

PS1 EUROPE

PSI Journal

International Magazine
For Promotional
Products

December 2018

Volume 57



Volker Riedle

Riedle
Paper bag maker
in new format

Product Guide

Electronics, storage media
and digital
Toys and plush items

PSI 2019 PromoTex Expo viscom

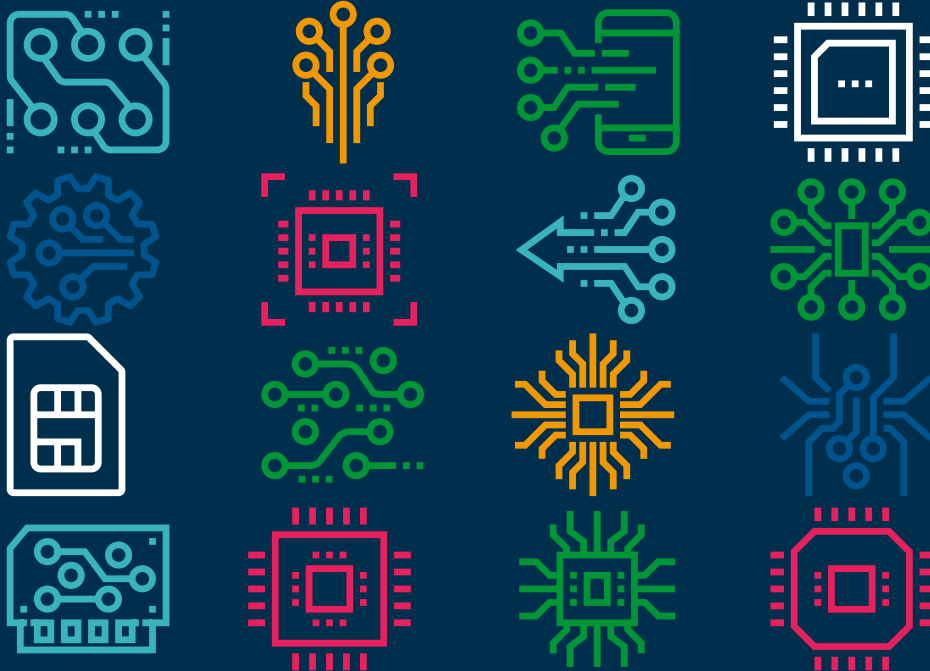
Cross-medial
trade show experience

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Editorial

Turbulent times

The outgoing year was clearly a good year for the promotional product industry. According to unpublished surveys, the growth of the industry in 2018 should be close to 6 per cent. One can only say "Chapeau" because that is far above the growth of other economic sectors in Europe. But where has the growth in the industry been concentrated most? Was there a big shift or will it remain like this for a long time? We will know more soon.

The fact is that the promotional product industry is also in transition – just like so many industries. Digitalisation is turning the world upside down. Nobody really knows where the train is going. Change is called for and only those who are willing to help shape it will be on the winning side. Yes, it is an adventurous journey and it will take courage to tread this path.

No, that is not a farewell to traditional values. No farewell to maintaining good customer relations. No farewell to advice and good service. Also, no farewell to successful face-to-face communication. Rather it is a farewell to: "It has always been like that and it will stay that way". Old and new will have to mix and enrich each other. Breaking new ground requires a lot of courage, effort, knowledge and yes, also investment. One would hope that as many companies in the industry as possible are going to accompany us on this journey in the future – at all levels of the industry.

The fear of the big newcomers including the Amazons, ebays and Alibabas of this world is becoming more and more widespread in the discussion rounds of the industry. Likewise, the fear of concentration and the competition with online printers and finishers. The German director, actor and author Rainer Werner Fassbinder already knew that "fear devours the soul". We must not allow this soul to be taken. Let us turn risks into opportunities, the future into our future. The "new world of advertising and selling" – the three simultaneous trade shows PSI, PromoTexExpo and viscom – are an important step into this future. Come along and you will go home as a new person, as a person full of new ideas, new insights and new courage.

Thank you for a good and trusting year of cooperation – yes, another year has passed. The editorial team of the PSI Journal wishes you a merry Christmas and a happy start to a successful year 2019.

In this spirit

Manfred Schlösser | Editor-in-Chief PSI Journal

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Die Handschrift der Werbung



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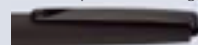


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Three trade shows:

Cross-medial experience

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Take part and be active. There will be three trade shows under this motto in January: PSI, PromoTex Expo and viscom. Interactive promotions and theme routes of a special kind await the visitors of all three trade shows. But that is not everything. The new constellation also brings together a new concept. This puts the focus on the aspect of interaction. And this applies to all three trade shows.

Electronic products: Trendy and versatile

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Electronic products are the visible expression of an era that is becoming ever more digital and networked. Widespread penetration and substantial utility benefits make them the ideal advertising medium – not only for the generation of digital natives. Here is a brief introduction to the world of electronic possibilities.



Giving Europe Partner Event: Eventful days in Barcelona

40

At the end of September, Giving Europe invited its business partners from the promotional product industry to a three-day event in Barcelona. 94 participants from 13 nations enjoyed a diverse programme in the vibrant Catalan metropolis with a successful mix of information, inspiration and networking.



RIEDLE: Paper bag maker in new format

64

Paper bag specialist Riedle – one of the winners of the recent PSI Sustainability Awards – is presenting itself in a new format. Under the motto “Everything remains even better”, the specialist from Langenbrettach/Germany has adopted a new appearance and extended its product portfolio. Reason enough for us to visit the passionate “papiioneer” and present the ‘transformation’ of Riedle.





For anyone who does not wear a Down to Earth bag, does not wear colourful tennis socks for crunning, who only suspects cat-eye glasses are worn by Catwoman, and immediately thinks of the next generation of off-road SUVs when it comes to the Inflatable SUP, several trends of the year 2018 have obviously gone unnoticed.

Fortunately, it is in the nature of things that trends come and go. We can all take comfort from the fact that we miss trends: Trends & Brands will once again introduce interesting “general tendencies of a development” in 2019. Unrivalled and always trendy: the promotional product. On pages 4 and 6, we show products that were already hip in 2018 and will not lose any of their trendiness in the coming year.

Missed the trend?



Frowned upon for a long time, tennis socks have long become a “must-wear”. There are many stylish tips on how to wear the cult socks to make them an eye-catcher. The promotional product industry has not only aspired since 2018 to offer socks as fashionable promotional accessories. Our example shows true trend socks.

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Trend socks

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Calling sunglasses a trend is not strictly correct. They are timeless classics – age groups can be recognised by their shape alone. 2018 was the year of the cat-eye glasses. Less cat eye than eye-catcher is our example from the promotional product industry.

Eco friendly snack pack

Lunch bag made of papelin
Igro GmbH
www.igro.com
PSI 40940

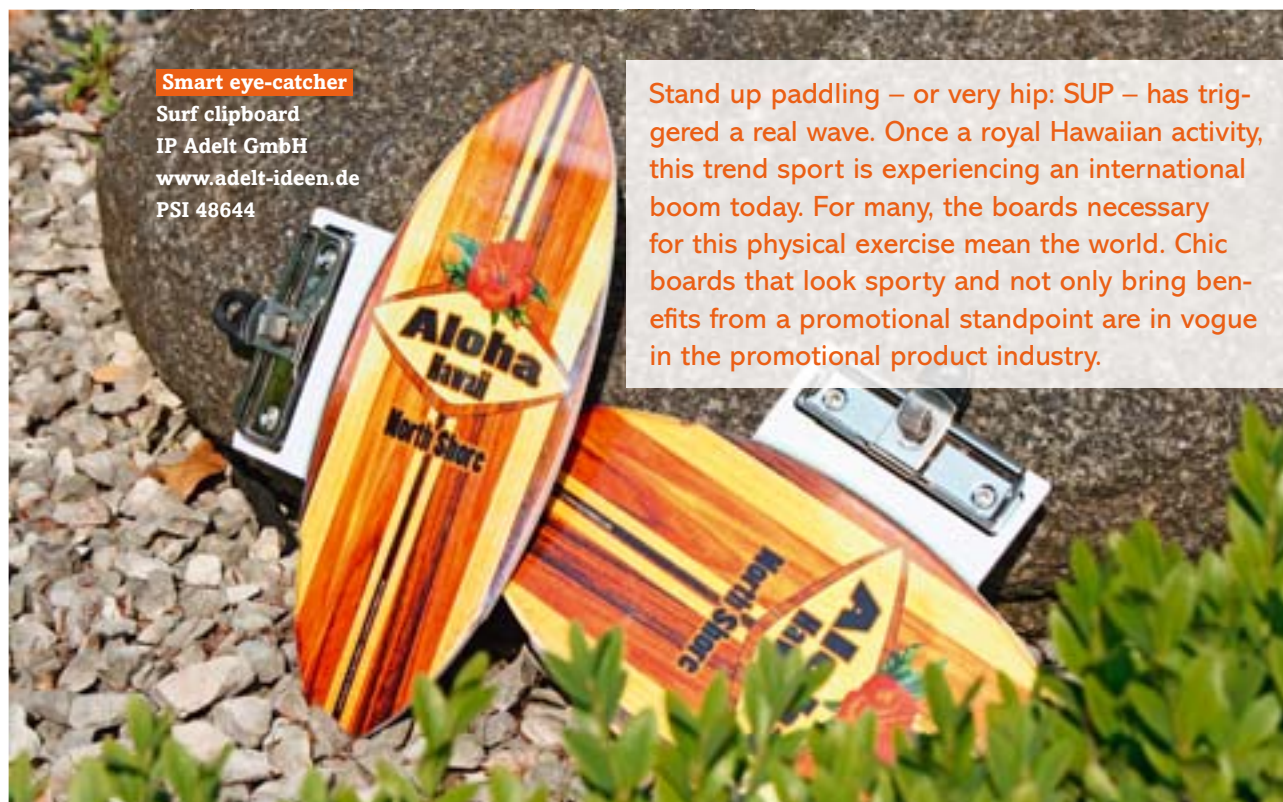


Down to Earth was one of the colour trends in bag fashion in 2018. Respect to Earth could be described as a timeless yet practical bag trend in the promotional product industry. Particularly when bags are environmentally friendly and sustainable – just like our two examples.

Smart eye-catcher

Surf clipboard
IP Adelt GmbH
www.adelt-ideen.de
PSI 48644

Stand up paddling – or very hip: SUP – has triggered a real wave. Once a royal Hawaiian activity, this trend sport is experiencing an international boom today. For many, the boards necessary for this physical exercise mean the world. Chic boards that look sporty and not only bring benefits from a promotional standpoint are in vogue in the promotional product industry.





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#GENERATIONGO

4.9 on a scale from 8 (excellent) to 1 (threatening)

was the evaluation of the economic, political and social situation of the ZAW member associations.

www.statista.de



job offers were recorded in the advertising industry in 2017. This was the result of the ZAW Labour Market Analysis 2017. The quintessence: "The advertising industry job engine is running," writes the PR-Journal.

Two-thirds

of the total growth in global advertising spending until 2020 will be attributed to paid search and social media ads. This is the current forecast from the Advertising Expenditure Forecast of the globally operating agency Zenith, writes the Adzine magazine.

2% instead of 2.5 per cent: Zenith has lowered

its growth forecast for the German advertising market by 0.5 percentage points, according to horizont.net.

2.06 billion

euros will flow into digital advertising this year. That is an increase of seven per cent compared to the previous year. An increase of ten per cent had been expected. A stumbling block was the GDPR, writes wuv.de and refers to the online marketer group OVK.

231 per cent

more money was invested by the sports betting company Tipico in its marketing between January and August 2018: 107 million euros compared to 32 million euros in the same period, making it one of the top advertising spenders in Germany, writes horizont.net. An interesting aspect for the promotional product in a successful marketing mix.

Every second

social media user finds it difficult to distinguish between advertising and content. This is the result of a representative study commissioned by the digital association Bitkom among 1,212 Internet users aged 14 and over. www.absatzwirtschaft.de

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Take part and be active. There will be three trade shows under this motto in January: PSI, PromoTex Expo and viscom. Interactive promotions and theme routes of a special kind await the visitors of all three trade shows. But that is not everything.

PSI, PromoTex Expo and viscom invite you to interact

Cross-medial trade show experience

The new constellation of three parallel trade shows also brings together a new concept. This puts the focus on the aspect of interaction. And this applies to all three trade shows: PSI, PromoTex Expo and viscom.

Among the new features in 2019 are the theme routes which along with the PSI also feature the PromoTex Expo and viscom and are clearly visible in the hall plans. A total of four of these routes are earmarked with their own

special focus: "Get to know each other", "Let yourself be inspired", "Expand your knowledge" and "Make it count" are the active challenges to the visitors, at their own pace – albeit with defined route points

– to explore the three trade shows. "Get to know each other" is clearly assigned to the aspect of socialising and networking. Also on the route, "Let yourself be inspired" says it all. It focuses on innovations of all kinds. "Expand your knowledge" brings the forums and workshops to the forefront with exciting topics that are state of the art. Last but not least, the "Make it count" route will exclusively guide visitors through the viscom. Common to all routes are key points and topic-specific special areas, such as the "viscom workshop". The special exhibition area directly in the entrance area of Hall 14 is the centrepiece of the new live experience at the trade show. Visitors can get up close and personal to experience digital printers and sign makers creating a fan shop for advertising technology and stocking it with genuine fan merchandise that is finished on site. The results are not only to be marvelled at in the shop window of the viscom fan shop, but can, in some





PSI GUSTO

Advertising culinary delights

The GUSTO Tasting Pavilion in Hall 9 is a meeting place for connoisseurs of promotional culinary delights. It is the “place to be” when it comes to future culinary advertising ambassadors: from sweet to spicy, there is something for every taste. For all exhibitors offering culinary specialties ranging from sweets and salt products to beverages and spirits, GUSTO is the ideal platform for impressively presenting products and cleverly highlighting multisensory promotional products. Looking, tasting, smelling and extensive sampling are expressly desired here.

cases, be bought. The proceeds will go to a good cause. All visitors to the trade show are invited to interact and try things out. In addition, they can immerse themselves in interesting practical topics in the “viscom Workshops” as well as in the practical “Forum 13 “ together with experts. For the first time, viscom visitors will be able to find out when, where and what experiences viscom actually offers from a clearly structured plan which will be available at the entrance to guide them through the trade show. A clearly signposted path and program guidance system will also show the highlights of the trade shows.

Exceptional showcasing

The Nations Wrap Cup, the international showdown of top car wrappers, is an extraordinary event. 16 national teams can compete against each other in the Nations Wrap Cup. Each team consists of four people, including at least one car wrapper. “There are a number of excellent car wrappers around the world,” says Dirk Möbes of the organiser MR Clipart. “And we want to involve them more closely.” Twelve teams have already registered for the new competition: They come from Germany, Austria, Switzerland, the Netherlands, Great Britain, Hungary, Russia and the USA. Team Adria, a multinational team of car wrappers from former Yugoslavia, has also registered. All teams will be in action throughout the trade show as there are no elimination rounds in the Nations Wrap Cup. Another new feature is that the teams will each work on a complete vehicle. Their tasks include wrapping and, for the first time, window tinting as well as applying paint protection film (PPF), a self-healing protective film that protects vehicle

paint against damage caused, for example, by stone chipping. A decisive factor for victory is not speed but rather the result. “We want to set a clear sign for quality craftsmanship with this competition,” emphasises Dirk Möbes, because an enhanced appearance and longer durability pay off in the long term.

