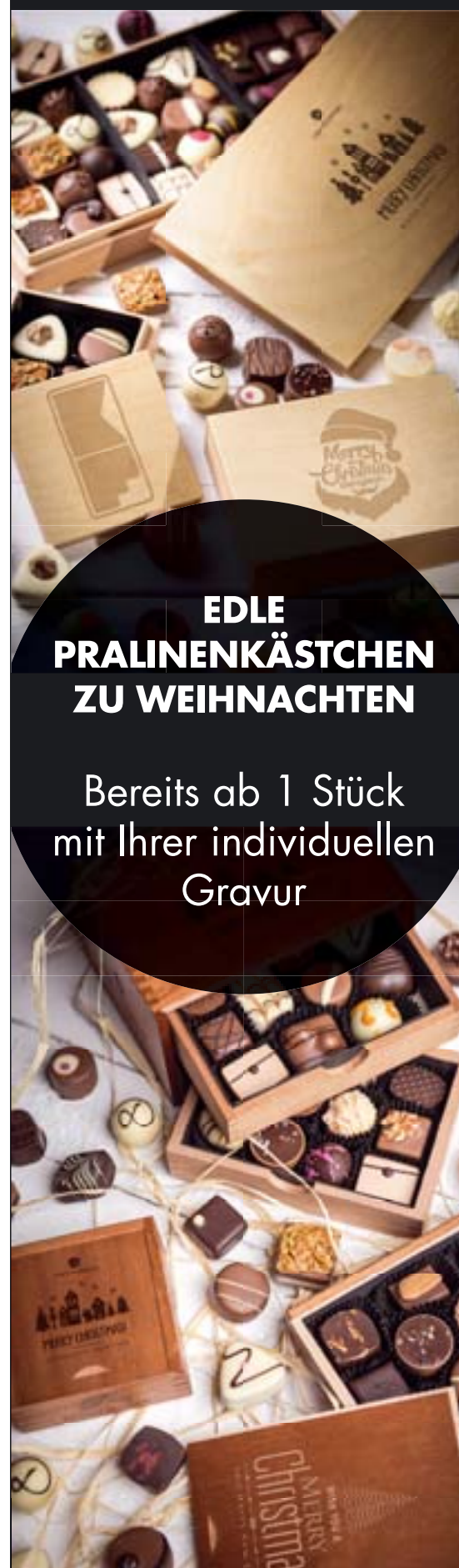
The Metmaxx® LED LogoKey mega-beam lamp in black or titanium, available from Spranz, promises effective marketing: The extremely compact key light with a wide-beam function is clearly superior to any mobile phone. When extended, the engraved logo is visibly illuminated. The promotional classic is delivered in a design box and comes with batteries. Other products from the current Spranz collection are listed in the catalogue which is available free of charge on request.



PSI 46095 • Lumitoys GmbH
Tel +49 2331 377545-0
info@lumitoys.de • www.lumitoys.de

Shining examples

If you need a real highlight for an event, the new, size-adjustable wristband with laser-printed lettering from the Lumitoys range is the ideal choice: This stylish accessory can be individually lasered with lettering or a logo. There are also various LED colours available. Another eye-catching advertising medium is the individually engraved LED badges, either with or without a luminous lanyard. Again, there are various LED colours to choose from. The badges feature three different flashing modes or alternatively can be switched to sound control. Additional individual printing is possible on all items.



**EDLE
PRALINENKÄSTCHEN
ZU WEIHNACHTEN**

Bereits ab 1 Stück
mit Ihrer individuellen
Gravur

MM Brown Deutschland GmbH

Eschborner Landstr. 55
60489 Frankfurt a/M
Tel: +49 (0)69 254 271 27
E-Mail: verkauf@chocolissimo.de
www.chocolissimo.de



Glass without distortion

Club is a new series of five different glasses made of a very special, unbreakable high-tech material, the koziol Superglass. At long last, there are now high-quality plastic glasses that make a good impression everywhere. The design is unique and stylishly highlights drinks. Due to their universal shapes, the glasses are not designed for a specific drink, but are versatile for both cold and hot specialties, soft drinks and cocktails, smoothies and spirits. With the same wall thickness as conventional glass, the super glass insulates four times better. The material is completely dyed and thus dishwasher safe. Special colours with and without imprint can be realised even for small quantities. Only high-quality thermoplastic materials which are robust, certified, food safe, dishwasher safe and guaranteed free of any plasticizers are used in the production. Available in different colours and ideal for professional gastronomy.

PSI 47406
koziol – ideas for friends GmbH
Tel +49 6062 604-0
incentives@koziol.de
www.koziol.de

O'zapft is

Troika is offering an attractive key chain for all fans of the Bavarian way of life and the Munich Oktoberfest. The whimsy gimmick for the Oktoberfest features three matching pendants in the form of a pretzel, a beer stein and a rectangular plaque with the inscription "O'zapft is". The chrome-plated product is made of metal casting and enamel.



PSI 46311 • Troika Germany GmbH
Tel +49 2662 9511-0
info@troika.de • info.troika.de



PSI 48894 • Display Factory GmbH
Tel +49 2234 93344-11
theke@display-factory.info
www.display-factory.info

Mobile workstation

The "Jack in the Box" counter from Display Factory is wonderfully practical: thanks to an integrated hydraulic mechanism, this 800 x 480 x 1000-millimetre counter is assembled almost automatically in six seconds. A slight pull on the sides is enough to activate the hydraulics. And the twelve-kilogramme counter unfolds fully automatically. The digital colour print on a high-quality stretch fabric offers a wrinkle-free surface for customisation with a company logo. On request, the counter can also be equipped with LED lighting which automatically turns on when the counter goes up.

NEU

JETZT KATALOG
ANFORDERN!



TIPP



NEU



NEU



NEU



WEIHNACHTLICHE PRÄSENTE MIT AUGENLEUCHTEN-GARANTIE!

In einer schnelllebigen Zeit begeistern Sie Ihre Kunden am besten mit individuellen Produkten, die Charme und hochwertige Haptik mit Markenqualität verbinden. Persönlich und mit starker Aussagekraft: Jedes unserer individuell bedruckten Werbemittel, das den Weg in die Büros unserer Kunden findet, wird in Manufakturqualität mit viel Liebe zum Detail gefertigt. Lassen Sie sich von tollen Neuheiten begeistern.

Gleich Katalog und Muster unter www.cd-lux.de bzw. info@cd-lux.de anfordern.



Die Adventskalender-Experten:

Mehr Begeisterung. Mehr Möglichkeiten. Mehr Service.

Hotline: 09971-85 71 0 | info@cd-lux.de | www.cd-lux.de

CD LUX
DIE ADVENTSKALENDER EXPERTEN



Advent donation

When purchasing the Jung Classic Wall Advent Calendar, a donation for every sold copy of this model goes directly to the Albert Schweitzer Children's Village. The children's village families shape their everyday life individually, and through the intensive coexistence a family bond and relationship develop which gives the traumatised children support and security. Incidentally, the individually printable Advent calendar is filled with delicious UT-certified chocolate bars.

Beverage variety

The range of Sanders Imagetools includes a large selection of water bottles and popular soft drinks as well as powerful energy drinks, a refreshing apple spritzer, a sporty iso drink and a delicious latte macchiato in a slim 250 millilitre can. In glass bottles, Sanders offers a selection of sparkling wines and secco. The beverage product family also includes fruity multivitamin and energy effervescent tablets and smooth energy and vitamin shots: Like the low-priced water family, they can be customised from 264 pieces. A variety of decoration options offers almost limitless design possibilities. Printed in four-colour photo quality on different substrates. Even the simulation of metallic gold and almost all Pantone colours is possible at no extra cost. All the rage: the Fullbody design option transparent in the matt version.



PSI 46551
Sanders Imagetools GmbH & Co. KG
Tel +49 9401 607980
welcome@imagetools.com
www.imagetools.com

Sweet Advertising Gifts



PSI 43980
BAS Produktions- und Handels-GmbH
Tel +49 751 6870201
pk@bas-innovation.de
www.bas-innovation.de

Fantastic seating furniture

The Logobank from BAS Produktions- und Handels-GmbH can be printed over the entire surface and on both sides by using sublimation printing, thus ensuring perfect brand visibility at events, during follow-up reporting or at a POS. Compared to other promotional products such as reclining chairs or director's chairs as well as bean bags, the advertising message can be seen perfectly due to the 90-degree angle of the backrest. In addition, the two-person Logobank features waterproof covers, is portable, ultra-light, space-saving and can be assembled in five seconds without any additional tools.



NEW

From 500 pieces

Turn-Around Advent Calendar



24 + 1 Advent Calendar



Sweet advertising impact!

www.ksw24.eu

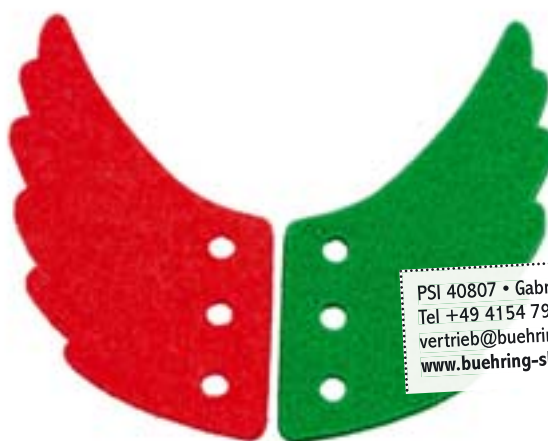
Sales hotline: 0049 76 43 / 801-17



PSI 43999 • Adoma GmbH
Tel +49 7522 9716-47
info@adoma.de
www.adoma.de

Brilliant appearance

An appearance that at first glance is indistinguishable from glass ensures that with Adoma's high-quality plastic cups you will not have to do without drinking in proper style even at events without glassware. The wine and champagne goblet, the classic 0.3 litre party cup and the matching party shot with a four-centilitre capacity in plastic are a sight to behold. For beer enthusiasts, an elegant beer stein and wheat beer glass as well as a classic Oktoberfest pitcher are in the assortment. All this in the brilliance of a glass, coupled with the positive product properties of plastic, almost unbreakable and yet dishwasher-safe and individually printable. New to the range are the to-go products for the new design ISO2go Cup.



PSI 40807 • Gabriele Bühring
Tel +49 4154 79540-0
vertrieb@buehring-shop.com
www.buehring-shop.com

Beautifully laced

Bühring offers Italian PET felt in its range. Made from 100% recycled PET bottles, this felt is totally vegan and feels great. The trendy "SchuhSchön" shoe lace decorations are made of PET felt and now, without eyelets, are significantly cheaper than the high-quality wool felt made of merino wool according to Oeko-Tex® Standard 100, Made in Germany. Tools for SchuhSchön are already available in the shape of a wing or flash, while other shapes or motifs are possible according to customer specifications. Appropriate tools are needed for individual shapes. For advertising purposes, screen transfer printing is recommended. Blind embossing on PET felt is also possible with motifs that are not too intricate. The delivery time is about eight to nine weeks after release of the sample and logo. Anyone in a hurry can choose high-quality wool felt which is delivered four weeks after receipt of order.



PSI 45156 • F&F Products b.v.
Tel +31 58 2519927
info@fandfproducts.com
www.fandfproducts.com

Grill to go

With the Grillerette Basic, the ultra-practical, compact grill from F&F Products in the Netherlands, outdoor grilling is really fun. The small grill not only looks attractive but can be easily cleaned after use and folded up. It is especially suitable for BBQs at short notice. It is very light and can be easily transported and stowed almost everywhere, thus saving space. Since the rack is height adjustable with two options, the ideal grill temperature can be determined, and meat cannot dry out.



PSI 40940 • Igro GmbH
Tel +49 6432 91420
info@igro.com
www.igro.com

Spotless appearance

The classic tea towels from Igro belong to the basic equipment of every private or commercial kitchen and perform indispensable services: They not only polish glasses and dishes to a high gloss, even promotional imprints catch the eye. In addition, they are a popular souvenir item, especially in the city marketing or merchandise section. Made of 100 per cent pure cotton in a quality of 175 grammes per square metre, the tea towels are very absorbent and durable and can be excellently printed. The practical helpers are available without printing from 50 pieces, with printing in Germany from 200 pieces. All-over printing and special dyeing according to Pantone are possible from 1,000 dishcloths.

COMPLETELY TRIGGERED

MIN. 300
PIECES

The original
TRIGGI®
shopping cart
trigger



individual shape
or more than
100 protected
stylish
designs...

...with bottle-
opener-
function



...or
key-finder-
service



**NEW: bottle opener
on the inside**



- excellent leverage
- pleasant haptic
- top processing

**&mehr
Pins**
GmbH & Co. KG

Pins & mehr
GmbH & Co. KG
Lechstrasse 10.8
86415 Mering / Germany

Fon: +49 • 8233 • 79 312-0
Fax: +49 • 8233 • 79 312-29

www.pinsundmehr.de

info@pinsundmehr.de

Individual calendars

Personalised Advent calendars are produced as an extraordinary Christmas gift by the company colordruck Baiersbronn: classic calendars in the form of a folding box and a calendar with 24 individual packing cubes are produced for companies and private individuals from an order quantity of one piece. Upon request, colordruck Baiersbronn handles the packaging and individually fills the calendar with chocolate or other gimmicks. All orders for personalised Advent calendars have an early-bird discount of 10 per cent up to and including 14 October. In addition, readers of the PSI Journal will receive a further discount of ten euros via the XMAS-18-PSI code until 11 November.

PSI 49780 • colordruck Baiersbronn
W. Mack GmbH & Co. KG
Tel +49 7442 830206
m.bengel@colordruck.net
www.colordruck.net



PSI 44186 • team-d Import-Export
Warenvertriebs GmbH
Tel +49 7181 989600
info@team-d.de
www.team-d.de

Comfortable seat

Team-d Import-Export offers various variations of seat cushions: an array of requirements can be covered, from thermo-insulated cushions to the simple and sporty versions of stadium and sports field, knee and seat covers made of felt, as well as the Chef seat cushion with extra thick padding. The best-seller is the Comfort pillow with eight segments, handily folded and packed in a pouch. This event companion features a thermo-insulated underside to ensure a comfortable seat. Four segments are comfortably padded. Foldable on one segment fixed with Velcro, the 35 x 25-centimetre pillow is stowed in a drawstring pouch.

A sip of individuality

Trendy retro style promotional mugs and cups made of enamel are available at Listawood. The drinking vessels can be used in almost any environment and provide a corresponding advertising message for lasting impressions. Customised advertising is possible in different ways, including in full-colour printing. From an order quantity of 120 pieces, the cup can be completely customised to meet your needs, colour-coded according to Pantone. On request, Listawood also provides the packaging of the ordered cup collections to implement your desired cup campaign.



PSI 47965 • AT Promotions
Ltd trading as Listawood
Tel +44 1553 818818
sales@listawood.com
www.listawood.com



PSI 49009 • 12M
Tel +48 77 4413500
agnieszka@12m.eu
www.12m.eu

Foldable advertising message

12m presents various gadgets for effective use at events and festivals. Clapper, for example, is an indispensable 2-in-1 promotional product that always attracts attention during sporting events: on the one hand, it can be collapsed to create a lively atmosphere, on the other hand, it can be printed on both sides, making the foldable product an eye-catching advertising medium. The folding card is available in different sizes. Furthermore, there is a pocket mirror and breath tester in one, to check the respiratory activity of an unconscious person. Available in different shapes and sizes, completely customisable on one side. A strong product for use in social and health-related campaigns.

