International Magazine

PSI Journal

For Promotional

November 2018

Products

Volume 57

PSI EUROP



Ralf Meutgens (SW = Silver anniversary

CSW — Silver anniversary lavishly celebrated

Product Guide

Household and living Fashion, jewellery, watches

CosmoShop

20 years of industry solutions

ztv Logistik

Make it smart

German Marketing Day 2018

Less theory, more interaction

PromoTex Expo 2019

for textile promotion

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- show your customers the diversity of the promotional products world and demonstrate all the ways to deploy object-based advertising.
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- serve your customers in the Consultant spot area in the entrance north/before hall 9. This offers you the perfect setting for receiving your customers, starting a conversation and maybe even for a first presentation of your highlights.
- showcase your services, your team, your creativity and professionalism at the new PSI Distributor Village in hall 12. This will generate new business potential and new customers.
- For more information you can contact us via phone +49 211 90191-364 or email: bettina.nettelbeck@reedexpo.de.

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Step 1: Already have your trade show ticket? If not, order your ticket now by visiting **www.psi-messe.com/tickets** or have an exhibitor send you an invitation.

Step 2: From 24 hours after you've ordered your ticket, use your PSI log-in information to access **www.psi-messe.com/invitation-industry** to retrieve your personal voucher code for inviting your customers.

Step 3: Create your own personalised invitation, or simply use the invitation PDF and integrate your personal with your personal voucher code for your industry customer.

Step 4: Your customers can quickly and conveniently redeem your voucher for a free ticket for 10 January 2019 by visiting the industry customer ticket shop at **www.psi-messe.com/industry.**



PS 1

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8-10 January Düsseldorf 2019

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Know how – know what! You should be aware of these facts:

- Industry customers may only access the show on Thursday, 10 January 2019.
- Industry customers can enter through the North Entrance (by Hall 9) or the North-East Entrance (by Hall 13).
- Industry customers will receive a visitor badge with a significant identification along with the company name of the inviting PSI distributor.
- When booking their stands, exhibitors will receive access to the dMAS app they can use to scan visitor badges. Doing so will reveal whether visitors are industry customers and which distributors invited them.
- PSI distributors may visit www.psi-messe.com/ invitation-industry to check which customers have already redeemed their voucher codes in the ticket shop.
- Exhibitors may only communicate industry prices on 10 January 2019.
- Industry customers can still register onsite using the invitation code provided by their PSI consultant.

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"Three in one go"

Editoria

he PSI 2019 is drawing closer with each passing day. So, it is about time to start thinking about how to make the most of this trade show – or should I say, "these trade shows". For the first time, PSI members will have the opportunity to attend three trade shows at the same time and location. Sure, there will be the classic PSI as you know it, but with new pep: the PromoTex Expo, a symbiosis of the elements textile, finishing and merchandising, and viscom 2019, a traditional as well as innovative trade show for visual communication.

You could say "Three in one go" best hits the nail on the head. From 8 to 10 January 2019, as a PSI member you will have the opportunity to take a closer look at three business areas. The centre of the new trade show world will certainly be the PSI with its renowned core business. You will certainly need to take the time to put together products and assortments for your customers and to find new products that the non-PSI competition either does not have at all or will not have until a certain period has lapsed.

And then there is the new PromoTex Expo. Never before has there been such a comprehensive and concentrated way to experience products, finishing and textile know-how than at this trade show premiere. This will be a true eye-opener because the textile sector also offers business areas that the industry has not really developed yet. For example, merchandising: This is not just sales promotion, i.e. support for selling products or services, it can indeed develop into a thematic area in which its own added value is generated. On a wine tour through California, I had the opportunity to see how all wineries – and thus their promotional product suppliers – generate business with their own merchandising assortment. Of course, it is also about image building and market positioning, but it is also a business in its own right. In Germany, you hardly see this, if at all. Even when it comes to sport, there is still a lot of potential for improvement. Not only the big names make money. Even smaller clubs can develop great merchandising programmes. They only need advice and someone to help them head in the right direction. Opportunities abound.

The same applies to the viscom. For years, I have repeatedly met innovative promotional product distributors at this trade show who have shifted permanently into the realm of the PSI. There is a lot to discover here, such as what you can use in the daily life of a consultant and with which you can position yourself as versatile and professional.

So, take the time at the next PSI, the first PromoTex Expo and an increasingly exciting viscom.

On this note

Manfred Schlösser | Editor-in-Chief PSI Journal Your opinion: schloesser@edit-line.de prodir

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TRENDS & BRANDS	4
MARKTET RESEARCH	8
THE NEW WORLD OF ADVERTISING AND SELLING 2019	10
PRODUCT GUIDE Household and home accessories	16
INDUSTRY Companys, Events, Markets Trend and GWW summer meeting	36 40
PRODUCT GUIDE Fashion, jewellery and watches	44
COMPANY CSW: Silver anniversary lavishly celebrated CosmoShop: eBusiness competence for shop systems ztv Logistik: Make it smart	56 58 60
Intertek: Testing professionally German Marketing Day 2018: Less theory – more interaction	62 64
PRODUCT GUIDE Innovative products	66
MYPSI	76
OPINION	78
PREVIEW – IMPRINT	80





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PSI 2019: Sustainable – international – innovative

10

The PSI 2019 is geared towards the three aspects of sustainability, internationality and innovation and will be realigning its priorities in the coming year. There will be a stronger focus on classic promotional product business once again. Promotional product distributors and suppliers will thus be able to enter into a dialogue with each other more intensively. Optimal conditions for a successful trade show.

PromoTex Expo 2019: Competence centre for textile promotion

12

A wide-ranging product portfolio, professional exhibitors and an interesting supporting programme make the first edition of the PromoTex Expo a hotspot for textile advertising. PSI members can acquire expert knowledge for three full days of the trade show and be inspired by fashion. Some exhibitors tell us what they have to offer and why the trade show is just right for them



A breath of fresh air in the GWW anniversary year

40



A well-attended trade show at a new location, informative lectures and an entertaining evening event—Trend 2018 and its supporting programme were once again all you could expect from a successful industry event. The new, prestigious RheinMain CongressCenter in Wiesbaden proved to be an ideal setting.

CSW: Twenty-five years of success

56

In 1993 CSW GmbH's customer service got off to a flying start. Now, after 25 years of successful growth, the silver anniversary was honoured with a lavish celebration. During this quarter-century, CSW has matured into a professional and competent, as well as reliable and experienced, partner for its customers.



NCEPT.COM

Protoin is in

Protein products are booming. After all, they give the feeling of a particularly healthy nutrition. According to nutritionists, proteins are good and valuable, but extra portions are not necessary. However, that does not dampen the innovative enthusiasm to sell protein products to the consumer. So instead of a shake from protein and whey, there is a protein drink based on beer. Two power athletes from Hamburg have developed it together with experts at the Technical University of Berlin. An 0.33 litre bottle of protein beer, naturally non-alcoholic, contains 21 grammes of protein, replacing a regular protein shake. www.swr.de/wissen/proteinbier



Protein beer, tweets on beer froth or beer lollipops: The promotional product industry presents itself creatively with beer as well – certainly attention-grabbing, original and non-alcoholic.

Hearty down-to-earth flavour

Salt spray beer King of Salt GmbH & Co. KG www.kingofsalt.de PSI 49723

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PSI 42200



Beer zodiac sign

The US company
Lollyphile also offers funny ideas and
beer enjoyment in an unconventional way:
beer lollipops with the flavours Stout,
Lager and Indian Pale Ale.
www.kochbar.de

Even more original is the Swedish beer brand Norrlands Guld. Together with an agency, it has launched the "Social Beer" on the market: An innovative printer with malt-based ink prints tweets on the beer froth. www.wuv.de/digital/schwedische_biermarke_druckt_tweets_auf_bierschaum



Jovial moments of beer culture

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Silk is one of the fashion trends in 2018. One with a lasting value. The current exhibition "Luxury in Silk" at the Germanic National Museum in Nuremberg shows that silk was already in demand in earlier centuries. But silk can not only be fashion. For example, the image of Hoi An's old town, listed as a UNESCO World Heritage Site, is characterised by silk lanterns. After all, the city is considered the cradle of Vietnamese lantern art. This seductive material offers that certain something even as a promotional product.



PORCELAIN

Porcelain is currently experiencing a renaissance, reflecting an attitude toward life and a lifestyle. The trade association for cooking and dining culture announced total sales of 6.3 billion euros. A mixture of individual items is popular, less so classic sets. (www.zeit.de, Die Erben der Scherben, 8.3.18). "Monotone table settings are out" is also the opinion of the French porcelain designer Marie Daâge who knows the

French porcelain scene. According to her, a table setting may look very casual or even surprising. (www.faz.net, Bloß keine Tafel im Einheitslook, 11.5.18). An approach that the promotional product industry also creatively lives.

Attention to detail

Natural silk scarf Promo House s.c. www.krawaty.info PSI 48917

Fast Food with style

Hamburger "Karton" michel toys www.micheltoys.de PSI 41581



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million
Germans
have already been
victims of fake online shops according to a study conducted by
the consumer advice centre in
Brandenburg. www.horizont.net

of Germans prefer the **product rating or brand rating** of another customer to the recommendation of a well-known influencer. www.horizont.net

Three quarters

of women in Germany (74 per cent) who received a promotional product were satisfied with it. In the case of men it was 69 per cent. This was the result of a survey of 2,050 people in Germany aged 18 and over conducted by the international data and analytics group YouGov.

84 per cent

of the B2B contacts interviewed for a study by the company **Call a Gift** referred to the Internet when answering the question of how they look for promotional products. Surprisingly, promotional product distributors and consultants were not mentioned in the survey, although personal service is important for 91.5 per cent of respondents.

70 billion

US dollars and more in sales of mobile games worldwide is expected by the market research company Newzoo for the year 2018 alone. Users are to be given a first impression of a game by means of interactive promotional products. A marketplace with enormous potential for the industry.

4.70

on a scale from 1 (irrelevant) to 5 (very important) was achieved by the factor "Fits the company image" as the most important criterion for a promotional product. This is the result of an online survey of Swiss marketers conducted by the publisher Marketing und Kommunikation.

Every second

consumer (54 per cent) surveyed by the statistics portal statista.com said they like using their promotional product(s).

MOLESKINE CUSTOM EDITION



The PSI 2019 is geared towards sustainability, internationality and innovation and will be realigning its priorities in the coming year. There will be a stronger focus on classic promotional product business once again. Promotional product distributors and suppliers will thus be able to enter into a dialogue more intensively. Optimal conditions for a successful trade show.

PSI focuses on classic promotional product business

Sustainable – international – innovative



The PSI 2019 will again place emphasis on culinary highlights.

> romotional products without borders applied in many ways at the PSI 2018. An increase in internationality to 58 per cent was a clear indication that the PSI is a truly global meeting place and that promotional products are truly international. The flags of the represented nations were accordingly colourful at the Düsseldorf Exhibition Centre. Nearly 90 countries were represented in Düsseldorf, thus making the trade show the centre stage of the promotional product world for three days. A new all-time record. Overall, the organiser Reed Exhibitions Germany counted 925 exhibitors from 37 nations. The PSI 2019 will once again set an example in terms of internationality, which is also clear from the increased presence of international industry associations. Hall 9 will become the centre of "International Partners".

Meeting point of the sustainable community

An exclusive component of Hall 11 will be the PSI Sustainability Awards. This is the meeting place of the sustainable community which has developed in recent years since the introduction of the PSI Sustainability Awards. All previous award winners and nominees together form the Sustainable League, which is the success and activity register of promotional product promoters and suppliers and serves as a sustainability compass for users. If you want to get an overview of or a deeper insight into the PSI Sustainability Awards or get to know the winners in all categories in 2018 and find out all about sustainability and the Sustainability Awards 2019, then this is the right place for you.





Attractive special areas will invite visitors to discover innovations and to socialize.