Eye-catching effect and interactive participation

Charlie's Corner belongs to the attractions with an eye-catching effect and interactive participation at the PromoTex Expo. Charlie Taublieb, also respectfully referred to as “Dr. Print” in the industry, will be printing with GOTS certified colours on certified textiles and showing that even sustainable colours and products make an impression. For more than 20 years, the American has been an expert and author in the area of screen printing which is mainly used in finishing textiles. Charlie's Corner forms the link between the special show areas “Smart Textiles” and “Sustainability”. Speaking of an eye-catching effect: Visitors can take a look into the future around the catwalk where the possibilities offered by the integration of technical solutions in textiles will be shown. Smart textiles and wearables will be located here. Another focus of the Textile Campus is the topic of sustainability in which various institutions and initiatives will pass on information about certificates and seals to the visitors.





New topic for marketing professionals

If you are looking for “Marketing Innovations” for 2019, then you are in the right place in Hall 12 which is equally accessible to visitors to the PSI, PromoTex Expo and viscom. POS advertising, merchandising and licensing as well as innovative promotional products are the main focus. The new exhibition area is dedicated fourfold to innovations for advertising at the POS and POI: Manufacturers from the display and packaging sector will be showcasing their innovations. The display Superstar Award will present more than 100 award-worthy display solutions for product promotion and sales promotion at the POS on a special area. The organiser is the display Verlag publishing house which is hosting the international industry Oscar for the 25th time. And Pro Carton, the European association of the cardboard and folding carton industry, will

present the excellent packaging solutions of the European Cartons Excellence Award with a roadshow. Also interesting: the award-winning print products of the Druck und Medien Award, the most prestigious competition in the German-speaking print industry, which Deutscher Drucker Verlagsgesellschaft will present.

Ideas for merchandising & licensing

‘Merchandising and licensing’ is an important marketing field not only for major events such as the FIFA World Cup this summer. Marketers therefore support the world of advertising and selling in the conception and implementation of concrete projects. In the “Marketing Innovations” exhibition area, for example, visitors can meet interesting licensors and arrange appointments in advance through the online matchmaking of the three trade shows.

In addition, they can establish contacts with licensing agencies and seek advice from test institutes and lawyers. PSI distributors and consultants can also establish contacts in the new-

PSI FIRST

Every vote counts

The People’s Choice Award PSI FIRST explicitly calls for interaction. Innovations are traditionally the focus of attention at the PSI. For the sixth time, PSI FIRST will be demonstrating the innovativeness of the industry. The best three submissions will receive the People’s Choice Award. For the upcoming edition, the award itself will undergo several innovations. Twenty-five innovations instead of fifty will be presented. These are the result of all product applications that have been scrutinised by an advisory board to determine their level of innovation and novelty. The 25 strongest innovations will be presented adjacent to the new PSI Members Only area in Hall 10. The best products will once again be chosen by the trade show visitors. All submissions are subject to confidentiality until the start of the trade show.





ly created Distributor Village. Anyone who has booked a stand here will have the opportunity to meet contact persons from industry companies on all three days of the trade show and to advise them on advertising opportunities with promotional products and convince them of the advantages in the marketing mix. In the area of Marketing Innovations, manufacturers can also convince visitors with their products as part of the new PSI Product Presentations area where they can showcase their new products and best-sellers. Up to 150 products in total can be presented in the PSI Product Presentations area. The Marketing Innovations area will be completed by Forum Marketing Innovations which will feature lectures and best practices from the world of advertising and sales on all three days of the trade show (the detailed schedule will be provided by the PSI Journal in its January issue).

Ideal networking

The “Marketing Innovations” forum also features matchmaking under the aspect of building and supplementing networks. “As an ideal tool for networking, matchmaking

was used intensively and creates real appointments,” confirmed PSI exhibitor Cosmoshop after the previous event. The founder of marcokunst.de, who visited the viscom in 2017, is also convinced of the tool: “I am impressed by the matchmaking offer! Personally, I prefer direct contact, and with its support, I have established several pleasant contacts in advance, which had a better quality than with the usual cold acquisition.” The tool not only offers a complete overview of all exhibitors at the three trade shows, appropriate industry-specific contacts can also be filtered. For example, you can search for a finisher specialising in textiles, a machine manufacturer offering the latest cutting systems, or the right supplier for the most unusual electronic gadgets. You can also sort by country, product group or alphabetically. The trade show to which the respective exhibitors belong is indicated in colour. Users can determine directly in a chat whether the suggestions made really fit. In addition, the tool also makes suggestions for possible contacts. If there is a match, an appointment at the trade show can be made online. Matchmaking can also be used for finding the right supporting programme.

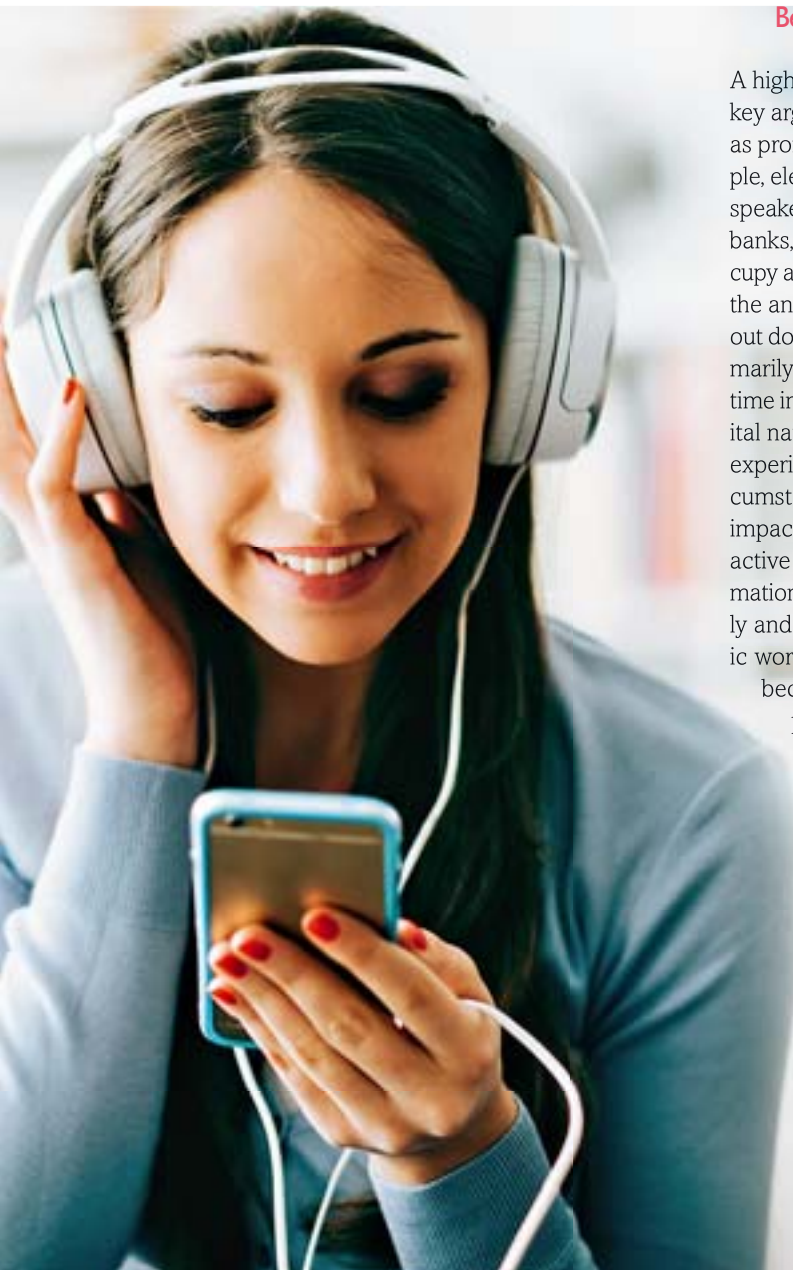
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Electronic products are the visible expression of an era that is becoming ever more digital and networked. Widespread penetration and substantial utility benefits make them the ideal advertising medium – not only for the generation of digital natives. Here is a brief introduction to the world of electronic possibilities.

Electronic products: Contemporary, trendy, versatile

Advertise electronically – entirely analogously





Between analogue and digital

A high degree of penetration and utility value – these are key arguments in favour of the use of electronic products as promotional products. But there are others. For example, electronic promotional products – whether it be loudspeakers, USB sticks, cell phone accessories or power banks, to name but a few of the most common ones – occupy an interesting intermediate position: on the one hand, the analogue world, on the other, the digital world. Without doubt, electronic promotional products are aimed primarily at a target group that spends a large part of their time in virtual space. They are referred to as so-called digital natives. At the same time, they also enable “tangible” experiences. To put it simply, they can be touched. A circumstance that significantly increases their promotional impact. For example, research has proven that through active contact, touching and feeling, (promotional) information can reach the key locations in the brain more quickly and remain stored there over the long term. The magic word is haptic. Especially in this day and age which is becoming ever faster, more and more restless, many people long for things to cling to, or better still, to hold on to. Unlike other forms of advertising, promotional products offer this haptic advantage.

Wireless future

Among electronic promotional products, those which are equipped with the wireless data exchange technology Bluetooth particularly enjoy increasing popularity. In short: Bluetooth is very much in demand. Initially, the technology was mainly used in headsets, keyboards and PC mice, but nowadays it is also an integral part of loudspeakers and mobile phones. And an end to the expansion is not in sight – quite the contrary. The list of common Bluetooth devices is constantly increasing.

Ranges and licences

There are two points to consider when selecting products. First, Bluetooth devices are divided into different device classes which indicate their range. For example, a class three product has a range of up to ten metres. A class two product theoretically has a range of up to 50 metres and a class one product up to 100 metres. However, very large ranges are at the expense of power consumption. Furthermore, Bluetooth devices – like Apple products – must be licensed accordingly. The reason for this is that Bluetooth brands are owned by SIG (Special Interest Group), an association formed by Motorola, Nokia, Ericsson, Toshiba, IBM, Intel and Microsoft, and now boasts more than 30,000 member companies. All members are licensees of the Blue-

Electronic products are a natural part of our everyday life. We now intuitively access our smartphones, headphones, laptops, loudspeakers or tablets. But not only our behaviour as a user has changed a lot in recent decades. A lot has also happened in quantitative terms. For example, an average household today has more electronic products than ever before. And the zenith is far from over: Advances in digitalisation and networking are driving continuous investment in the development of new products.

tooth trademarks. Behind this unusual combination is the will of companies not to compete on the technology level, but only on the application level, i.e. the products that use Bluetooth.

Utilising innovative technologies

In summary, it can be said that electronic promotional products can significantly enhance advertising campaigns. They allow the existing public interest in modern, innovative technologies to be utilised for their own advertising success. The most recent examples are virtual reality glasses that allow you to immerse yourself in other worlds. They can already be found in the assortments of numerous promotional product distributors. But beware: The use of virtual reality glasses – to stick with this example – does not always make sense. What applies to promotional products in general also applies to electronic products in particular. They have to match the advertising company, its image, products and services. As far as electronic promotional products are concerned, engineering, software, telecommunications and research companies tend to be more compatible than, let us say, cosmetic or textile companies. A smooth, hard texture, as commonly associated with electronics, simply stands crosswise to the soft and supple image of products used to carry them.

Storage media with promotional messages are also popular electronic accessories.

Thanks to virtual reality, content and advertising messages can be communicated effectively and in a contemporary way.

Reliability through qualified advice

The question of whether a promotional product harmonises with the advertising company must ultimately be decided on a case-by-case basis. For this reason, qualified advice is essential. In a dialogue with a promotional products consultant, questions about compatibility can be discussed in order to subsequently make a careful selection of promotional products.

<





NFC tags for interactive print products

New dimension of communication

Digitalisation and Web 4.0 are also spurring on new developments in the analogue world of products as megatrends. Even paper-based advertising messengers can learn to communicate with the Internet of Things. The long-standing calendar manufacturer Joh. Brendow & Sohn Grafischer Großbetrieb und Verlag GmbH & Co. KG has developed versatile interactive print products.



Brendow boasts 170 years of company history. The continuous further development of the Moers brand-name company ranges from the original classic print shop to today's Europe-wide networked print and media service provider, also known as one of the leading manufacturers of promotional calendars.

Networking of Web and print

Among the innovative highlights is the use of special NFC tags, registered since May 2018 with design protection. With the appropriate interface, for example, they connect print media with the Internet of Things. Web and print have long enjoyed good relations at Brendow: For example, in the form of an online creative tool where users can design their own calendars and notebooks. Or via shop platforms which are created modularly or individually as required. As Thomas Stölcker, Head of Marketing & Web-IT at Brendow, commented: "That's basically nothing new

for us, but newer technologies are opening up a whole new range of possibilities for practical use. Or in other words, the operation is much easier and safer." This should particularly appeal to users.

NFC tags outperform QR codes

There remains the question as to what is behind the term "NFC"? Simply formulated, "Near Field Communication" means "printed electronics". NFC stands for technology that uses a radio standard for wireless data transmission between two elements. This can be, for example, an NFC-enabled smartphone and an NFC chip. "We integrate intelligent and programmable NFC tags, i.e. printed electronic circuits with an integrated microchip into our printed products", says Thomas Stölcker when explaining the practical application. In the smartphones of the new generation (in the case of the iPhone from version 7), NFC functionality is already a direct component of the operating system. The resulting read-out of the chip is much safer, faster and more intuitive than reading a QR code via a camera. Another advantage: Integrated memory chips allow countless other functions to be used.

Smart technology as an advertising ambassador

Stölcker's range of applications for this innovative tool is as follows: "The new technology can be integrated into almost any medium, from business cards to notebooks or calendars. NFC technology is already in use in packaging technology for the pharmaceutical industry, for example,

where high standards and security are involved. "In addition to technology, the company is also a recommended partner for interactive content or functions, such as promotionally effective Web content, an exciting, creative app or an exclusive, custom-developed application. As an expert in high-quality promotional calendars and notebooks, Brendow always has the impact on the recipient in mind. As Stölcker explains: "The bottom line is that the use of NFC technology provides the customer with lasting incentives through changing content or interactive functions."

Sustainable quality Made in Germany

Systematically sustainable orientation also characterises Brendow's products. Their message: Advertise with a good conscience and allow yourself to be wooed. The Moers-based company manufactures exclusively in Germany – with a focus on premium product quality. In keeping with the concept of sustainability, printing is done according to process standard offset printing DIN ISO 12647. Cardboard and paper are FSC® or PEFC™ certified. Likewise, the company is socially committed, secures jobs, cooperates with local workshops for people with disabilities, and supports charitable institutions, among other things, as one of the main sponsors of the Media Prize of Kindernothilfe. Sustainable corporate culture is also linked to the industry initiative AG Zukunft, of which Brendow is a member. Together with six other medium-sized brand-name companies specialising in calendars and paper media, green paths are being paved for sustainable quality products. <

.....
www.ag-zukunft.de

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und Verlag GmbH & Co. KG

BRUNNEN & EILERS Promotion Service
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AG

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GmbH

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WALTER Medien
GmbH

Zettler Kalender
GmbH

KAHLA RFID

Intelligent porcelain

Porcelain manufacturer KAHLA is helping its customers digitalise with intelligent tableware, thereby proving once again that this family enterprise has a high standard of innovation. With the aid of the patented Magic Grip silicone application, dishwasher-safe NFC or RFID transponder (chips) can be sealed onto the porcelain. This enables stronger customer loyalty through multisensory brand communication.

Digitalisation has long been a topic in the promotional product industry. More and more, new technologies are also being integrated into the products themselves. Porcelain manufacturer Kahla is now presenting intelligent tableware that opens up new communication possibilities hitherto unimagined.

For an individual customer experience

NFC data transmission is based on wireless RFID technology. NFC chips can be read by scanners or smartphones only at very short distances. Hence this technology is well-suited to brand and product communication, for instance, or for paying by phone. "Thanks to NFC, the customer experience can be made more individual, informative and entertaining. Marketing experts know that multimedia and multisensory experiences make the customer experience much better," explains Sheila Rietscher, Director of Brand and Strategy at KAHLA/Thüringen Porzellan GmbH.