Small but impressive

Power Bank Luxury from Vim Solutions is lightweight, practical and stylish. The uncomplicated companion at any party or event can be carried in any pocket thanks to its minimalist size, and with its 10000 mAh battery – input 5V/2.1A, Output 5V/2.4A – provides enough power to even charge tablets and laptops on the go. Four LEDs indicate the battery level of the power bank. An advertising message on the ribbed surface is optimally enhanced through pad printing. The compact power dispenser is available from 100 units.



PSI 47555 • Vim Solution GmbH
Tel +49 7661 90949-200
vertrieb@vim-solution.com
trader.vim-solution.com



PSI 49862 • Roll-Up.Bayern
Tel +49 8282 8900960
info@roll-up.bayern
www.roll-up.bayern

Large-scale communication

Roll-Up White from Roll-Up Bayern is a handy promotional banner, a roll-up that has an exchangeable plastic cassette inside the housing. The advantage is obvious: saving the customer a lot of money when reprinting the graphics. This can be easily exchanged on the roll-up. More information is available from the Bavarian manufacturer.

Dressy all-rounder

To be perfectly outfitted for celebrations and events, Fifty Five presents its test winner: the Alert softshell jacket. The waterproof, windproof and breathable outerwear perfectly completes the customer's corporate identity. Whether it be embroidered, printed or produced in their own colours: At each event, the garments become eye-catchers and are suitable for any weather. Customised production is possible from a quantity of 300 pieces. Smaller quantities are available in different colours from stock. The jacket has a zip with a chin protector, an adjustable and detachable hood, adjustable cuffs, two outside pockets with zips and one chest and one ski pass pocket.



PSI 49354 • Fifty Five oHG
Tel +49 2738 30540
info@fiftyfive.eu
www.fiftyfive.eu



Sattelschützer ab 100 Stück

NonvisionN.de



Fashion Caps ab 150 Stück

NonvisionN.de



Aufnäher | Badges ab 50 Stück

NonvisionN.de

Safety first

Festipack is an all-inclusive package for use at festivals or music events. The kit, available from the Dutch company BlaasTest.com, consists of earplugs to protect against loud volume in the environment of loud music events, as well as condoms and an alcohol tester to keep track of driving ability. The package can be customised in terms of content and label design. The materials are certified and Reach compliant.

BlaasTest.com
Tel +31 164 741078
info@blaastest.com
www.blaastest.com



Heroes of the heart

From the popular creations of mbw® come the heroes of the heart. Among the Squeezies®, Chef Berta® and Gourmet Bert® are anxious to appear at the next event, flanked by DJ Bert®. The popular squeaky ducks of Schnabels® are bursting with enthusiasm to prove their promotional effectiveness at events and festivals: artists, BBQ enthusiasts and chefs, waiters and waitresses, racing drivers, marathon runners and heavy metal fans are supported by the friendly flock of City Ducks®. The transformation enthusiasm of the heroes of the heart knows no bounds and an individual special model is only an inquiry away. The mbw® event heroes can be viewed on the new user-friendly mbw® portal for all mobile devices and desktops at www.mbw.sh.



PSI 42020 • mbw Vertriebsges. mbH
Tel +49 4606 94020
info@mbw.sh • www.mbw.sh



PSI 47460 • B&B Produkt
Promotional Sweets
Tel+48 22 7246165
office@promotionalsweets.pl
www.promotionalsweets.pl

Lasting freshness

If you always want to enjoy a permanent feeling of freshness during a party, the personalisable chewing gum boxes from B&B Produkt Promotional Sweets are perfect for you. Each of the original mint-flavoured Wrigley chewing gums is packaged in silver-coloured, laminated paper, packaged in a CMYK or Pantone custom-print carton box. The size of the box is 78 x 22 x 18 centimetres. The minimum order quantity is 500 pieces.



PSI 47992
Henosa-Plantanas Group GmbH
Tel +49 7306 926230
coo@plantanas.de
www.werbenmittee.de

Exclusive tea flowers

Artfully linked balls of white tea, which develop into splendid flowers in hot water, are in the portfolio of Henosa Plantanas. All tea varieties used are exclusive white and green tea from the best selected plantations, and these are considered the finest and most expensive in the world. The aroma is mellow light and unmistakably fruity. The tea balls are produced exclusively in China, in a secret process according to ancient tradition. Their intrinsic secrets are revealed as soon as the inconspicuous balls come into contact with hot water: then an exotic blossom of dazzling splendour emerges from them. The tea flowers come packed in sachets with a card printed to customer specifications or, optionally, in a beautiful gift box or cube box. This promotional product is available with individual printing from 100 pieces.

daiber



JAMES &
NICHOLSON

NEVER
FULLY
DRESSED
WITHOUT
MB



NEW

MB 7129
LADIES' WINTER BEANIE



NEW

MB 6226
DANDY CAP

Hotline: +49 7432/7016-800
www.daiber.de



PSI 45144
Flyeralarm Promotionsdrinks GmbH
Tel +49 931-465842819
info@flyeralarm-promotionsdrinks.com
www.flyeralarm-promotiondrinks.com

Creatively tapped

250-millilitre beer cans printed with a customer logo, slogan or witty slogan to coincide with the Oktoberfest are available from Flyeralarm and ensure an exuberant atmosphere. The drinks are delicious give-aways that not only make event messages attractive to the public. Personalised beer cans also give momentum to a marketing campaign as customer gifts. In addition to top-quality beer brewed according to the Bavarian Purity Law, there is also a wide selection of alcoholic and non-alcoholic beverages. Can be ordered from 24 pieces and delivered in three to five working days.

Exquisite embroidery

As a full-service provider, Klam Textiles Marketing & Stickerei has been finishing everything the textile industry has to offer for the past 30 years. This specialist company based in southern Germany pays great attention to detail. The embroideries are exquisite and first class, executed with high-quality, colour-intensive yarns which meet all customer requirements. Klam accompanies the customer from the outset and fulfils wishes with great expertise.



PSI 49110 • Klam Textiles
Marketing & Stickerei
Tel +49 7129 92869-0
mail@klam.de • www.klam.de



PSI 49593 • Chaps Merchandising GmbH
Tel +49 2234 999070
info@chaps-online.de
www.chaps-online.de

Crowd-puller

Magnets from Chaps Merchandising are an absolute eye-catcher for every fan. Through individually designable motifs, these magnets are perfect as an exceptional advertising medium for all sectors. Whether it be logos, articles or images, the designers at Chaps are happy to provide free layout suggestions on request.



PSI 42907
 Inspirion GmbH
 Tel +49 421 5227-0
 info@inspirion.eu
 www.promotiontops.eu

Shaken, not stirred

Often, the desired shape is just a matter of mixing: as with many mixed drinks which are currently very much in vogue. And thanks to Inspirion's Happy Hour stainless steel cocktail shaker which is ideal for making cocktails such as caipirinha and mojito. Offering a cocktail to your guests before a meal increases their appetite. The beautiful shaker made of stainless steel has a cap with an integrated sieve and offers capacity for about 300 millilitres of beverage. Budding bartenders and barmaids are well equipped for new party adventures with this cocktail shaker.

www.quick-geilich.de



Farbe
in Serie.



Neu: STEP, unsere Lieblings-Taschenfamilie hat Nachwuchs. Vier sportliche Modelle in bis zu sechs frischen Farben. Von Zugbeutel über 3-in-1 Multibag und Umhängetasche bis zur Gürteltasche. Und Ihr nächster STEP in Sachen Werbeerfolg? Jetzt entdecken auf www.halfar.com



HALFAR

Starke Taschen.

Exklusivvertrieb über den Werbemittelhandel
 Halfar System GmbH | D-33719 Bielefeld | Germany
 Telefon: +49 (0) 521 / 98 244-0 | www.halfar.com

PSI 47406
koziol – ideas for friends GmbH
Tel +49 6062 604-0
incentives@koziol.de
www.koziol.de

Cool cooler

The elegant Pure bottle cooler from koziol has a practical handle ensuring that it can be easily carried with one hand even with filling. Pure is simply filled with ice and ensures champagne, wine, soft drinks and of course water have a refreshing drinking temperature. The bottom of the bottle cooler is slightly bevelled, thus making it easier to remove the bottle.



PSI 45384 • Kellermeister Manns GmbH
Tel +49 2045 960477
info@kellermeister-manns.de
www.kellermeister-manns.de

Apple with QR code

Fruit, vegetables and a healthy diet are very much in vogue: Kellermeister Manns now makes it possible to print a legible QR code on fruit. Everything is completely safe to eat and enjoy. But first you have to read out the QR code. Incidentally, durability is no longer affected by laser engraving according to the manufacturer.

Stars on the table

The new Salo and Savona serving boards from elasto are the highlight on every laid table. The solid wooden boards are made of European beech wood and feature a centre recess with a recessed grip. Elasto offers two different insert plates for this stylishly milled recess. On the one hand, a glass plate, easy to clean and individually finished using UV digital printing on the bottom. On the other hand, an exquisite slate plate with natural break edges and special coating to avoid the formation of water spots, which receives a desired motif by using laser engraving. Without UV digital printing, this tray can also be used optimally for inserting food and beverage cards. In addition, the wooden board can be finished with CO₂ laser engraving for both variations to provide even more advertising space. Both combinations are available in two different sizes.



PSI 41369 • elasto form KG
Tel +49 9661 890 0
info@elasto.de
www.elasto.de



PSI 41990 • Joytex GmbH & Co. KG
Tel +49 2872 9506-0
info@joytex.de
www.joytex.de

Practical advertising medium

Boston, the 140g per square metre cotton backpack available from Joytex, is available in white, natural, yellow, orange, red, pink, grass green, royal blue, navy blue, midnight blue, grey, black and anthracite. The transport helper has a large volume, is robust, tear-resistant and durable. Other advantages of the backpack, that is printable from 250 pieces, include practical benefits as the most sustainable alternative to plastic bags. After all, it is certified to Oeko Tex Standard 100.



PSI 46516 • USB-FlashDrive.com
Product Expectations Ltd.
Tel +44 1753 491470
sales@USB-FlashDrive.co.uk
www.USB-FlashDrive.co.uk

Ultralight power source

The Genki Power Bank from USB Flashdrive is ultralight and enables the user to always have a fully charged smartphone at a festival or event. The tool can be conveniently fixed to a bag, belt loop and the like with a key ring, and is thus always portable. The power bank is available in different colours and offers plenty of space for finishing. A micro USB cable is included. It is packed in an individual box. A logo imprint can be realised using various printing techniques.

x-mas ideas



Greeting-card with
seed paper fir tree



Baking-shape with
recipe book comet



Winter-jam with
baking recipes



Plant-wood – pen set



Order the Flyer „x-mas ideas“



PSI 50967 • Römer Drinks by
Römer Wein und Sekt GmbH
Tel +49 6541 8129-0
info@roemer-drinks.de
www.roemer-drinks.de

Relaxed break

The siTpack™, exclusively distributed in the German-speaking promotional product trade by beverage specialist Römer Drinks, promises healthy, flexible and at the same time relieving sitting at any time, and without the need to drag anything around. Folded out in seconds, the compact box turns into a sturdy, height-adjustable chair. At festivals, fairs, in the office, when fishing, at recreational sports events or while waiting for the train, siTpack™ serves as a healthy alternative to sitting or standing for a long time. Available in blue, white, black, pink and camouflage, it can be personalised using direct printing or CMYK digital printing on the can.



Organisational enhancer

As part of a festival and event, Polskie Karty's customisable badges turn out to be a practical organisational aid for admitting members or visitors. While paper products often do not offer a permanent solution as they can easily be torn or soiled, the laminated plastic cards from the Polish promotional product range are perfect for durable, robust use. The badges are available in different sizes. Also available in the portfolio and on request are products made of eco-friendly materials.



PSI 49402 • Polskie Karty Sp. z o.o.
Tel +48 12 415 11 45
info@plasticcards.zone
www.plasticcards.zone



PSI 48301 • SL Lederwaren
B.V. (SL Bags)
Tel +31 6 42239818
peter@slbags.com
www.recyclebags.eu

Sustainable transport solution

The drawstring backpack from Recycle Bags, a brand of SL Lederwaren BV, is now also available in an eco-friendly version. Made from 100% recycled plastic bottles, the practical utensil is an ideal merchandising product: the user always has his arms free, can move freely at a party and festival, and always has his snacks and drinks within easy reach. In addition, such a backpack is ideal as a souvenir, thus ensuring the event is a truly unforgettable experience. Another aspect: In competing and striving for sustainable product solutions, this eco-friendly piece of luggage helps reduce waste and protect the environment.



PSI 45567 • SND Porzellan Manufaktur GmbH
Tel +49 6183 8008-0
info@snd-porzellan.de
www.snd-porzellan.de
<https://www.psiproductfinder.de/mdu5m2>

Finest corporate design

In addition to festive events, professional corporate design is also well represented on conference tables, in coffee kitchens and at trade shows. SND has been a professional representative of your corporate design with its high-quality porcelain series for over 20 years. Mugs, coffee cups, tea cups and espresso cups, plates, sugar bowls and trays, milk jugs, salt and pepper shakers, serving plates and dishes as well as vases. The extensive SND assortment offers everything for the perfect company appearance at the table. Depending on the occasion, they can be individually combined, or one of the proven SND conference sets can be used. In combination with the various finishing techniques such as direct or screen transfer printing, engraving, hydro varnish, soft touch, nano shine, gastroTech or even personalised – the SND porcelain series offer virtually unlimited possibilities for every brand. GastroTech finishing is ideally suited for tableware used particularly often. Logos and motifs can be positioned in an individual colour, scratch and industrial dishwasher safe.



Die Handschrift der Werbung



myPENbook & VIPOLINO –
Two that fall out of the frame!



Order now your free samples:
s.bachlmayr@uma-pen.com

www.uma-pen.com

Paul Stricker acquires Reda

Paul Stricker Group (Coimbra/Portugal) announces it has acquired 100% of Czech Republic based Reda a.s. shares. The geography and know how complementarity between both companies is substantial, and this is a great step the Group proudly takes towards the future. Both companies will continue to operate independently meaning that business will keep running as usual. Paul Stricker Group is now stronger than ever, covering over 80 countries spread through 4 continents and being one of the leading corporations in the promotional & corporate gifts market. "I want to especially thank our amazing team, of now over 600 people, that works hard every day improving our services and products to keep deserving the invaluable trust of

our clients", said Paulo Stricker, CEO of Paul Stricker. www.stricker-europe.com



Paul Stricker

WER relies on trainees

Since early August, WER GmbH has been able to enjoy energetic support: Giuseppe Papa has joined the team as a trainee looking to become a management assistant in wholesale and foreign trade. "We are very happy to welcome Mr. Papa to our team and are looking forward to working together with him and his young, fresh, energetic support in the coming years. His commitment to the business and his likeable personality will be a big boon to our customers," says Managing Director Alex Heinecke. www.presit.de

WER GmbH



Giuseppe Papa

Trading team expanded

The promotional product specialist PF Concept Deutschland has secured the services of Nicole Römer for the trading team in the Far East direct business and the World Source programmes. The new employee has been working in this segment since the beginning of August as an additional contact person for customers. Nicole Römer previously worked for the renowned company Zippo for around 13 years. She has excellent industry knowledge and expertise in the Far East business. www.pfconcept.com

PF Concept Deutschland



Nicole Römer

LoGolf Line acquired by The Buttonboss Group

As per July 1st, the Buttonboss Group has acquired LoGolf Line from the Van Wensen family. LoGolf Line was founded by Eduard van Wensen in 1990. He passed away in February 2017. This company specialising in promotional golf articles was then continued by the Van Wensen family.