Culinary highlights

Mahlwerck will be on the road again in 2019 to promote sustainability. Reusable porcelain cups instead of disposable plastic cups is also the motto for the 57th PSI. In recent years, the porcelain cup manufacturer from the Bavarian Alpine foothills has created a large

fan base with its PSI Fairtrade Cafés. Next January, Mahlwerck will be providing the PSI, PromoTex Expo and viscom visitors with free Fairtrade coffee. The returnable porcelain cups will be available for a refundable deposit in all cafés and can also be returned there. The GUSTO Tasting Pavilion will again be offering culinary delights and appealing to all the senses in 2019. For all exhibitors offering culinary delights ranging from sweets and salted products to refreshments and spirits, it is the ideal platform for presenting products in an impressive manner. GUSTO provides the perfect setting for competently staging multi-sensory advertising ambassadors. This also includes attention-grabbing packaging or wrapping. Bottles and spirits as advertising ambassadors - this is offered in the special area "Gefläscht", which is integrated into the Tasting Pavilion.

Fresh ideas for the industry

The Newcomer and Innovation Area in Hall 12 will also be attractive special areas. Here PSI distributors who are looking for fresh ideas from the inventor factory for their portfolio will get their money's worth. The PSI is the ideal platform for innovators and inventors to present their ideas to an audience that appreciates creative, funny, bizarre and practical ideas. In Hall 12, inventors can present their innovations to the market at an early stage of development and make valuable contacts. This often results in establishing connections to manufacturers, distributors

and licensees. Inventors or newcomers on a tight budget can get started at the PSI 2019 on attractively priced special areas in the "Young Innovative Companies" pavilion. Even start-ups and small companies get favourable opportunities to participate at the PSI. For young companies from Germany, there are also very attractive funding programmes offered by the Federal

Ministry for Economic Affairs and Energy (BMWi).

Create an individual exhibitor list

No matter which thematic aspect visitors choose, the PSI has already set up the "Exhibitors of PSI 2019" section for them in advance at www.psi-messe.com. Not only are all exhibitors listed alphabetically, visitors can also create their own list of exhibitors for optimal trade show preparation. PSI distributors who have not yet registered as visitors also have the opportunity to ask exhibitors for an invitation to this area. We would like to emphasise again that only PSI distributors who are registered as visitors may invite their industry customers to the PSI on the third day of the trade show on 10 January 2019.

Matchmaking across all trade shows

If you already know whom you would like to meet, you can also use matchmaking again. Since PSI 2016, PSI participants have been able to benefit from the free appointment scheduling tool which has become established as an official business networking service for exhibitors and visitors. There will be several innovations for the year 2019: It can be used for the first time across all trade shows – for the PSI 2019, viscom and PromoTex Expo. All the options that the tool offers in detail and how it can be fully and effectively used are shown in a short explanatory film at www.reed-matchmaking.com/psi/.

A wide-ranging product portfolio, professional exhibitors and an interesting supporting programme make the first edition of the PromoTex Expo a hotspot for textile advertising. PSI members can acquire expert knowledge for three full days of the trade show and be inspired by fashion. Some exhibitors tell us what they have to offer and why the trade show is just right for them.

PromoTex Expo 2019

Competence centre for textile promotion



nyone who remembers "Textile Hall 10" at the PSI knows that promotional textiles are booming, and for years more and more exhibitors have joined this trend-setting segment. Textiles are so diverse and the range is so extensive that in January they will be dedicated an entire trade show for the first time. The PromoTex Expo highlights the trend themes of mass customisation, smart clothes, sustainability in the textile production chain as well as textile finishing in all its diversity. Visitors to the new information and knowledge platform can expect a

competence centre for textile promotion and finishing with new presentation formats, professional lectures and, of course, the latest fashion trends from all over Europe. Traditionally, textile manufacturers from Turkey are known for high quality and premium service. We spoke to several Turkish exhibitors who introduce themselves on the following pages. Why not take a look at the PromoTex Expo and see for yourself what international exhibitors have to offer? Your PSI ticket entitles you to free entrance on all three days of the trade show.

Ender Tekstil San ve Tic. Ltd. Şti.

Everything from one source

By participating in the trade show as a PSI member, Ender Tekstil also has the opportunity to gain a foothold in B2B: "The trade show is an excellent opportunity to introduce ourselves to our target market, to draw attention to our company and to establish professional business contacts," says company owner Ender Gök.

Diverse product spectrum

At the PromoTex Expo, the company will be showcasing a wide range of products including towels, bathrobes, bath mats, home and kitchen textiles, hotel and spa fittings as well as textile products for children and babies. "We deliver customised products. We handle the entire production process and that is why we can offer the best quality," emphasises Ender Gök. He sees express delivery service, short delivery times and high-quality products as being the special competitive advantages of his company. Customer satisfaction is also very important to him. By participating in national and international trade shows and through its website, catalogues and advertising campaigns, customers are constantly informed and inspired.

Comfortable, high quality, environmentally friendly

Ender Tekstil has thus gained an important place within the promotion market. Hairdressers, wellness and thera-



The strengths of Ender Tekstil: Large selection of products as well as premium quality and flexibility through in-house production.

Görenler Tekstil AŞ

Quality delivered quickly

Görenler Tekstil wants to use the PromoTex Expo to reach new target groups, but also to remind existing customers of their extensive product range. This includes tailor-made promotional textiles and merchandising products made according to customer requirements. Görenler was founded in Denizli in 1997 and has since been operating in the field of promotion and labels. "For more than 20 years, we have been exporting to various countries, aiming to expand our export volume in international markets. Meeting the high standards in international markets is one of our primary goals," explains Yunus Türkmen, sales representative of Görenler. High quality, fast delivery, consulting expertise and customer orientation make the full-service provider a trusted partner for its customers.



Görenler has been a trusted partner of the industry for promotional textiles and merchandising products for more than 20 years.

Ral Tekstil will be offering sportswear, leisure wear, workwear and promotional textiles at the PromoTex Expo.



The Turkish company values the PSI as the best-known promotional product trade show in Europe and has therefore already exhibited with success. It is hoped that this success will continue. The company will be presenting an extensive range of sports and casual wear, workwear and promotional textiles at the PromoTex Expo. With more than 25 years of experience in textile production, Ral Tekstil today produces a wide range of different textiles: Whether they are made of cotton, polyester or blended fabrics, woven or knitted, the customer has a wide selection. Some examples: In addition to basics, running shirts, leggings, tops and soccer jerseys are among the best-sellers. "All our products stand for quality and responsible production processes and can also effectively transport messages from this environment. We use state-of-the-art technologies, from production to transport," explains Marketing Manager Banu Tunç.







Textilium Textile

Greater individuality is hardly possible

Textilium has already exhibited twice at the PSI. The PromoTex Expo is now eagerly awaited: "This additional trade show is very interesting for us because we assume that it will be visited by customers who are particularly interested in clothing. That's why we expect even better results," says Sales Manager Mine Altuğlu.

Textiles made to measure

Textilium Textile is a manufacturer of customised textiles and customer-specific products from the product groups corporate wear, workwear, school clothing and promotional textiles. Within these segments, Textilium Textile supplies an extensive range of products, from simple T-shirts to elaborate jackets. Individuality is the key: "We pro-

Textilium Textile produces elaborate collections according to customer specifications – down to the smallest detail. duce our clothes exactly according to customer specifications in terms of design,
Pantone colours, special sizes, yarn combinations, fabric weight, washing properties, features and other customer requirements. Standard products do not belong to our portfolio", emphasises Altuğlu. His goal is to bring this diversity closer to the visitors and to establish new collaborations.

No standard products

Individual design, Pantone colours also for individual quantities and sizes, knitted and woven fabric qualities and short delivery times – that is what Textilium is especially proud of. There is no mass production of standard products, so the company regularly has to face new challenges. New designs are constantly being developed; especially individual T-shirts, polo shirts and sweatshirts are in demand in the promotion sector. "Garments are walking advertising tools, so the slogans and logos of our customers certainly travel around the world. And they can be sure that their advertising is top fashion and of the best possible quality," says the marketing expert.

The PSI has been a lucrative trade show platform for the long-standing PSI exhibitor Alfa Tekstil. The PromoTex Expo is now awaited with excitement and the company will be presenting itself there with lots of products and customisation know-how.

Alfa Promotion Textiles

Compliant products at fair prices

The Turkish textile supplier has long been at home in the European promotional product industry: for over 10 years in a row, the company has exhibited at the PSI and its experience has been very positive. "It has always been a pleasure to attend the biggest event in our industry," says Export Sales Manager Cagdas Icmez. "We have benefited from every trade show because we have always met new customers and, of course, we have been able to deepen our relationships with existing customers." Icmez is looking forward to the PromoTex Expo. He likes the concept of bringing together all the textile exhibitors in one hall: "This makes it easier for visitors to reach their favourite textile suppliers in one go. And we, the exhibitors, know that all our stand visitors are really interested in textiles."

Production according to customer requirements

Alfa Promotion Textiles will be presenting itself at the PromoTex Expo as a manufacturer of custom-made textiles. It will be showcasing T-shirts, polos, sweatshirts and jackets from its own production, in a variety of materials, woven and knitted. A wide range of models, cuts and finishes as well as the latest finishing techniques will be on show

at the stand. Based in the heart of the textile production zone in Istanbul, the company uses state-

of-the-art technologies in its production. Compliance with European directives is a matter of course and is evidenced by corresponding certificates. "Alfa Promotion Textiles offers EU-compliant products at fair prices," says Cagdas Icmez, citing this as the company's particular strength.

gies in its production. Complean directives is a matter idenced by corresponding

Textiles as a credible advertising medium

Whether it be a promotional gift, a give-away or a merchandising item, textiles from Alfa Promotion Textiles are durable, useful products and thus ideal for transporting advertising messages over a long period of time. "A comfortable piece of clothing in a good design and of a good quality, produced under fair conditions, is the best way to convey a message credibly," says Icmez.

Zorel Tekstil

Terry towels are brand ambassadors

Zorel Tekstil has already successfully exhibited at PSI in previous years. Trade shows are very important to the company, so Zorel is now also exhibiting at the Promo-Tex Expo. There, the terry specialist will be presenting its collections of terry towels, including towels with embroidery elements, borders or in relief optics, also made of special yarns.

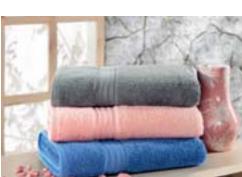
The right choice for every requirement

The extensive portfolio results from the many different applications, each of which places different demands on the towels. Suat Baris Ayas, Sales and Marketing Manager, cites a few examples: "Before the customer decides on a product version, it must be clear what the purpose of the towel is: should it be a pretty, individual gift for a friend or partner, or an article for everyday use that only needs to be practical and soft? In our product portfolio, the customer is guaranteed to find the right towel for every con-

ceivable occasion. "The best cotton quality ensures a very soft feel which, thanks to special manufacturing, is retained even after numerous washes.

Everything as desired

A high-quality terry towel is a perfect brand ambassador that can open doors and make customers happy for a long time. Zorel Tekstil develops individual products and exactly the styles that the customer wishes. At the stand at the PromoTex Expo, there will be numerous product examples and, of course, information about the product range.



The terry towelling specialist Zorel Tekstil produces towels and terry products as charming, high-quality advertising ambassadors from its own production.





Home sweet home!
Beautiful and useful products rarely attract more attention than in the comfortable environment of your own home. Here they are constantly being used or come into view every day, thus ensuring that they receive lasting attention.



Screw and enjoy

The new incentive set Screw and Enjoy includes one of the most popular professional quality Phillips screwdriver sizes. An outstanding feature is the trademark-protected Kraftform handle, the shape of which optimally clings to the human hand. The laser tip with its sharp-edged surface structure literally clings to the screw head and avoids slipping out of the screw. The special extra: the Wera bottle opener as an important assistant in every break and at every party. From 250 pieces, the product is provided with a customer logo on the handle and, on request, on the gift packaging.



Colour your kitchen

The Swiss knife specialist Victorinox is presenting household knives, including four models of small, indispensable household knives with handles in trendy green, pink, yellow and orange. A tomato and sausage knife with a serrated edge, two short vegetable knives with a central tip, one of which comes with a serrated edge, as well as a slightly longer vegetable knife facilitate the preparation work. They have extremely sharp blades, are dishwasher safe and their ergonomic design, combined with an appealing haptic, mean they are easy and safe to use. Finishing of the knife is done by blade etching. They can be used for advertising for a broad target audience either individually or in packages of two to six pieces.