Tailored solutions

Each KAHLA RFID/NFC solution is tailored and implemented in close collaboration between the customers and experts for RFID, programming and design. Together, they determine the requirements the application being implemented must meet. KAHLA adapts itself individually to these and offers various transponders in various designs with differing size and capacity. Whether round or angular, with a special range, memory, design or heat resistance, the selection is huge. Experts help customers by advising them regarding which transponder is right for the respective project. The quantities are set individually by the customers. By the same token, they decide whether the transponder should bear logos and brand communication and which pieces of KAHLA tableware should feature them. The patented Magic Grip silicone application then seals the dishwasher-safe transponder onto the bottom of the piece of tableware. What is more, the RFID solution is so flat that it is guaranteed not to be in the way. <

Sample applications for intelligent porcelain with RFID technology

- > A brand gives away a multisensory promotional product made of porcelain whose chip can carry information, games, surveys, films or music.
- > Food producers file information on the cultivation regions, recipes or ingredients of their products.
- > Cups provided with transponders can communicate with machines for making coffee and other beverages. The operation menu remains unaffected when the cup has already communicated that it is cappuccino cup. Credit balances, loyalty points, preferences and allergies can be stored on the smart cup.
- > In a company cafeteria, an intelligent plate knows that it is a schnitzel plate today. The guest scans the meal and pays independently. No cashier is needed.



Thanks to integrated RFID technology, Kahla porcelain makes multisensory brand communication possible – custom-made and effective.

Combination of analogue and digital media

Success through networking of communication channels

Nowadays, analogue and digital no longer have to be a contradiction. There have long been solutions to combine the haptic dimension of promotional products with modern digital technology. The motto is: even more advertising success through networking of communication channels.

For a long time, it seemed that analogue and digital media coexisted. Companies used one or the other channel for their marketing measures. There were hardly any intersections. That is different today. The trend is increasingly towards the strategic networking of channels. Print media and now also promotional products have QR codes that, after they have been read on the smartphone, direct the user to websites, videos or shops. Websites in turn link to social media platforms.

The Haptual app

A particularly innovative form of cross-channel networking has been developed by the promotional product specialists at Orcas: The Haptual app makes it possible to combine haptic media such as office and print products with digital content via mobile devices in order to create new worlds of experience for the end user. Specifically, this works as follows: The mobile software of the Haptual app is based on an image recognition technology that is able to identify print images on promotional products, product packaging, billboards, posters, catalogues, brochures or flyers. When you start the Haptual app and direct the camera of your smartphone or tablet to a corresponding picture element, the stored multimedia contents are loaded onto the device. Conceivable applications are video clips, animated 3D models, audio data, newsletters, product catalogues or links to web content.

Experience brands differently

When it comes to promotional products, it is particularly useful to program printed images on logos. In this way, users can experience the brand of the advertising company digitally and mobile. What is more, Haptual is an instrument that not only makes it possible to experience content digitally, but also generate relevant statistics on request. On the basis of anonymised data, it is possible to make precise statements about the respective Haptual user group. An added benefit, therefore, to make marketing activities even more targeted and effective. <

With the Haptual app, Orcas is one of the pioneers of networking digital and analogue communication channels..



Christopher Malik and Tina Mahler explain the Haptual app.



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and digital media need
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topic demonstrate
how effectively new
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can be complemented
and combined to form
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Sharp combination

It is one of the most modern data carriers, swivels and is removable, offers 16 GB of storage space and is 3.0 and 3.1 compatible. Built into a 58-millimetre small knife housing, the technology carrier optionally features six to ten functions and is an indispensable companion in the office, at home or when travelling.



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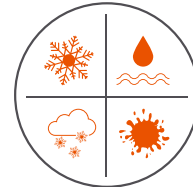
Loading pad

Smartphones can easily be charged wirelessly with the Charge-it wireless charging pad and Boost from Giving Europe. The Charge-it features a USB-C connection for power supply and the supplied cable. The fast-charging charging pad is modern and slim. The coloured Boost charging pad made of ABS plastic in a modern design with a non-slip underside also offers easy wireless charging. Delivery includes a micro USB charging cable. The charging pad is available in black, blue and red with a black circle on both sides. Advertising is applied by using pad printing.



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Energy reserve

Chill-Out, the external 5,000 mAh lithium-polymer battery from Troika, is no slouch when it comes to charging tablets. Micro USB and Lightning input as well as two USB outputs for simultaneous charging of two devices provide maximum connectivity. Included is a small fold-out LED spotlight for cosy evenings on the balcony or terrace. Just the right light for reading, dreaming, working or chilling. The rubberised, matt black powerhouse has a housing made of ABS plastic and provides information about its charge status via a charge status indicator.



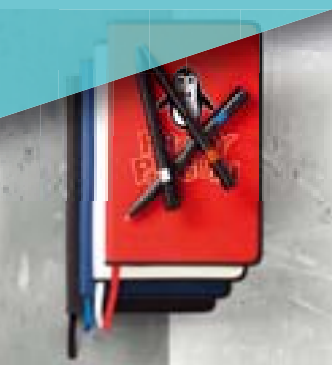
PSI 40043
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Tel +49 9131 50655-0
info@kasper-richter.de
www.kasper-richter.de

Fitness centre for the wrist

With its large TFT colour display, the Fitty Watch II fitness tracker available at Kasper and Richter records steps, distance, calories and speed. In each mode, the product permanently measures your pulse. In addition to an individually adjustable reminder of lack of exercise and daily goals achievement, this fitness tracker indicates when your daily target has been reached as well as automatic sleep recording. Other features include a display of the weather trend in the front display as well as a notification of incoming calls and social media messages such as WhatsApp, Facebook or SMS. Tracking the route, distance and speed are illustrated by the integrated GPS receiver in the app. The wristband has an integrated USB interface for easy charging without a charging cable. The printing area on the wristband measures 40 by 7 millimetres.



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Skimming Blocker card

Thousands of companies have their own customer cards with only the function of identifying a customer. Why not let your customer card protect your customers against RFID skimming? This way the card has two functions. How does it work? Bank cards get their energy to transmit data from the electromagnetic field at a payment unit. The Skimming Blocker card from F&F products is energized in exactly the same way but only transmits a strong blocking signal so that other cards become “invisible”. F&F products can make any design on these cards, but it's also possible to personalize these cards. In both ways you offer your customers protection. Next to supplying the card F&F can supply these in several types of holders, just contact the company for more information.



Never sleep in again

For many people, getting up in the morning is a horror. Shrill alarms ensure high stress levels or quiet alarms are simply ignored. With its innovative WT 350, Technoline offers a radio alarm clock which, in addition to a classic alarm sound, also has a vibration function. The regular movement of the vibration alarm promotes an efficient and gentle wake-up. In addition to two individually adjustable alarms, a snooze function is also available. The display has a backlight and displays the date and day of the week in addition to the time.

PSI 43817 • TechnoTrade Import-Export GmbH
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www.technotrade-berlin.de



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

Plug and play

Firstnotice, the small USB stick from Vim Solution, is the perfect companion for a business trip. The storage medium is simply clamped to a notebook and can therefore not be lost. Firstnotice, the patented, high-quality USB stick with a 2.0 interface as well as a plug and play function, is available from 25 units.

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4 in 1

The Company "Schärfer Werben" offers a range of smartphone options: It supports smartphones and devices with a Micro USB, Lightning or Type C connection as well as devices that support the Fast Charge 5W wireless charging function. The 180-gramme white power-house has a plastic housing and a 1.2-metre USB charging cable. Included is the option of a one- or two-tone logo print of three by five centimetres in size. Delivered in a cardboard box.



Metallic brilliant sound

Tech products are becoming increasingly popular. PF Concept is aware of this and offers a wide selection of mostly multifunctional models. In trendy metallic shades, the coveted accessories are particularly visually appealing. The Millenial headphone of the proprietary brand Avenue, made from high-quality aluminium with an optional golden or silver finish, is a special highlight. The stylish, clear design is not only trendy, but thanks to the integrated Bluetooth function it also ensures unrestricted freedom of movement when listening.



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Digital trendsetter

As a packaging service provider, colordruck Baiersbronn is one of the technology leaders in Europe. In the digital sector, the company will be focusing on the Packaging Digital division at stand 10D17 at the PSI in Düsseldorf. In addition to customisable packaging for classic promotional products such as ballpoint pens, USB sticks and cups, extraordinary packaging that optimally puts every promotional product in the limelight and creates added value will also be presented. Another strength of colordruck Baiersbronn is its finishing: This includes, for example, special techniques in fine art cutting. Further information is available on request.

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Fire from the electric arc

The new ZORR ARC ALU electric arc lighter from KP-Plattner impresses with its very special technology. The innovative and elegant lighter is mainly used for lighting cigarettes or candles and combines numerous benefits. This product is available in black, silver and blue and is easily charged to a USB port. It does not require gas or petrol because the electric arc generated by the charging current provides the heat to ignite. The dual function allows convenient charging on one hand and the electric arc on the other.



PSI 41565 • KP-Plattner GmbH
Tel +43 512 264064
office@kp-plattner.at
www.kp-plattner.at



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

Create connections

Inspirion's DATA charging cable is not just a must-have for technology enthusiasts. The multi-talent allows data transfer from two different devices. Equipped with a USB adapter to a type-C adapter and a micro-USB adapter, data can be easily transferred, and electronic devices charged. The cable reel creates freedom of movement which can be extended to about 103 centimetres and at the same time serves as advertising space. When rolled up, the charging cable fits perfectly into any pocket.

Universally recharge

The quatro C15 charging cable from SCX Design turns out to be a real all-rounder. With this universal charging cable, not only up to three devices can be charged at the same time. It is also compatible both with Android devices as well as with the iPhone and iPad as well as devices with USB-C ports. The individual cables are each 10 centimetres long. Optionally, longer cables or blue, red and green LEDs can be ordered.

PSI 48094 • SCX DESIGN SA
Tel +33 1 86959988
contact@scx.design
www.scx.design



Original logo power

In addition to their classic role as a mobile power outlet, the power banks of Lumitoys GmbH also enable advertising messages to be displayed. As soon as the power bank is put into operation, the logo printed directly onto it or placed as an insert lights up until the end of the charging process. But that is not all: the power banks have various additional functions depending on the model, such as an outdoor lamp, warning light or mobile phone support. Charging takes place as usual via the mains. Some models also offer an additional solar function. Various loading capacities are available. On request, the power dispensers can also be delivered in individual packaging or with additional printing.



PSI 46095 • Lumitoys GmbH
Tel +49 2331 3775450
info@lumitoys.de
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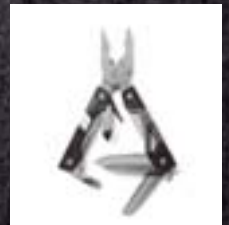
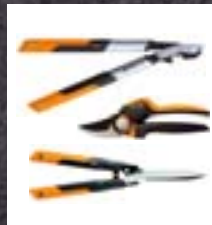
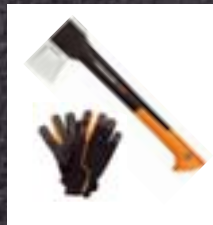
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Dosing like a pro

With the elegant Rominox Nero spice grinder from Römer Lifestyle, users can now season and dose in no time like the professionals. The elegant electric spice grinder has a high-quality ceramic grinder which is controlled by an innovative tilt sensor with a convenient one-hand operation. Insert the batteries, turn the grinder over and grinding starts automatically. In addition, the Nero grinder is equipped with LED lighting which automatically illuminates the background during grinding and thus facilitates dosing.



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Let your brand speak up!

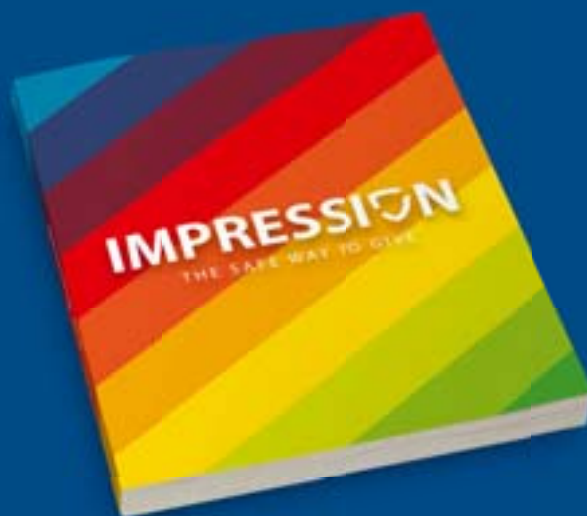
Planning a party, weekend trip, romantic dinner, picnic, BBQ or any other activity? AXPOL Trading recommends a product that will help your logo speak up in all circumstances - the new wireless speaker V3879. This easy to use speaker available in three different colours will bring music just whenever and wherever you need it. With V3879 you can make calls, use it as a radio, or play music directly from memory card. It also has a control panel to change songs, receive calls or to adjust volume level. To make the gift even more special add your logo in our in-house personalization centre. Discover full offer at: www.voyager-catalog.com



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Compact fitness messenger

Thanks to its Bluetooth connection, all messages of the Polaroid TimeZero Smartwatch from Lehoff are sent directly to your wrist. Features such as call, SMS or calendar message notifications as well as an activity tracker and pedometer can be viewed on the 1.44" display. The device is Bluetooth 3.0 compatible, displays the time and has sleep monitoring and analysis, as well as a vibration alarm and alarm clock. Supplied with a lithium battery and USB cable, 6 hours of operation are possible in the standby mode and around 100 hours without further charging. The device is suitable for both iOS and Android.



PSI 43540 • Intraco Trading bv
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info@intraco.nl
www.intraco.nl

Fit card

The super slim Bluetooth Activity Tracker from Intraco can be easily connected to a smartphone. The easy-to-use app summarises personal achievements and compares them with self-imposed daily goals. In addition, the calories burned, the distance travelled, and the number of steps taken are recorded. The extremely light device can be customised in four-colour printing.

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Attractive electronics duo

The Sofrie ECB200 wireless stereo earphones controlled via Bluetooth are supplied in a rechargeable storage box with an aluminium trim. Apart from hands-free operation, the features include a built-in HD microphone. In addition, Sofrie offers an extremely slim, 4,000 mAh PB400 power bank with two USB outputs for simultaneous charging of two devices. Four LED charging lights as well as a rubberised finish complete the features of this practical travel companion.



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Tel +49 261 98488-0
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www.spranz.de

Light and mood

The Metmaxx® AmbientSoundMaxi wireless speaker is offered by Spranz in a design box. It is a white weatherproof sound lantern for dimmed light, radiant light or atmospheric colour tones as well as various light sequences which react to the music in the integrated wireless speaker. The powerful speaker boasts ten watts of power. In addition, the product is Bluetooth 4.0 compatible, rechargeable using a 1,400 mAh lithium-ion battery, and provides up to ten hours of use. When music is switched on, the power lasts for up to six hours. Included in the shipment is a 1.5 metre USB charging cable.



PSI 40823 • Klio-Eterna Schreibgeräte
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All-rounder with design award

Excellent, beautiful and expressive – this is how Klio-Eterna describes its new all-rounder “Turnus”. The shapely lines and simple design perhaps make the classic ballpoint pen model look a bit unimpressive at first glance, but the Turnus convinces with its intrinsic values. It is a specialist in its field and combines traditional ballpoint pen technology with an innovative storage medium. The removable cap accommodates either a 4 – 32 GB USB memory in the common 2.0, or 16 - 32 GB with USB 3.0 memory technology.

Electronic watchdog

Dog barking helps to frighten off burglars. An alternative to a real German shepherd is the EW01 electronic watchdog from Indexa which protects against uninvited guests and frightens them away with deceptively real-sounding dog barking. The device is simply placed in a room inside, for example next to the front door. A sensor detects movement outside the home, even through the wall. Loud barking is immediately emitted through the 17-centimetre loudspeaker when someone approaches the door. The watchdog warns and protects the property when the owner is at home or on the go. The electronic watchdog is easy to operate via the supplied remote control. The white housing can be provided with an individual imprint.