The company has 4 employees. "LoGolf Line as a true specialist is a great addition to Buttonboss, The Peppermint Company and Care Concepts. With this acquisition, we will be

Buttonboss

strengthening our position as a supplier, not in the last place due to the major synergy effects that exist with the other specialist companies in The Buttonboss Group. Furthermore, we also see potential for growth for the LoGolf Line itself", according to director Robin Vogel. The entire LoGolf Line team will continue to operate from its offices in Naarden. The Buttonboss Group is based in Enschede and comprises Buttonboss, The Peppermint Company and Care Concepts. Together they employ over 100 people which operate as independent entities, each based on their own area of expertise.

www.buttonbossgroup.com

BUTTONBOSS

GROUP

Against the backdrop
of the Irish Slane Castle,
the Goldstar team
became a band.



Team becomes the Goldstar band

The annual "Team Day" of the pen specialist Goldstar Europe, which took place against the backdrop of the Irish Slane Castle, this time experienced distinctively musical accents. Thanks to the rhythmic impulses of the German team members playing timpani, together with their colleagues from Ireland, Great Britain and France they turned into a 38-member band with snare drums, cymbals and triangles at the venue of a large, annual rock concert. Thus, this joint team building beat was an expression and incentive for the continuation of a powerful Goldstar future in the interests of the customers of this manufacturer and finisher of high-quality metal ballpoint pens. Colin Loughran, General Manager of the company, voted "Supplier of the Year" at the BPMA 2017 Awards, commented, "Our goal at Goldstar is to become the best employer with the best industry reputation. Developing a happy, close-knit 'Goldstar family' is paramount. Goldstar's annual 'Team Day' epitomises the company's philosophy of 'work hard, play hard', an approach that we believe ultimately benefits our customers." www.goldstareurope.com

Goldstar Europe

ity metal ballpoint pens. Colin Loughran, General Manager of the company, voted "Supplier of the Year" at the BPMA 2017 Awards, commented, "Our goal at Goldstar is to become the best employer with the best industry reputation.

Developing a happy, close-knit 'Goldstar family' is paramount. Goldstar's annual 'Team Day' epitomises the company's philosophy of 'work hard, play hard', an approach that we believe ultimately benefits our customers." www.goldstareurope.com



Mattia Armeniaco

Personnel news at Stabila

Supporting the promotional product business of STABILO Promotion Products GmbH in France will be the new responsibility of Mattia Armeniaco. After having been responsible for the Italian market of STABILO Promotion Products at STABILO Italy since November 2017, he has also been the contact person for customers in France since June 2018. Mattia Armeniaco boasts many years of sales experience in the consumer goods sector in France, Italy and Great Britain, and will benefit from his existing experience in the Italian promotional product market of STABILO in his new task. With him, STABILO is now increasingly focusing on customer proximity in France through local partner support in the local language. There is further personnel news: Anika Koropecski has joined the marketing team of STABILO, assuming responsibility for external communication, public relations, online marketing, brand work and trade show organisation. Anika Koropecski reports directly to the Managing Director Harry Saffer. www.stabilo-promotion.com



Anika Koropecski

STABILO Promotion Products

New "family members"

Just in time for the start of the Christmas season, the family-owned company RömerFamilie has welcomed three new employees for sales and four new employees in the warehouse logistics and finishing department. "We are seeing strong growth in all four areas – Römer Präsente, Römer Lifestyle, Römer Wellness and Römer Drinks. In order to be able to provide the usual advisory quality and smooth implementation for all orders in the medium and long term, it is important to further strengthen our dynamic sales and processing team as well as our capacities in the production areas," says Sebastian Römer. The four new employees in warehouse logistics, shipping and finishing will help to manage the rising number of orders. As early as summer, RömerFamilie was able to secure the services of an employee with many years of industry experience for sales. Heidi Blum, who previously worked as a consultant for a regional promotional product distributor for almost five years, is convinced: "Thanks to my previous work, I can fully understand the challenges of my customers and thus develop quick and suitable solutions." David Gejer arrived specifically for the Römer Wellness team. Jenny Müller will support the order processing team, in particular in the areas of Lifestyle and Präsente.

www.roemerfamilie.de



RömerFamilie

Three of the new family members (left to right): Jenny Müller, Heidi Blum, David Gejer.



Halfar System certified according to ISO 14001:2015

As of now, the bag specialist Halfar System from Bielefeld is certified in accordance with DIN ISO 14001:2015. The overall objective of this standard is to promote environmental protection in conjunction with social, economic and political needs. For example, the life cycle analysis of HALFAR® products and the resulting direct and indirect factors are the focus of attention according to ISO 14001:2015. Furthermore, all emissions are recorded and occupational safety management is scrutinised. At the same time, Halfar successfully passed the re-certification according to DIN ISO 9001:2015 and now has a so-called “integrated management system”. These two goals were among the many

milestones that Halfar set for its second sustainability report this year. In its CSR report, the company provides transparent and comprehensible information about its previous sustainable activities and goals for the coming year. The full report can be found on the website **www.halfar.com** or in the HALFAR® Blog under:

de.halfar.com/blog/nachhaltigkeit

Halfar System

Launch of first PSI Novelty Box series

The PSI Novelty Box is PSI's new, promising format which benefits suppliers as well as distributors and consultants. Suppliers can showcase their product or their product innovation in an exclusive setting directly with the promotional product distributor and consultant and have the benefits of their product experienced in a haptic way. In addition, the PSI Novelty Box serves as an attention-grabbing sales tool for promotional product distributors and consultants, enabling them in turn to literally make the product or product innovation easy for their customers to grasp. In addition, a booklet supplied with the PSI Novelty Box once again shows what the product is capable of and what makes it so special. The first 2,000 PSI Novelty boxes have now been shipped to German and Austrian distributors and consultants and have reached their addressees – ready to be used as valuable and exclusive support in an attention-grabbing, convincing and profitable manner at the next customer meeting. The second consignment with new products and focal topics has been scheduled for mid-November, then expanded to include the French promotional product trade. And in 2019, too, the PSI Novelty Box will be on the road. So far, three editions have already been firmly entered in the calendar. For further information please ask **Lars Kessler, E-Mail: Lars.Kessler@reedexpo.de, Tel +49 211 90191-206.**

PSI Novelty Box



Three reasons to celebrate – Motto: 50-70-90

When the departing managing partner Edmund Suthor celebrates his 50th anniversary and also his 70th birthday in the 90th year of the company's history, there are three reasons to celebrate. Edmund Suthor was officially bid farewell on his retirement by more than 200 guests including his family, employees, suppliers, friends and their partners. He will remain with the company for a while as a technical consultant. Edmund Suthor managed the company together with his sister Maria Stobbe for decades. Since 1983, both have steered

the fortunes of the second-generation family-owned company founded in 1928, and during this time have made a substantial contribution to the development of the company which grew to become one of the leading manufacturers of paper promotional products in Germany. From now on, the cousins Ralf Stobbe and Kevin

Suthor will head the company as managing partners in the third generation.

IHK Managing Director Jürgen Steinmetz honoured the accomplishments of Edmund Suthor with a certificate presented by the retired Member of Parliament Christian Weisbrich on the occasion of the celebration.

www.suthor.de



Suthor Papierverarbeitung

Honoured for many years of service (left to right): Kevin Suthor, Edmund Suthor, Christian Weisbrich, Ralf Stobbe.

“Pure excitement”

For the past eight successful years, December has been associated with “WELCOME HOME”. This year the companies Halfar, Halfar, Koziol, Daiber, FARE, Geiger-Notes, Jung Bonbonfabrik, REFLECTS, mbw and UMA will once again be inviting their guests on the red sofa. Under the words “Pure excitement”, the organisers promise to present the latest innovations for the coming year, information on innovative production processes with a look behind the scenes, personal contacts and detailed advice, culinary delicacies from the region and a bonus voucher book worth 1,200 euros. If desired, you can bring along an industry customer of your choice for each participating person of your company. Interested parties can find out more about the WELCOME HOME TOUR on the website

www.welcome-home-tour.de or on Facebook at **https://www.facebook.com/welcomehometour.**

The dates:

04.12.2018 | mbw, Kulturwerk, Hamburg, 11am – 6pm
 05.12.2018 | HALFAR SYSTEM GmbH, Bielefeld, 1 – 6pm
 06.12.2018 | REFLECTS GmbH, Köln, 1 – 6pm
 11.12.2018 | KOZIOL, Eventlocation Alte Gärtnerei, München, 11am – 6pm
 12.12.2018 | UMA, Fischerbach, 1 – 6pm
 13.12.2018 | Geiger-Notes, Mainz, 1 – 6pm



Which path are imports taking? How can long sea freight transit times, capacity bottlenecks in the air and on the road be avoided? These were just two key questions raised at the PSI member meeting in the port of Hamburg organised jointly by PSI and Cargo SEAL. Roughly 20 members accepted the exclusive invitation to attend the meeting on 28 August.

PSI member meeting at Cargo SEAL

Future model – the loading community



The Eurogate Container Terminal in Hamburg. Picture: Eurogate/Vielmo

A look behind the scenes of the Eurogate Container Terminal in Hamburg is extraordinary in many ways. For one thing, access to the terminal is generally not allowed for private individuals. Secondly, what is to be admired there is not commonplace: cranes the height of an apartment building, containers stacked next to and above each other as far as the eye can see, and gigantic cargo ships (a Maersk Line container ship

measuring almost 400 metres in length was the largest on this day). For PSI members who import products, it was more than interesting to see the loading of a cargo ship and the unloading of cargo with their own eyes.

Predictable sea freight

These impressions through a fantastic panoramic view from the roof of the Eurogate building as well as the sub-



Klaus Dittkrist, Managing Director of Cargo SEAL Germany

sequent short tour of the terminal were preceded by an insight into logistical processes and dangerous pitfalls. Klaus Dittkrist, Managing Director of Cargo SEAL Germany, and Frederik Pape, responsible for importing air and sea freight at Cargo SEAL Germany, showed how time and costs can be saved, for example, through loading communities. “Several departures and short, flexible handling”, Klaus Dittkrist cited two of the benefits of loading communities. And these are particularly noteworthy, since “extremely long transit times and hidden extra costs especially in sea freight can complicate the daily business,” say the professionals of the company founded in 1977 with a focus on air freight. “We are aware of the importance, necessity and reliance on predictable sea freight.” Since 1995, Cargo SEAL has been offering “special solutions in sea freight” – and these include a transport service tailored to personal needs.

Batteries – hazardous goods

Special emphasis was placed by Klaus Dittkrist and Frederik Pape on importing electronic devices and especially on the topic of “batteries as hazardous goods”. Whether it be power banks, clocks or USB sticks, as soon as products contain batteries, they are usually considered to be hazardous goods – and, according to the experts of Cargo SEAL, “obligatorily for all modes of transport, whether by sea or air freight, as a package or loaded by truck. However, this fact is often overlooked when ordering and shipping”. And that can have devastating consequences in the worst-case scenario. Therefore, Klaus Dittkrist and Frederik Pape urgently appealed to the visitors: “Please keep in mind that as an importer and consignor you are



Sea freight is a real subject for importers: That's why ...



Uwe Schneider, Head of PSI Distributor Sales



... the audience listened very carefully to the explanations of the representatives of Cargo SEAL Germany.

always responsible in the day-to-day business. The consequences for you can be serious, the financial damage disastrous.” With many years of experience, a sound knowledge of processes and professional partners, Cargo SEAL can provide helpful support.

Overview of trade shows in 2019

Less dangerous, but no less interesting, were the remarks made by Uwe Schneider on the PSI, PromoTex Expo and viscom trade shows to be held simultaneously in January 2019. (The PSI Journal reports on these trade shows in detail elsewhere).

Cognitive food and culinary delights

After consuming so much cognitive food, culinary delights were not neglected. After the official part, participants were taken to the restaurant “Finkenwerder Elbblick”, located just a few minutes away. The thematically appropriately selected location not only offers a view of the 727 kilometres of the third longest river in Germany, but also of ferries, tankers, luxury liners and, of course, container ships. In addition to the beautiful view, there was no shortage of culinary delights. And of course, there was plenty of opportunity to exchange ideas and while away the time.

<



The development of **tools** goes hand in hand with the evolution of man into a rational being. In today's working and leisure world, tools play an indispensable role. They are **extremely effective advertising media** because they are always in use.



Safety when travelling

Travelling becomes safer with the Selecta travel organiser because the integrated RFID protection prevents unwanted reading of data by third parties. The wallet is made of premium cowhide with high-quality craftsmanship. Passports, e-tickets, credit cards and identity cards are safely stowed away.



Protected data

The USB stick with AES-256-bit hardware encryption from Vim Solution GmbH ensures secure data. All stored data is completely secure and encrypted. Perfect for safely stowing sensitive data and having it handy wherever you are. The user determines his personal password for this product. The integrated plug and play function makes it possible to work quickly and easily with the USB stick. The article is delivered with a 2.0 USD chip. On request, the product is also available with a 3.0 chip.



DER LANGZEIT- WERBETRÄGER

Swiss Tool Spirit X
24 Funktionen, 105 mm, Swiss Made

b2b.ch@victorinox.com
Tel: +41 41 81 81 211



ESTABLISHED 1884



Safe while exercising

The light frequency of the “Saturn” LED wristband from Intraco adapts to the individual pace of the wearer. Decreasing your speed lights up a clear signal for oncoming vehicles and other road users. With this very bright LED wristband, wearers are already visible at a distance of 100 metres. The “Saturn” ensures the user is safe when jogging, hiking or cycling. Also important: The visibility of the logo is also significantly increased.



Safe through the night

Safety in the dark on a bicycle or on foot can also be hip. With the Loop Nation reflector Hipster Bags. On one side of this gym bag, the material is completely made of silver reflector material that reflects brightly when illuminated by headlights or similar light sources and thus warns road users. The reflector side is printed with a logo of your choice. The opposite side can be finished with an individual design over the entire borderless surface. Thus, the Hipster Bag can be worn on both sides. One side for daytime – the other at night.



PERFECT

TOOLS

Taschenmesser
STRONG HELPER



Art. 56-0301142



56-0301140



56-0301141



56-0301143

INSPIRION
► TRADING IDEAS

ARBEITEN WIE DIE PROFIS

Messerscharfe Werbeartikel finden Sie im aktuellen Katalog
PromotionTops 2018 oder unter www.promotiontops.de!

Verlieren Sie keine Zeit, bestellen Sie jetzt! · Tel.: +49 421-5227-0 · Fax: +49 421-5227-403



PSI 48898 • b & a Vertriebs GmbH
 Tel +49 7062 978910
 gauger@b-und-a.com
 www.promotionkicker.de
<https://www.psiproductfinder.de/nti4zg>

Everything firmly under control

The printed work gloves from b & a Vertriebs GmbH are not only protective, they also boast a lasting promotional effect. Produced in Europe, they are particularly suitable for the industrial customer target group including freight forwarding, warehousing logistics, horticulture, mechanical engineering and automotive workshops. The advantages are obvious: flexibility due to short delivery times, and logo printing for quantities from as low as 200 pairs. Special areas such as cold protection, clean room, anti-static, cut-resistant and heat protection can also be covered.