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Perfection all round

Among the trendy household and home accessories are the new Ufo placemats from Bühring. Made in EU of recycled leather and available in light green or grey, the leather fibre fabric of the sets consists of leather scraps bonded with natural rubber, free of PVC. The water-based surface coating is also environmentally friendly and easy to clean. There are tools in modern, rounded shapes, hence the name Ufo. However, individual designs can also be created. Advertising can be applied using blind or colour embossing. The delivery time for the standard version is about four weeks.

Ideal for coffee lovers

Brew, the portable electric multifunctional coffee maker from the PF Concept brand Avenue, is the ideal gift for coffee lovers. The handy device is easy to use on the go. A built-in filter allows brew fresh coffee to be quickly made, which is kept warm for up to eight hours thanks to the integrated, vacuum-insulated stainless-steel beaker. Not only does the built-in, powerful mill make the heart of a hobby barista beat faster, it also processes beans quietly into aromatic coffee powder. Advertising messages can be attached using pad printing, screenround or engraving.





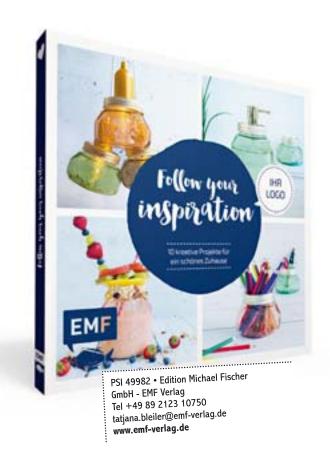




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Colourful diversity

With the colourful household glasses from the range of EMF Verlag, a home can be transformed into a colourful oasis of high spirits. Whether as a storage for kitchen utensils or as a vase or hanging lamp, with DIY ideas there are no limits to your own creativity. With the colourful and modern contents, brands can be showcased in an eye-catching manner with positive added value for the customer. For example, with the help of a customised booklet, tailored to the appropriate budget and purpose.

References en bloc

Concrete is heavy. Highly popular: reeko design has launched its Advent candlestick called Block for the Christmas season and for a permanent place in the rooms of deco enthusiastic beautiful living experts. It combines the timeless elegance of concrete, aesthetics, minimalist design and space-saving functionality. It includes one to four tealights: By turning the modern product in block form, the required number of candles for the respective Advent Sunday can be selected. Delivery is without tealights. The Block can be customised by using laser engraving or pad printing.

PSI 46261 • reeko design Tel +49 4106 7995070 info@reeko.com www.reeko.com



Key to success

Anyone who wants to remove or fix keys on a key ring usually needs strength and finesse. With Troika's Split it mini-tool, changing keys is child's play, even for delicate hands. With its wedge-shaped ends, the small tool effortlessly separates even tight-fitting rings. The inner tip loosens the key on its own ring, the outer tip is helpful for "foreign" keyrings – without jammed fingers or torn nails. The design is elegant and straightforward, the styling clear and reduced.

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





Something sweet from the bakery

At Christmas, fir trees and comets are as much a part of the festive mood as delicious pastries. Heri-Rigoni GmbH emotion factory communicates the topic with its new baking cups in the shapes of a Christmas tree or comet. The baking utensils are made of high-quality stainless steel with an individually designed recipe pad, each with five delicious baking recipes. These household promotional products can be customised from 250 pieces, with the cover sheet of the recipe pad printed individually in four colours.



Espresso in style

Espresso is indispensable in the south. Incidentally, the small, strong coffee specialty can also be promotionally effective: The range of espresso cups from SND Porzellan ranges from elegant and playful to colourful or simple, and offers everything for a CI-compliant brand presentation at the table. These little cups are also ideal as high-quality, durable gifts. In combination with various finishing techniques such as screen transfer printing, engraving, hydro varnish, soft-touch, nano-gloss, GastroTech or even personalised, the SND Porzellan series offer numerous possibilities for the effective communication of brands.

PSI 45567 • SND Porzellan Manufaktur GmbH Tel +49 6183 8008-0 info@snd-porzellan.de www.snd-porzellan.de

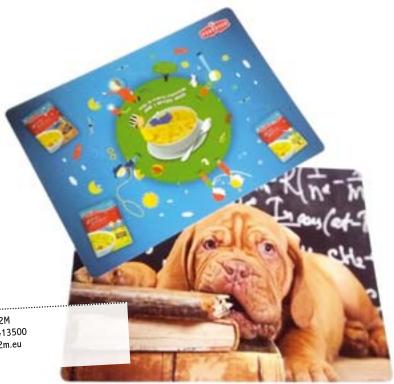


Real cinema feeling

The Cinema Light Box from Lumitoys is a trendy decorative element. The retro-style backlit cinema boxes are an eye-catcher that never get boring. Thanks to the exchangeable letters, new messages can be transported again and again. There is a matching basic set with 90 different letters and characters in each box, and individual symbols and logos can also be created on request. The boxes are available in different sizes and operate by battery or USB port. On request, a logo can be affixed to the box, or an individually printed box can be delivered.

Individual placemats

Ideal for use in the living room or in the kitchen are the placemats from 12M, made of temperature-resistant PP or PET film. The sets are available in various sizes and protect the table from unpleasant stains and hot plates. Also available are slimmer breakfast sets optionally made of cork, PE or PVC foam, which remain firmly in place thanks to their anti-slip properties. The products are fully customizable in any colour.





Heart of chocolate

A thankyou that comes from the heart and melts on the tongue is the soft-melting Lindt and Sprüngli hearts from the Kalfany Süße Werbung range. A total of five milk chocolate hearts make customers happy. Nobody can resist the chocolate specialties packed in gold or red metallic aluminium foil. The 25-gramme milk chocolate hearts are packed according to the IFS standard in a give-away box that can be personalised with a personal message.

Christmas decor

The decorative wood ornaments from Multi-flower quickly create a Christmas mood for the customer. Matching hooks are also included. The insert card in the standard motif offers space for applying advertising. An individual design is also possible from a minimum order quantity of 250 pieces.



PSI 44501 • InterPro Brands GmbH & Co. KG Tel +49 421 33060000 info@interprobrands.de www.interprobrands.com

Decorative appearance

Delicious, the white ceramic and bamboo snack tray set consisting of three snack bowls from InterPro Brands, is ideal for offering snacks in attractive containers at events or parties. The design plays an important role: It is very adaptable, elegant and modern. There are notches on the bamboo board so that the ceramic bowls will stay in place and not slip. The three bowls are of the same size and can be filled with three different snacks. For advertising purposes, laser engraving is recommended.



Forget-me-not

The practical Doorganizer from Asia Pins is a practical organizer with three compartments. Featuring a carabiner, it offers plenty of space for numerous little things. It helps the user to remember important things like letters, keys or shopping lists. Whether it be with a business logo, a funny saying or designed in your favourite colour, the customisable door hanger guarantees the desired attention that ensures the advertising message leaves a lasting impression.

- ADVERT - _

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- of for indoor and outdoor use, waterproof
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- for indoor and outdoor use, waterproof
- made in Germany
- SGS approved, certified for DIN 581, B
- sustainable recycled pp-material
- 72 pieces can be sent on one EU-palette
- setup without tools in seconds
- only 7 cm height in folded condition



















For good taste

The Fantastic Set from Inspirion ensures the right spice in food in the kitchen. The stainless-steel stand has space for six spice jars that can be positioned safely and easily thanks to a magnetic base. The jar ends are equipped with a viewing window to ensure the cook recognises at first glance which spice is in the jar. In addition, each box has a strewing head with two different settings for the desired dosage. The spice rack with the magnetic jars in green, red and blue is not only practical, but also convinces as a stylish eye-catcher. The set is delivered in a gift box.



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



Stylish kitchen accessories

The new dishwasher-safe elastoLIVING series consists of the Shaker Protein, the Match storage box and the 2.5 litre capacity Cereal container. The latter is multifunctional, easy to fill and has a practical lid with a fixable pour opening. The Shaker Protein with a screw cap including a sealable drinking opening, removable strainer and embossed scale in 50-millilitre increments is perfect for use in sports. The two Match bowls held together by an elastic band can be produced in different colours. The articles are produced in-house by elasto and are therefore Made in Germany. This guarantees high quality standards, fast order processing and short delivery times. The series can be produced in numerous colours and can be finished using the IMould process or screen printing.

Chic and sustainable

Awarded the PSI Sustainability Award for Best Sustainability Campaign in 2018, the City Bottle from Join The Pipe in The Netherlands is a specially designed, reusable water bottle whose surface is embossed with the skylines of the world's most famous cities. Filled with local tap water, the City Bottle becomes a highly sustainable drink and souvenir, a special gift for local people as well as for tourists in the broad area of tourism marketing. The drinking vessels are made of BPA-free plastic, are dishwasher safe and can be printed or stamped with a company logo. The affordable 0.5-litre bottle can replace non-returnable bottles from supermarkets, souvenir shops, hotel rooms or even restaurants and bars and thus contributes significantly to the preservation of the environment.



www.join-the-pipe.org



Sharp elegance

The four-piece set consisting of three knives with ceramic blades of different lengths from team-d Import-Export makes a good impression: The content includes three knives including a PP protective cap with a blade length of 14.5, 10 and 7.5 centimetres as well as a vegetable peeler. The handle is made of ABS or TPR plastic. The elegant ensemble is packed in a high-quality, black gift box. Finishing is done by laser engraving.





Stylish pleasure

The Crystal bottle cooler with the crushed-ice-effect from Adoma is finished with a brushed stainless-steel ring that creates a unique look. This makes every bottle cooler an eye-catching design object. Due to the medium inside the double-wall design, cold energy is absorbed much better than in an unfilled state. This results in a proactive cooling behaviour that also brings contents, which have not been pre-cooled, to serving temperature. The Crystal becomes a high-quality customer gift when individually laser engraved or printed.

Resounding nature boy

Natural sound and made from natural materials: These are the hallmarks of the Bamboo X, the attractively designed loudspeaker from Xindao's

extensive promotional product range. The article combines beautiful design with a powerful, natural sound. The stylish sound supplier is made of sustainable materials. The housing is made of durable bamboo, the fabric content of 30 per cent organic cotton, 40 per cent hemp and 30

per cent recycled PET. Once charged, the five-watt loudspeaker is able to play music for up to eight hours. A Bluetooth 4.2 connection is possible up to ten metres from the source. Also available is a dual solution in the form of the Bamboo X dual loudspeakers.





mail@klam.de www.klam.de

Passion for embroidery

As a full-service provider, Klam Textiles Marketing & Stickerei has been refining everything that the textile industry has to offer for 30 years. Experience and attention to detail characterise the company. The embroidery is exquisite and of high quality, the yarns are intense in colour and of high quality, thus enabling Klam to meet all its customer requirements. "We accompany you and your customers from the beginning and implement your wishes with a great deal of expertise – even when it comes to the design of textile home accessories such as pillows, blankets, tablecloths and the like. Talk to us – we can refine it," says the company.

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Ihr Importpartner für Werbeartikel



PSI 46626 • Global Innovations GmbH & Co. KG Tel +49 6502 93086-15 info@globalinnovations.de www.globalinnovations.de

Last forever and a day

The wooden calendar from the Global Innovations range reveals an intelligent design that combines visibility and ease of use. The days and months can be changed daily to manually display the current date. The "perpetual calendar" is therefore not limited to a specific year: it can display any date in any year. The customisable design makes this calendar an eye-catcher for any desk. In addition to the calendar, production of other high-quality wooden products using FSC-certified wood is also possible in the certified factory. More information on making custom-made products is available from the manufacturer.

Unique self-design

The self-made technology from Könitz Porzellan enables the application of personal motifs for self-design on any cup design. Photos or catchwords serve as a template from which the design team of the Thuring-ia-based company creates the motifs. The selected areas can be painted with commercially available coloured pencils thanks to matte printing. The colour is easy to wash off again. But even without colour, the porcelain mug with personal motifs is a beautiful and unique gift thanks to the matt-gloss surface, and an ideal gift for customer and employee loyalty.