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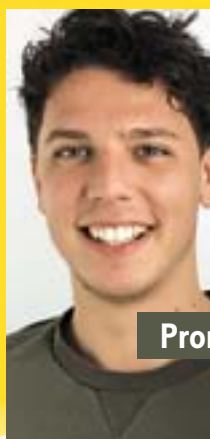


Heike Lübeck

New managing director

Mypromo Service GmbH

Mypromo Service GmbH, a subsidiary of Geiger-Notes AG, will have a new managing director. Heike Lübeck, head of marketing and product management at Geiger-Notes up to now, will be responsible for the marketing and development of the new networking platform for the promotional product industry. She will share this task with Jürgen Geiger, CEO of Geiger-Notes AG. Heike Lübeck is looking forward to her new challenge: "Mypromo is an incredibly exciting company that combines marketing and sales with state-of-the-art technology." With the new e-commerce system mypromo, a platform has been created that allows promotional product distributors to generate small and medium-sized orders via a white label shop and handle them fully automatically. Print data validation and payment are taken into account as well as the automated forwarding of the order to the supplier. "It is important to us that the focus is always on the promotional product trade," explains the new managing director. "We are strengthening its business model, enabling it to also handle smaller order sizes economically and to acquire new customers." www.mypromo.com



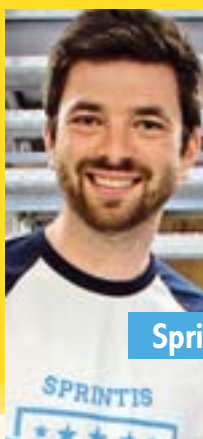
Pim Kroon

Promidata

More manpower

Pim Kroon will be joining the back office of Promidata GmbH, the specialist for promotional product software. Pim Kroon studied commercial management in Sittard before gaining his initial IT experience. He has a command of German and Dutch, the two most important languages to handle all customer projects in-house in the future. Despite an increasing number of customers, he is responsible for providing a consistently high first-class customer service.

www.promidata.com



Ferdinand Schilling

Sprintis

New purchasing clerk

Ferdinand Schilling, a former wholesale and foreign trade trainee of Sprintis, the Würzburg-based wholesale company for printing supplies and promotional products, shortened his training period to just two years. He was honoured by the IHK (Chamber of Industry and Commerce) final exam. He was recruited by Sprintis as a purchasing clerk and oversees the handling of transport and coordinates suppliers. In autumn, he begins his further education study to qualify as a certified business administrator.

www.sprintis.de

Three reinforcements

Swiss writing instrument manufacturer burger pen AG in St. Antoni has been strengthened by Fabienne Kosakiewicz (nee Heim). She has long been known to customers as a contact person for sales. She "continues to look forward to a good and successful cooperation and to always being on hand to help and support all promotional product distributors." The second "newcomer" is Dominik Pohl. He joined the burger pen AG team immediately after having successfully passed his examination as an industrial clerk. He has been supporting the company in all administrative matters since July 2018. Number three is Stephanie Grimm. Since June 2018, she has been supporting the sales team as a key account manager. According to the company's headquarters, "all distributors in western Switzerland will particularly benefit from her 20 years of experience in Switzerland as well as her German-French bilingualism". Furthermore, she is the direct contact person for the promotional product distributors of the Austrian market. "Of course, she is also delighted to receive inquiries from distributors from Germany and all other countries," says Managing Director Xavier Canton. www.burgerpen.com



burger pen AG

The "newcomers" from left to right: Fabienne Kosakiewicz, Dominik Pohl, Stephanie Grimm.

On the road to success with the PET PEN

With its innovative PET PEN writing instrument line, uma has implemented the topic of sustainability in an exemplary manner and has already achieved two major successes: As early as 2017, uma was awarded the PSI Sustainability Award (Sustainable Product Management category) for writing instruments made from the recycled material of PET bottles. PET PEN has now also been nominated for the German Sustainability Award. This product of the Black Forest promotional product specialist thus belongs to the candidates for the award "Germany's most sustainable products" and is there in the good company of big names and brands. Consumers decided who wins by voting online. The announcement of the winner and the award ceremony will take place during the presentation of the 11th German Sustainability Award in Düsseldorf on 7 December 2018. The success of uma is particularly convincing especially in the context of Europe's most important award for ecological and social commitment. www.uma-pen.com



Uma Schreibgeräte



Growth in sales and graphics



Jan Philipps
(sales)

Jan Philipps has returned to REFLECTS GmbH and will in future be energetically supporting sales in the comprehensive field of Custom-mades and Concepts, in particular in advising customers on pins, lanyards, caddy chips, microfibre cloths, display cleaners, USB rubber, felt and bags. Philipps had previously been with the company for eleven years before he broke new ground due to a change of location. So he is also very familiar with the remaining product range of REFLECTS. During his three-year absence, he deepened his knowledge of custom-made products and got to know the industry not only from the sales side but also from the purchasing side. Deniz Oezbilgin has started as a media designer with a fresh look at the corporate identity of REFLECTS and its customers, bringing with him lots of new ideas. He previously worked at the communication agency and full-service media service provider Media Cologne. He is well-versed in both offline and online marketing and develops the corresponding projects and media as well as packaging designs and presentations for customers. www.reflects.de



Deniz Oezbilgin
(graphics)

REFLECTS

Awarded EcoVadis Gold

The Dutch promotional product supplier Xindao was recently awarded the EcoVadis Gold for its outstanding sustainable performances. The company has a long tradition when it comes to sustainability and CSR. It all started with the XDEco collection for our industry, which Xindao introduced in 2008: "Gifts that benefit our planet". A clear concept where saving energy became a popular promotional gift. Followed in 2010 by the "The Battle the Bottle" message of this campaign; "Let's reduce the consumption of plastic water bottles". The next step in 2014 was XDVision2020, a transparent sustainable strategy towards the future. And now in 2018, Xindao was again able to convince in this field and was awarded EcoVadis Gold. Xindao is one of just five per-cent of companies within the designated rating category to reach this level. EcoVadis evaluates companies around the world for their CSR commitment based on their policies and activities, and promotes the definition of sustainable goals for the future.

www.xindao.nl



Xindao

International panel shares insights on global promo market

ASI Power Summit 2018 explored several issues: Trade tariffs, price increases, NAFTA, European markets, the approaching Brexit and much more. Chris Lee, Managing Director of Brand Addition, Michael Freter, Managing Director of PSI, Jo-An Lantz, Executive Vice President of the American top 40 distributor Geiger, and Steve Levschuk, owner of Talbot Marketing, discussed "Going Global: The Impact of Trade Wars & Tariffs on the Promo Market, Here & Abroad". As part of the 20-minute roundtable, the participants also responded to recent public opinion polls, such as the widespread assumption that prices will increase by up to 20 per cent., to which Steve Levschuk succinctly replied: "The price increases will be enormous in the coming year – regardless of tariffs" and immediately mentioned the example of a recent bag order which was subject to duty of 425 US dollars.



ASI Power Summit 2018

Steve Levschuk commented: "As a company, we cannot absorb customs duties. So who do you think they are being passed on to?" In this regard, Jo-An Lantz emphasised, "Tariffs are not levied on margins, but on goods." While Chris Lee believed that people understood that US President Trump makes a strong case for US trade, Jo-An Lantz replied that she could see a change in perceptions of the USA among her international customers, not least because of the daily uncertainty in Washington. "That's not good," she confirmed. Commenting on the situation of the global advertising market, Michael Freter said the German promotional product market grew by 5.3 per cent, posting US\$ 3.5 billion in sales, making it the strongest market in Europe with a 28 per cent profit margin. However, Freter continued, "It's a fragmented market with numerous challenges."

(Source: ASI, Theresa Hegel, Dawn Shurmaitis)

BIC refers Germany and France to EU Commission

The French lighter manufacturer BIC, which also supplies the promotional product market, has instigated legal action against Germany and France before the European Commission. According to the *Süddeutsche Zeitung*, François Clément-Grandcourt, head of the lighter division, claims Germany and France allowed hundreds of millions of Asian lighters, which did not comply with EU safety standards, to be imported into the European market. BIC refers to reports that attribute deaths of children and adults to faulty lighters. The allegations made by BIC link the deaths to the lax approach adopted by the German and French authorities regarding the monitoring and enforcement of safety standards. BIC goes even further: Basically, the monitoring of non-food products in the EU is not sufficient and the value of certification by testing institutes such as TÜV is doubtful. Critics consider the warnings are simply a pretext: The EU legal action could also be considered as an attempt by BIC to secure its own market position in Europe, the *Süddeutsche* continues. The Hamburg-based company Heinz Tröber, one of the leading importers of lighters in Europe, also senses business interests behind the offensive of its competitor. Tröber boss Reza Etehad, also President of the European Importers Association, shrugs off the claim and refers to reliable safety tests conducted by TÜV.

Too lax dealing with safety of lighters



Two reasons to smile

Andreas Hohl and Anja Zwerger had two reasons to smile at the PSI Sustainability Awards 2018 ceremony. They accepted the industry sustainability award on behalf of CD Werbemittel Vertriebs GmbH. The full-service agency from Germering was awarded the Sustainable Distributor of the Year Special Award and also received the PSI Sustainability Award in the Environmental Initiative category. Unfortunately, the typo devil struck again in the October issue of the PSI Journal, giving wrong names to the persons in the photo. We therefore apologise to Andreas Hohl and Anja Zwerger and congratulate the entire team of CD Werbemittel Vertriebs GmbH once again on their magnificent sustained success. www.cd-home.de

CD Werbemittel Vertriebs GmbH



Workshop on digitalisation

The term digitalisation is on everyone's lips. Reason enough for IPPAG (International Partnership for Premiums and Gifts) to offer a workshop on this topic. A good 50 participants accepted the invitation to the Gallery Hotel in Barcelona where the speaker was Prof. Tim Bruysten (Richtwert GmbH). After a general introduction to the different levels of entrepreneurial development, the digitalisation of business components in general, and the "digital agility" of organisations, the attending CEOs and executives participated in teamwork. Specifically, the focus was on trading in promotional products, whereby "customer centricity", the focus on customer needs and expectations, was the dominant topic. The general tenor of the workshop: away from inferior quality promotional products to sustainable products through the persuasion of responsible promotional product consultants.



IPPAG

After all, everyone involved agreed that promotional products will only be accepted in the long term if they are sustainable, durable and functional and promise value to the recipient. As it was a workshop, there were of course not only theoretical considerations. The "Sales excellence" working group came up with the concrete idea of monitoring products, their use and their lifespan in order to be able to prove the sustainability and promotional effectiveness of products to advertising companies. If the return on investment for each article was proven in this way, sales turnover could be secured for the entire industry. www.ippag.net

At the end of September, Giving Europe invited its business partners from the promotional product industry to a three-day event in Barcelona. 94 participants from 13 nations enjoyed a diverse programme in the vibrant Catalan metropolis with a successful mix of information, inspiration and networking.

Giving Europe Partner Event

Eventful days in Barcelona



Barcelona was a gorgeous setting for the varied Giving Europe Partner Event.

A fascinating city, an inspiring programme, a lively and inquisitive international group of participants – the Giving Europe Partner Event in Barcelona was in a class of its own. The 94 participants from 13 nations were absolutely thrilled by the successful combination of information and exchange on business topics, networking activities as well as shared experience and enjoyment. The conclusion made by Ellen van Wessel, Central Marketing Manager of Giving Europe, therefore came as no surprise: “We have received a lot of positive feedback and have been highly praised by our partners for our organisation and programme. For us, it was the best event ever!”

In dialogue with partners

It was no coincidence that the host chose Barcelona for their event: Giving Europe Iberia has its headquarters here, as does the Italian back office, so the Spanish, Portuguese and Italian partners are served from here. For some of the 20 Giving Europe employees who attended the event in Barcelona, the event was a “home game” that they successfully organised. “With this event, we not only want to enter into dialogue with our partners as a supplier, but also offer an attractive framework in which our customers can get to know each other and exchange their experiences,” said Wolf Creemers, who has been at the helm of Dutch company since the end of last year. After all, in the rapid-



Always ready for questions: A 20-person sales team was present in Barcelona.

ly changing promotional product market it is necessary to communicate openly and learn from each other to jointly master the challenges of the future, said Creemers. Therefore, reliable partners who support each other are a must in today's changing times. Giving Europe laid the foundation for a future-oriented exchange with its customers with this event which was perfectly timed before the start of the season and will be repeated in the future.

Interactive team-building programme

A total of three workshops led by high-profile, professional speakers provided the substantive basis for lively discussions. The fact that the participants listened so attentively and participated so intensively showed that the topics had been wisely chosen and hit the nerve of the industry. After attuning to the city on the day of their arrival, the guests gathered for the first workshop at the comfortable SB Icaria Hotel where the group had been booked in for three days. The keynote of the session by consultant Jeroen van der Schenk of Performance Solutions: The only way to the customer is to give him experiences that touch him personally and that he remembers for a long time. Personal relationships and the positive emotions they generate are the true success factors in today's business. In an interactive programme, the participants learned what skills are needed to approach customers and effectively motivate and enthuse them. With team-building exercises based on the successful STAR formula (Surprise, Touch, Assist, Recognize), the group had a lot of fun and got to know each other better at the outset.



Conversations and discussions among colleagues accompanied the workshop.



E-commerce as an opportunity

On the second day, renowned consultant, entrepreneur and university lecturer Jerry van Leeuwen analysed the current situation in e-commerce, which is fundamentally changing our lives and our markets at an ever-increasing pace. We are all affected by this change, including the promotional product industry. Technical development will continue unabated and accordingly the customer will act differently and have higher expectations. "Everything that can be digital will be," postulated the speaker. It would be fatal to ignore this – instead, we should recognise the opportunities this development offers. Therefore, it is necessary to create advanced business models, ideas and services to provide the customer with more customised solutions, content and value. To shy away from the necessary investments would be a great mistake, the speaker emphasised, as well as denying the new standards. A thought-provoking lecture, the assertions of which were then vigorously discussed.



Wolf Creemers, CEO of Giving Europe, initiated the event to foster dialogue with his business partners.



Team-building exercises based on the STAR formula with Jeroen van der Schenk.



Jerry van Leeuwen was the specialist for e-commerce.



Interesting topics, active participants.



Ronald van Zetten examined the topic of CSR from all angles.



Sales professional Michele Tantimonaco and his teammates enjoyed the product presentation – as did the audience.

including suppliers of promotional products, has a duty to avert damage to a brand. That is why they need to be thoroughly acquainted with their supply chain, make it transparent, and work with reliable partners to ensure safety and quality. The

speaker rejected the regrettably widespread low-price policy and sees real partnerships as a decisive factor in the business of the future.

Amusing presentation of new products

Following a bicycle ride through the city centre and a long lunch break, the suspense mounted: the Giving Europe team presented the new products of the coming season in an amusing preview show on the catwalk. The idea of turning proven sales professionals into amateur models for an hour was very well received by the entire group and there was much applause for the “models”. The products were subsequently exhibited and could be viewed in peace while the sales team was available to provide further information.



Barcelona was also explored by bike.

Attractive supporting programme

On the day of departure, Ellen van Wessel presented the results of a customer survey on the subjects of e-commerce and CSR, which Giving Europe had carried out in recent months. The aim of the survey was to understand the impact of promotional products and to show market developments. In addition to the intensive seminar programme, there was plenty of opportunity every day to explore the Catalan metropolis. Local guides led the cheerful group on foot or by bike to the highlights of the city and then to excellent restaurants where they were able to recharge their batteries with stylish, local menus and had a great time. The crowning climax of the second day was an evening in a trendy club directly by the sea where celebrations in high spirits lasted until late into the night under a starry sky.