PSI 48857
 Life Safety Products BV
 Tel +31 79 3300540
 info@lifehammerproducts.com
www.lifehammerproducts.com

Keep a clear view

This multifunctional ice scraper from Lifehammer® can be used throughout the year, no matter what the season or weather is. Snow, water, dirt or ice: simply turn the disc of the Car Window Cleaner to select the right function. The telescopic pole can be extended up to 130 centimetres, thus allowing hard-to-reach places to be cleaned. Personalisation is carried out by the supplier with a doming sticker. The multi-tool is the perfect gift that every car owner would like to receive.



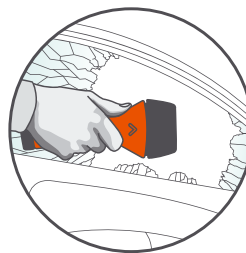
PSI 41853 • Frank Bürsten GmbH
 Tel +49 7673 888650
 info@frank-brushes.de
 www.frank-brushes.de
 www.psiproductfinder.de/mzzhod

Real eye-catcher

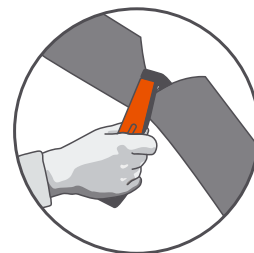
The helmet brush from Frank Bürsten embodies the ideal promotional product in the field of security products. This is a real eye-catcher which will attract the attention of many interested customers. Shaped in the form of an original construction and safety helmet on a black brush with synthetic bristles, the article not only boasts an eye-catching design but also serves as a clothes brush. The colours available are white, black, yellow, orange, red and blue.

THE PERFECT GIFT!

SAFETY HAMMER EVOLUTION



BREAKING CAR GLASS



CUTTING SEAT BELTS

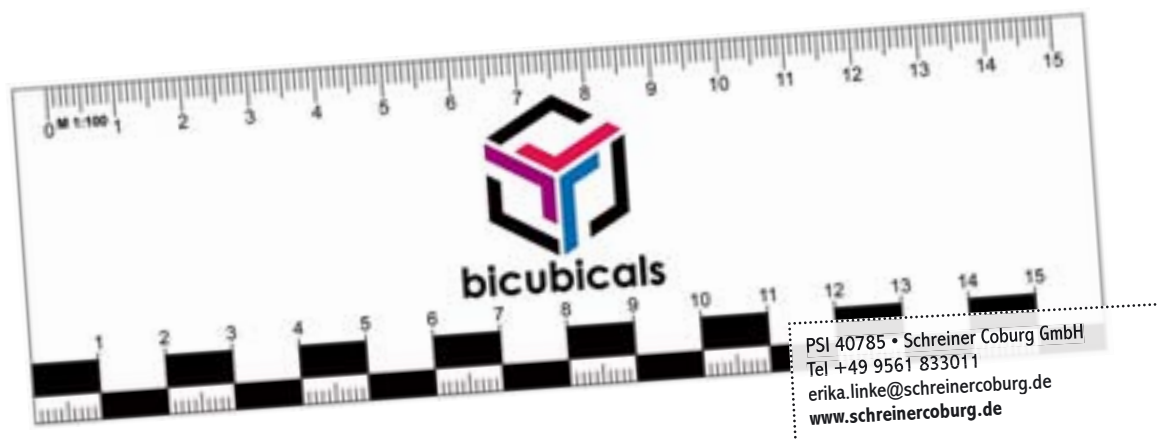


AVAILABLE WITH
**CUSTOM LOGO
 PRINT**

sales@lifehammerproducts.com

LIFE-HAMMER®
 WE PROTECT LIFE

www.lifehammerproducts.com



Security for buildings

The advertising specialists at Schreiner Coburg GmbH also know that damage occurring to buildings, which often announces itself in the form of cracking, can represent an underestimated security risk. For a thorough assessment, it is necessary to measure and check cracks in brickwork over an extended period of time using the right gauge, such as the precise and handy crack width metre. With this tool, an advertising message can be sensibly and effectively transported, which then leaves a lasting impression.

Cutting sharply – and safely

Anyone who has to open packages every day can count on this little helper: The Safety cutter knife from InterPro Brands is particularly handy and, above all, safe for the user. Thanks to its automatic spring core system, the blade can be pushed out and then disappears automatically into the housing when released. This prevents injuries and simplifies handling. The cutter is available in numerous modern colours and is transparently frosted. Advertising is possible by using pad printing.



Not just for men

All-round safety gloves made of premium quality leather are supplied by Igro. The palms are elaborately finished without annoying seams. This results in a better grip and additional protection while working. The cuffs are ideal as an optimal advertising space for printing on. Printed in Germany from 60 pairs, short delivery times can be guaranteed. All leather gloves made by Igro are tested for harmful substances according to EN 420.



PSI 43540 • INTRACO Trading bv
Tel +31 75 6475420
info@intraco.nl • www.intraco.nl
<https://www.psiproductfinder.de/mdyxog>

Multifunctional module

With its Loop Safety Alarm, Intraco offers an innovative gadget with a lot of valuable features. For example, a warning technology to warn of loss of the Bluetooth signal, an emergency siren alarm, a GPS tag tracking module, a camera remote control, and a voice recording function are integrated. The clever security gadget also offers a large branding area where even the last address can be stored via a free app.



PSI 43892 • Römer Wein und Sekt GmbH
Tel +49 6541 81290
info@roemer-praesente.de
www.roemer-praesente.de
<https://www.psiproductfinder.de/yzc0ym>

All-rounders on keychain

The Rominox® Key Tools from Römer Lifestyle are extremely practical keyring multi-tools. Due to their size and weight, the versatile mini tools are ideal mailing enhancers and give-aways. In addition to the Lion (22 functions) and Snake (18 functions) designs from last year, Römer Lifestyle has added three more designs to its current catalogue: Key Tools Car (19 functions), Truck (22 functions) and Motorbike (21 functions). They feature a shopping trolley chip, various screwdrivers, two rulers, various hexagonal keys or a useful tyre tread gauge.

> USB Stick Firstnotice

NEW!

Aus Metall oder Kunststoff



USB Stick für alle gängigen Gummizug Notizbücher geeignet. (max. 7mm Gummizugbreite)



Vim Solution GmbH
Im Eck 5 / 79199 Kirchzarten / Germany
phone: +49 (0) 7661 90 949 - 200
fax: +49 (0) 7661 90 949 - 249
mail: vertrieb@vim-solution.com
shop: trader.vim-solution.com

Vim
Solution GmbH
Electronic & Trends



Completely detached

The Triggs® shopping trolley chip from Pins & mehr is available in over 100 stylish, design-protected forms. Individual special designs are professionally implemented. The high-quality finishing of stainless steel and double-sided doming give the shopping trolley chip an attractive haptic. New among the standard versions is a model with an inward-facing bottle opener. The shape ensures excellent leverage. The bottle opener feels good in the hand thanks to the solid workmanship and comfortable haptic.

Not just in traffic

The company reflAktive not only produces high-quality traffic safety articles for the promotional product and retail market, but also offers individual solutions to problems in the trade and industry. These products are used, for example, to mark hazard areas, indicate the status of piping systems or valves (open, closed, under maintenance/flushing), mark positions of safety split pins, distinguish stocks according to qualities, or render shut-off devices of supply lines in construction areas visible during the day and at night. Outstanding quality and individual advice as well as short delivery times are advantages that distinguish reflAktiv from other suppliers.





PSI 44281 • Victorinox AG
Tel +41 418181211
B2B.ch@victorinox.com
www.victorinox.com
www.psiproductfinder.de/y2uxmj

Quality with tradition

Nowadays the range of pocket tools is huge. Many no-name products as well as brand manufacturers vie for buyers. Victorinox, the world-renowned manufacturer of multi-tools, has an absolute leading position in this field with its 130 years of experience in the manufacture of pocket tools. With six SwissTool models and four versions of the SwissTool Spirit, the range is clearly arranged and covers all requirements. Tool handling and application are extremely user-friendly and unbeatable in terms of safety. Each tool locks automatically when unfolding and the operation of both versions is completely problem-free even for fine women's hands and fingernails.



PSI 45328 • Stilolinea Srl
Tel +39 011 2236350
info@stilolinea.it • www.stilolinea.it
www.psiproductfinder.de/mdhjzd

No chance for harmful germs

Writing instruments, in particular ballpoint pens, are often passed from hand to hand. So, it is no wonder that they become potential transmitters of germs. The Italian company Stilolinea has recognised this problem and launched the iPROTECT. It is a shapely pen that has an antibacterial effect, so to speak from the inside out. Responsible for this effect are zinc ions which are integrated in the material and – as the manufacturer emphasises – guaranteed to ensure that 99 per cent of bacteria have no chance of sticking to the pen. Available with clips in eight colours, the writing instrument is suitable as an advertising medium, especially in the healthcare, catering and other industries, where there is a lot of public traffic.

Printed seed paper



How does it work?

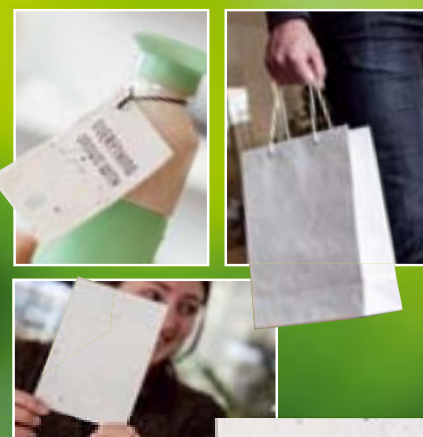
When the message is read, you can moisten the paper and cover it with a thin layer of soil. Give it some water and sunshine, add some love and watch the seeds germinate and bloom within a few weeks. Messages stand out when printed on seed paper!

Order your free sample at www.xiving.com

Questions about our reseller program? E-mail us at info@xiving.com.



choose your product



Let your seed paper flourish.

grows in four easy steps



When every second counts

The ResQMe™ 2-in-1 rescue tool can be ordered from Klaus Stephan GmbH. Carried on a keychain, the tool can be released in a matter of seconds thanks to the quick-release fastener, providing invaluable services as a belt cutter or window breaker. This universal tool can save lives, is TÜV approved and is even recommended by leading automobile clubs. Thanks to high-quality materials in conjunction with an outstanding quality standard, the tool is used worldwide by public safety authorities, police, fire brigades and other rescue units. The patented ResQMe™ safety tool is reusable and the ideal gift for life, especially as it can be provided with advertising messages.



Extremely compact

Just when everyone thinks screwdrivers can no longer be optimised, Wera comes into play. Wera questions standards again and again and surprises its users. Example: ten high-quality Wera screwdrivers on a tiny surface for easy storage in a drawer, a tool box or even in a trouser pocket. With the most important screw profiles and tried-and-tested Wera handle in the Kraftform design, i.e. hard grip zones for high working speed and soft grip zones for a firm grip. Lightning-fast bit feed and removal on the handle thanks to Rapidaptor technology. Individualisation with a customer logo is possible from 100 pieces.



PSI 43717 • Walter Broch Nachf. GmbH & Co. KG • Tel +49 212 338175
 info@broch-nachf-solingen.de
 www.broch-nachf-solingen.de
 www.psiproductfinder.de/mzbkyw

Impressive sharpness

Whether it is a hearty snack, vitamin-rich fruit or crisp vegetables: The Ruderer household knife series from Walter Broch Nachf. GmbH & Co. KG stops at nothing thanks to a special blade edge. Matching kitchen knives from the same series are suitable both for peeling different types of vegetables as well as, for example, for coring crisp apples. The knives impress with extreme sharpness and high functionality. High-quality materials and professional workmanship ensure a long service life and good durability. The blades offer a large advertising space for etching or laser engraving.



PSI 48857 • Life Safety Products BV
 Tel +31 79 3300540
 info@lifehammerproducts.com
 www.lifehammerproducts.com

A gift for life

Staying safe is a huge concern, especially when traveling with family. At Lifehammer, we make it our mission to keep people that travel by car, train or bus safe. An emergency hammer helps you and others safely exit a vehicle in case of fire or when being submerged. Our automatic Safety Hammer Evolution is easy to use, also for children. All of Lifehammer's emergency hammers has been given the renowned GS TUV strict German safety certification. Personalize this innovative safety hammer with a custom logo print for a perfect gift that every car owner will appreciate.

ZEIT schenken



Zeitlos elegant –
 Armbanduhren
 im maritimen Style
 als Werbeträger.
 Ziffernblatt indivi-
 duell bedruckbar.

HOVON Europe GmbH

T + 49 (0)7231 1547475

info@hovon.info

www.hovon.info



PSI 48834 • SDI gifts s.r.o.
Tel +420 9 10119478
info@sdigifts.com • www.sdigifts.com
<https://www.psiproductfinder.de/nddj2>

Effective privacy

Loken Token, which can be ordered from the Czech promotional product specialist SDI Gifts, is a practical high-tech USB memory stick with a very special security feature: a combination lock housing. Thus, the data of the owner is protected against external access by a code that can be set with five numbers. The plastic-coated storage medium is available in capacities of 16 and 32 gigabytes and is based on USB 3.0 technology. Loken Token is suitable for devices with an OTG function, is compatible with Windows/Android and can, for example, be personalised with a logo.

No chance for thieves

This Spindler product is an intelligent antitheft card specifically designed to shield high-frequency (13.56 megahertz) smart cards (such as payment cards or membership cards) and prevents criminals from stealing card information. It is sufficient to keep the NFC-Guard in the middle of the protected cards in a normal wallet, if possible with 50 per cent coverage. The built-in jammer prevents unauthorised access to all 13.56-megahertz NFC cards. The jammer is a passive RFID chip that does not require a battery. Spindler prints the protection card on one or both sides using photorealistic UV direct printing.



PSI 49668 • Spindler GmbH
Tel +49 7172 937890
mail@spindler-gmbh.de
www.werbemappen4u.de
www.psiproductfinder.de/nje0zj



PSI 40972 • PF Concept International B.V.
Tel +49 2822 9600
contact-DACH@pfconcept.com
www.pfconcept.com
<https://www.psiproductfinder.de/njmymj>

For hobby & profession

The toolboxes from PF Concept's own brand STAC make every handyman's heart beat faster. The sets are available in different sizes and designs. This includes the 31-part Poseidon model which offers the entire range for professionals and ambitious amateur hobbyists from the claw hammer to the voltage tester and four precision screwdrivers. Boxes with smaller and special tool assortments are also available. In addition, the current collection includes multifunctional flashlights with exciting features.

FROHE WEIHNACHTEN

DIESES JAHR MAL RECHTZEITIG
AN KUNDENGESCHENKE DENKEN

10€
sparen

Ihr Rabatt-Code:
XMAS-18-PSI
(Einlösbar bis zum
11.11.2018)



designyourpackaging
by dynaments®

Der personalisierte Adventskalender – ein persönliches Geschenk, das Ihre Kunden im Dezember täglich an Sie erinnert!

- Individuelles Design ab Stückzahl 1
- Konfektionierbar mit Süßwaren oder sogar Ihren eigenen Produkten
- **Early-Bird-Aktion:**
10% Nachlass auf jede Bestellung bis einschließlich 14.10.2018

www.designyourpackaging.de



Ihr Lieferant für Produkte aus China
Produktentwicklung, Qualitätskontrolle, Bestellung,
Produktion und Versand in einer Hand.