PSI 44071 • Könitz Porzellan GmbH Tel +49 36732 3440 info@koenitz-group.com www.koenitz-group.com



Trendy drinking

Sydney and Retro are the names of Giving Europe's new recreational give-aways which offer practical benefits and added value for meetings or private use. Sydney is a modern transparent plastic water bottle with a metal base and screw cap with a metal surface and offers a capacity of 850 millilitres. The drinking vessel impresses with its clear, modern design and is available in transparent blue or in clear. Advertising is applied by pad printing. The Retro drinking cup is made of glass, modern and comes with a handle and silver-coloured lid with straw. This 480-millilitre gem for the dining table can be customised by means of transfer printing.



Sustainable and useful

Globe Hope from Finland develops and designs special individual presents and give-aways made of recycled and leftover materials as ecological promotional, customer and employee gifts. The concept of the Finns offers companies the opportunity to implement the promise of sustainability and ethics and to communicate through customer relations. The Oiva apron is made of durable military material that can be ecologically dyed in an appropriate colour and is ideal for use in restaurants. Another example is the Kattila kitchen glove as a kitchen accessory or for the household. The gloves are made from durable work uniforms or military materials. Information about these and other products is available on request.



www.globehope.com





The moon sings a song

The Mooni Eye Speaker from the Intraco range combines a stylish design with bright LED lights that match the songs. The small sound sensation impresses with perfect stereo sound by connecting two Eye loudspeakers together. The mood with the different lighting effects can be set weather resistant and the atmosphere can be adjusted by pressing a button. Discreet engraving on the wooden handle keeps the desired logo in view at all times.

PSI 43540 • Intraco Trading by Tel +31 75 6475420 info@intraco.nl www.intraco.nl

Natural sounds

Pflanzi, the Smart Music loudspeaker available from Vim Solution from 25 units, not only stands out because of its high-gloss optics. It can also produce different sounds with its integrated touch sensor. Thanks to the 2-in-1 function, the loudspeaker saves space and time and makes annoying moving between the music system and the light switch superfluous. The Pflanzi is equipped with the latest Bluetooth version 4.1 and a colour change mode of the LEDs in seven different colour shades.







info@stricker-europe.com www.stricker-europe.com

Trendy board

Trendy and environmentally friendly, the bamboo board offered by Paul Stricker boasts an exclusive design. It is ideal for gathering friends around a table and spoiling them with appetizers. The two silicone bowls give the product a modern image and are easy to handle and store. The sturdy base features two lines that give the board dynamics, joy and space for a generous print area. Laser finishing ensures a long-lasting impression. This product comes in a gift box, is Food Safety certified and formaldehyde and BPA free.



Evening cosiness

The Abendstimmung gift set from Römer Präsente advertises with a high-quality blanket and an elegant tealight holder as well as with two faithful companions for the cold winter season. The large Rominox® Sacral tealight creates a cosy ambience through the golden shimmer. The sturdy, satin-brown painted metal on the outside stands in harmonic contrast to the soft gold foil lining on the inside. Available in brown and beige, the cuddly micro-soft 1.5 by 2 metre blanket with a decorative bow envelops the customer in comfort and warmth. This present for wintertime is delivered to the customer in a decorative wooden box.





Succulent goose

The solution for Christmas comes with the Geese Timer from Filerex. The original pop-up timer used on Kai Pflaume's TV quiz show "Wer weiß denn sowas" is a disposable core temperature sensor in a give-away promo pack from the promotional product specialist in Berlin. When the pin is facing up, the goose meat has been succulently cooked. With scientific precision, the geese timer activates at 82° Celsius. Thus, stress with the Christmas roast and guessing in the kitchen is a thing of the past. Individualisation with a logo can be easily implemented.

Teos Teatime

Making tea with style in mind can be ideally achieved with Teo from the Alessi assortment: Teo is a 14.5 cm long spoon for tea bags and is made of mirror polished 18/10 stainless steel. In addition to the usual uses, a tea bag can be taken out of the cup with the help of Teos and slightly squeezed by the user by pulling the tea bag over the concave stem of this attractive teaspoon. Further information is available from the manufacturer.





Die Handschrift der Werbung



PSI 40884 • Richartz GmbH Tel +49 212 23231-0 info@richartz.com www.richartz.com

Versatile helper

Richartz's Best Friends travel and work – these are two interesting products that will appeal anywhere anytime: the Grip tool pocket, a useful pocket tool, and KEY tool 16+, the key-sized tool with 16 functions for the keychain, are very compact and small, but still capable of any task. The good workmanship made of matt blasted stainless steel impresses and makes the set a creative promotional product that makes every day enjoyable.





The new employees at Kaldenbach: Daniela Kovacs (left), Mona Hörl.

Continuation of expansion course

The Kaldenbach Group, specialists in the development of promotional products, accessories and corporate fashion headquartered in Hersbruck, moved into their newly established office in Berlin at the beginning of September. According to Managing Director Marco Kaldenbach, Kaldenbach will look after existing customers on site from the office in the design house of Le Corbusi-

er located near the airport and the Olympic Stadium. New renowned major customers – from the Baltic Sea to Thuringia and
Saxony – are to be acquired from this new office. In addition, the company is
continuing its expansion into promotional products and accessories with two
new employees – Mona Hörl and Daniela Kovacs for sales and marketing.

www.kaldenbach.com



Annemarie Heinel

Revamped editorial team

Caren Hummel, previously editor-in-chief for adults' books at the Munich-based publisher Dorling Kindersley, said farewell mid-August to take maternity leave. As a result of this, the publisher and managing director Monika Schlitzer has decided to split this segment which has grown considerably in recent years. Editor-in-chief for lifestyle (food & drink, creative, conscious living, health & fitness) will be Annemarie Heinel who was previously responsible for the cookbook as an editor in the team of Caren Hummel. She recently joined DK from Christian Verlag. Dr. Ing. Kerstin Schlieker, who has been responsible for learning at

DK in recent years, was appointed editor-in-chief of the segment reference works, garden & nature, parents & learning. Both report directly to

Monika Schlitzer. www.dorlingkindersley.de



Dr. Kerstin Schlieker



The newcomers at Promidata: Noah Pelzer (left) and Jordy Kleijkers.

Double reinforcement for the team

In early September, the German-Dutch Promidata team was reinforced by two new faces: Noah Pelzer and Jordy Kleijkers. As part of their studies, both are doing a six-month internship at the software house Promidata. Noah is very familiar with HTML, CSS and PHP and will therefore primarily support our shop developers in all upcoming projects. Managing Director Roy Kemmerling: "This is urgently needed because the number

of promotional webshops is growing rapidly. Thanks to this reinforcement, we can continue to provide fast processing and optimum support." Jordy, on the other hand, is about to graduate as a software developer. He is going to set up and manage his entirely own project.

www.promidata.com

Grow with innovation

Filerex introduced the "USB for filing" standard to the market when the patent was issued in 2015. With headquarters in Berlin and production in NRW, the company targets the DACH region and international customers in the field of office and promotional products.

The IFA in Berlin sets the pace for electronic innovations. Just in time for this event, Filerex has expanded its product range with a new invention: the classic plastic hold-down with a USB function. After all, customers use paper and numerous other storage devices in ad-

www.filerex.de/werbemittel-dnh/

dition to apps and the cloud. Contact: T. +49 30 239 828 85.

FiLEREX Managing Director Hans-Christoph Kaiser heads the company.



Handover of sales territory

Siegfried Adam has handed over his commercial agency, which has been operating successfully for decades, to his nephew Jens Haberecht (37) and his partner Melanie Müller (36). The Haberecht sales agency thus looks after iSi customers in Baden Württemberg. According to a statement from the company iSi, the Haberecht sales agency will promote and develop good contacts with the trade to ensure even more intensive communication, individual customer service and a further expansive business orientation. Both

Jens Haberecht and Melanie Müller boast experience in sales, logistics and shop systems. iSi Deutschland GmbH, Solingen, a subsidiary of the iSi Group headquartered in Vienna, Austria, has been producing innovative multifunctional devices for the consumer and professional sector for decades. The iSi Group, a market leader in development, manufacturing and distribution, develops and manufactures indispensable kitchen gadgets.

www.isi.com/culinary/de



Jens Haberecht and his partner Melanie Müller.

New key account manager

In July 2018, André Lauterbach joined KAHLA/Thuringia Porzellan GmbH as the key account manager in the promotional product division "Artvertising". "We are delighted to have secured the services of André Lauterbach, a professional in the promotional product industry who sells the innovative products of the KAHLA brand with experience and passion", says Holger Raithel, Managing Partner of KAHLA/Thüringen Porzellan GmbH. As an authority on the porcelain industry, he boasts over 18 years of expe-

rience in the German promotional product sector. He is responsible for national and international promotional products. The KAHLA Artvertising division products.

es individual porcelain for corporate clients and is open to the creative ideas of its clients. KAHLA advises on product range design, provides design proposals and manufactures according to strict ecological and social principles. The possibilities range from the decoration and individualisation of existing porcelain series to the joint development of their own designs and decors. Concepts with unique selling points such as the velveteen porcelain touch!, the writable porcelain notes or the sustainable reusable cup concept called cupit characterise the innovative product world of the family-owned company. The KAHLA brand is synonymous with multifunctional porcelain "Made in Germany", which has been awarded over 100 prestigious design awards. From its headquarters in Kahla, Thuringia, the 300-strong family-owned company exports its products to private households, restaurants and advertisers in over 60 countries around the world. The innovative product design is systematically based on the wishes, living and lifestyle habits of modern society. www.kahlaporzellan.com



A familiar face in the industry: André Lauterbach is now working for KAHLA.



Jürgen Liebhaber, Managing Director of Liha-Werbung, proudly presents the honourary certificate of the IHK Ostwürttemberg.

100 years of Liha-Werbung

The company Liha-Werbung Max Liebhaber GmbH & Co. KG invited guests to an anniversary evening to mark the occasion of its 100th anniversary. Numerous customers, business associates, employees and family members accepted the invitation to the Voith-Arena in Heidenheim. Jürgen Liebhaber told the guests about the humble beginnings of Johann Liebhaber as a one-man clockmaker in 1918, culminating in today's globally operating group of companies. All three "Liebhaber genera-

tions" have always understood how to recognise current customer needs and to set the right course for the next generation, according to the company

headquarters in Heidenheim. Under the working title "Tradition 4.0", the next Liha century has already begun. In the new building in Steinheim, the Liha Group will be united under one roof. The office, exhibition, storage and production areas will be combined on a total area of 5,000 square metres. The move

into the new premises will be gradually completed in the coming year, thus offering the company many new opportunities. By the company's own account, customers will benefit from a modern and efficient implementation of the special requirements in the promotional product market, including comprehensive full service. www.liha-werbung.de

Promotional products at full speed

For the twelfth time, VKF Renzel invited guests to its inhouse promotional product show at the end of September. In line with the motto "At full throttle into the world of promotional products", the organisers chose the Classic Remise in Düsseldorf as the venue. 33 exhibitors accepted the

invitation of the sales promotion specialist from Isselburg in Münster, including well-known manufacturers such as Stabilo and Faber-Castell, who presented their new products to the visitors. And they were impressed by the wide and colourful spectrum. "The customer requests were very specific. That was also the feedback

we got from our exhibitors," commented Guido Küppers, Promotional Product Manager at VKF Renzel. He also quantified the success of the promotional product show. "We welcomed guests from 79 companies and overall we were very satisfied with the event." All those who, in addition to the trends of tomorrow wanted to revel in yesterday's trends with a bit of nostalgia, were able to stroll through the rows of legendary classic cars in the Classic Remise. www.vkf-renzel.de







Karl Knauer wins German Packaging Award

Packaging specialist Karl Knauer has been awarded the German Packaging Award 2018 in the Design and Finishing category for the promotion packaging for the launch of the blockbuster film "Black Panther". The development of the spectacular packaging of "Brisk" ice tea was commissioned by PepsiCo (USA). Perfectly designed to reflect the look and feel of the cult film, the packaging generates the "Black Panther Feeling" with all the senses. "This award is an important signal to all brand manufacturers who want to use the point-of-sale as an advertising platform with new technologies," says a delighted Martin Glatz, inter alia head of research & development at Karl Knauer, on the prestigious award. "The combination of finishing technologies and the know-how of illuminating packaging offers completely new possibilities for presenting brands and products in retail", says Glatz, emphasising the importance of the award for the packaging industry.