CSR as a task of the future

The last session of the second day dealt with corporate social responsibility, an issue that has long been a topic for the industry. Ronald van Zetten, who has gained extensive experience in the implementation of CSR in the course of his career as an entrepreneur and managing director, created indispensable prerequisites for a profound understanding of CSR with his presentation. This includes understanding the brand as a valuable asset of an advertising company that must be protected in all circumstances. He used examples to show

how ubiquitous social media can both support a brand and damage it, so much so that the image of the brand permanently suffers. Everyone involved in marketing brands,

Advancing together with the partners

Those attending will confirm that the Giving Europe Partner Event in Barcelona was an exciting, entertaining and perfectly organised event that offered attendees numerous opportunities and incentives to socialise, intensify and exchange experiences. The sessions also provided a wealth of useful knowledge and new perspectives that could advance the promotional product business in changing markets. The intensive time together brought the partners closer together, fostered understanding and trust, and demonstrated ways in which the promotional product industry can prepare for a future with new challenges. <



Ellen van Wessel, Central Marketing Manager of Giving Europe, compered a quiz on the topic of advertising impact.

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Apart from a long-standing tradition, the six members of the CHOICE family share one thing in particular: the passion and know-how to develop innovative and beautiful collections that influence and convince the market. This passion is also reflected in the motto of this year's CHOICE preview event.

CHOICE Preview 2018

Connecting Passion – the sky is no limit!



Just a few of the countless (fashionable) new CHOICE products. More to come in the January issue of the PSI Journal.

Under the motto "Connecting Passion – the sky is no limit!", the companies Gustav Daiber, Fare, Halfar, Karlowsky Fashion, mbw and SND Porzellan, which are partners under the auspices of the CHOICE Group, granted a traditional exclusive insight into their new products of 2019. This time the presentation took place in the Thyssenkrupp test tower in the town of Rottweil, Germany. Built between 2014 and 2017, the 264-metre-high tower typically serves as an elevator tower for high-speed express elevators. This truly exceptional location proved to be the ideal platform for the extraordinary collections of the six member companies which will also be participating together again at the upcoming PSI Trade Show.

The novelties were the stars

Even though the view from the test tower alone was worth seeing, the main visual stars of the event were, of course, the new products of the CHOICE sextet. And there were again many fashionable, smart and sustainable exhibits which increase the long-term promotional impact. Daiber presented its two stylish brands James & Nicholson and myrtle beach under the contemporary motto #ALLY-OUNEED – including 19 new, sporty, design-conscious outdoor textiles. Current trends, innovations and an expansion of the product range in line with the market determine the selection of new products from FARE®, the manufacturer of premium umbrellas.

Exciting new products

With four brand-new bag worlds of Innovation, Function, Trend and Family+ boasting 40 exciting new products, there is also a lot of uncharted territory to discover at Halfar. The gastronomy and hotel clothing specialist Karlowsky Fashion remains true to its concept in 2019, combining the latest fashion trends with functionality and top quality. The product offensive of mbw® scores with empathy and high spirits. New cuddly snugly motifs characterise the Schmoozies® and Minifeet® series, and the gentlemen (and ladies) of the Bert series as well as the jolly Schnabels® also extend their scope of impact. SND PorzellanManufaktur has five new elegant eye-catchers in its assortment for its 20th anniversary, which make individual statements on the modern (and "green") lifestyle. We will be giving the CHOICE family's new collections an appropriate platform in our January issue. <



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Little mermaid – enormous impact

Mermaid, the magical bag tag from Troika, is intended for those who prefer to dream of the sea. Mysterious mermaids, playful dolphins – everything is on board that accounts for the myth of the sea. And the big white synthetic fur pompom becomes an eyecatcher on every bag. Three key rings on the round carabiner ensure functionality.



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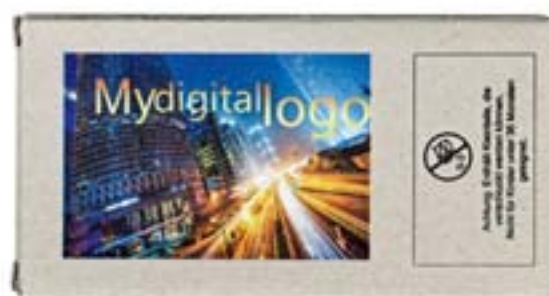
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PSI 41462 • Spranz GmbH
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Learn playfully

At some point it is time for kiddies to learn the time. To this end, the thanxx® painting set from Spranz provides educationally valuable help. It consists of six natural, absolutely non-toxic coloured pencils and a colouring template. When colouring, children can learn the times in a fun way.



Summer feeling

Next summer is just around the corner. Pustefix soap bubbles ensure a perfect summer feeling because as an advertising medium the colourful creations offer optimal ways to make customers' advertising messages appropriate for the season. The customisable give-aways have proven themselves for outdoor use in the warm season. The original Pustefix soap bubbles from Success – the soap bubble specialists from Tübingen – are eminently popular with great entertainment value.

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Neuheiten 2019

Unsere Highlights auf der PSI

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Dry snowball fight

With the snowballs from team-d, you can organise a snowball fight all year round, free from slush and dampness and absolutely harmless, even indoors. Wet and cold fingers are not an issue. The “crunchy” material gives the feeling of holding a real snowball in your hand. Six snowballs with a diameter of about six centimetres are packed in a resealable polyester bag. The intended purpose is not limited to children; the balls are also ideally suited for decoration purposes.

Soothing touch

The sand grains of the Magical Sand offered by Maximex are held together by invisible magic. They flow through your hands with a velvety soft feel – but hold wonderfully well when modelled or shaped with moulds. The sand-coloured sand with light blue castle moulds comes in plastic buckets and is also available from stock for small order quantities. You can choose between ten standard sand colours for a new production of 500 pieces or more. The moulds are available in yellow, blue, green, pink, red and purple. Advertising is applied on the 4C printed label.



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PSI 42907 • Inspirion GmbH
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www.promotiontops.eu

Cuddly ambassador

Lilly the plush unicorn from Inspirion does not need any extensions because it already has a beautiful mane. The plush toy features extremely soft fur as well as sturdy legs and contrasting hooves. The cuddly toy scores further popularity points with its friendly looking eyes and velvety soft nose. In addition, this soft bright-coloured advertising ambassador with a purple horn is not so quickly overlooked. Advertising print can be applied as the unicorn carries a paper heart.

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Flying colours

Flying discs such as the Space Flyer 22, one of the top sellers in the elasto range, are versatile sports equipment that provide fun for all ages. Stackable and featuring a ring structure, it is the perfect promotional product for all sports fans. The Space Flyer has a diameter of 22 centimetres and is available in more than 15 colours. The discs can be finished conventionally by screen or pad printing or photorealistically using the IMould process.



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Advertise playfully

Kosmos offers pure fun with “Exit – The Game” which brings the trend of live escape games home. The players discover more and more objects with the power of deduction, team spirit and creativity, crack codes and solve puzzles. The material may be folded, labelled or torn. Once the secret of the room is revealed, the event game cannot be played a second time. This makes the game night a special highlight. Exit was awarded “Kennerspiel des Jahres 2017”.

Treasure chest for thinkers

A present for true thinkers, inventors and puzzle solvers is the Knobelschatz gift set from Römer Präsente. It is filled with cheeky ‘head nuts’ for all ages, making it ideal for every age group. Whether it be office or production staff, business customers or board members, the head nuts are fun. The gift specialist Römer Präsente delivers a beautiful wooden treasure chest with three 3D wooden puzzle games (a barrel, a dice and a star) in various levels of difficulty. While thinking, the enclosed walnuts help as true brain food. This original gift can be personalised, for example, with an individual insert in the treasure chest.

PSI 43892
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info@roemer-praesente.de
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Just say thank you

PF Concept offers an extensive, colourful portfolio of high-quality and individual gift ideas for the contemplative season, which is always a time to say thank you to business partners, colleagues or customers for the successful and wonderful cooperation in the past year. A loving token of appreciation for friends of big and small stuffed animals are the cuddly dinosaurs, flamingos and bears from the PF Concept Bullet product world. Around the neck they wear a white scarf which offers space for applying advertising.

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Comfortable winter time

In search of a cuddly companion for cosy winter days, the Römer Wellness range has the perfect gift in the form of the Merry Christmas blanket. With its Christmas colours and exquisite Christmas trees, the flannel fleece blanket (120 x 150 centimetres) fits in almost every home. The rolled-up blanket is held in place by a decorative bow and the pendant wishes the recipient Merry Christmas. For those looking for "a little more", fluffy XXL blankets measuring 220 x 240 centimetres can also be found in the range of the wellness specialist.

PSI 46887 • Römer Wellness
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Hit of the year

According to the latest sales statistics, Schaffer has hit the bull's-eye and landed a real sales hit with the Lama Loretta. Cuddly soft in trendy pink, the Loretta is offered in different sizes and can be delivered in small quantities at short notice with individualized scarves. Also in the assortment: Loretta as a key fob.

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Real stone houses with fired bricks and mortar can be created with building kits from b & a. The ideas that can be implemented with the stone building kit are almost unlimited because entirely natural base materials and water-soluble mortar allow the structure to dissolve in water to build again. Three options for customisation are possible for as little as 100 kits: logo printing on the stones (which have a size of 3 x 1.5 centimetres), digital printing of the wooden foundation plate and customised design of the sturdy cardboard packaging. A short delivery time of two to three weeks is a significant advantage.

View from above

Drones are not only versatile, they also deliver fascinating images provided they are equipped with a powerful camera. This is the case with the small amazing drone from Lehoff. The device has six axes and is thus absolutely steady in the air. This is especially important for capturing stunning videos that are transmitted directly to a connected smart device. Integrated LEDs also allow for night use without any problems.



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Cuddling with quality

The promotional stuffed animals from mbw arouse positive emotions and seduce you to touch, even at first glance. The cuddly animals convince as coveted advertising ambassadors and sympathisers with many qualities that also reflect back to the sender. A real home game for the multifaceted plush characters of the MiniFeet® brand from mbw®. They are all promotionally effective as well as quality-certified friends for life, emotional advertising vehicles for events, trade shows, festivals and everyday life. Hence, cuddling with quality.



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Mickey's big anniversary

Mickey is turning 90 and the anniversary will be celebrated with coffee and a big birthday cake. No coffee table should be without the matching porcelain cups from Geda Labels GmbH with high-quality gold print in four different motifs. All porcelain cups are available as a special edition in high-quality gift boxes. For numerous licences and trendy themes, the supplier offers innovative product worlds made of glass, porcelain, plastic and textile for the kitchen, the set table, living and trends and of course articles for children.



Wireless

With the Moodi wireless charger light from Vim Solution, any smartphone can be playfully charged without a cable. The silicone balloon ensures a soft, gentle support, provides seven different colour options and thus acts as a night light in addition to the Qi wireless charging function. Transmission has an efficiency of 73 per cent at a distance of up to 8 millimetres.

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Paper bag specialist Riedle is presenting itself in a new format. Under the motto “Everything remains even better”, the specialist from the village Langenbrettach in Germany has adopted a new appearance and extended its product portfolio. Reason enough for us to visit the passionate “papioneer” and present the ‘transformation’ of Riedle.

Paper bag maker in new format

»Everything remains even better«



The municipality of Langenbrettach in the eastern part of the District of Heilbronn is idyllically nestled in the midst of a region dominated by winegrowing and agriculture. But if you take a closer look, this area has much to offer beyond these two economic sectors. 17 global market leaders in the high-tech sector are located here within a radius of just 20 kilometres. This creative hotspot is also home to the company Riedle. And “home” is probably also an apt word because the owner-run family business is rooted in the region. This became evident during our visit to the locality of Brettach where our interlocutor Volker Riedle, the founder and managing director, emphasised his commitment to the company’s

Left: The “papioneer” in his element: Volker Riedle at the quality control



Our colleague Martin Höchemer talking to Volker Riedle. In the background is a selection from the large Riedle product portfolio.



Volker Riedle is a passionate paper bag specialist.

A prototype in terms of sustainability: the winner of the most recent PSI Sustainable Awards in the "Sustainable Product – Paper" category, the "Riedle TopLuxe/Nature" made from grass paper.

location and surroundings. Tradition – paired with experience – is also an integral part of Riedle's established corporate culture. But there are other connections to the region and its (natural) products which ideally fit into the metier of a passionate paper bag maker like Riedle. But more on that later.



True promotional vehicle

Before we come to the topic of "Riedle in a new format", we first turn to the question of how Volker Riedle became involved in paper bags. The corporate or entrepreneurial history of Riedle began 24 years ago. After spending three years in the trade "gaining valuable experience of how the promotional product distributor ticks", he switched to the supplier/manufacturer side. The specialisation in quality paper bags as (in the true sense of the word) promotional vehicles was preceded by "initial attempts at walking", but still without dealing in bags. But it quickly became clear that Volker Riedle would pursue his affinity for paper, printing and colour in a professional manner. The focus on the production of paper bags, however, was preceded by a very special "eureka experience" ...

How it all started

It was meant to be a special evening. The young man specifically bought a bottle of champagne – a considerable investment for someone in their early 20s. It happened on the way to the rendezvous: The bag broke, the bottle was shattered, and all expectations were dashed. The young man was Volker Riedle. This painful annoyance led the qualified paper and printing technician to develop the best paper bags at that time later that night. Two years and 147

experimental models later in the basement of his parents' house, he produced the prototype of a new generation of paper bags which were expected to finally combine the greatest possible stability, maximum elegance and optimal carrying comfort. This ingenuity has characterised the company to this day. The shards of yesterday became the address for sophisticated brands.

The beloved woman became Mrs. Riedle. And Volker Riedle became the "pioneer".

A passion for making paper bags

This story of an initial spark makes it clear that true passion for a material has been at play here since the beginning of the company. Since 1991, the paper bag maker Riedle has been a reliable partner for the trade, having been a member of the PSI network for the last 27 years – and quite deliberately as a specialist in its field. Goethe once said: "Only in restraint is the master revealed." That means: Whoever wants to successfully master a subject matter must not be distracted, but rather must constantly focus on one thing. As with Volker Riedle and his company: "We have remained true to our concept: We make only one product – namely high-quality paper bags" – with constantly new creative drive.

Countless visual contacts

In this way, a diverse portfolio of bags has emerged: High-quality, long-lasting advertising ambassadors with (at least) two surface areas, tailored to the needs and desires of customers or target groups, thus generating countless far-reaching visual and advertising contacts. Other positive aspects of Riedle bags: they are comfortable, resilient (tested to



Riedle is a bag manufacturer in every respect: even cording is done by hand.



The LongLife model is – as the name already suggests – a specialist in terms of sustainability and long-term advertising impact.



The honeycomb with the FSC label cleverly demonstrates the sustainability of Riedle paper bags.

DIN standards) and eye-catching in numerous smart variations with additional advertising effects. In addition, the ideas of this paper bag inventor constantly ensure new developments.

Mobile advertising medium

As a mobile advertising medium, the advertising impact of the paper bag on the recipient and, in a multiplicative way, on the carrier are the same. That makes them more effective than most other promotional products. Volker Riedle: "That's why paper carrier bags should be a basic component of any advertising campaign. The cost/benefit ratio is optimally calculable, and our product has an extremely high degree of customisation. We can configure a promotional product that entirely represents the visualisation of the brands advertised. All conceivable details are feasible, complex and multifaceted at the same time. As a highly specialised manufacturer, we also advise the customer from the initial idea to the finished bag."