L&S GmbH
Westfalenstraße 29/31
71640 Ludwigsburg

Tel. 07141-911 7229
info@lunds-gmbh.com
www.lunds-gmbh.com



PSI 42907 • Inspirion GmbH
Tel +49 421 52270
info@inspirion.eu
www.promotiontops.eu
www.psiproductfinder.de/ndbmj

Turn after turn

Inspirion's Smart Bit mini-tool set has it all. The screwdriver ensures heroic deeds in your own home and is equipped with four different attachments. The cross and slot attachments are held by a magnet at the top and ensure precision work. The handy pocket-sized tool set is suitable for screwdriving and is used in the electronics and precision mechanics sector. Turn after turn, the screwdrivers do not ease up until everything is tight. The four handy attachments find space in the plastic housing with a grip hole.

Perfect RescueTool

After more than five years of collaboration with rescue and security services, the Victorinox RescueTool has now been developed and perfected. In a matter of seconds, the most important functions can be opened and the tool is immediately ready for use. Windscreen breakers and saws, two essential first-aid parts, have also been tried and tested multiple times. These two parts are most frequently worn out and can be easily replaced. Safety belts can be cut safely with the rounded belt cutter. All tools that are important for use can also be opened with gloves and are suitable for right- and left-handers.



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



PSI 42938 • Reidinger GmbH
Tel +49 9732 91050
info@reidinger.de
www.reidinger.de

Marking for specialists

Special pens from Reidinger are an essential tool when it comes to implementing handicraft projects. Perfect for tradesmen and hobbyists alike are the special refills with which, for example, wet, porous or metallic surfaces can be labelled. The special pens can be individually designed in keeping with a corporate design. Paint, print motif, ink and other additions such as paint rings and dip caps make them individual promotional products.

BUILDING YOUR BUSINESS STARTS WITH BUILDING RELATIONSHIPS

TUCSON 2018

ASI POWER SUMMIT

October 14-16, 2018
JW Marriott Starr Pass Resort & Spa
Tucson, AZ



Register now at ASIPowerSummit.com.
Use discount code **PSPOWER2018** to save **\$1,495**.

Discount expires September 30, 2018.

#ASIPowerSummit

Global Innovations not only supplies promotional products, but is increasingly focusing on the development of patented products for the trade. With its patented products and dynamic Open Monitor label, the company offers future development, distribution or licensing partners the opportunity to make their mark in national and international markets.

Global Innovations sets new accents

Enhanced opportunities for exclusive distribution partners

As a specialist for custom-made products and direct imports, Global Innovations Germany has been successfully operating in the field of promotional products since 2001. The company is now expanding its business field and wants to set new trends in the trade with its protected products.

Diverse patented products

Global Innovations currently offers over 100 of these products. An equity interest in a plastics factory in China as well as cooperation with two local staff employed by Global Innovations open up new possibilities and opportuni-

ties which, according to the company, are also attractive for trading companies. For example, Global Innovations develops products from PLA and FSC-certified cork and also invests in its own moulds and machines in China.

Open Monitor: Technological excellence

However, the field of activity of Global Innovations is not limited to promotional, patented and commercial products alone. With its dynamic Open Monitor label, it has made technological excellence ready for the market. Global Innovations develops and distributes the promotion tool with time-based release of information that can drive traffic and revenue at the POS/POI. An in-house develop-

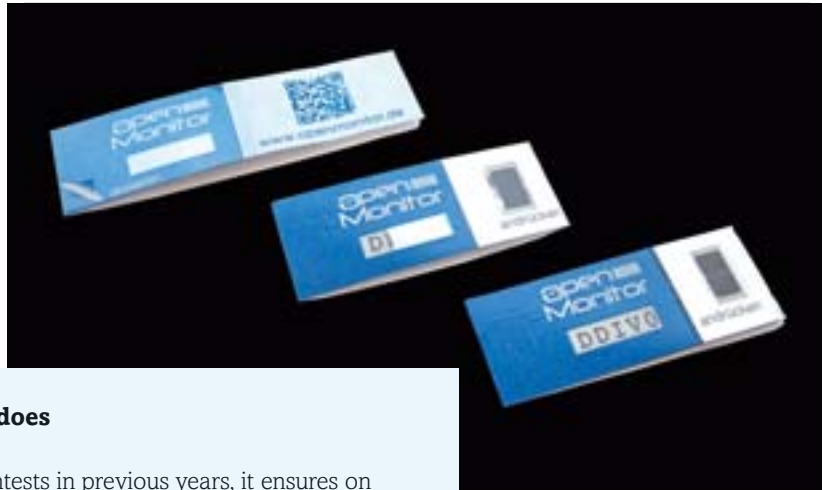
Opportunities thanks to innovation: Global Innovations is currently seeking distributors – also for international markets – for its patented biscuit stamp.



The innovative biscuit stamp is available in several designs.

Possible uses for the Open Monitor Promotion are:

- Customer guiding at the POS
- Customer acquisition and reacquisition
- Guiding to websites to market new products or online content
- Campaigns with discount scaling
- Displaying winning codes (numbers, words, images)
- Special offers
- Loyalty or collection points
- Instant wins
- Can be applied to flyers and packages



This is what Open Monitor does

Compared to traditional prize contests in previous years, it ensures on average:

- 75 per cent multiple viewing of an Open Monitor supported flyer
- 13 per cent increase in sales
- 21 per cent increase in traffic during the promotion period
- 10 per cent increase in the repurchase rate
- 43 per cent increase in new customer acquisition
- 25 per cent more landing page visits from participating customers

Open Monitor is a cutting-edge technology product and at the same time a powerful advertising tool.

ment team using basic and applied research oversees the products and prepares this nanotechnology for the use of an electronic best before date for sensitive products.

Exclusive distribution partners wanted

Global Innovations is looking for exclusive distribution partners and development partners (R&D) in national and international markets for its nanofilm processor with a self-writing effect. The company also offers its distributors and licensees attractive opportunities for its patented product "Open Monitor Promotion". The dynamic label releases information with a time delay and can thus dynamically control the interaction of target groups. This results in options for completely new marketing campaigns. Open Monitor can also be used for quality-related measures (e.g. electronic best before date (e-BBD).) It accompanies products by measuring and visualising environmental influences such as time, humidity and temperature, thus making it possible to assess product qualities. Global Innovations also offers development, distribution or licensing partners a collaboration for this field of application of the innovative technology.

International markets are also targeted

Global Innovations is also looking for exclusive distribution partners for its patented biscuit stamp, preferably operating in international markets. Only three millimetres thick, the stamp can, for example, be used perfectly as an add-on product, on-pack or mailing enhancer. The reverse side can be designed as an advertising space. It is possible to create your own designs or select from existing designs. For example, eight Christmas motifs are currently

available. In addition, sets of four or eight biscuit stamps and dough cutters can be supplied to the trade. Global Innovations can provide further information and support to interested companies. <

Business fields of Global Innovations

New: **Innovative and exclusive patented and commercial products**, some of which are developed in university collaborations and managed by employees in Germany and China.

Promotional and customised products made at certified production facilities with equity interest in own factory in China.

Open Monitor, the dynamic label based on patented cutting-edge technology that enables innovative, highly effective marketing campaigns.

DreamPen is a leading manufacturer of advertising pens. For over 20 years, it has been supplying the European market, and in recent years customers from the Middle East, Africa, Asia, Australia and the USA have also been satisfied with the cooperation.

New headquarters under construction

Continuous development

DreamPen's new office building will house new offices, production and storage facilities, a workshop, an injection moulding workshop and a printing hall.



Thanks to the constant desire to improve and great sales success, the new DreamPen headquarters is currently under construction. A new office space will be created, production and storage facilities, a tool room, an injection mould room and a printing house. All departments will use new machines. Thanks to the additional space and equipment of technical and office facilities, the company will be able to implement even the most demanding projects even better and even faster. The passion for perfection with the experience of the staff controlling orders at every stage, starting from design, production, through personalization, enables the precision of orders in a short time of implementation. Now, thanks to

the construction of a new headquarters, the company's processing capacity will increase.

Speciality: Clip4you pen

DreamPen specializes in a fully personalized Clip4you pen. As the name suggests, a unique clip can be made to order in any shape for the customer's needs. "With these types of pens, we offer something new and fresh every time. People who use DreamPen pens – Clip4you by writing them are individualists. Professionalism in our understanding is a partnership work on development, as well as responsibility personalized in each product and a wide range of choices", says DreamPen.



Three-dimensional clips

Advanced technologies allow you to make a clip in the form of 2D, 2D + or 3D, although the three-dimensional clips enjoy the greatest popularity and interest. “Our asset is the element of surprise, which customers react with delight, which is why our pen products can represent the most demanding brands in a credible and sustainable manner”, adds the company. The prints on the clips are digitally made in photographic quality, which makes it possible to complete the excellent quality of pens. The pen itself is an extremely practical tool for everyday use. In combination with the form of the advertising medium and the possibility of any personalization, it perfectly reaches the target client. The products shown on our clips, thanks to the spacing and the appropriate print perfectly reflect the content contained in them.

Seven models of pens

Clip4you pens are available for 7 models of pens (in 2019, the next Clip4you model), while each of them is available in a variety of colors and in various collections: plastic, transparent plastic and satin. Some models are available in a version with metal elements. Cyclically introduced new models for standard and clip4you standard pens show the need for a variety of projects.

Imprints – Transfer 360 printing

A perfect complement to pens with an individual clip are additional methods of printing on the barrel. The transfer

360 printing around the entire barrel is particularly in demand. It allows branding on a large surface in digital quality and high resolution. Thanks to it, you can reproduce the whole picture with unprecedented precision. Chrome printing, on the other hand, which has a metallic character, fits perfectly with the metal parts of pens, which gives an elegant finish. Polymer stickers are also possible, which consist in covering a full color printing with a three-dimensional effect resin. For simpler logotypes, pad printing or screen printing are performed.

New markets

The location of the company in Zielona Góra, 150 km from Berlin, enabled the acquisition of the European market. In previous years, the company also managed to conquer new markets thanks to the potential of our product and the demand for unique custom-made pens, which enjoy great popularity among various industries. The DreamPen company participates in international trade fairs several times during each year, enabling direct relationships with partners even from distant countries. DreamPen: “Open, unrestrained approach to each client allows you to free your imagination and instill in him a new idea for advertising gadgets. Anyone who has ever met these individual clips could not get over the realistic representation of the promoted product. We remain attractive to our customers all the time, still surprising with freshness and ingenuity. We are convinced that the demand for unique gadgets that stand out in the crowd will continue to grow steadily.”



The Clip4you technology opens up countless high-quality, custom-made possibilities for individualisation.

The sweet specialists at Kalfany Süße Werbung recently had every reason to celebrate: the company based in Herbolzheim and Müllheim/Germany celebrated the 70th anniversary of its successful “Kalfany” brand with an anniversary celebration at Europa Park Rust.

70 years of successful sweets

Time to celebrate



Fritz Haasen, Klaus Richter and Elmar Schlesinger, the managing directors of Kalfany Süße Werbung, welcomed the employees.

Under the motto “Bavarian evening”, the celebration commemorated the founding of Kalfany in Munich. Fritz Haasen, Klaus Richter and Elmar Schlesinger, the managing directors of Kalfany Süße Werbung, welcomed the employees and guided them through the first seven decades of the international brand’s success story. Afterwards, Bavarian snacks, a rich, hearty buffet with amusing acts and a subsequent dance ensured an excellent atmosphere.

Seven decades of sweet history

On 23 October 1948, Karl Berger registered the company under the name “Berger-Bonbons” in the commercial register in Munich. Production of sweets began in a wooden house with an area of 90 m². As the name “Berger-Bonbons” was already protected, Karl Berger had to make a virtue of necessity and coined the name “Kalfany” from his name and the first name of his wife Franziska (“Fanny”). Industrial production began in 1952. To this end, a new production facility in Munich-Allach was ac-



The employees celebrated in Bavarian blue and white at Europa Park Rust.





1952: Relocation to the first industrial production facility of Kalfany in Munich-Allach.

quired. The first brand called “Heilkräuter Brustkarmellen” was created and domestic sales were expanded. The capacity was continuously increased and production was expanded to include up to 70 different types of sweets.

Kalfany sweets in tins – a real market niche

Kalfany has been producing sweets in tins since 1968. Production started with 2 tins of 150g each: “sour lemon” and the fruit mixture “summer fruits”. The success was phenomenal. At that time, there were no sweets in tins in Germany, except for imported English products. Kalfany was already producing 2 to 3 tons of sweets daily. The Kalfany tins very quickly found their place on the dashboards of many cars. Kalfany had discovered a real market niche with its sweets in tins. And the product portfolio was further expanded. In addition to sweets in tins, the “Black Forest Kräuterle”, fruit and cream sweets as well as cola bars were also produced.

Other successful brands

In August 1970, the new building in Müllheim was completed and equipped with state-of-the-art technology. Nine years later, Karl Berger handed over the reins to his son Erhard. The structures of the company were modernised. In 2002, after the sale of Kalfany to the Zertus Group, Erhard Berger retired. Just one year later, “Pulmoll” and the Dutch brand “Diele” joined the success stories as a perfect complement to the Kalfany range. Production was relocated to Müllheim and national sales were transferred to the affiliate company Impuls-Marketing (today Importhaus Wilms / Impuls GmbH & Co. KG).

Certified quality

On 12.11.2003, Kalfany complied with the certification audit according to the International Food Standard (today: International Featured Standard Food (IFS)) and since

then has continued to meet the stringent requirements for food safety. And in 2004, Kalfany expanded its brand portfolio to include the Cupper Sport Bonbons brand, one of the most successful football licenses. Since then, the logos of the Bundesliga clubs have adorned the tins filled with sweets in the club colours.

Merger of Kalfany and Süße Werbung

In 2007, the Zertus Group acquired the company Süße Werbung GmbH in Herbolzheim, the innovative partner for advertising with individualised sweets. The two companies Kalfany Bonbon GmbH & Co. KG and Süße Werbung GmbH were merged and placed under a common management. The business idea sweet advertising has existed since 1981. Founded in a pastry shop in Emmendingen and with a development phase in Denzlingen and the ultimate relocation to its current location in Herbolzheim in 1998, Süße Werbung has been writing its success story for over 35 years. Since the merger, the new company name has been Kalfany Süße Werbung GmbH & Co. KG.

Sweets worldwide

The company continues to grow. In 2010, Zertus took over the “Echt Sylter Brisen Klömbjes” brand which has been sold exclusively in pharmacies since 1990. More than two thirds of the tinned sweets sold in Germany are produced by Kalfany Süße Werbung GmbH & Co. KG. 250 employees use state-of-the-art machine technology to produce the traditional sweet specialities for the national and international market – export now covers 60 countries worldwide.

Three cans from the 1968 range, whose varieties are also reflected in the relaunch of the current product range.



The current assortment of cans.

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 Oftringen-based company invited its entire workforce and several supplier partners to an anniversary trip to the Allgäu/Germany.

30 years of expertise

Investment in digital printing capacity

Three decades of successful business were extensively celebrated at a mountain guest-house near Oberstaufen. And there was every reason to celebrate: within three generations, the company situated near Tübingen has developed into a true competence centre for promotional textiles, corporate fashion, workwear, accessories and terry towelling, which sub-divides its business model into four areas: trade, production, logistics and e-commerce services.