A can of the PepsiCo brand "Brisk", distinctively finished in 3D printing in the design of the movie hero "Black Panther", is showcased on a small "stage" with fold-out side parts in the look of the interior of the high-tech stealth ship from the film. All facets of impressions, a 20-second light choreography and sophisticated folding mechanisms provide the surprising stage effect that results after opening the all-black packaging. On the basis of the newly developed and patented technology HiLight – smart LEDs®, a spectacular ultrathin lighting event was integrated into the three rear walls. By pressing the Black Panther logo, the light show starts in five separately controlled zones,

which can be restarted at any time and perfectly represents the magic of the film. www.karlknauer.de

MYRIX supports reforestation project

MYRIX GmbH will donate 50 trees for a reforestation project in Weißensand. "Sustainability and the protection of nature are central to our generation and future generations. Trees are real climate protectors because they filter the greenhouse gas CO2 from the air and store it in their timber. Forests clean our water and our air. The

trees we planted will do good for humans, animals and the climate for many decades ", is the word from the company head-quarters in Pfinztal/Germany.

www.myrix.de









A well-attended trade show at a new location, informative lectures and an entertaining evening event – Trend 2018 and its supporting programme were once again all you could expect from a successful industry event. The new, prestigious RheinMain CongressCenter in Wiesbaden proved to be an ideal setting.

Trend and GWW summer meeting 2018

A breath of fresh air in the **GWW anniversary** year

s we asked around among the participants near the end of the show on 14 September, it soon became clear that this 32nd edition of Trend was seen to be a successful, well-attended trade show visited by professional, well-informed specialists who in turn were quite satisfied with the range of products on display as well as with the quality of the consulting provided. Praise was also given to the new location, the RheinMain CongressCenter in the centre of Wiesbaden, which just opened in April. The impressive new building on the site of the former Rhein-Main-Halle was nearly perfect for the needs of Trend as well as for the fringe events: easy to reach, sufficient parking in the building, a short drive for the ex-

hibitors, rooms of the right size, a good indoor climate and pleasant lighting – all these advantages were not only frequently mentioned in the course of the two-day event, but also struck us as being very pleasant. The architecture, materials, colouring and design of the impressive structure with its remarkably high ceilings did not fail to have the desired effect on the exhibitors and visitors.

Trend just keeps on growing

For a long time, the number of exhibitors at Trend wavered around the hundred mark, then rose steadily. We have written many times what also applies to Trend 2018: this trade show was also even larger than last year's event.

Trends, innovations and classic products were presented by 144 exhibitors, while a total of 605 consultants were registered on the part of the visitors. Specifically, this means seventeen per cent more exhibitors and thirteen per cent more visitors. Even though businesses are using modern communication channels to procure information and handle transactions, an exchange of ideas in the last third of the year is for many industry participants still a welcome opportunity to intensify contacts and discuss upcoming projects. Like the PSI Trade Show, Trend is a platform you have to attend if you want to be noticed in the industry. What the events have in common is that both want to be a networking platform not only for doing business, but also for getting together to have fun and get to know one another better. The evening events demonstrate over and over again that the industry is a whole supported by common interests, where friendly cooperation is simply a part of it all.

Twenty-five years of GWW

This year's Trend once again stood out from the ranks of previous events because the GWW also made use of the occasion to celebrate its 25th anniversary. Founded to represent the interests of the specific profession and industry, this umbrella association set itself the goal of enhancing the status and awareness of promotional products among the general public and advertisers, and to do everything possible to shape the economic (and especially tax) conditions so as to be more favourable for the industry. These are still two core issues of the work done by the association today, albeit many other tasks have been added, such as digitalisation, which are discussed in the various working groups. In the debate on tax deductibility alone, much has been achieved in the past and the threatened elimination of any sort of tax exemption limit was averted. Following the principle "achieving more together", the GWW still considers itself as an industry representative providing information and clarification on the political stage, as well as formulating and pressing home clear demands. Trend, which was called into being more than 32 years ago by the German Association of Promotional Product Wholesalers and Consultants (bwg) and held by the former bwg up to the founding of the general association, has been organised by the GWW since 2015.

A look at the work of the association

The GWW had already sent out invitations to an informative afternoon at its summer meeting this year on the day before Trend. After welcoming the members, GWW Chairman Frank Dangmann first provided an overview of the association's activities, which had much to show for itself, especially in the area of tax issues. The GWW has fought for the interests of the industry and made the tax issues



High spirits at the reception for the 25th GWW anniversary.







Representing the new world of advertising and selling: Event Director Petra Lassahn (right) and Project Manager (PSI) Anne Maja Reiniger-Egler.







Compact knowledge

Promotional products are only the subjects of research in exceptional cases. That is why the study presented by Professor Michael Paul of the University of Augsburg is also a major step toward more evidence to support arguments concerning effectiveness that the industry can put to use. Finally, Svenja Brüxkes of the Cologne Institute for Trade Research (IFH) took up the question of how online trade and especially the Internet giant Amazon has developed and indicated options for companies to take action in view of the market dominance of such companies. After all, the online platforms are increasingly the ones also offering promotional products and individualised products, a tendency the industry views as worrisome.

Brilliant entertainment

Following the thematic portion, the guests joined in an entertaining and communicative evening get-together on the terrace of the CongressCenter. After the champagne reception, they enjoyed a festive dinner in the Terrace Hall of the imposing new buildings, with a talk spiked with intelligent humour and subtle points by cabaret artist and well-known compere Vince Ebert. Afterwards, they partied enthusiastically long into the night, so that the disco had to be extended by an hour. These high spirits could also be felt at the trade show, which got going the next day. The PSI was also on hand to provide information on the new world of advertising and selling that will materialise around the PSI in Düsseldorf in January.



Autumn's communicative beginning: The Trend 2018 was once again both trade show and networking event.

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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.merchandiseworld.co.uk

+44 1252 701034

info@merchandiseworld.co.uk



The fact that **fashion**has long since made
its way into the
field of textile advertising
was already clear
at the previous
PSI trade shows and
it is now getting the
appropriate platform
with the **PromoTex Expo**in January. But even
jewellery and watches
are smart advertising media.



Everything in view

The Metmaxx® DesignTime weather station with the name SatelliteMicro is one of the highlights in the extensive product range of Spranz. The radio-controlled functions (time via DC77 digital clock and outdoor thermometer) and the precise internal thermometer make the combi appliance the perfect feel-good station. The SatelliteMicro is the design alternative for the office, desk or home. Delivery is in a design box.



Fruity ambassadors

Corporate identity from content to advertising packaging – the special fruit gum shapes from Kalfany Süße Werbung GmbH are suitable for any industry and are the ideal advertising medium for original and memorable advertising campaigns. The specialist for sweet moments pours the small soft fruit gums with 10 per cent fruit content from fruit juice concentrate in almost any desired shape at its own certified production facility, starting at just 16,000 promotional sachets. The fruit gums are then packaged in an 85 x 60 millimetre transparent or white sachet which is printed with a distinctive advertising message.





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

More than a fashion accessory

The so-called Bumper from Sanders Imagetools is a real eye-catcher. Available in five different silicone cases, it effectively transports any advertising message. With the practical strap for attaching, it becomes the perfect fashion accessory. The Bumper with "hand cleaning gel" is particularly suitable for on the go: it is the perfect companion in the car, while travelling or in the office. Hands feel well-cared and supple in a simple application without water; the lemony scent provides a pleasantly fresh feeling. The article is available from 250 pieces in a short delivery time — with a variety of fillings, including sunscreen or hand balm.

Dressy all-rounder

Fifty Five presents its test winner to create the perfect outfit for celebrations and events: the Alert softshell jacket. This waterproof, windproof and breathable jacket perfectly rounds off the customer's corporate identity. Whether it be embroidered, printed or produced in individual colours: At each event, the garments become eye-catchers and are suitable for any weather. Individual production is possible from a quantity of 300 pieces.

Smaller quantities are available in various colours from stock. The jacket has a zip with a chin guard, an adjustable and detachable hood, adjustable cuffs, two outside pockets with zips as well as one chest and one ski pass pocket.

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















Glitter and shine

At the beginning of last year, Joytex GmbH added the sand-coated Palermo bag with a grammage of 130 grams per square metre to its collection. The bag is non-woven on the inside, which makes it very sturdy and durable. Due to its glittering and shiny surface, the bag stands out and is ideal for boutiques or drugstores. The fashionable companion is available from a quantity of 250 pieces with print. Short-term delivery times are possible, as all Joytex products have been printed in their own screen-printing plant in the Rhede district of Münster for over 30 years.



Extremely compact

www.intermediatime.it

With its card compartments and zipped compartment, the "aio S" mini wallet (all-inone small) offers space for the minimal requirements when going out. Made of coated cowhide, the "aio S" is a fashionable accessory. The compact wallet can also be modified to take any special requests into account. For example, the customer can freely choose the leather and colours depending on the quantity and availability. Blind embossing on leather is recommended.



Elegant eye-catcher

Intermedia offers a wristwatch that is equally inspired by design and functionality. According to the supplier, it even has what it takes to become a status symbol. A special eye-catcher is the elegant dial which appeals with very carefully arranged functions. Personalisation is possible and can be realised on request.



Generous powerhouse

The lightweight, practical and elegant Luxury power bank from Vim Solution is an ideal companion for any celebration or event. Thanks to its minimalist size, the Q-Pack Luxury can easily be carried in any pocket. With its 10,000 mAh strong battery at an input of 5V/2.1A and an output of 5V/2.4A, it also offers enough power to even charge tablets and laptops. Four LEDs indicate the battery level of the power bank that is available from 100 pieces. It particularly comes into its own with finishing using pad printing on the grooved surface.



Cuddly companion

A stylish addition to the winter outfit can be found in the textile assortment of the specialists at Römer Wellness. The cuddly Modena scarf is available in two tasteful colours and comes in a gift box. With this present, you will leave a lasting impression on customers or employees and, incidentally, contribute to everyday fashion. If you want to give the scarf a more personal touch, the scarf can be embroidered, or a label attached to the gift box.



emotion-factory

info@emotion-factory.com





PSI 40660 PF Concept Deutschland GmbH Tel +49 2822 9600 contact-dach@pfconcept.com www.pfconcept.com

Stylish even in winter

Long walks in nature on golden sunny days make winter the most beautiful time of the year for many people. In order to enjoy the winter to the fullest, PF Concept offers a diverse selection of jackets that protect in the cold season. For example, the insulated Slazenger Bouncer thermo jacket made of 100% polyester in Dobby weave with a waterproof coating, windproof, reliably warm and resistant to any rain. The Bouncer is available for men and women in the colours grey smoke and navy and can be elegantly finished with embroidery.





Real purist

The Clocco wireless alarm clock from TFA is a real purist. The minimalist design in wood look with an invisible display fits in any style of living room or bedroom. If the supplied AC adapter is used, the numbers are permanently illuminated and can be adjusted in three brightness levels. The selection is between time, date, internal temperature or a changing display. With the automatic dimming function, the lighting automatically switches to the lowest level at night. Night sleep remains undisturbed and the time is still readable. When battery operated, the display remains invisible and is briefly activated by a sound or a touch. The alarm ensures you get up in time and with the DCF reception, the exact time adjusts itself automatically.



PSI 44022 Hovon Europe GmbH Tel +49 7231 1547475 info@hovon.info www.hovon.info

Stylish accuracy

The new watch model in an aviator look from the company Hovon Europe GmbH is an ideal combination of trendy fashion retro look and stylish advertising opportunity. The precise quartz watch with a genuine leather strap is available with a frosted or polished case and leather straps in various colours and designs. Starting with an order quantity of 300 pieces per model, the desired logo can be applied either on the dial or on the back of the housing and, if desired, on the clasp at no extra cost. All watches are delivered in a black cardboard box which, on request, can be personalised by attaching a logo.





Neu: Business-Rucksäcke mit smarten Extras.Der GIANT (vorne) begeistert als mobiles Büro mit aufwändiger Ausstattung. Dank speziellem RFID Abschirmfach wirkt er sogar Datenklau entgegen. Auch neu: SKILL, ein Notebook-Rucksack, rundum zu öffnen wie ein Koffer. Jetzt auf www.halfar.com



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



His name is Jonny

The plush pony named Jonny from Inspirion does not need any extensions because it already has a beautiful mane and a handsome tail. And this plush animal does not have to be groomed because it boasts a very soft coat. Jonny has plenty of "horsepower" and convinces with sturdy legs and contrasting hooves. This cuddly toy scores further popularity points with its friendly looking eyes and velvety soft nose. The pony wears a snazzy red cloth around its neck, which offers space to attach advertising. The soft advertising ambassador made of skin-friendly plush easily captures the hearts of small and big customers.