The transformation

Repositioning itself as a "paper bag maker" has been a "big step" for Riedle and one which has accordingly taken time. After all, nothing is rushed in Langenbrettach, everything happens with thorough consideration and meticulous planning. Four whole years of intensive work were spent on the transformation. The result is convincing in every way. Under the catchy motto "Everything remains even better", Riedle presents itself to its target audience, the professional promotional product trade, with a completely new image and design. This begins with the logo and continues with a new world of colours and shapes underlining the diversity and quality of the products, as well as the printed matter and the company's new website. The new logo reflects the value and exclusivity of the

RIEDLE
PAPIERTASCHENMACHER

The clear design language and metallic appearance of the new format is also reflected in the new Riedle brand.

The new RIEDLE brand world

- RIEDLE LongLife® new product
- RIEDLE Classic previously TopLuxe/Basic
- RIEDLE Nature new product and new variations
- RIEDLE Punch previously TopLuxe/GL
- RIEDLE RoundEdge new product
- RIEDLE Fantasy previously TopLuxe/Gift, now also with new variation
- RIEDLE Gifty previously TopLuxe/Gift
- RIEDLE Poster new product
- RIEDLE Bottle previously TopLuxe/Bottle
- RIEDLE Mini previously a size variation of TopLuxe/Basic
- RIEDLE XXL previously a size variation of TopLuxe/Basic
- RIEDLE Coupon previously TopLuxe/Coupon, now also with new variation
- RIEDLE Document new product
- RIEDLE EasyFlap new product
- RIEDLE Twister previously TopStar
- RIEDLE Shopper previously TopShop



The Round Edge model impresses with smart elegance.

Riedle brand. “We want to be the brand for brands,” says Volker Riedle, underscoring an important impetus for the repositioning of the paper bag manufacturer as the creator of intelligent, highly efficient and high-reach advertising media.

Paper bag as the main protagonist

The main protagonists of the new appearance are of course the products that successfully represent the core values of the company – elegant, sturdy, innovative and exciting. Some products have been removed from the portfolio. Tried and tested product lines with new names and new product solutions are now combined to form an exciting product mix which clearly reveals the qualities of the “papiioneer”, namely the reinvention of paper bags. Here, too, the realisation of Volker Riedle becomes evident when he says: “To perfect simple things is much more demanding than to make complex things better.” This includes many effective (some smart) details, the large variety of around 170 colours (which also includes the colouring of the bag cords) as well as the maximum customisability as custom-made products (on request as per Pantone).

Nature as an “alliance partner”

With respect to the range and its paper material, nature which surrounds the region-rooted location of the company (as mentioned above) also comes into play here. “We borrow our material from nature. Therefore, as a sustainably operating company, we also want our product to ultimately return to it. All our bags return to the biological cycle. Nature is a kind of co-partner or co-owner of our company. We are alliance partners, so to speak,” says Volker Riedle, putting it in a nutshell. As one of the few FSC-certified suppliers (and, in fact, for each of the paper types used), Riedle also offers the FSC label as a small wooden

honeycomb integrated into the product. However, sustainability at Riedle is not limited to paper alone. As a holistic strategy, it comprehensively and comprehensively embraces the entire company which, inter alia, is operated entirely CO₂-neutral by means of green electricity.

Award winning sustainability

The recent success of the new product line RIEDLE Nature, whose multi-sensory bag made of grass paper was chosen as the winner of the recent PSI Sustainable Awards in the category “Sustainable Product – Paper”, proves that this sustainability effort is a step closer to a near-natural environment in light of dwindling raw materials and increasing global warming. The bag is a kind of prototype in terms of sustainability. The newly developed product “Riedle Nature” consists of grass paper from the Scheufelen paper mill in Lenningen. It convinced the jury with its really amazing material and product features: 50% of the grass paper used consists of fresh fibres of sun-dried grass and the other 50% of commercially available wood-free FSC pulp. Production is also extremely economical in terms of energy and water compared to conventional sulphate pulp. Crucial for the ecological advantage of this grass paper is also the low fuel and energy input, resulting in particular from the short transport routes. The grass for the “Riedle Nature” was harvested on areas that are a maximum of 50 km away from the production facility located in the Swabian Alb biosphere reserve.

Ambitious goals

The “Riedle Nature” is the most recent and admittedly the most ecological among Riedle’s award-winning bag models. With its bold reorientation, the company is now entering a new phase in a success story that combines tradition with up-to-datedness in an exemplary way. With the paper bag as a versatile marketing tool, Volker Riedle sees his company on the right path as a “quality leader and innovation driver”. His ambitious goal: “Wherever the paper bag is used as an advertising medium, Riedle will be involved.” And he sounds very confident when he wishes: “Whoever thinks of paper bags should also think of Riedle!” Given everything we experienced, this is a thoroughly realistic desire. <

Under the name of Tradeconthor GmbH, the tech start-up, founded in 2012, enjoyed its first great successes in the B2B sector, gained many partners and created important structures. The products for a “digital lifestyle” developed in-house, however, were already being sold under the brand name of Vonmählen. Now the brand name will also be the name of the company.

Company and brand become one

Custom-fit high-tech lifestyle accessories



Managing Director and founder Julian Thormählen: Positive outlook for the future of Vonmählen.

Tradeconthor's meteoric start enabled the Lüneburg-based company to chalk up impressive growth early in its history, winning ten awards and represented at three locations around the world. The next big step became due in July 2018: transforming the Vonmählen name into an international brand by having the entire company appear on the scene as Vonmählen. This was commemorated with a huge launch celebration. By changing

the name, the company is now positioning itself as a manufacturer of appealing high-tech lifestyle accessories “designed in Northern Germany”. And the young entrepreneurs are also forging a bridge to the end consumer market in the promotional product sector with their co-branding. Thus they are now really getting off to a flying start and demonstrating at the PSI what they have to offer and what they are capable of. All this led us to talk to the founder and Managing Director, Julian Thormählen.



View from the outside at the launch event on the headquarters and flagship store in Lüneburg.



allroundo®, the all-in-one charging cable in retail packaging

Mr. Thormählen, what can visitors to the 2019 PSI look forward to?

Our product designers have once again developed attractive new products. They have high-quality haptics and can be used universally, which enables extraordinary solutions, especially in co-branding. We are looking forward to being able to present these at the PSI.

Your company will then appear as Vonmählen and not “merely” as the Vonmählen brand.

That's right. We first started as Tradeconthor in the B2B sector. However, we were already selling the products we developed in-house under the Vonmählen brand name. We have been working toward bringing our long-established



Recording the milestone: Julian Thormählen's selfie at the launch event

identity fully into our daily business for a long time. This push will now let us get started in earnest.

Tradeconthor's story was a smashing success. Why did you nevertheless decide to change the name?

As Tradeconthor GmbH, we enjoyed our first big successes, gained many partners and created important structures. Now we are taking the next step. We want to build up an international brand. This can only work if we do not sell our Vonmählen brand as Tradeconthor, but instead call the whole company Vonmählen. Our co-branding is intended to forge a bridge to the end consumer market in the promotional product sector. We want to put more value into this particular market. We're talking about gifts given out at grand openings or as tokens of gratitude to employees, partners and customers and which are intended to express appreciation.

>>



Guests watch a film about the history of the young company.

Left: View into the new flagship store at the headquarters in Lüneburg.



The launch event naturally also included delicious catering.

We have achieved all the goals we set for 2018. We doubled last year's growth. Another milestone was the opening of our own production facilities in China under the Vonmählen Productions flag. Now we can run mass production, continue to scale up and in the end better meet the needs of our customers. Furthermore, we have opened our new headquarters in Lüneburg, optimised processes and taken the company as a whole up to the next level.

Three locations, a good 100 employees – and all in only three years. How do you plan to go on?

We achieved our set goals in the first three years with a great deal of energy, passion and a clear vision. However, we want to scale up even faster. The milestones reached so far are the foundation for our success in the future. Now we're really getting started.

What makes you so sure that you are on the right path with Vonmählen?

The feedback from customers is excellent, Vonmählen is being very well accepted as a brand. People are keen on our products. We are doing business in an area where we can continue to grow along with the sector in the future. We are not dependent on anyone and our vision is to develop high-tech accessories that fit the lifestyle of our customers. We are on the right path and know exactly what we want and how to get there.

What specific goals have you set for 2019?

A broad portfolio of high-quality products. I am looking forward to adding new categories to our charging concepts. In the area of co-branding, our goal is to further speed up processes in order to accommodate more distributor and customer demands and fulfil their needs. We want to provide more support and more tools for specialist distributors, and further professionalise our systems.

>> What do the Vonmählen company and brand stand for?

Our aspiration is to combine specific elements related to functions and design during product development and make our products into something very special. We focus on developing appealing high-tech lifestyle accessories. Important values in our company are being goal-oriented, down-to-earth and authentic. We do not want to pretend to be something we're not merely to reach particular target groups but keep it real instead. We are a high-power team that appreciates each of its members and wants to have fun, and this is the image we want to show the world with our special products and authentic communication. This is the only way we can continue to grow and establish ourselves on the market for the long term. In the process, we rely on long-lasting relationships with specialist distributors and this is how we want to thank them for our successful collaboration!

The year 2018 is coming to an end. What was good? What milestones did you reach apart from the name change?

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Plastic products facilitate almost all aspects of our lives. However, the discussion about plastic waste is now a perennial issue. The same applies to pollutants such as phthalates used as plasticisers in plastic. For many years, Intertek's pollutant ranking has placed softeners at the top of the problematic challenges facing the customers.

Ongoing issue: Prohibited plasticisers in plastics

Danger lurks everywhere



Plastics accompany us almost everywhere in everyday life. But only softeners turn hard and brittle PVC into elastic, versatile plastics. According to information from the German Environment Agency (2013), the chemicals industry in Western Europe annually produced around one million tonnes of phthalates, of which more than 90% went into the production of soft PVC. Softeners are incredibly functional, but they are anything but harmless. Some of them have even been classified as toxic to reproduction.

Plasticisers are everywhere

Phthalates are now subject to a number of limits. In toys, for example, 6 phthalates with a concentration greater than 0.1 per cent are prohibited, 3 phthalates (DEHP, BBP, DBP) for all toy parts and baby products. The SVHC candidate list also includes several phthalates. This bi-annually expanding list of Substances of Very High Concern (SVHC) contains a good dozen more phthalates. The SVHC candidate list is available at <https://echa.europa.eu/de/>

candidate-list-table. Here, the unsolicited obligation to inform the commercial customer applies from a concentration of 0.1 per cent. The variety of regulations clearly shows the inherent explosive nature of this substance group: No other group of substances is more negatively assessed in the Intertek laboratory for consumer products than plasticisers. They are found everywhere: whether it be in a leather pencil case with an invisible coating of phthalates, in a USB cable, in a carpet or in clothing – phthalates often occur here in high concentrations.

Observe limit values

The variance of possible contamination through phthalates is huge. The many years of experience of Intertek's experts in testing pollutants in a wide variety of products enables them to quickly and reliably identify danger areas and to create test programs. They help manufacturers, importers and distributors to ensure that none of the materials used in their products exceed the strict legal limits. Whether it be the Toys Directive, Regulation (EC) No 1935/2004 for food contact materials, REACH or RoHS, Intertek can offer comprehensive, customised solutions for virtually any product. <

Deadline 22 July 2019: Observe limit values for phthalates also for electrical appliances

The RoHS directive for electrical appliances also regulates 4 phthalates from 2019 onwards for many articles with a limit of 0.1 per cent. These are di (2-ethylhexyl) phthalate (DEHP), butyl benzyl phthalate (BBP), dibutyl phthalate (DBP) and diisobutyl phthalate (DIBP). The transitional period for many products ends on 22 July 2019. Manufacturers, importers and distributors should therefore pay close attention to compliance with the limit values.

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The 45th German Marketing Day starts in Hanover on 5 December. The following day is all about interactions, including the breakout sessions. One of the sessions, presented by the PSI, poses the question “Haptic and digital communication – friends or enemies?” And, thanks to the speakers from the PSI members, also provides the right answers.

German Marketing Day 2018 in Hanover

Big advertising stage

When the focus is on haptic and digital communication at the Convention Centre on the Hanover exhibition grounds from 12.15 pm on 6 December, the promotional product professionals will be in their element.

Harry Saffer, Managing Director of Schwan-STABILO Promotions Products GmbH & Co. KG, Stefan Eiche, Deputy Sales Manager of Kalfany Süße Werbung GmbH & Co. KG, and Peter Kaspar, Sales Manager and member of the management of Global Brand Concepts GmbH, will provide impulses for discussion on this topic from their professional point of view.

Putting promotional products into perspective

In his lecture “We deliver your advertising message – advertising with brand-name goods using the example of STABILO”, Harry Saffer shows the advantages of advertising with brands. He also makes it clear that from the point of view of an advertising company, it pays to provide higher budgets for branded products. “We want to

raise the awareness of marketing decision-makers for brand-name articles as an advertising medium.” At the same time, he is convinced that the promotional product industry as a whole can benefit from the German Marketing Day. “The industry has the opportunity to draw attention to the promotional product as a form of advertising, to present the sustainability of advertising with promotional products, and to put the promotional product into perspective next to the other forms of advertising.”

Increase attractiveness

In his lecture “Transformation of the brand message through all 5 senses – haptic advertising”, Stefan Eiche shows possibilities to communicate brand messages that are edible and thus tangible across all five senses. “It is important for us to show the public the importance of edible promotional products, as well as the simple design and ordering – even of small personalised quantities – through effective online solutions.” Stefan Eiche also sees advantages for the promotional product industry at the German Marketing Day. “The advertising impact and the procurement possibilities speak for themselves. We make that clear to the participants. By doing so, we increase the attractiveness of the promotional product and expect a higher significance in the marketing mix.”

More friend than enemy

Digitalisation as an opportunity is the tenor of the lecture by Peter Kaspar. According to the experts from Global Brand Concepts, digitalisation is by no means the worst enemy of haptic communication. The international promotional product full-service agency with locations on three continents and a broad-based partner network sees digitalisation as an opportunity and accompanies customers in making digital content come alive with (almost) all senses.

Haptic and digital communication – friends or enemies?

Advertising with brand-name goods

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

Haptic and digital communication – friends or enemies?

Peter Kaspar, Global Brand Concepts GmbH

Transformation of the brand message across all 5 senses – haptic advertising

Stefan Eiche, Kalfany Süße Werbung GmbH & Co.KG

Presenter

Michael Freter, Reed Exhibitions Deutschland GmbH



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Anyone who assumes that deadline extensions granted by the tax office to submit tax returns also apply to the preparation of annual financial statements is wrong. Commercial law and tax regulations must therefore always be kept separate from one another. What do entrepreneurs have to keep in mind to be on the safe side?

Annual financial statement

Deadlines must always be met



Although the tax office may grant a deadline extension to submit a tax return, this option does not exist for the preparation of an annual financial statement. Entrepreneurs should therefore be aware of the differences between the tax balance sheet and the commercial balance sheet. Anyone who delays his annual financial statement or fails to submit it in due time runs the risk of severe penalties: In accordance with the German Commercial Code (HGB), the legislator only provides short deadlines for preparing this operational review. The annual accounts are balance sheets or revenue and surplus accounts. They must be prepared in compliance with the deadlines set by the legislator. In

the HGB, these are fixed at three and six months respectively after the end of the year.

Deadlines relevant to criminal law

In the case of insolvency, observance of these deadlines is highly relevant to criminal law, especially as it is simply not possible to extend the deadline for preparing the annual financial statement. If, at this stage, the accounting obligation is not met, the insolvency administrator will include this omission in his report, which will then be automatically sent to the public prosecutor's office. The entrepreneur will consequently be accused of having committed a criminal insolvency offence in accordance with

§ 283 ff. Criminal Code (StGB). The consequence: Residual debt discharge possibly granted in a private insolvency procedure is at great risk.