As a result, Jura customers can obtain their entire textile requirements and all textile services reliably and quickly from a single source.

Finishing diversity

Equally diverse as Jura's services and products are its range of finishing techniques. In addition to embroidery for which the Oftringen company has always been known, there is hardly any kind of branding that the company has not mastered. From classic screen printing to the different variations of transfer printing right up to digital printing; from direct embroidery to emblems right up to applications. Lasering? No problem. Labels or buttons with their own logo? Doable. In the end, only the wishes of the customer, the suitability of the advertising medium, the quantity or the motif determine the type of finishing technique.

Surge in digital capacity

In order to significantly increase capacity and speed in digital printing, Jura Textil recently made a high, six-figure investment in a new digital press. With a capacity of up to 1,000 prints per day in single-shift operation, the new Kornit also enables large runs to be produced in the shortest possible time. With digital printing, the motif is transferred directly from the computer to the printer without the need for a printing form. The printing process subsequently takes place directly on the textile to be printed. Therefore, in contrast to other printing processes, there are no pre-costs and the technique is therefore also ideal for small quantities and especially short lead times. After investing in additional embroidery machines, building a high-bay warehouse and redesigning all workspaces to streamline workflows in previous years, investing in digital printing is now another step toward successfully writing the next 30 years of corporate history. <

With a capacity of up to 1,000 prints per day, the new digital press also makes it possible to produce large runs in the shortest possible time



The Jura Textil family on its anniversary tour to the Allgäu.

Merchandise WORLD

Exhibition | Appointments | Networking

The Event to Meet the UK Professional Distributors

1000+ quality visitors, and
200+ exhibitors
The perfect place to
grow your business

European Distributors welcome to visit

Informally Meet on Exhibition Stands,
and/or Meet by Appointment



Wednesday 30th and Thursday 31st Jan 2019
at NAEC Stoneleigh, Warwickshire, CV8 2LG - UK

www.merchadiseworld.co.uk

info@merchadiseworld.co.uk

Call Us Today
+44 1252
701034

“Reflect” and benefit from “high-quality sessions”. These are just two of a lot of quotes from the participants of the German Marketing Day which will be taking place for the 45th time this year. Of the well-manned twelve breakout sessions which are ideal for this, one deals exclusively with the topic haptic communication.

German Marketing Day 2018 in Hanover

Maximum added value



Whe organisers absatzwirtschaft, Deutscher Marketing Verband und management forum are expecting 1,700 participants in the convention centre of the Deutsche Messe Hannover at the two-day congress on the 5th and 6th of December. “In order to provide participants with maximum added value and ideas for practical implementation, the multifaceted breakout sessions offer platforms for interaction, discussion, exchange and networking,” say the three organisers in unison. To give you a better understanding, breakout sessions are short workshops in which a small group of participants of a major event delve into specific aspects of the overall pro-

gramme. One of these breakout sessions is entitled “Haptic and digital communication – friends or foes?” This session will be presented by PSI and hosted by PSI Managing Director Michael Freter. The three speakers also come from the international network of the promotional product industry. Harry Saffer, Managing Director of Schwan-STABILO Promotion Products GmbH & Co. KG, Stefan Eiche, Deputy Sales Manager Kalfany Süße Werbung GmbH & Co. KG, and Peter Kaspar, Sales Director and Member of the Board of Global Brand Concepts GmbH, will provide the impetus for discussion on the topic “Haptic and digital communication – friends or foes?” from their professional point of view.



Harry Saffer,
Schwan-STABILO
Promotion
Products GmbH
& Co. KG

Advertising with brand-name products: Customers and industry benefit

In his lecture “We showcase your advertising – advertising with brand-name products using the example of STABILO”, Harry Saffer shows the advantages of advertising with brands. He also makes it clear that, from the point of view of an advertising company, it pays to provide higher budgets for brand-name products. After all, advertising with brands is an entrepreneurial promise in terms of quality, legal security, sustainability and esteem. The director of Schwan-STABILO Promotion Products GmbH & Co. KG, who sees himself as a brand ambassador, knows exactly what he is talking about: He has been working in the promotional product industry at STABILO Promotion Products for almost ten years, and prior to that he worked in European sales at STABILO for a long time. With regard to the German Marketing Day, it is important to him to present the effects of combining the advertising brand with the brand promotional product. He places special emphasis on the aspect of sustainability. “We want to draw the attention of the marketing decision-makers to the brand article as a promotional product and advertising medium.” At the same time, he is convinced that the promotional product industry as a whole can benefit from the German Marketing Day. “The industry has the opportunity to draw attention to the promotional product as a form of advertising, to present the sustainability of advertising with promotional products and to put the promotional product in the right light alongside the other forms of advertising.”

Transporting brand messages haptically: Increasing the significance of the promotional product

Small series with personalised products call for new effective processes. This is what Kalfany Süße Werbung is focussed on and it has the right online answer on how to create an edible brand article in compliance with corporate design guidelines. Thanks to integrable Web2Print solutions, ever smaller quantities can be created and produced quickly and directly. In his lecture “Transformation of the brand message through all 5 senses – Haptic Advertising”, Stefan Eiche shows possibilities how to communicate edible and thus tangible brand messages across all five senses. The marketing and sales professional, who has been working for Kalfany Süße Werbung since January 2018, understands the importance of digitalisation and optimisation of sales processes. “It is important for us to show the public the importance of edible promotional products, as well as the simple design and ordering – even of small personalised quantities – through effective online solutions.” Stefan Eiche also sees advantages for the promotional product industry at the German Marketing Day. “The advertising impact and the procurement possibilities speak for themselves. We make that clear to the participants. Thus, we increase the attractiveness of the promotional product and expect a higher significance in the marketing mix.”



Stefan Eiche,
Kalfany Süße
Werbung



Peter Kaspar,
Global Brand
Concepts GmbH

Digitalisation as an opportunity: Digital content coming alive with all senses

Is digitalisation the biggest enemy of haptic communication? Not at all, say the experts at Global Brand Concepts. The international promotional product full-service agency with locations on three continents and a comprehensive partner network sees digitalisation as an opportunity and accompanies customers in making digital content come alive with (almost) all senses. As part of his presentation, Peter Kaspar deliberately addresses the company's secrets of success and presents an exciting project for the first time. He has been developing holistic strategies for clients of Global Brand Concepts GmbH for over twelve years. Among his new responsibilities is the development and expansion of the BRAYCE brand and their invention: the jersey on the wrist, a sporty and elegant wristband with a freely selectable number on a patented magnetic clasp.

The California Proposition 65 is a Californian law designed to prevent carcinogens and substances causing deformities from appearing in consumer products. There has been a steady tightening of the law since it came into force in 1986, in terms of both substance restrictions and law enforcement. Companies are therefore becoming more vulnerable to lawsuits related to breaches.

California Proposition 65: Violations are expensive

Beware of “bounty hunters”



he California Proposition 65 is a unique worldwide consumer protection institution. There are over 900 chemical substances or substance mixtures whose presence in all types of consumer goods can harm consumers. Anyone who exports goods to the United States is likely to offer these goods in California, be it in direct trade or online, and is therefore obliged to inform consumers about the presence of the relevant substances in his products or the environment and to warn them of the risks, otherwise he will face severe penalties.

Lawyers benefit from a flood of lawsuits

In practice, mostly private plaintiffs in court are increasingly claiming violations of the complex legislation and collecting high commissions from defendant companies in so-called “settlements”. California is considered highly indebted because citizens have been able to vote on the level of taxes (state tax, sales tax) since a tax revolt. The California Proposition 65 (CP 65) now rakes in additional money for the empty state coffers. Above all, however, a well-organised lawyer lobby benefits from the flood of lawsuits as lawyers’ fees for companies that bring non-compliant goods to the market are always far higher than the penalties imposed.

Uncertainty about limits

The sanctions of the CP 65 apply if a concentration of a substance which exceeds the limit specified in the regulation is found in a product available on the market – only military goods and goods from micro-enterprises are ex-

cluded. Unfortunately, the limit values of these chemicals are not specified in mg/kg in the product (as for example in the REACH Regulation) but, at best, in the amount of a tolerable daily oral, dermal or inhalative intake (in microgrammes/day). This acceptable intake is called the Safe Harbor Value and is found in about one third of the listed substances. If there is no known Safe Harbor Value for a substance, and you do not want to “adorn” your article with a warning, Intertek will try to find court judgments that companies can use for evaluation purposes. Otherwise, a warning notice must inform the consumer accordingly. (Example see below)

Necessary steps: check, mark, warn

In contrast to past practice, goods manufactured after 30 August 2018 must specify the name of the chemical (or chemicals) whose presence justifies a warning. In shops, posters at the point of sale of the goods may also warn of the risks. Intertek is not aware of a retailer that allows this course of action. A poster jungle would be rather confusing. Important: In online trade, consumers must also be warned accordingly. In keeping with the motto “close your eyes and hope for the best”, choosing neither to check nor to warn is risky. Hosts of “bounty hunters” are out and about to find non-compliant products. After all, a reward of 25 per cent of the imposed penalty is up for grabs. On average, about USD 55,000 is payable in the event of a violation. This is right out of the Wild West: Wanted. Dead or Alive!!



WARNING

This product can expose you to chemicals including [name of one or more chemicals], which is [are] known to the State of California to cause cancer. For more information go to www.P65Warnings.ca.gov.

Contact:

Kay Grönhardt, Senior Consultant, Intertek Consumer Goods GmbH
Tel 0800 5855888 / +49 711 27311-152 · Fax +49 711 27311-559
psi@intertek.com · intertek.com/intertek.de

Safety and Quality of Promotional Products

powered by **intertek** **PSI**
INSTITUTE



PSI cooperates with Intertek

For PSI members this means: discounted inhouse workshops with content that can be agreed upon between Intertek and PSI members upon demand.

The special workshop offer of the three topics:

- **Quality assurance concepts for promotional products**
- **Social compliance audits**
- **Conformity with REACH**

All further informations can be found here:

connect.psi-network.de/Intertek2018_EN

Modern elegance

The new **TRX series** from Staedtler combines sleek design with professional functionality. Elegance and modernity are very important here: in a slender triangular shape, the new models caress the hand and eyes alike. The anodised aluminium shaft is available in the trendy colours dark blue, dark green, dark brown and black. With their unmistakable design and design language, the TRX series pens are an expression of timeless elegance and style. A special highlight is the triangular shaped black pen case accompanying the TRX. Laser engraving completes the appearance of the writing instruments Made in Germany.

PSI 41108 • Staedtler Mars GmbH & Co. KG • Tel +49 911 9365514
info@staedtler-promotional.com • www.staedtler-promotional.de
<https://www.psiproductfinder.de/yji4zt>



Lasting Christmas greetings

Responsible behaviour also plays an increasingly important role during the Christmas season. With this in mind, JUNG has expanded its Christmas range to include a **long-lasting Advent calendar**. This consists of 100% cardboard and intentionally dispenses with plastic components. Enough space for creative ideas is provided by the fully printable cover sheet. The subtly Christmas-themed frame underlines the individual advertising message and gives the Advent calendar a likeable appearance. 24 whole milk chocolate bars with Fair Trade ingredients are hidden behind the little doors.

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





More visible in the dark

The dark winter months sometimes make pedestrians almost invisible. The mini pocket umbrella FARE®-AC Plus in neon yellow is not only a fashionable colourful accessory, it also provides **better visibility** in the dark. In addition, the umbrella cover features a silver reflective piping all the way around. Even in dryness and when packed, the reflective piping lights up on the sheath. Advertising can be applied to the handle which features an integrated release button.

PSI 43144 • FARE - Guenther Fassbender GmbH
Tel +49 2191 609150
info@fare.de • www.fare.de



Permanently labelled by laser

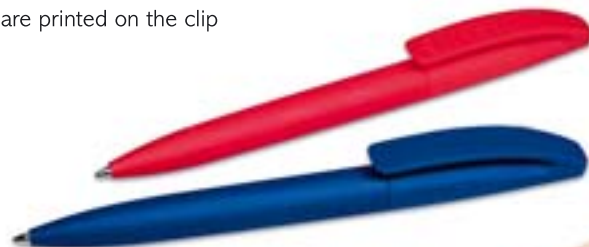
Two new SpeedMarker laser workstations for particularly large and heavy components are offered by Trotec in its new portfolio. In addition, some new options and features are available for the labelling lasers. The SpeedMarker 1300 xl is the same width as the already well-known and successful SpeedMarker 1300, but it is much deeper and higher. This results in a large processing area of 1,000 x 500 mm and a max. workpiece height of up to 764 mm. The SpeedMarker 1600 is the **widest laser workstation** on the market. This extra width results in a total processing area of 1,300 x 450 mm. The wide workstation is ideally suited for laser marking of very wide components such as pipes or profiles or even large batches in trays. In addition to the two new laser workstations, Trotec has also equipped the entire portfolio of SpeedMarker marking lasers with new features and functions. More powerful SpeedMarker marking lasers have been available since the beginning of the year. Thanks to this new laser source, the range of laser powers with a wavelength of 1064 nm has increased from previously 10 – 50 Watts to up to 100 Watts.

PSI 47804 • Trotec Laser GmbH
Tel +49 89 32299650 • natalie.eichner@troteclaser.com
www.troteclaser.com

A real softie through and through

With the "Bridge Soft Touch", senator® presents a shapely ballpoint pen that you do not want to let go thanks to its pleasantly soft feel. The Soft Touch paint gives the writing instrument its **velvety surface** and its high-quality appearance from the cap to the tip. Nine expressive colours are available to ensure an individual design. The logo and the advertising message are printed on the clip and the shaft.

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



Comfortable, safe, smart

With Smart Strap, B&W Media-Service is presenting a **smartphone holder** that enables convenient and safe handling of smartphones. Made from an elastic band and an ABS body, the xprom® brand model is easily attached to the back of the smartphone, with fingers inserted through the loop. Users thus have their mobile device firmly under control. The loop can also be attached to many commercially available protective covers and shells and can be detached without leaving any residue – with the exception of silicone and leather covers, glitter foils and models with surfaces made of wood, textiles, aluminium and glass. From a minimum order quantity of 1,000 pieces, the elastic band can be finished by using sublimation printing. The blister packaging or the paper insert in the polybag can also be individually designed. From 10,000 pieces, the ABS body can also be produced to a desired colour and embossed. More information about this article can be found in the new catalogue – order now!

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

**Always putting
your business
in touch
with marketing,
sales,
and purchasing
managers.
Since 1990**

25,000 printed magazine readers

22,000 newsletter readers

1,000 special events participants

Promotion
scenari • engagement • loyalty • management • soluzioni

by
opup
media

www.promotionmagazine.it

Very individual bags

The Bag Lab enables **personalised bags** to be customised with your own photos, logos and designs from a minimum of 20 pieces. It is very simple to become creative: names, messages and slogans can also be added to create personalised bags with text. The supplier offers eight standard models and also provides various design ideas.

PSI 49906 • The Bag Lab.eu – Key Merchandise B.V.
Tel +31 70 2629705 • j.houdijk@keyme.eu • www.keyme.eu
<https://www.psiproductfinder.de/zgmynz>



Multi-talent in mini format

At first glance, it is only a mini pen, at second glance a multi-talent. After the introduction of the popular "Link-It" dual pen to be assembled, Schneider has gone one step further with other product versions. Thanks to the **patented click system** at the end of the pen, you can connect and disconnect not only two colours, but also two writing systems of your choice. From now on, the Link-It is also available as a highlighter in four brilliant colours and as a smoothly gliding slider pen in eight colours. Therefore everyone can put together their favourite combination according to their own preferences.