Brand-new line for children

Schäfer has introduced its brand-new line of attractive children's watches in 17 different designs. All watches have rubberised 3D elements with colourful details. The designs are available separately or in a display (36 watches sorted or individual). In addition to standard motifs, licence themes such as Disney Kids Watches, Star Wars or Mickey Mouse are also available. Custom-made products are available at very attractive prices from 500 pieces.

PSI 46903 • Schäfer Promotion GmbH Tel +49 2684 957012 info@schaefer-global.com www.schaefer-global.com



Fluffy greetings

The cold season has arrived, so a warming scarf should belong to your daily outfit. The Venzo scarf collection from PromoHouse offers a wide selection of quality products, all made using pure wool (Merino). Scarves are available in numerous colours and patterns, so finding the perfect product should not be difficult.

Shining light in mini format

The Penlight CE 260 from Cermak is an indispensable utensil for home, outdoor activities or in the car. The extremely bright LED light ensures that there is always good visibility. The patented rotating circuit and the additional circuit via a clip ensure functionality and easy handling. These mini flashlights from Cermak are Made in Germany.

www.krawaty.info

PSI 44668 • R. Cermak - Minitaschenlampen Tel +49 7231 106105 info@penlights.de www.penlights.de



PSI 46148 • Atut & Primar Tel +48 12 2580005 atut@atut-primar.pl www.atutwood.pl

Eco - logical!

Anyone looking for an ecological give-away will find it at Atut & Primar. Fashionable boxes, cassettes and wood packaging made of polish wood with an FSC certificate are offered from in-house production. Size, colour, design, type of closure and advertising inscription can be freely chosen from 100 pieces. The manufacturer implements almost every customer request and idea quickly and reliably.



Fitness assistant

Technology fans and sports enthusiasts are particularly excited about the Prixton Smartwatch SWB25 offered by PF Concept. With a housing that is waterproof up to three metres, it is ideal for outdoor activities. The Smartwatch has a Bluetooth speakerphone, and the accompanying free app is compatible with Android and iOS. The numerous features include monitoring of pulse, sleep and calories burned. In addition, this trendy accessory can be used to take photos and display notifications about emails and social media. Listening to music is also possible.



Clingy

Designed by designer Valerio Sommella exclusively for Alessi, the Bulla is a bottle opener and pendant at the same time. The Bulla was born out of considerations of natural forms that are hidden at first sight but can still have a functional purpose, even if they can only be surmised. The bottle opener is compact and comfortable to hold thanks to its polished, smooth 18/10 stainless-steel finish. At the small hole in the body, the Bulla can be ideally hung in the kitchen, and with the thin black leather strap it becomes wearable.

Alessi Deutschland GmbH Tel +49 89 206028812 chiara.sergiacomi@alessi.com www.alessi.com

Always on time

Clocks not only indicate the time, they are also indispensable accessories at home, in the office or in the workshop. And everyone wants to have a special watch, one that is out of the ordinary. The Polish company Likor offers a wide range of watches that meet exactly these requirements. Here, the customer can implement his ideas and wishes, be it size, material or design of the dial. When creating his own watch, the customer has an experienced team at his side at Likor.



PSI 49677 LIKOR EAST-WEST PROMOTION Tel +48 616 521212 office@likor.pl www.promotional-clocks.eu

All-rounder for the bathroom

Bathrooms are a world of their own: little usable space, bare walls and high humidity. A radio clock, a thermometer and a calendar would be ideal additions to this important area. But how can you make meaningful use of them? This is no longer a problem with the WT 3000 bathroom wall clock from Technoline offered by Technotrade. The time, date and day of the week (possible in seven languages) are shown on a large display and are always kept up to date via radio reception. The solid design is perfect for bathrooms as it protects the wall clock against humidity. And thanks to the four suction cups on the back, it is easy to mount on wall tiles.



PSI 43817 Technotrade Import-Export GmbH Tel +49 3375 216050 info@technotrade-berlin.de www.technotrade-berlin.de



Irresistible combination

The H3005 pencil with Swarovski crystals and the Hauser® H5020-1 or H5020-2 carton sliding case, available in black or white, are irresistible combinations. The transparent insert, which already reveals the sparkling content, increases the anticipation of unpacking. Is customisation possible? No problem! The customer can choose one or even three different crystal colours (from 20 standard colours) and have the pencil printed or embossed.

In 1993 CSW GmbH's customer service got off to a flying start. Now, after 25 years of successful growth, the silver anniversary was honoured with a lavish celebration. For this reason, we are once again presenting the Cologne-based company here in full.

Twenty-five years of success

Silver anniversary lavishly celebrated



The people behind the company name at a meeting (left to right): Ali Yigit, Ralf Meutgens and Karin Weidemann.

uring this quarter-century, CSW has matured into a professional and competent, as well as reliable and experienced, partner for its customers. The premises of the company in Cologne-Lindenthal accommodate not only offices, but also production facilities and a warehouse. The main factor establishing CSW's good reputation with its customers is the excellent teamwork of Ralf Meutgens and the employees of many years' standing, Karin Weidemann (from the very outset on board) and Ali Yigit (for more than ten years). "Long-term customers in particular appreciate our service and cooperative orientation," says Ralf Meutgens. On the occasion of the silver anniversary, CSW has now thoroughly renewed itself, as is also reflected in the redesign of the company logo.

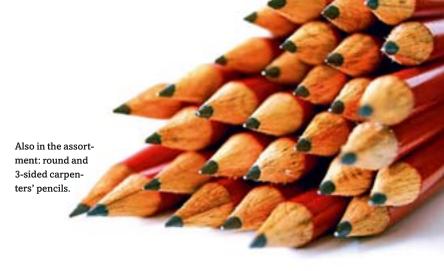
Philosophy: versatile and individual

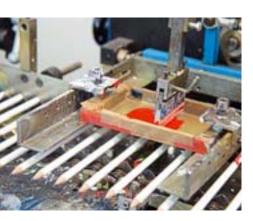
"We offer our customers in the promotional product trade primarily pencils we produce ourselves, as well as directly imported lanyards, important instruments of brand and corporate communication that enhance the awareness of the company and promote identification. Our sophisticated product range with its timeless design and long service life is as versatile and individual as our customers' wishes, which we are also happy to try to fulfil. Our entire team is looking forward to new challenges on the way to ongoing development in the service of our customers," is how Meutgens outlines the cologne CSW philosophy.



bleistifte.koeln

lanyard24.koeln





CSW specialises in the production and customisation of pencils.



Managing Director Ralf Meutgens pitches in.

Comprehensive services

A dedicated website **https://bleistifte.koeln** provides information on the many and varied services of the Cologne-based company that are related to the promotional pencil. Here anyone interested can obtain useful information on the origin of the types of wood, refills and tips, shapes and lengths, surface processing, as well as matching accessories, such as erasers and cases, including a product configurator and the product catalogue. This is where CSW's immense expertise in this area is concentrated: since the company was founded, it has been producing and inscribing pencils and has gained extensive experience during this time in the best design of promotional pencils tailored entirely to the needs of customers. The product range, including all logistic services, is managed from headquarters in Cologne-Lindenthal. Thus, the product services comprise procurement, import, pre-press, graphic visualisation of the final products, incoming goods with quality and quantity controls, printing service, warehousing the items, keeping stock lists, processing call orders, picking and packing, as well as shipment. The advantage of the Cologne base is its central location in Europe, meaning short distances to customers in the region and beyond.

Printing service with great expertise

"Our in-house printing facilities with flexible machines for the inscription of large and small quantities of a wide variety of items enables us to meet all our customers' wishes. Thanks to our expertise, we can provide the best possible consulting for them, as well. Our warehouse in Co-



The team presents the new logo. (Almost) always close by: company dog Lina.

logne with approx. half a million pencils, combined with our in-house printing, enables us to print and ship individually printed pencils (round, long, with or without eraser) in a very short time — one to three working days," says Meutgens, explaining the service providing everything from a "one-stop shop". Apart from pre-press and graphic visualisation of the finished products, CSW also offers variations in the form of screen printing (flat and rotary) and pad printing. The pencils and crayons come in a wide variety of different versions, most of which are produced in Europe. "Thanks to our expertise, we can provide on request the best possible consulting for our customers even regarding print productions outside our company," emphasises the Managing Director.

The company CosmoShop GmbH from Puchheim near Munich celebrated its 20th anniversary in 2017. The eCommerce specialist had already developed its own shop system in 1999. The product range now includes numerous industry-specific solutions, such as for retail, B2B, Web2Print and the promotional product industry.

20 years of industry solutions

eBusiness competence for **shop systems**



- 21 years of eCommerce experience
- over 10 years of cloud software know-how
- numerous modules, interfaces and turnkey solutions
- IT 2018 Initiative Mittelstand innovation award

osmoShop GmbH, headquartered in Puchheim near Munich, has been operating in the promotional product industry for 14 years, providing various distributors and agencies with shop software of the same name. The CosmoShop "Merchandise Edition", a new shop version tailored to the merchandising industry, has been on offer since 2017.

In 2018, the company exhibited at the PSI for the first time and was 'very satisfied' with their trade show participation. The company sees itself as a full-service e-commerce service provider for all requirements in e-commerce projects.

Founded in the basement of a terraced house

Silvan Dolezalek, Peter Hoolmans and Herbert Reiber founded the company in 1997 and welcomed their first customers in the basement of a residential building. Since then a lot has happened. With 19 full-time employees and 10 freelancers, CosmoShop GmbH has become a solid yet dynamic partner for its customers. Innovative solutions



are constantly being redeveloped in the form of modules and expand the software base of the CosmoShop. Completely new are the functions "Printing costs calculator" and the flexible import interface for supplier data which are oriented to the current demands of the market.

"Merchandise Edition" for the promotional product industry

With the Merchandise Edition, CosmoShop provides the prerequisites for the ideal shop system of a promotional product distributor or agency. The result is a standardised, updateable shop with a modular design and numerous functions required for the promotional product distributor. The specially tailored shop version optimises processes, works efficiently and thus saves costs. Employees, fans or sales representatives can order merchandising and other items simply and conveniently, even on the go. A simple, automatic shop installation on the server, also by the promotional product agency itself, flexible extensibility and easy integration into an existing IT system — all this is offered by the new shop solution from the professionals of CosmoShop.

Advantages for promotional product agencies

A private cloud solution for managing proprietary shops offers promotional product agencies important advantages:

- install any number of shops at the push of a button, free for those interested
- \bullet individually switch different modules on and off
- administer several domains and e-mails per shop
- offer a demo version for customers and collect leads via one's own website
- faster and easier presentation
- individual shops & solutions fo r full-service customers
- discounted conditions for agencies

.....

Since 2014, the logistics experts of the company ztv have been official partners for the PSI Dispatch Station. At the PSI Trade Show 2019, the specialists will again be on hand with their helpful services under the motto "higher, faster, further" for the trade show participants in Düsseldorf.

Sustainable logistics with environmental certificate

»Make it Smart«



State-of-the-art warehouse logistics ensure the smooth running of ztv services.

ihe success story of ztv and the dispatch station continues at the PSI 2019. This time, the logistics specialists will be presenting themselves under the motto: MAKE IT SMART. The conditions for a further improved and even more professional service were created recently: Recently ztv was successfully certified by TÜV Rheinland in accordance with the environmental management standard 14001:2015 according to EN ISO. The renewed certification of the quality management system in accordance with EN ISO 9001:2015 was also obtained at the same time. Since the first certification, this means:

- 15 years of continuous development
- 15 years of continuous improvement

More packages, faster processing and lots of distant destinations. The constantly growing service portfolio is also

possible due to the professionalisation of the services in recent years. The dispatch station is operated at the PSI under the brand name "ztv express". But what exactly lies behind this name? What services does ztv express offer in day-to-day business? ztv express takes care of all aspects of transport – from direct, courier and messenger deliveries to early pick-ups and deliveries on fixed dates, right up to promotional mailings. Do you require direct dispatch? ztv express is there for its customers – within their city, within Germany and throughout Europe.