Insolvency advice helps in a crisis

In the case of crisis-affected companies, it is therefore necessary that advisors who have experience with insolvency also inform the entrepreneur of his obligation to keep records and ensure that the corresponding financial statements as per commercial law are prepared. However, experience in the practice of insolvency proceedings shows that only a few tax advisors point out the deadlines stipulated by law. Thus, they may even contribute to the fact that the entrepreneur commits a criminal offence. Especially with small companies with less than 50 employees and an annual turnover of up to five million euros, it is often the case that annual financial statements are prepared with a delay, sometimes of more than two years. The commonly cited arguments that there was a lack of resources or that the tax advisor had been overburdened are not recognised here.

Accounting is essential

The Commercial Code clearly states that the task of preparing financial statements is the sole responsibility of the entrepreneur. He can only be represented by an authorised tax advisor. However, tax advisors will then regularly note that the entrepreneur has a corresponding obligation to present documents: only then is the tax advisor able to prepare the commissioned annual financial statement. If, in the event of insolvency, an entrepreneur insists that he is unable to perform the accounting, the public prosecutor's office does not acknowledge this argument.

Commercial enterprises and private companies

Commercial enterprises and owner-managed companies, which include registered traders as well as private companies, are not always required to present a balance sheet. It depends on the type, scale and size of the company. In some cases, a balance sheet is not necessary, and a revenue and surplus account may suffice. In determining the accounting obligation, it also depends on whether the company has applied for loans and funds from a bank. In order to prove the required rating results of the banks, it is necessary to submit corresponding balance sheets according to HGB. However, this means that these balance sheets must also be prepared in the future: If the entrepreneur decides to discontinue preparing the revenue and surplus account – and, at the same time, the annual balance sheet – he is simultaneously subject to the HGB. Thus, the entrepreneur is forced to regularly prepare a balance sheet by the statutory deadline.

Accounting requirements for corporations

Basically, corporations are subject to accounting requirements. These obligations result from the Commercial Code applicable to all traders, §§ 242 - 256, and are supplemented by §§ 264 - 289 for corporations. This includes the GmbH (limited company). The GmbHG (limited liability company) stipulates under § 42 that the balance sheet of a GmbH must be prepared in accordance with § 242 and 264. According to § 41 GmbHG, the managing director of a GmbH is expressly obliged to ensure the proper accounting of the company. There are no commercial obligations, however, in the preparation of the opening balance sheet. In literature, however, a period of three months is advocated. Thereafter, in the case of large corporations, the deadline for submitting the annual financial statement is three months, in the case of small corporations six months after the end of the financial year. If this is not identical to the calendar year, HGB stipulates that the annual financial statement must be presented within three and six months respectively after the end of the fiscal year.

Criminal negligence

If the accounting requirements are not met, this may result in a penalty in accordance with §§ 283 ff. of the StGB (Criminal Code). In the event of a breach of accounting obligations, the criminal offence of insolvency or the possible breach of the accounting obligation may be met. Negligent action is also punishable under StGB: Here, however, there must be a connection between breach of duty and insolvency. Not every breach of duty is therefore considered a punishable offence. In addition, conviction for a criminal insolvency offence is only possible for the time prior to the suspension of payments: This also applies in the event that the entrepreneur has discontinued accounting at a time when payments had already been suspended. Conclusion: According to criminal law, owners and managing directors must know that they cannot discard their accounting obligations by ceasing to do business or by resigning from their positions. Law enforcement agencies will scrutinise the insolvency administrator's report as to whether and in what form criminal liability exists. <

Thomas Uppenbrink

Owner of Thomas Uppenbrink & Collegen GmbH and other consulting companies. Main areas of activity: insolvency administration, company restructuring, debt relief strategies and crisis management.

Time to say thank you

PF Concept has begun the contemplative season with an extensive portfolio of high-quality, individual gift ideas. Especially fine stationery, such as notebooks and writing instruments from timeless to classic to modern trendsetters, are in high demand. Above all, the highlight of the **new collection** of PF Concept's own brand Luxe is the elegant Midas set consisting of a grey notebook in A5 format with gold-coloured details and a feather-light gold-coloured ballpoint pen.

PSI 40972 • PF Concept International B.V.
Tel +49 2822 9600 • contact-DACH@pfconcept.com
www.pfconcept.com



Authenticity logo: Only genuine rules from Hultafors bear the red initials of the company founder KHJH

Made for longer distances

New to the range at Hultafors is a **folding rule** measuring 240 cm in length. It allows accurate measuring even for longer distances without moving the rule. Folding rules made of moor birch are still produced in Hultafors in Sweden, fully automatically and certified according to ISO 9001. Each part of a rule is repeatedly tested with a high-speed camera to verify the shape and position of the scale. The accuracy corresponds to EU Class III. Since 1883, the folding rule from Hultafors has been a classic – as a tool and in design.

PSI 46478 • Hultafors Group Germany GmbH
Tel +49 5228 9570 • info@hultaforsgroup.de
www.hultaforsgroup.de



Free of lint when on the go

Everyone knows this problem: Lint and pet hair are always on your jacket when you do not need it. At home with a lint roller there is no problem – but what about when you are on the go? The solution from Tom Fox is quite simple: **the Lintel Pad**. Just put it on like a glove, peel off the foil, dab off the lint, remove it and dispose of it. Removal of animal hair from textile has an even better pulling effect than rolling with a classic lint roller. The Lintel Pad is as thin as a sheet of paper and light as a feather. The small sachet with two pads can be individually printed.

PSI 49474 • Tom Fox GmbH
Tel. +49 731 9216381 • info@my-box24.de
www.my-box24.de



Easter surprise

Advertising companies can show their customers what is going down next Easter with the **new Easter present** from Jung. Hiding in the elegant metal box is a Lindt Easter bunny with 10 g of fine Alpine milk chocolate and two Lindt mini Easter eggs each with 5 g of milk chocolate. Individually printed, on white or matt-silver metal, the box with slip lid offers an eye-catching advertising space and fits into any handbag. With an Easter design, you will spotlight your company in an optimal and sustainable style.

PSI 41545 • JUNG since 1828 GmbH & Co KG
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Powerhouse for professionals

If you want to have the most essential **screwdriving tools at your fingertips**, the Kraftform Kompakt 28 model from Wera is a good choice. The multipacket contains six bits with Phillips and slot profiles in the handle. The fun comes through the integrated hard and soft zones in the handle, which ensure fast, ergonomic work with great transmission of force. The supplied stainless-steel bit holder with a snap ring and permanent magnet ensures a lightning fast connection of the bits with the handle. The hexagonal geometry on the handle prevents unintentional rolling away of the tool. The tool is customisable with a customer logo from 100 pieces.

PSI 48078 • Wera Werkzeuge GmbH
Tel +49 202 4045144 • matuschek@wera.de
www.wera.de

Always have a clear view

This multifunctional ice scraper from Lifehammer® can be used all year round. No matter in what season and in what weather. No matter if there is snow, water, dirt or ice: you simply turn the disc of the Car Window Cleaner to select the right function. The telescopic pole can be extended up to 130 cm, which allows you to clean places that are difficult to clean without getting your clothes soiled or wet. The disc is customisable with a **doming sticker**.

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



Textile promo medium sets the tone

Memo AG won the "Sustainable Product – Textile" category of the PSI Sustainability Awards 2018 with its memo organic cotton bags for fruit and vegetables. The GOTS and Fairtrade certified bags are made entirely from **organic cotton**. One side consists of an airy lattice structure, which shows the content and provides ventilation. The smooth back stabilises the bag and can be printed with an advertising message on an area of approximately 200 x 250 mm. The strong cotton cord for pulling prevents loose goods from falling out.

PSI 43927 • memo AG
Tel +49 9369 905160 • info@memo-werbeartikel.de
www.memo-werbeartikel.de

Long-lasting vitamin carriers

Milk and yoghurt are available in bottles, EDEKA again accepts its own storage cans at the fresh food counter; only our fruits and vegetables are often packed in plastic bags. "That is absolutely unnecessary," says Armin Rigoni, Managing Director of emotion factory, and is therefore introducing a new promotional product to the market together with his team. Compactly packed and durable, the **green fruit and vegetable bag made from organza** by emotion factory is an essential part of every purchase. Peppers, pears and the like fit into the 30-degree washable bags made entirely of polyamide, and thus support the trend towards reusable packaging.

PSI 41016 • Heri-Rigoni GmbH
Tel +49 7725-93930 • armin.rigoni@heri.de • www.heri.de
www.emotion-factory.de



Every drop is an eye-catcher

So much individuality in one box: That is what the colourful my M&M's chocolate drops from Kalfany Süße Werbung offer. Emblazoned on each individual drop in one of 15 different possible colours, the logo of the advertising company immediately catches the eye. The crystal-clear lid of this box makes it impossible to overlook the advertising message. By printing on the transparent can lid and the **visible promotional drops**, customers receive a promotional product that appeals to all senses.

PSI 42706 • Kalfany Süße Werbung GmbH
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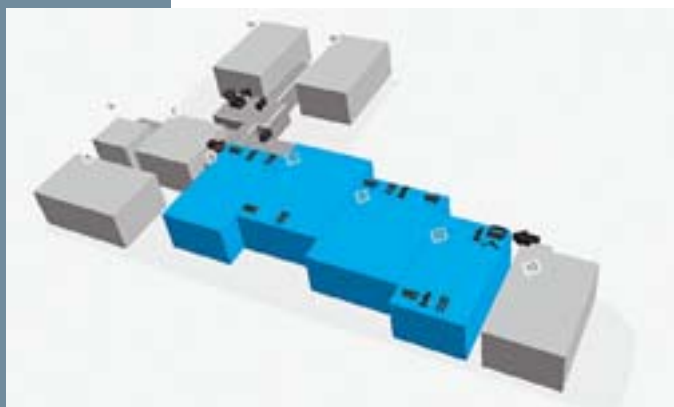
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On Tuesday, 8 January 2019, PSI's gates will open for the 57th time. As a meeting place for the promotional product industry, the trade show brings together industry participants from all parts of Europe and the rest of the world in Düsseldorf. The fact that visitors to the PSI come together successfully with manufacturers and suppliers requires that exhibitors be found as quickly and easily as possible. A **valuable orientation aid** is the interactive hall plan. It clearly shows the stand locations of the individual exhibitors and thus enables effective planning of an individual trade show visit. The interactive hall plan not only provides a direct route to a desired location, but also provides information and contact details for the company in question, as well as the option of sending a request for a free trade show ticket to the exhibitor. The interactive hall plan can be found at: psi-messe.com/de/Home/Hallenpläne-2019/598/



PSI 2019 | Exhibitor information is accessible

The PSI 2019 is fast approaching. For exhibitors, this means not losing sight of anything essential on the home stretch. The PSI offers extensive information to support **optimal trade show preparation**. This concise information was compiled on a landing page which can now be accessed. From assembly and dismantling times to dMAS visitor registration, the online service centre for ordering stand equipment and furnishings, PSI matchmaking and vehicle admission, exhibitors can find this and other important information on the **clearly structured landing page**. This will ensure they are in the picture. Exhibitors have everything in sight with one click: connect.psi-network.de/Ausstellerinformationen2019



PSI 2019 | Invite distributors now

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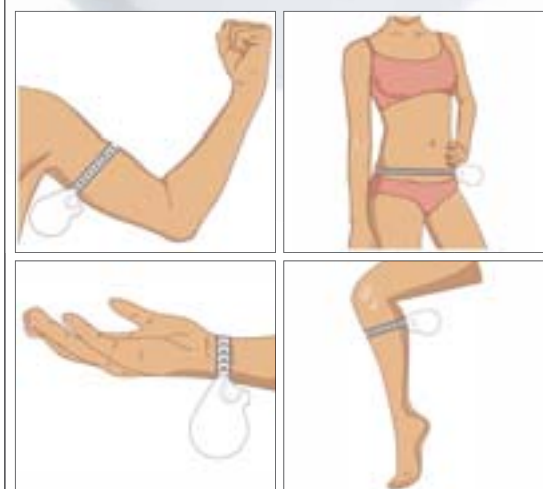
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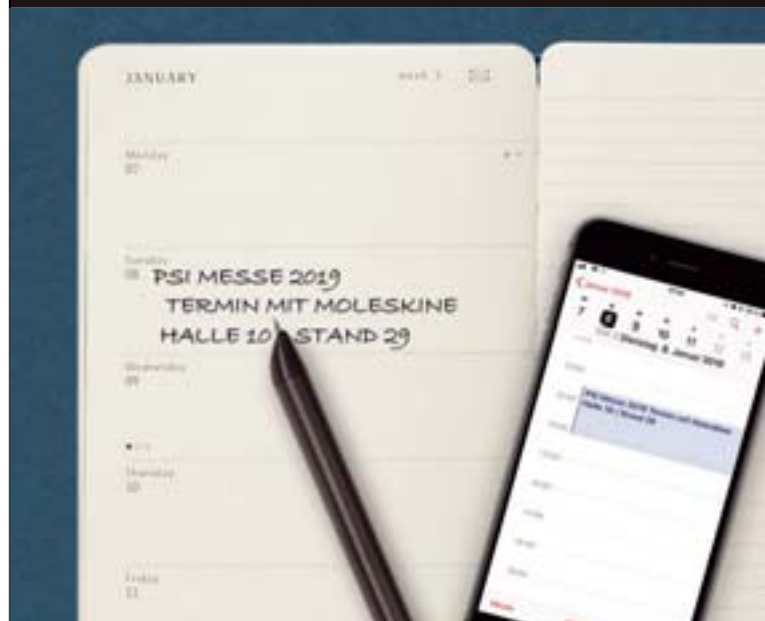
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46403	NOTEDECO Spółka z ograniczona odpowiedzialnoscia Spółka Komandytowa, Poland	10H11
PSI Partner	PSI Novelty Box, Germany	10C60a
42719	Nürnberger-Spielkarten-Verlag GmbH, Germany	10M49
43341	OLEFFE Editions S.A., Belgium	10M38
49195	OLEHATS SL, Spain	10D07
47101	Orcas Customized Products GmbH & Co. KG, Germany	10H42
46305	ORIGINAL LANYARDS sdi publicidade lda, Portugal	10C01
44057	P.P.H.U LEZAKOWO SZEWCZYK KRZYSZTOF, Poland	10H41
49914	Pacific Market International, LLC, The Netherlands	10F12
43993	Paper Fantasies UAB, Lithuania	10K10

44176	The Peppermint Company, The Netherlands	10H23
48500	PEUGEOT SAVEURS DEUTSCHLAND GMBH, Germany	10M25
45291	PIKO Spielwaren GmbH, Germany	10G03
46925	Pins & mehr GmbH & Co. KG, Germany	10K42
49515	Pixika Deutschland GmbH, Germany	10F23
44045	Planet Graf S.C. Rafal Raczka, Anna Zurawska, Poland	10L33
40637	Plastoria S.A., Belgium	10C46
45066	Plastprint AB, Sweden	10L11
45196	Poligrafica Industriale SRL, Italy	10L18
PSI Partner	Pop Up Media Srl Promotion Magazine, Italy PSI Media Lounge	10K71
42713	Poul Willumsen A/S, Denmark	10H08
49600	PRECIOSA BEAUTY s.r.o., Czech Republic	10L47
49175	Premier Group sp. z.o.o, Poland	10G15
42332	Prodir Pagani Pens SA, Switzerland	10F42
PSI Partner	PSI Product Finder, Germany	10C60a
42580	Produt Media Group Special Things BVBA, Belgium	10M58
42580	Produt Media Group, Belgium	10M58
42547	Promo Seeds b.v., The Netherlands	10K54
49109	Promopremiums B.V, The Netherlands	10D19
48075	PROMOTION4U, The Netherlands	10C08a
43940	Promo Tron Solutions a.s., Czech Republic	10M33
PSI Partner	PSI Crossmedia, Germany	10C60a
PSI Partner	PSI FIRST, Germany	10C60
PSI Partner	PSI matchmaking & Media Lounge	10K70
PSI Partner	PSI Members Only Lounge	10C60a-d
PSI Partner	PSI Novelty Box	10C60a
PSI Partner	PSI Membership	10C60a
49832	PST Group GmbH, Germany	10D62
49831	Pubblipiel Ricciarelli SNC, Italy	10H43
49560	Publik d.o.o., Serbia	10H70
PSI Partner	Ravensden Plc, United Kingdom	10G52
PSI Partner	PSI Rebooking 2019, Germany Konferenzzone	Halle 10
48301	Recycle Bags (By SL Lederwaren BV), The Netherlands	10K30
46261	reeko design - a division of Carstensen Import-Export Handelsges. mbH, Germany	10C13
PSI Partner	SerGraf Grupo Editorial, S.L. Rd magazine, Spain PSI Media Lounge	10K71 11E25