PSI 43416 • Schneider Schreibgeräte GmbH • Tel +49 7729 888124
klaus.brogghammer@schneiderpen.de • www.schneiderpen-promotion.com
<https://www.psiproductfinder.de/mzq0yt>

Foldable freshbox

As a supplement to its Lock & Lock product portfolio, iSi Deutschland has taken over the exclusive distribution rights in the German trade for the **multifunctional household series called Flexline**. Flexline freshboxes are made entirely of silicone, are BPA-free and can be used for the oven, microwave, freezer and dishwasher. After use, the Flexline freshbox can be folded to save space. The boxes are rectangular with a capacity of 0.6, 0.8 and 1.5 litres, square with a capacity of 0.5 and 1 litre, or round with a capacity of 0.4 and 0.8 litres. Add to this the 2.4 litre steam cooker.

PSI 44212 • iSi Deutschland GmbH
Tel +49 212 3970 • isideutschland@isi.com
www.isideutschland.de



Irish feature

Original Baileys® is now available as a promotional product from Kalfany SüBe Werbung.

The little chocolate gesture for very special customers or business partners consists of delicious Irish Cream coated in the finest milk chocolate and wrapped in golden Baileys foil.

There are three different options for promotional packaging. The treats are available individually in the mini-promo cube, five pieces in the 8-corner gift box or behind 24 doors of the premium Advent calendar gift. Each format provides a perfect surface to place your individual advertising particularly effectively and expressively.

PSI 42706 • Kalfany SüBe Werbung GmbH • Tel +49 7643 8010
info@kalfany-suesse-werbung.de • www.kalfany-suesse-werbung.de
<https://www.psiproductfinder.de/nty5nt>

Symphony of elegance and lightness

A slim silhouette and an unusually shaped, discreet metal clip characterise the **new writing instrument series called "Snooker"** from the company Klio-Eterna. Thanks to special metal applications, the metal pen looks elegant, valuable and exquisite at the same time. The special surface finishes enhance the appearance of the model and enrich the design. To guarantee long-term writing enjoyment, the "Snooker" model includes a high-quality, durable Multifill P refill with a writing length of 8,000 m in the standard writing colour blue.

PSI 40823 • Klio-Eterna Schreibgeräte GmbH & Co. KG • Tel +49 7834 973152
 klio@klio.com • www.klio.com
<https://www.psiproductfinder.de/odaxyj>



Brilliant companion

The new **COB CREE® flashlight** from Nestler-matho® is a companion that can do everything and should always accompany you. Weighing 157 grammes and measuring almost 15 centimetres in length, the lamp fits comfortably in the hand. It has five light modes: three light levels, a flashing light and an SOS signal. By moving the lamp head, the light cone can be varied (zoom function) and the "hidden values" are revealed: the COB lamp is the perfect, bright support for numerous activities. The control button and a strong magnet are located at the end of the lamp.

PSI 41816 • Nestler-matho GmbH & Co. KG • Tel +49 7221 21540
 info@nestler-matho.de • www.nestler-matho.de
<https://www.psiproductfinder.de/zwrhzj>



Elegant gifts in series

With the **new bag series from Halfar**, advertisers receive no less than nine ideas for their customers. A nice shopper for city visitors. A sporty shoulder bag for leisure and office wear. A smart cross-bag for everyone who prefers it more compact. A backpack in M for him and in S for her. A sports/travel bag for the adventurous. A small zip-pocket bag for hunters and collectors. A case for writing instruments and finally a duffel bag for modern city pirates. As different as the types of bags may be, what unites everyone is the characteristic choice of materials and colours. Textured two-tone fabric in anthracite meets shimmering black. All nine bags have zips, and some offer surprising features.

PSI 45666 • Halfar System GmbH
 Tel +49 521 982440 • info@halfar.com • www.halfar.com
<https://www.psiproductfinder.de/ntytyj>

Stick instead of stamp

For all those who are looking for a modern alternative to the traditional stamp, promotional product specialist Karl Knauer offers an attractive solution: the **Message Card**. Various sticky notes can be applied to a carrier postcard which can be designed according to customer requirements. Customers therefore always have the right short message at hand to say the most important thing in a nutshell. The shape, size and message of the sticky notes can be individually designed and thus allow a corporate design and target group-oriented communication. Anyone wishing to put a personal stamp on their correspondence with small stickers in the future will find all the information about the product from the manufacturer.

PSI 41794 • Karl Knauer KG • Tel +49 7835 7820
 werbemittel@karlknauer.de • www.karlknauer.de
<https://www.psiproductfinder.de/y2eymt>



Two who belong together

Slim, beautiful, exquisite and graceful: this is how uma describes their **new writing instrument VIPOLINO**. The sleek metal twist ballpoint pen with a soft twist mechanism and spring-loaded clip is available with high-gloss lasering that spreads advertising messages like wildfire and is guaranteed to leave a lasting impression. The new uma **PENBOOK** is just as discreet and slim as the VIPOLINO. A chic notebook in black or white that has already integrated its matching note pen into itself. It is available in numerous bright colours. Both the chic hardcover and the integrated writing instrument can be provided with personal advertising.

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

BRIEF MESSAGE, LOW PRICES, BIG IMPACT+++THE PSI CLASSIFIEDS MARKET+++NOW NEW EVERY MONTH+++EXCLUSIVE IN THE PSI JOURNAL+++BOOK NOW FOR THE NEXT ISSUE+++ TEL.:+49(0)211-90191-114/-150/-315+++FAX:+49(0)211-90191-180+++MAIL:PUBLISHING@PSI-NETWORK.DE

BALLONS / BALLOON



Ballon-AS
www.ballon-as.de

Trottäcker 75
Tel.: 07761 - 939 88 0
D-79713 Bad Säckingen
GERMANY

**LATEXBALLONS
FOLIENBALLONS
BALLONDRUCKEREI
DEKORATION
ZUBEHÖR
HELIUMVERLEIH
SONDERFORMEN
ETC.**

**ÜBER 30 JAHRE BRANCHENERFAHRUNG!
KATALOG ANFORDERN!**

PSI No. 43834

www.ballon-as.de

FEUERZEUGE / LIGHTERS



KP Plattner
RAUCHERBEDARF & WERBEARTIKEL

KP-Plattner GmbH | Steinbockallee 9 | A-6063 INNSBRUCK
Tel. +43-512-264064 | Fax +43-512-266494 | office@kp-plattner.at
www.kp-plattner.at

PSI No. 41565

www.kp-plattner.at

BLUETOOTH-LAUTSPRECHER / BLUETOOTH-SPEAKER

Neu! Bluetooth-Lautsprecher „prism“



Industriepreis: ab **14,07€/Stk.**
Modernes Design
Gitterfront aus Textil
Starke Leistung: 2 x 5 Watt

www.linotex-shop.com

Treffericher und
Wirkungsstark.

LINOTEX

PSI No. 44455

www.linotex.com

FILZ / FELT

STYLISH PACKAGE
for every occasion with its own touch

- Elegant outer packaging for special gifts
- Large selection of felt colours
- Individualized imprint

Ex 100 pcs

pinsundmehr.de
Tel.: +49 (0)8233 - 79312-0
info@pinsundmehr.de

PSI No. 46925

www.pinsundmehr.de

EINKAUFSWAGENLÖSER / KEY CHAIN



Einkaufswagenlöser.de
Mit Ihrem Logo!

0,59 €
pro Stück*

*inkl. gratis Schlüsselfundservice, Profiltiefenmesser und Kapselheber, gilt bei einer Abnahmemenge von mind. 500 Stk., zzgl. 19% MwSt. und Vorkosten

www.einkaufswagenlöser.de
+49 (0) 36 705 - 6 5000

PSI No. 49467

www.einkaufswagenlöser.de

KUNSTSTOFFERZEUGNISSE / PLASTIC PRODUCTS



PROMOWOLSCH®
The customer factory

Wolfgang Schmidt e.K.

Grüner Weg 23-25
D-59590 Geseke

T +49 2942 570 201
F +49 2942 570 035

info@promowolsch.de
www.promowolsch.de

PSI No. 44724

www.promowolsch.de

LOGISTIKSERVICES / LOGISTICS SERVICES

MAKE IT SMART
ZTV LOGISTICS FOR
ADVERTISING AIDS



Visit us at the **PSI**,
viscom and **PromoTex** at
our stands 9L48 and 13B16.



PSI Partner

www.ztv-logistik.de

MAGNETE / MAGNETTAFELN
MAGNETS / MAGNET BOARDS

adamo design® gmbh

Magnete mit
Doming



Whiteboard
Tischauflieger

www.adamodesign.de • info@adamodesign.de

PSI No.42299

www.adamo-design.de

ÖKOLOGISCHE WERBEARTIKEL /
ECOLOGICAL PROMOTIONAL PRODUCTS

Pfaff

Werbeartikel • Geschenke
Großhandel • Import • Export
Holzverarbeitung + -veredelung



**Kundenindividuell
nach Ihrem Wunsch
gestaltet**

Erwin Pfaff e.K. Tel. (0 77 22) 40 96 **www.erwin-pfaff.de**
Triberger Straße 18 Fax (0 77 22) 40 98
D-78136 Schonach info@erwin-pfaff.de

PSI No.49989

www.erwin-pfaff.de

PFLANZENSAMEN / PLANT SEEDS

Printed seed paper



Let your seed paper
flourish.

grows in four easy steps

xiving

Order your
free sample at
www.xiving.com

Questions about our
reseller program? E-mail
us at info@xiving.com.

PSI No. 44302

www.xiving.com

REGENSCHIRM / UMBRELLAS

Samsonite

R-PLU KOLLEKTION

- Super Leichtgewicht
- Komfortabler Griff
- Teflon-Beschichtung
- Anti-Wind-Schutz
- Taschen- und Minischirme (ultra flach)
- Manuelle und Automatik-Modelle
- Stockschrime



samsonite.de | F +49 221 921 641 702 | werbemittel@samsonite.com

PSI No.48847

www.samsonite.de

SOCKEN & STRÜMPFE / SOCKS & STOCKINGS

✓ Fast delivery

✓ High quality

✓ Good prices



B **BOSSCHER INTERNATIONAL**
SOCKS, CLOTHING, HOME AND GARDEN

Rosmolenweg 9 C | 3356 LK Papendrecht | The Netherlands | Tel.: +31 (0)10 - 265 11 68 | www.bosscher-international.com

PSI No.44755

www.bosscher-international.com

SCHLÜSSELFINDER / KEY FINDER



Schlüsselfinder
Mit Ihrem Logo!

nur **0,59 €**
pro Stück*

*inkl. Einkaufswagenlöser, Profiltiefenmesser und Kapselheber, gilt bei einer Abnahmemenge von mind. 500 Stück, zzgl. 19% MwSt. und Vorkosten

www.einkaufswagenlöser.de

+49 (0) 36 705 - 6 5000

PSI No. 49467

www.einkaufswagenlöser.de

TASCHEN AUS BAUMWOLLE / COTTON BAGS

STUTZ & FISCHER GMBH
Non-Woven-Taschen
Baumwolltaschen
BW-Rucksäcke
BW-Beutel
Schürzen

Fischer-Import GmbH



Tel.: 0 95 71 - 9 47 90 47

Fax: 0 95 71 - 9 47 90 48

verkauf@fischer-import.de

www.stutz-fischer.de

Alte Coburger Str. 13 - 96215 Lichtenfels

Ab sofort 152 neue Artikel!



Bitte neuen Katalog anfordern!

PSI No. 42320

www.fischer-import.de

SCHREIBGERÄTE / WRITING INSTRUMENTS



P.COLLECTION

www.pcollection.de

PSI No. 42809

www.pcollection.de

TEXTILIEN / TEXTILES



HERKA frottier

Wir weben Vielfalt

Jacquard-einwebung
ab 100 Stück

100%
made in
AUSTRIA

herka-frottier.at

Bordüren-einwebung
ab 40 Stück

PSI No. 46235

www.herka-frottier.at

SPIELWAREN / TOYS



SEMO SOFT MINIS

Softer geht's nicht.

SEMO
Plüschtierwelt

28 verschiedene Tiere im Sortiment. Größe: 13 cm.

TRIGON Deutschland GmbH
Kränkelsweg 28 · D - 41748 Viersen · Tel. 021 62 - 53 008-0
Fax - 53 008-20 · E-mail: info@semo.de · www.semo.de

PSI No. 44970

www.semo.deWERBE- & PROMOTIONSMATTEN /
ADVERTISING AND PROMOTION MATS


Promotional mats printed in brilliant quality and colour intensity will attract everyone's attention. There's a product for every occasion. Interested? Immerse yourself in www.promotion-mats.eu

KLEEN-TEX

PSI No. 43358

www.promotion-mats.eu

STELLENANGEBOTE / JOB OFFERS



Vim Solution ist der Spezialist für elektronische Werbeartikel. Mit unseren innovativen Produkten setzen wir seit über 10 Jahren neue Maßstäbe in der Werbemittelbranche. Unser Kerngeschäft ist der auftragsbezogene Direktimport aus Fernost für den EU-Binnenmarkt, sowie die Veredelung von Produkten in unserem Hause.