Direct dispatch as a suitable alternative

Does a consignment have to be delivered today? Directly without detours? ztv express offers the right alternative with direct dispatch. Whether it be important samples of promotional products, documents or spare parts, the desired consignment is delivered directly to the recipient. The customer decides whether the destination lies within his

city, within Germany or beyond the borders of Germany. Maximum flexibility and quick identification of solutions characterise direct dispatch offered by ztv express. Do you require late pick-up or early delivery? ztv express is always a fast and reliable partner.

ztv express Economy and ztv express Allrounder

Is the customer working hard on preparing important documents that have to be completed by this evening and delivered to his business partner the next morning? Is it essential that a contract is handed over to the contracting party today? Does an important product sample have to be available to a customer by 8 am tomorrow morning? ztv express provides all these and other pick-up and delivery services with its ztv express Economy and ztv express Allrounder.

Always the right solutions

Is the customer planning a premium promotion, sales promotion or mailing campaign? ztv express has the right solution. For example, is a promotion being organised or is an unusual mailing being planned with the aim of providing the distributor's customer with information or a product at the same time? ztv express can organise and coordinate the entire promotion dispatch, if necessary also with intermediate storage; the whole thing for both small and large consignments. Another example: Do advertising displays not only have to be transported to the POS but also assembled there? ztv express can organise the promotion dispatch and take care of the careful placement

and assembly on site. Do the promoters of the ztv customer have to be provided with promotional material? ztv express can find the promoters in a high-traffic shopping centre and provide them with promotional material.

ztv express dispatch station at the PSI 2018

You can find the ztv express dispatch station in **Hall 9 Stand L46** Visit the website: **www.ztv-logistik.de** and watch the image film.

Holistic fulfilment

Does the distributor require a holistic fulfilment solution for his advertising material? Again, ztv Logistik can offer the perfect solution when requirements entail more than just transport solutions. ztv Logistik stands for individual and holistic logistics solutions. From data processing to incoming goods, storage, order picking, finishing and worldwide dispatch, ztv Logistik is there for its customers.

Services of the PSI dispatch station

Visitors to the internationally aligned PSI Trade Show usually collect lots of samples and catalogues in order to be well informed about the latest and trendiest promotional products. Above all, the numerous foreign visitors do not want to take heavy samples and catalogues with them on the plane as luggage, but rather send them directly to their office desk where they will be needed. This is precisely what ztv express can take care of. If the collected materials already become too heavy to carry during the trade show, they can also be temporarily stored at the ztv dispatch station.



ztv express: Behind this is a fastmoving, serviceoriented and reliable logistics service provider operating throughout Europe.



Here, everything goes fast: the ztv employees pack and dispatch product samples, catalogues and other items so that the trade show visitor can pursue his profession without any worries.



Always approachable: the friendly service staff at the ztv dispatch station. powered by

intertek



When it comes to qualitative or legal standards, there are often disagreements between manufacturers, trading partners or end customers. Testing is the solution! The only question is: what, when, how often should which parameters be tested? The experts from Intertek provide information that makes sense.

Quality and product safety

Testing professionally



ven in the product development phase, i.e. at a time when the future article "only" exists as an idea or a sketch, there are requirements that the product must fulfil. Which materials should be used? Which markets do I want to supply and what does that mean in concrete terms? A critical examination of the requirements can subsequently save a lot of time, money and nerves. If the article is already in production, it is imperative to carry out testing. The Product Safety Act,

for example, requires mandatory random checks. Product-related European directives and regulations also require testing before placing products on the market.

Distributor bears responsibility

The decision on the type and number of tests is the responsibility of the manufacturer, importer as well as the distributor or party placing the product on the market. In the case of a non-marketable product, the latter are particularly the focus of market surveillance and dissatisfied customers. The quantity to be tested should be determined by the type and quantity of the products. The usage behaviour also has to be considered. Toys for children under the age of three, which are thought to be put into their mouths, are to be tested much more stringently than a ballpoint pen or USB-Sick. Even jewellery or textiles with permanent skin contact have to be tested more often and more intensively.

Comprehensive test is essential

In general, tests can be divided into three groups. Testing mechanical parameters ensures that the user does not physically injure himself. The investigation of chemical parameters is intended to exclude short-term or even long-term damage to the human organism. Corrosion and reaction to fire also belong in this category. The so-called paperwork as a third variant also allows legal requirements to be checked. There are not only specifications for the assembly and operating instructions as part of the product; specific requirements also apply to product labelling. Important: A really meaningful evaluation of a product can only be carried out through a detailed examination of all three segments.

Certification as a monitoring concept

Test basics may include DIN, EN and ISO standards. Customer-specific test programmes which often contain significantly higher requirements than the legal requirements can serve as a basis. Also, requirements established by quality assurance bodies or associations should be considered. Aside from classic product testing, it is possible to test individual parameters at the end of production or in the packaging and shipping process. Pre-shipment inspections are a popular option for having goods tested and released by an independent third party (such as Intertek) for the final time. It is important to precisely describe the parameters to be tested and to define the acceptance criteria in advance. This avoids inspection reports being discussed afterwards because the inspectors did not have clear error catalogues. Certification is another variant of quality assurance. The certification process offers a transparent and long-term product monitoring concept that ensures consistent product quality as well as compliance with laws and guidelines. An example is the GS symbol or the label "Intertek - independently tested".

Whether it be pre-market consulting, product testing, inspection or certification, Intertek provides manufacturers, importers and distributors with comprehensive end-user security solutions.

Contact

Safety and Quality of Promotional Products

powered by intertek institut



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



Marketing managers today face enormous challenges. But these can be mastered with new programmes and ideas, says Prof. Ralf E. Strauß, President of the German Marketing Association. The German Marketing Day provides valuable input and impetus – not least from the promotional product industry.

German Marketing Day 2018 in Hanover

Less theory – more interaction

he range of innovative and efficient marketing tools today is more multifaceted than ever. Staying on top of things and, all the more so, using the right tools at the right time for your own brand is what makes the successful marketing professional. Ultimately, however, it also presents a formidable challenge. A challenge that can be met with the right inspiration. This is precisely where the German Marketing Day comes in, following a proven recipe for success: less theory, more concrete, practical implementation experience, no one-way communication through PowerPoint presentations, but rather interaction and discussion, not a succession of success stories, but rather personal testimonials.

Trend day with potential

This has been the principle followed by the German Marketing Day since 1973 when it was first hosted as the trend day of the German Marketing Association and meeting point of marketing managers. Prof. Ralf E. Strauß reveals that the two-day industry highlight has long since become one of the most important conferences in Europe on all matters relating to marketing, sales and service. Looking back at previous events, the German Marketing Day is praised as ideal for making contacts and discussing trends – also with colleagues from other industries. Special mention must also be made of the high-quality sessions. For the first time this year, one of these sessions (the PSI Journal reported extensively in its October issue) will deal exclusively with haptic communication.

The German Marketing Day at a glance

The German Marketing Day ...

- ... is the industry highlight of the year for marketers.
- ... expects more than 1,700 participating marketing decision-makers and professionals in Hanover on 5 December 2018.
- ... offers exchange and networking opportunities with CMO- and CEO-level representatives.
- ... features international and national keynotes, best practices, CMO chats, panels, deep-dive sessions and workshops.







Interaction is given top priority at the German Marketing Day.



Entire promotional product industry can benefit

The speakers of this session will cover a large part of the supply and value-added chain of the promotional product industry, as they represent both manufacturers and distributors. Thus, they will not only be showing what a promotional product is capable of attaining in a multi-sensory and consequently in an eye-catching way from an advertising point of view. At the same time, the significance of the promotional product trade will also be shown to the visitors; the know-how and advisory potential that goes with it. In short: the entire promotional product powerhouse. With a convincing presentation, the entire industry can benefit, and in the long term this can even generate new business. And this aspect cannot be dismissed because the continuously increasing number of participants is unequivocal. In 2014, 700 marketing professionals attended the German Marketing Day. In 2015, 1,000 visitors were counted. Last year, with 1,500 participants, a new record was set. A record which the organisers of the German Marketing Association, absatzwirtschaft - Zeitschrift für Marketing and the Management Forum of Handelsblatt Media Group would like to top once again this December. 1,700 visitors are expected. And they are all qualified specialists. An analysis of the visitor structure in 2017 showed that more than two-thirds (69 per cent) were marketing managers and decision-makers. After all, every fifth guest belonged to the middle management of his company.

The German Marketing Association

The German Marketing Day has been the trend day of the German Marketing Association and meeting place of marketing managers since 1973. The German Marketing Association (DMV), the professional association of marketing management, was founded in 1956. It is essentially committed to two important aspects: the dissemination of marketing awareness in business and society as well as practical further education and know-how transfer in marketing. The DMV network has more than 14,000 members in 65 regional marketing clubs in Germany and Austria. The structure of the German Marketing Association is closely linked to the development of marketing in Germany. Since its foundation, the Association has decisively promoted the dissemination of the then still young theory of business success through market orientation. With its marketing-related activities, it has set standards for many industries and identified new topics and trends. In order to underline the significance and importance of marketing for entrepreneurial success, the German Marketing Association awards prestigious awards for excellence in marketing and sales: since 1973 the German Marketing Award, the highest award for marketing services in Germany, since 1984 the Science Award for content and methodically well-founded dissertations which convey forward-thinking insights for marketing practice, and since 2000, together with absatzwirtschaft - Zeitschrift für Marketing, the Brand Awards for special achievements by brand management. (Source: www.marketingverband.de/deutscher-marketing-verband/wir-ueber-uns/)







Even more power

The popular **Xoopar Octopus Booster power bank** (called Octopus for short) from Intraco now has more power. With multiple ports for all popular smartphones, this article now offers a built-in 1,000 mAh battery and thus enough energy to ensure the readiness of the device at any time. Intraco expects that with its large print area the Octopus could become a best-seller this season.





Two who belong together

Slim, beautiful, elegant and graceful: this is how uma describes its new writing instrument VIPOLINO. The sleek metal twist ballpoint pen with a **soft twist mechanism and spring-loaded clip** is available with high-gloss laser treatment 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 already features an integrated matching pen for taking notes. 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

Pens in pantone

Thanks to just-in-time production, customised colour worlds at Stabilo are possible even in small quantities. The desired colour is already available for most pens from 5,000 pieces and **in any pantone colour**. In addition, the well-known manufacturer of writing instruments offers the possibility to design the pencil components in different colours. For example, the Stabilo concept fancy creates an almost infinite variety of colours thanks to the individual design of the shaft, clip and top. By specifying the desired colour as a pantone value, there is no room for interpretation.

PSI 43287 • Schwan-Stabilo Promotion Products GmbH & Co. KG Tel +49 911 5673455 • service@stabilo-promotion.com www.stabilo-promotion.com





Sheer delight

Just in time for the Christmas season, the promotional product manufacturer Jung has launched a gingerbread novelty that allows customers to experience the traditional gingerbread house in a different way. The cardboard box **in the form of a 3-D house** offers plenty of space for an advertising message and can be individually printed with a Christmas design. Inside the house there are four delicious mini gingerbreads of the Weiss brand. The small sweet giveaway is particularly suitable for companies in the real estate, construction finance or tradesman sectors as an atmospheric bearer of Christmas advertising messages.

PSI 41545 • JUNG since 1828 GmbH & Co. KG Tel +49 7042 9070 • zentrale@jung-europe.de www.jung-europe.de

Impressively delicious

If you want to leave a lasting impression with your Christmas present, the wooden boxes from Chocolissimo are the perfect choice for chocolates. The exquisite wooden boxes **in different formats** accommodate delicious chocolates, which are in no way inferior to the high-quality packaging. Depending on your advertising budget, there are various sizes to choose from: the Merry Elegance Mini with four chocolates, the Merry Elegance with ten chocolates, the Merry Chocolaterie with 30 chocolates as well as many other variations. In the standard version, a Christmas scene adorns the exclusive wooden boxes. However, the chocolates boxes can be given a personal touch by laser engraving from a single piece.