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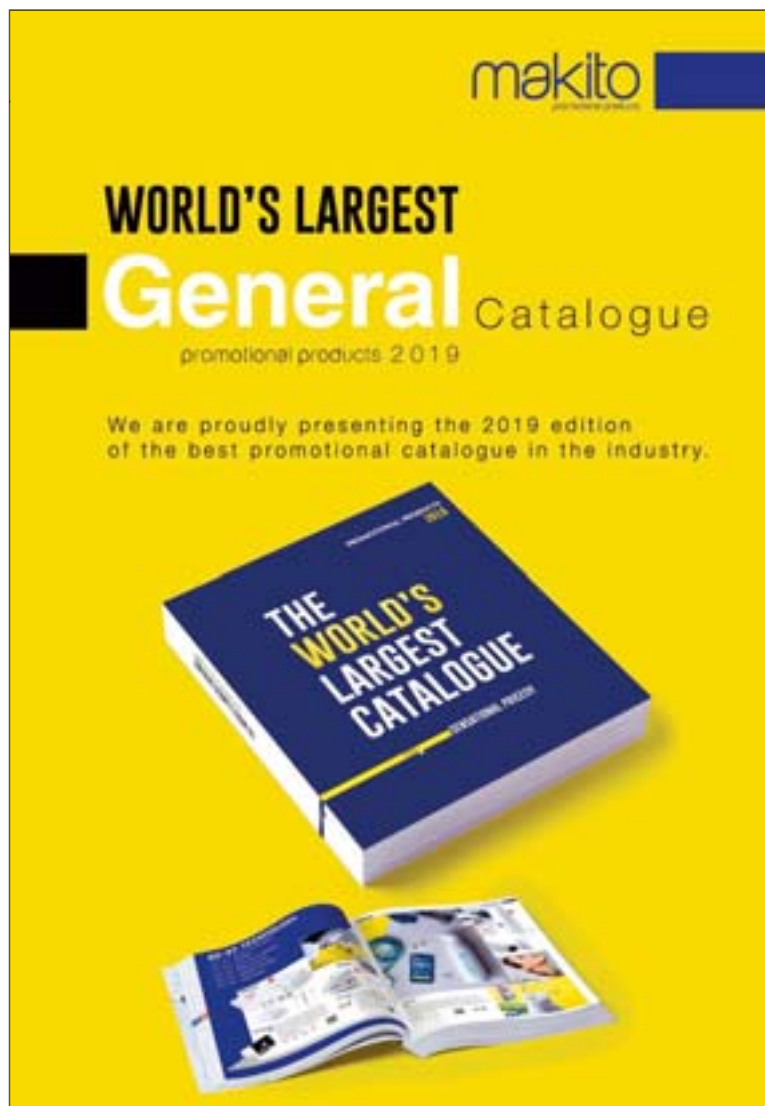


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49757	Rio Lindo JSC, Lithuania	10D50
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49585	Roll'eat MARCADIFERENCIA S.L., Spain	10D11
49976	Safe Reflector Ltd, Lithuania	10L45
43841	SAHIL INTERNATIONAL SIA, Latvia	10L36
48862	Scrikss Kalem Kirtasiye ve Ofis Malz. San. AS, Turkey	10F19
49961	SecuFerro B.V. WebcamCovers, The Netherlands	10L52
44970	SEMO, Germany	10M17
41838	SENATOR GmbH, Germany	10H59
46674	SI International S.A., France	10K51
43879	SIGNATURE SRL, Italy	10F13b
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47019	SPÓLNOTA - Drzewna Spółdzielnia Pracy, Poland	10M53
41462	Spranz GmbH, Germany	10F02, 10F07
45328	Stilolinea Srl, Italy	10F20
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44574	Take2-Design GmbH & Co. KG, Germany	10G48
43984	TASCHIS Inh. Thorsten Otto, Germany	10D26
44186	team-d Import-Export Warenvertriebs GmbH, Germany	10C08
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41647	Tengler Match eine Abteilung der Tengler Druck GmbH, Germany	10M72
49672	Textildruckerei Lunzenau GmbH, Germany	10M54
41875	TFA DOSTMANN GMBH & CO. KG, Germany	10M28
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45780	TITAN Hamburg GmbH, Germany	10M18a
47317	tobra GmbH & Co. KG, Germany	10L48
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44970	TRIGON Deutschland GmbH (ehemals SEMO Deutschland GmbH), Germany	10M17
40846	Heinz Tröber GmbH & Co. KG, Germany	10F01

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41594	Walz GmbH & Co.KG, Germany	10G23
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45180	WIRmachenDRUCK GmbH, Germany	10C20
42772	XINDAO B.V., The Netherlands	10H68, 10H72
44036	X-Pen International Ltd., Israel	10L51
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48603	Yoncahes Kagit Ürünleri Ambalaj San. ve Tic. Ltd. Sti., Turkey	10H56

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49009	12M Alicja Wasowska, Poland	11H37
49347	Adapt Marketing (Pty) Ltd - ADAPT Anthony Driman, South Africa	11G14
43999	ADOMA GmbH Kunststoff- und Metallverarbeitung, Germany	11M71
45590	aloga gmbh, Germany	11C33
49719	AMGS Group Sp. z.o.o. Sp. K., Poland	11A38
45793	AMT Alumatall Gießtechnik GmbH, Germany	11A52
45753	Anda Present Ltd., Hungary	11K06
48983	Arem Italia Srl, Italy	11B26
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49190	PPH Batkiewicz Sp.J. M.J.G.S. Batkiewicz, Poland	11H14
48159	Beutler Verpackungssysteme GmbH, Germany	11B52
49586	BIURFOL Sp. z.o.o., Poland	11D35
48718	BOHEMIA SPORT TRADE, spol. s.r.o., Czech Republic	11C29
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45956	burger pen AG, Switzerland	11D54
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49854	Cerve S.P.A., Italy	11H13
40511	Clipper B.V., The Netherlands	11D09
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44002	Cobb Scandinavia Aps, Denmark	11B25
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49245	Euronatal LDA, Portugal	11L45
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41857	EUROSTYLE - Emil Kreher GmbH & Co. KG Lederwarenfabrik, Germany	11D64
45339	Everts Pol Sp.z.o.o., Poland	11A42
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46428	GALKO d.o.o., Croatia	11B48
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48575	Geoman Bulgaria Ltd Kaliman Mechkarov, Bulgaria	11C45
47324	Get Impressed srl, Italy	11F45
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47707	Goprom Handelsgesellschaft mbH, Germany	11F31
47265	GRASPO CZ, a.s., Czech Republic	11G03
48277	Green Earth Products Helga Nederhoed, The Netherlands	11A30
45148	GTL - Parts GbR Thomas Zintl, Georg Helmut Schöttker, Germany	11A09
42765	HAPPY bvba, Belgium	11A16
44954	happyROSS GmbH, Germany	11E32
49932	Harman Consumer Nederlande B.V., The Netherlands	11M67
45178	Hazet-Werk Hermann Zerver GmbH & Co. KG, Germany	11E01
49873	Heldenwerbung GmbH, Germany	11C21
41583	HEPLA-Kunststofftechnik GmbH & Co KG, Germany	11C01
42567	i.p.a. cosmetics GmbH, Germany	11D02
45893	i.p.a. Sweets GmbH, Germany	11D02a
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49880	Inkcups Europe - Inkups Corporation, Germany	11K01
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49310	Portica GmbH, Germany	11A13
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49798	Royal Blue Collection, The Netherlands	11M72
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49196	SEVEN LAST MUZE SRL, Romania	11F10
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48447	SUITSUIT International BV, The Netherlands	11K44
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49042	Talat Matbaacilik ve Deri Mamulleri Ticaret As. Fabio Ricci, Turkey	11F61
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48161	Tessloff Medienvertrieb GmbH & Co. KG, Germany	11G52
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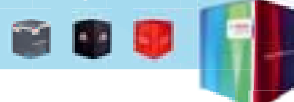
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45156	F&F Products b.v., The Netherlands	12M33
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43970	Fleega Solutions UG (haftungsbeschränkt), Germany	12D39
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43854	Good Game Advisors GmbH, Germany	12B33
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-Anzeige-



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8. – 10. JANUAR 2019 IN DÜSSELDORF

Folgende Unternehmen präsentieren sich auf der PromoTex Expo:

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A full-body photograph of two men standing side-by-side against a plain, light gray background. The man on the left is wearing a black short-sleeved t-shirt and white trousers, with his hands at his sides. The man on the right is wearing a bright green short-sleeved t-shirt and dark blue jeans, with his left hand resting on his shoulder. Both men are looking directly at the camera. The brand name 'GILDAN' is printed in large, bold, white capital letters across the middle of the image, with a registered trademark symbol (®) to the right of the word. Below the brand name, the words 'Ring Spun' and 'T-Shirts' are written in a smaller, white, sans-serif font, stacked vertically.

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Stand: 01.11.2018	

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deratex GmbH & Co.KG, Germany	13D04
DP Solutions GmbH & Co.KG, Germany	13A01
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Forum Corel & Adobe, Germany	13E04
Frankfurter Fahnen Jungmann GmbH, Germany	13D12
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Andric Company doo, Serbia	14A40
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MEDIA LOUNGE HALLE 14

AUSSTELLER / EXHIBITOR

STAND

656 Editions CTCO Trade Show, France	14A65 Media Lounge
BAUVE Medien GmbH & Co. KG, Germany	14A65 Media Lounge
Digipress GmbH Publisher, Switzerland	14A65 Media Lounge
dlv - Netzwerk Ladenbau e.V., Germany	14A65 Media Lounge
Dräger+Wullenwever Print+Media	
Der Siebdruck, Germany	14A65 Media Lounge
Eisma Businessmedia bv Sign+, The Netherlands	14A65 Media Lounge
EuBuCo Verlag GmbH Print&Produktion, Germany	14A65 Media Lounge
GF MAG62 rue Maurice Thorez, France	14A65 Media Lounge
Johann Oberauer GmbH Druck & Medien, Austria	14A65 Media Lounge
Meisenbach GmbH Verlag, Germany	14A65 Media Lounge
MIM Marken Institut München GmbH, Germany	14A65 Media Lounge
Publimore Media BV SignPro Europe / Sign Pro	
Benelux, The Netherlands	14A65 Media Lounge
Vakbladen.com Stitch & Print International, The Netherlands	14A65 Media Lounge
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VORLÄUFIGES AUSSTELLERVERZEICHNIS DER SONDERFLÄCHE MARKETING INNOVATIONS

8. – 10. JANUAR 2019 IN DÜSSELDORF

Folgende Unternehmen präsentieren sich auf der Sonderfläche
Marketing Innovations:

HALLE 12.1

AUSSTELLER / EXHIBITOR	STAND
Deutscher Drucker Verlagsges.mbH & Co.KG	
Deutscher Drucker, Germany	12.1D49
display Verlags GmbH, Germany	12.1D65
Fair Trade Café powered by Mahlwerck, Germany	12.1E62
FIRE-FLOW Vertriebs- & Marketing GmbH, Germany	12.1G59
Forum Marketing Innovations, Germany	12.1H52
Ja-unendlich GbR, Germany	12.1G60e
LTP Litschka GmbH & Co. KG, Germany	12.1G63
MALGRADO fashion & promotion GmbH, Germany	12.1G60d
MCG GmbH, Germany	12.1G51
Private Label GmbH, Germany	12.1G60b
Pro Carton, Austria	12.1D79
PRESENT PERFECT GmbH	12.1D74
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Rastal GmbH & Co. KG, Germany	12.1F60
Schmitz Textilimporte GmbH, Germany	12.1F52
SESIK Private Label GmbH	12.1G60b
Superstars, Germany	12.1D61
Travel Blue GmbH, Germany	12.1G60a



Bei uns ist alles Gold, was glänzt.

Echte Messedaten tragen dieses Zeichen:



Nur mit echten Argumenten punkten. Das ist unser Ziel. Denn auf Messen, die von uns zertifiziert wurden, ist Verlass: Wieviele Besucher gab es? Welche berufliche Stellung haben sie? Wieviele treffen Einkaufsentscheidungen? Wir liefern die Antworten. Prompt. Übersichtlich. Genau. Für rund 300 Messen und Ausstellungen.

Change and premieres

Time keeps flowing like a river” are lyrics from the well-known song “Time” by the Alan Parsons Project. But 2018 is not just rippling along but feels more like a raging current that will quickly be over, yet so much has happened. It was a turbulent year, both for Europe and for the geopolitical world in general. Punitive tariffs in America, which is a deep concern for the promotional product market there, which grew by 5.8 per cent this year. The European promotional product market noted the same growth figures.

It was also a year in which the topic of sustainability dominated the industry – in both a positive as well as a negative sense. Negative: among other things, there were product recalls in Scandinavia after officials identified prohibited chemicals in them. Positive: in September, a promotional product distributor won a PSI Sustainability Award for the first time. And a supplier proudly announced the founding of a wholly sustainable promotional product company. Another premiere was the structural analysis of the European promotional product industry carried out for the first time by TechConsult, providing structural data and sales figures for the ten most important European countries. The study will be presented at the PSI in January.

This brings us to another premiere in the new year. Apart from the two new trade shows PromoTex Expo and viscom, which PSI members can visit with their trade show admission ticket, there will be a large number of new services and free services for distributor members at the PSI. Among others, a Members Only entrance, a separate Members lounge and free Wi-Fi at the trade show. The Marketing Innovations Forum, the Merchandising & Licensing Area and the special exhibition of new products and best sellers offer information related to business as well as the possibility to hold discussions with experts. Additional surprises await you. I wish you a healthy and successful 2019!

Best regards,



Michael Freter
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New products at PSI 2019

PSI is showing its extraordinary potential for the 57th time. Europe's leading trade show for haptic advertising has long been an indispensable event for the professional promotional product trade far beyond the borders of the continent, where within three days the promotional product can be experienced as the protagonist in ever new forms. The wealth of exhibitors from all sectors and areas of the promotional product industry offer an even greater number of products. A first (preliminary) selection of promotional product innovations of this trade show was compiled by our editorial team. The product guide, which is sorted according to the halls, is intended to provide the first incentives to explore the diversity of the exhibits at the PSI to one's heart's content.

Please give some thought to the product themes of the February 2019 issue with the topic groups "Garden, hobby and crafts" as well as "Calendars and packaging" and send your product presentations (high res image and text) by no later than 14 December 2018 to: Edit Line GmbH, Redaktion PSI Journal, e-mail: hoechemer@edit-line.de

High-end products from southern Germany



In 2018, Adoma GmbH celebrated its 40th anniversary. The highly specialised plastics and metal processing company from Wangen im Allgäu has been supplying the promotional product industry with practical and custom-made high-end products for promotionally effective use at various events for 25 years. To mark this anniversary, we will be presenting the company in detail in the upcoming issue.

Düsseldorf Day & Night

Traditionally, the industry year starts off with the European highlight of the promotional product industry, the PSI in Düsseldorf. Many who hurry from one stand to the next during the day want to end a packed trade show day with a cosy and tasty meal or even enjoy the late evening hours. Düsseldorf is excellently prepared for this and boasts diverse culinary and cultural offerings.



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