Zur Verstärkung unseres Teams suchen wir ab sofort in Vollzeit:

- **Kundenberater (m/w)**
- **Sachbearbeiter Auftragsabwicklung (m/w)**
- **Sachbearbeiter Einkauf (m/w)**
- **Produktmanager (m/w)**

Interessiert? Dann freuen wir uns auf Ihre Bewerbung:

Vim Solution GmbH, Im Eck 5, 79199 Kirchzarten
karriere@vim-solution.com

Weitere Informationen finden Sie auf unsere Webseite:
www.vim-solution.com/jobs

INSERENTEN-VERZEICHNIS / LIST OF ADVERTISERS

PSI No.	Inserent / Advertiser	Seite / Page			
PSI Partner	ASI	063	47706	NonvisioN Werbeproduktion GmbH & Co. KG	033
13378	B&W Media Service Werbe- und Verlags GmbH	U2/IFC	40972	PF Concept International BV	002+003
43980	BAS Produktions- und Handels- GmbH	005	46925	Pins & mehr GmbH & Co. KG	029, 084
44755	BOSSCHER INTERNATIONAL B 44755	085	42332	Prodir - Pagani Pens SA	001
PSI Partner	BPMA PSI	071		PromoTex Expo - Reed Exhibitions Deutschland GmbH	015
45452	CD-LUX GmbH	025	PSI Partner	Promotion Magazine	079
48316	CHOCOLISSIMO by MM Brown Deutschland GmbH	023	44724	PROMOWOLSCH - The Customer Factory Wolfgang Schmidt	084
49780	colordruck Baiersbronn W. Mack GmbH & Co. KG	061		PSI - Reed Exhibitions Deutschland GmbH	020+021, U3/IBC
49467	Einkaufswagenlöser.de PINkey AG	084	48847	Samsonite GmbH	085
49989	Erwin Pfaff e.K. Sonja Pfaff-Weis	085	44970	TRIGON Deutschland GmbH (ehemals SEMO Deutschland GmbH)	086
42320	Fischer-Import GmbH	086	41848	uma Schreibgeräte Ullmann GmbH	041
42819	Gustav Daiber GmbH	007, 035	44281	VICTORINOX AG	049
45666	Halfar Systems GmbH Rucksäcke und Taschen	037	47555	Vim Solution GmbH	055, 087
41016	Heri-Rigoni GmbH emotion factory	039		viscom - Reed Exhibitions Deutschland GmbH	089
44022	HOVON EUROPE GmbH	059	49909	WM Sport® Inh. Wolfgang Mackewicz	009
42907	Inspirion GmbH	051	44302	XIVING 44302	057, 085
PSI Partner	Intertek	075	PSI Partner	ztv Zustell-, Transport- und Vertriebsgesellschaft mbH & Co. KG	085
41545	JUNG since 1828 GmbH & Co. KG	U4/OBC		Beilage / Insert (*Teilaufgabe / part circulation)	
42706	Kalfany Süße Werbung GmbH & Co. KG	027			
43358	KLEEN-TEX INDUSTRIES GMBH	086	44455	LINOTEX GmbH	*
43949	L&S GmbH	061		PSI Distributor Finder	*
48857	Life Safety Products BV	053			
PSI Partner	MANAGEMENT FORUM - HANDELSBLATT MEDIA GROUP GmbH	091			

Wir freuen uns über folgende neue Mitglieder im PSI Netzwerk:
We are looking forward to welcome the following new members to the PSI network:

PSI Händler / Distributor

PSI No.18599	Adpromedia Group SRL, ROMANIA	www.partenermedia.ro
PSI No.18601	Atrion Art Gifts, GREECE	www.atrionartgifts.com
PSI No.18576	BrandAnyItem.com, GERMANY	www.brandanyitem.com
PSI No.18592	Dimetria gGmbH, GERMANY	www.dimetria.de
PSI No.18586	Falk Nordic AS, NORWAY	www.falknordic.no
PSI No.18589	Freigeister & Gestalten GmbH, GERMANY	
PSI No.18597	FSC Michael Finzel, GERMANY	
PSI No.18584	Georg Köbele GmbH & Co. KG, GERMANY	www.wirmachendaswirklich.de
PSI No.18573	Geschenkewerkstatt, GERMANY	www.koebele.de
PSI No.18581	GOOD FEELING COMMUNICATION SARL, FRANCE	
PSI No.15860	Gosh Norge AS, NORWAY	www.goodfeeling.fr
PSI No.18598	Geenpunt Media, THE NETHERLANDS	www.gosh.no
PSI No.18600	HOPP kommunikation+marketing, GERMANY	www.geenpuntmedia.nl
PSI No.18590	IDEE Werbeagentur Ltd., AUSTRIA	www.hopp-kommunikation.de
PSI No.18574	Involution sa/nv, BELGIUM	www.idee-agentur.at
PSI No.18582	JSC Epigone, LITHUANIA	www.involution.eu.com
PSI No.18591	konzept.13 - werbeagentur & druckerei, GERMANY	www.epigone.lt
PSI No.18602	MBA Solutions GmbH, GERMANY	www.konzept13.de
PSI No.18596	MP EventMarketing, GERMANY	www.mba-solutions.de
PSI No.18594	OH Design + Medienproduktion, GERMANY	www.mp-eventmarketing.de
PSI No.18579	PromolD.de, GERMANY	www.oliverhelbig.de
PSI No.18580	SB Trade Europe GmbH, GERMANY	www.promoid.de
PSI No.18575	schraederpartner, Inh. Julian Schraeder, GERMANY	www.sb-trade-europe.de
PSI No.18578	Starshopping SA, SWITZERLAND	www.schraederpartner.de
PSI No.18585	twelveNYC (UK) Limited, UNITED KINGDOM	www.starshopping.ch
PSI No.18577	Upper Garden Consulting, GERMANY	www.twelvenyc.com
PSI No.18603	vitasco GmbH, GERMANY	
PSI No.18578	Wazabi, BELGIUM	www.vitasco.de
PSI No.18593	Werbemittelagentur Frankfurt/Peukert GbR, GERMANY	www.wazabi.be
PSI No. 18593	WMKS GbR, Germany	www.werbemittelagentur-frankfurt.de
		www.WMKS-Werbeartikel.de

PSI Lieferanten / Supplier

PSI No.43899	A34 Ambalaj Reklam ve Hed. Esya Ltd. Sti., TURKEY	www.a34bags.com
PSI No.48759	Allbag, POLAND	www.allbag.pl
PSI No.43977	Art of Colour Ltd, UNITED KINGDOM	www.brandedvr.com
PSI No.43915	Bademeisterei Kosmetikmanufaktur GmbH, AUSTRIA	www.bademeisterei.com
PSI No.43980	BAS Produktions- und Handels- GmbH, GERMANY	www.bas-innovation.de
PSI No.45170	Buah GmbH, GERMANY	www.buah.de
PSI No.49471	CADOA SAS, FRANCE	www.cadoa.fr
PSI No.43881	chic.mic GmbH, GERMANY	www.chicmic.de
PSI No.43934	Communis UK Limited, UNITED KINGDOM	www.communis.com
PSI No.43961	Corviscom GmbH, GERMANY	www.corviscom.de
PSI No.43968	CRUX Sp.j., POLAND	www.crux.pl
PSI No.48445	CTP S.R.L., ITALY	www.ctp-srl.it
PSI No.43953	Deheck Destillerie- und Likörmanufaktur e.K., GERMANY	www.deheck.de
PSI No.43868	Earebel GmbH, GERMANY	www.earebel.com
PSI No.43877	FAIRBAGS GmbH, GERMANY	www.fairbags.de
PSI No.43889	Feel Green GmbH, AUSTRIA	www.feel-green.eu
PSI No.43946	Filharmonia Druku, POLAND	www.filharmoniadrugu.pl
PSI No.43966	FIRE-FLOW, GERMANY	www.fire-flow.eu
PSI No.43970	Fleega Solutions UG (haftungsbeschränkt), GERMANY	www.pinnns.de
PSI No.43926	Good Life Books & Media GmbH, GERMANY	www.goodlifebooks.de
PSI No.43974	Inspirit Inspirations (Pty)Ltd, SOUTH AFRICA	www.inspiritworld.com
PSI No.43992	Italtempo Brindes, Lda, PORTUGAL	www.italtempo.pt
PSI No.43913	IWAKO Co., Ltd., JAPAN	www.iwako.com
PSI No.43958	IXPROM Handels GmbH, GERMANY	www.ixprom.de
PSI No.43986	Klingel - Manufaktur Matthias Lange, GERMANY	www.klingel-manufaktur.de
PSI No.48145	Trendartikel Ralf Knoll, GERMANY	www.trendartikel-knoll.de
PSI No.44929	Know How International GmbH & Co. KG, GERMANY	www.know-how-international.de
PSI No.43949	L&S GmbH, GERMANY	www.lunds-gmbh.com
PSI No.43939	LancyPromos LLC, UNITED STATES	www.lancypromos.com
PSI No.43927	memo AG, GERMANY	www.memo-werbeartikel.de
PSI No.43921	Microcarton, TURKEY	www.microcarton.com
PSI No.43924	Mokey Decoration Artikles, GERMANY	www.mokey.de
PSI No.43933	Munito GmbH, GERMANY	www.main-zelt.de
PSI No.43973	naschlabor GmbH, GERMANY	www.naschlabor.de
PSI No.43866	NAUTIC Hamburg Handels GmbH & Co. KG, GERMANY	www.nautic-maritim.de
PSI No.43940	Promo Tron Solutions a.s., CZECH REPUBLIC	www.promotron.com
PSI No.43956	Quality Punch, Inc, UNITED STATES	www.qualitypatches.com
PSI No.43967	Rudler & Rocks GmbH, GERMANY	www.rudler-rocks.de
PSI No.43900	SAXOPRINT GmbH, GERMANY	www.saxoprint.de
PSI No.43902	Schmalz GmbH, GERMANY	www.schmalz-werbeservice.de
PSI No.43893	Seiffener Volkskunst eG, GERMANY	www.schauwerkstatt.de
PSI No.43935	Shortcut Labs AB, SWEDEN	www.flic.io
PSI No.43879	SIGNATURE SRL, ITALY	www.pininfarinasegno.it
PSI No.43963	TOP-2 Fabryka Chusteczek S.A., POLAND	www.chusteczki.com.pl
PSI No.43948	TrendBuzz GmbH, GERMANY	www.trendbuzz.de
PSI No.43894	Tribal Sensation OU, ESTONIA	www.tribalsensation.com
PSI No.43928	Urban GmbH, GERMANY	www.urban.eu
PSI No.43941	VZ Trend Goods GmbH, GERMANY	www.party-factory-ladenburg.de
PSI No.43959	XPROM® Eine Marke der B&W MEDIA-SERVICE, GERMANY	www.xprom.de

8 – 10 january 2019
messe düsseldorf

Book your
ticket now!
www.viscom-messe.com

GO
FOR
IT!

Live experience ^{for}
signmakers
and **digital printers**

Things getting out of control

Whe phrases that sound as if they had been written by the British science fiction novelist Douglas Adams actually come from the author Markus Schulte von Drach. “There was this species on a small planet in an insignificant ana-branch of the Milky Way that had actually managed to change its climate. The universe was astonished – until someone pointed out that the whole thing was a mistake. Nobody on Earth had wanted the gases that had been pumped into the atmosphere for decades to result in a rise in temperature. And nobody was prepared for it.”

The earth “gasps and pants” below us humans. Extreme weather, natural disasters, overexploitation and population explosion – these are all clear indicators that things are getting out of control on a social, ecological and economic level. Also the realisation that change is necessary. Environmental protection and sustainability now concern mainstream society. Consumers as well as for companies.

This is also reflected in the positive response to the PSI Sustainability Awards which have become firmly established in the industry. The relevance of sustainability is becoming increasingly important and is an important indicator in the industry. Responsibility, transparency and credibility in the supply chain are now expected by more and more customers. The willingness to pay more for it has also evolved in the promotional product market. Customers realise that they otherwise risk damage to their reputation, which can be significantly costlier than the additional costs for “cleanly” manufactured advertising media. We will certainly have to point that out even more emphatically.

Best regards,



Michael Freter
Publisher of PSI Journal
Managing Director PSI
michael.freter@psi-network.de





**DEUTSCHER
MARKETING
TAG**

5./6. DEZEMBER 2018

**45. DEUTSCHER
MARKETING TAG**

#marketing_getting_smarter

Convention Center | Deutsche Messe Hannover

www.deutschermarketingtag.de

Eine gemeinsame
Veranstaltung von:

absatzwirtschaft
Zeitschrift für Marketing


DEUTSCHER MARKETING VERBAND

managementforum
HANDELSBLATT MEDIA GROUP



Beauty in beautiful surroundings

Household and living are the expression and framework of today's modern way of life. High-quality materials, distinct styles and technical refinements meet functionally sophisticated elements here. Furniture, cookware, tableware and accessories – the furnishings visibly document the individual lifestyle. Therefore, beautiful and useful products rarely attract more attention than in the comfortable environment of these areas. Here they are constantly being held or come into view every day, so that they can be sure of receiving lasting attention. Our second product theme shows new, beautiful promotional items in the area of "Fashion, jewellery and watches".

Please give some thought to the product topics of the December 2018 issue with the thematic groups "Electronics, storage media, digital objects" as well as "Toys and plush articles" and send your product presentations (image and text) by not later than 15 October 2018 to: Edit Line GmbH, Redaktion PSI Journal, e-mail: hoechemer@edit-line.de

TREND 2018



In keeping with its name, the TREND as a presentation classic of the German promotional product scene presented new trend-setting products for the 32nd time. 130 exhibitors awaited around one thousand interested trade visitors at the new Wiesbaden RheinMain CongressCenter. The day before, exhibitors and visitors gathered for the jubilee get-together to celebrate the 25th anniversary of the German Promotional Product Association (GWV).

Advertising that sticks

For 13 years, moynd GmbH has specialised in sticky notes. A motivated team of employees from Wolfenbüttel, under the management of the spouses Karin and Adam Myschor, produces the self-adhesive practical helpers "Made in Germany" in Lower Saxony. The customer base now extends beyond Germany to other European countries, in some instances even worldwide. We introduce the company and its young success story.



Imprint

Published exclusively for the promotional products trade

by PSI Promotional Product Service Institute,
Reed Exhibitions Deutschland GmbH
Völklinger Straße 4, D-40219 Düsseldorf
Tel.: +49 211 90191-0
Fax: +49 211 90191-180
Internet: www.psi-network.de

Publisher: Michael Freter

Management: Hans-Joachim Erbel, André Weijde

Editing: Edit Line Verlags- und Produktions-GmbH
Dekan-Laist-Straße 17, 55129 Mainz
by order of PSI GmbH

Editor-in-chief: Manfred Schlösser

Deputy Chief Editor: Ursula Geppert

Editors: Martin Höchemer, Anke Zimmermann, Simon Frauendorfer,
Christian Jacob, Werner Menzel, Christoph Zimmermann

Duty Editor: Martin Höchemer

Head of Publishing: Anja Heidebüchel

Advertising Sales Manager: Lars Kessler

Key Accounts

Key Account Manager: Viola Proietti,
viola.proietti@reedexpo.de

Cross Media Sales

Senior Sales Manager: Senija Menzel,
senija.menzel@reedexpo.de

Junior Sales Manager: Julian Coronato,
julian.coronato@reedexpo.de
Marina Eickhaus,
marina.eickhaus@reedexpo.de

Regional Contacts

Belgium and France: Reed Exhibitions ISG Belgium and France
Bryan Piscou,
bpiscou@reed-export.fr

Italy: Reed Exhibitions ISG Italy s.r.l.
Luigi Quadrelli,
luigi.quadrelli@reedexpo.it

Spain: GPE S.L.
Olga Pons
Tel.: + 34 93 4244000, gpe@gpexpo.com

Turkey: Istexpo
Ismail Sezen,
ismail@istexpo.com

UK: Reed Exhibitions ISG UK
Daniel Cordock,
daniel.cordock@reedexpo.co.uk

Design: Edit Line GmbH, Mainz
by order of PSI Promotional Product Service Institute,
Reed Exhibitions Deutschland GmbH

Layout: Stephan Weiß, Stephan Flommersfeld,
Kerstin Vogtmann, Nina Bertsch

Photos: Lars Behrendt, Ursula Geppert, Martin Höchemer,
Anke Zimmermann. The title theme and editorial content include the
use of photos from www.fotolia.de.

Translations: Translanguage, D-40885 Ratingen

Printing: Kössinger AG
D-84069 Schierling

Advertisement price list no. 49 of 1 October 2017 applies.
ISSN number 1436-6193

Signed articles reflect only the opinion of the author. The publisher
shall assume no liability for unsolicited manuscripts, photos and
other documents. Return only if return postage has been paid
(likewise no liability).

For members of the PSI, the subscription price is included in the
membership fee.



➤ PSI

The Leading European
Trade Show of the
Promotional Products
Industry


**8–10 January
Düsseldorf 2019**

**Book your
ticket now!**

www.psi-messe.com

THE WORLD
OF ADVERTISING
AND SELLING

Organised by

 Reed Exhibitions

➤ **PSI**

The Leading European Trade Show
of the Promotional Products Industry

**PromoTex
Expo**

International Trade Show
for Promotion,
Sports and Workwear

viscom 
europe's trade fair
for visual communication



PROMOTIONAL HIGHLIGHTS FOR CHRISTMAS

NEW



GINGERBREAD HOUSE

NEW



STOLLEN MINI



CHRISTMAS TIN