PSI 48316 • Chocolissimo by MM Brown Deutschland GmbH Tel +49 69 25427127 • verkauf@chocolissimo.de www.b2b.chocolissimo.de



Individuality as a trump card

There are things that are always well received anytime and anywhere: Christmas presents for customers, business friends and employees, say the Christmas experts from CD-LUX. Their current range inspires with unmistakable products that combine high quality and haptics with brand quality. For example, the **new pillow packaging** with

fine Lindt chocolate promise Christmas enjoyment.

A highlight is the customisable 3-D Christmas trucks, houses, containers, buses or vans. Or how about an individual Advent calendar? At CD-LUX, everyone will of course find the right model, as always filled with the finest brand chocolate.gefüllt.

PSI 45452 • CD-LUX GmbH
Tel +49 9971 85710 • info@cd-lux.de





Special eye-catcher

A special eye-catcher is the Vasa vacuum flask from PF Concept's own brand Avenue, which impresses with **many new styles** – such as a marble or natural wood look. The popular model holds 500 millilitres, is made of stainless steel, vacuum insulated and coated on the inside with copper. Pad printing is recommended for decoration; engraving and screenround are also possible.

PSI 40972 • PF Concept International B.V.
Tel +31 71 3328911 • customerservicenl@pfconcept.com
www.pfconcept.com

Iconic design

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

long-lasting and well-thought-out Swiss tool.

PSI 43417 • Pagani Pens SA / Prodir Division Tel +49 6762 4069-0 • sales@prodir.de www.prodir.com





Zeno in an elegant look

Never in the history of Klio-Eterna has a writing instrument model managed to establish itself as quickly and comprehensively in the market as the Zeno. Since its launch in May 2017, sales have exceeded all expectations. So it is not surprising that this modern ballpoint pen became a best-seller of the brand manufacturer Klio within a year. And the success story continues: In order to make this already very impressive writing instrument even more attractive, the Zeno has received a subtle but very elegant make-over this summer. In addition to the optionally available metal tip, the best-seller will be available in the well-known Klio-MMn version, with an elegant, high-quality metal clip.

PSI 40823 • Klio-Eterna Schreibgeräte GmbH & Co KG Tel +49 7834 9730 • klio@klio.com www.klio.com



Extremely light – extremely sturdy

With "birdiepal carbon", the specialists from EuroSCHIRM Eberhard Goebel offer an **ultralight high-end golf umbrella made of genuine carbon**. The high-end version under golf umbrellas boasts an extremely light weight with maximum stability. Almost all parts are made of genuine carbon, from the ribs to the shaft as well as the handle. The patented pin-spring system with the clearly visible safety slide allows easy opening and closing without pinching one's fingers. The extra light yet durable polyester-silk fabric is treated with fine silk gloss and Teflon®. Double safety seams between the segments prevent tearing of the cover. The straight sporty handle fits most standard caddy holders. The ABS attachment has a Birdiepal inlay. The spike is made of sturdy ABS material and has a particularly wide edge as abrasion protection for the cover. In addition, the practical, sturdy protective cover made of polyamide fabric features an oval opening.

PSI 43420 • EuroSCHIRM Eberhard Goebel Tel +49 731 140130 • info@euroschirm.com www.euroschirm.com

Colourful

Stilolinea is always on the lookout for new trends in promotional products and solutions in order to implement the entire wishes of its customers. For example, the designers have given the well-known Baron®Pens **new, trendy colours** that make these writing instruments a real eye-catcher. The ballpoint pens are available in pink, blue, green, yellow and orange and the customer is also spoiled for choice when it comes to the surfaces.

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



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PSI No. 43834 www.ballon-as.de



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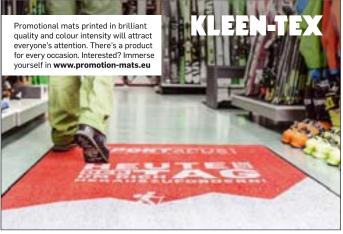
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www.herka-frottier.at

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www.promotion-mats.eu

Additional suppliers can be found in the reference work PSI Supplier Finder 1/2018 or online in our PSI Product Finder

www.psiproductfinder.de

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MOLKEMIEN	VERZEICHNIS / EIST OF ADVERTISERS	
PSI No.	Inserent / Advertiser	Seite / Page
13378	B&W Media Service	29, U2/IFC
43834	Ballon-AS GmbH	70
43980	BAS Produktions- und Handels- GmbH	25
45767	Bottle Promotions	21
PSI Partner	ВРМА	43
45619	CLIPY Artur Begin, S.L.	U4/OBC
49467	Einkaufswagenlöser.de	70
49989	Erwin Pfaff e.K.	71
42320	Fischer-Import GmbH	71
42819	Gustav Daiber GmbH	05
45666	Halfar Systems GmbH	51
41016	Heri-Rigoni GmbH	49
46235	HERKA GmbH	72
44022	HOVON EUROPE GmbH	45
42706	Kalfany Süße Werbung GmbH & Co. KG	31
43358	KLEEN-TEX INDUSTRIES GMBH	72
48857	Life Safety Products BV	17
PSI Partner	Management Forum	47
48792	Moleskine B2B Distribution D-A-CH/Scandinavia	09
45974	Multiflower GmbH	27
40972	PF Concept International BV	02+03
46925	Pins & mehr GmbH & Co. KG	70
42332	Prodir	01
44724	PROMOWOLSCH - The Customer Factory	70
49003	PSI Promotional Product Service Institute	63, 77, 79, U3/IBC
48847	Samsonite GmbH	71
44970	TRIGON Deutschland GmbH	71
41848	uma Schreibgeräte Ullmann GmbH	35
47555	Vim Solution GmbH	72

Challenge

49909	WM Sport®	07
PSI Partner	ztv Zustell-, Transport-	71
47395	ZWILLING J. A. Henckels Deutschland GmbH	19

Beilage / Insert (*Teilauflage / part circulation)

49909

45202	BAGS BY RIEDLE	*
45020	CSW GmbH	*
17291	ON Werbemittel	*
41848	uma Schreibgeräte Ullmann GmbH	*
49909	WM Sport®	*

TOP PRODUCT TOPICS IN PSI JOURNAL Spring is the season for festivals, garden parties and wedding ceremonies. All products for those special occasions, festivities FESTIVALS AND EVENTS and and events will be presented in the PSI Journal in October. **KNIVES, TOOLS AND SAFETY PRODUCTS** Copy deadline: 17.8.2018 Deadline for ads: 5.9.2018 **HOUSEHOLD AND LIVING ACCESSORIES** and FASHION, JEWELLERY AND WATCHES Copy deadline: 14.9.2018 Deadline for ads: 5.10.2018 **ELECTRONICS, STORAGE MEDIA AND DIGITAL PRODUCTS** and TOYS AND PLUSH ARTICLES Copy deadline: 15.10.2018 Deadline for ads: 5.11.2018 **NEW TRADE SHOW PRODUCTS AT PSI 2019** Copy deadline: 15.10.2018 Deadline for ads:

> Please don't hesitate to contact the PSI Cross-Media Sales Team at any time for assistance. Phone +49 211 90191-114/-150, Fax +49 211 90191-180, e-Mail publishing@psi-network.de

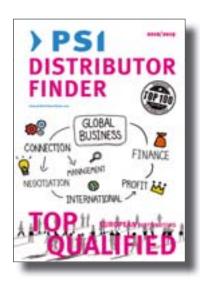


Wir freuen uns über folgende neue Mitglieder im PSI Netzwerk: We are looking forward to welcome the following new members to the PSI network:

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PSI No.18605	B.E Present GmbH, GERMANY
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PSI No.18612	Margifts Merchandising Promotional LDA, PORTUGAL
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PSI No.18611	Promotional Tools c/o Image group Sagl, SWITZERLAND
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Alle PSI Händler finden Sie in der aktuellen Ausgabe des PSI Distributor Finder 2018/2019 und unter / All PSI distributors can be found in the latest edition of the PSI Distributor Finder 2018/2019 and at

www.psidistributorfinder.com

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PSI Sustainability Awards | Sustainable moving images



Moving images say more than a thousand words and remain in one's memory for a long time. This also applies to the special moments of the PSI Sustainability Awards. For those who were unable to personally attend the award ceremony in the Kurhaus Wiesbaden, an entire series of videos capturing the most memorable impressions of this year's gala is now available at www.youtube.com under "PSI Sustainability Awards 2018". But also those who were present can reminisce all aspects of the thoroughly successful evening again.

PSI 2019 | dMAS online since October

The use of the digital trade show inquiry system dMAS set new communication standards during the past PSI. In 2019, the offering for exhibitors will be expanded. In addition, PSI distributors will receive full access. If you want to study dMAS intensively, you can now receive detailed information by watching videos at www.youtube.com under "dMAS for exhibitors".





PSI, PromoTex Expo, viscom | Video on ticket purchase

PSI members have access to all three trade shows with their ticket. In addition to the PSI, the ticket also entitles the holder to attend the two parallel events PromoTex Expo and viscom. The international trade show for the promotional product industry, on the other hand, remains a closed-shop event and is therefore reserved exclu-



sively for PSI members and certified promotional product distributors. Certification is possible either prior to the trade show or on site. The exception is the trade show Thursday, during which PSI consultants will continue to have the opportunity to invite their industry customers to the trade show. And how do visitors to viscom and PromoTex Expo get their admission tickets? The PSI has created an explanatory film and uploaded it at www.youtube.com under "My ticket for viscom and PromoTex Expo 2019".



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Quality and market overview



major topic in the market at the moment is fairness in competition between suppliers and distributors. As in all markets, there are also black sheep in the promotional product industry who do not keep to the laws or who play off their business partners against one another. The only way to regulate this is through monitoring. Monitoring is certain to be intensified in the future – it has to be since the EU is passing one law and regulation after the other, although checks on whether they are being observed are extremely lax.

The REACH regulation is one such example. According to the German Federal Environment Agency, 145,000 chemicals are used in industry and production, of which a mere 21,500 are registered. The consequence is sketchy documentation and a lack of data. The risks are huge. As ever, the smallest companies are the worst affected. Hence it is that much more important to present oneself appropriately as a consulting company. This also includes providing an overview of the entire range on offer. This is indispensable for ensuring quality, providing clients with reliable, trustworthy consulting and being able to work with a healthy margin. This overview can only be found at the PSI, the industry's leading trade show.

"Textiles", the product category with the biggest margins, will be presented at a trade show of its own for the first time in January 2019. This is even more important considering that quality and sustainability play a special role when it comes to textiles. Furthermore, the production methods within the scope of the value-added chain will be shown more perceptively and with more practical relevance than ever. "Take an active part" is the motto of the PSI, Europe's largest promotional product trade show, which equally applies to the PromoTex Expo and the viscom. That is why there will be many campaigns and presentations at all three trade shows that will make the new world of advertising and selling into a long-lasting experience.



Best regards,

Michael Freter
Publisher of PSI Journal
Managing Director PSI
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Smart messages

The fact that the promotional product industry always moves with the times is shown by the product group summarised by the key words "Electronics, storage media and digital", the new products of which will be presented in the next issue. The promotional products on this topic demonstrate how effectively new communication media and three-dimensional advertising can be complemented, networked and combined to create a multimedia impact. Among the significant terms here are virtual and augmented reality. But also "simple" helpers and accessories associated with laptops, smartphones or tablets are sustainable advertisers with their three-dimensional presence. In the second product theme, we introduce new products from the segments "toys and plush articles".

Please give some consideration to the product topics of the January 2019 issue with the thematic group "New trade show products" and send your product presentations (image and text) by no later than 5 November 2018 to: Edit Line GmbH, Redaktion PSI Journal, e-mail: hoechemer@edit-line.de

"Everything remains even better"

The paper bag professional Riedle – recent winner of the "Sustainable Product - Paper" category of the latest PSI Sustainability Awards - is pre-



senting itself in a new format. Under the motto "Everything remains even better", the specialist from Langenbrettach has a new appearance and is repositioning itself as a paper bag maker and expanding its product portfolio. Reason enough for us to visit the passionate "Papioneer" and introduce the 'transformation' of

Eventful days in Barcelona



Giving Europe recently invited its business partners from the promotional product industry to a three-day summer event in Barcelona. More than 100 participants from 13 nations experienced a diverse programme in the vibrant Catalan metropolis with a successful mix of information, inspiration and networking. Professional seminars on topics such as e-commerce and CSR provided the substantive basis for lively discussions.

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