

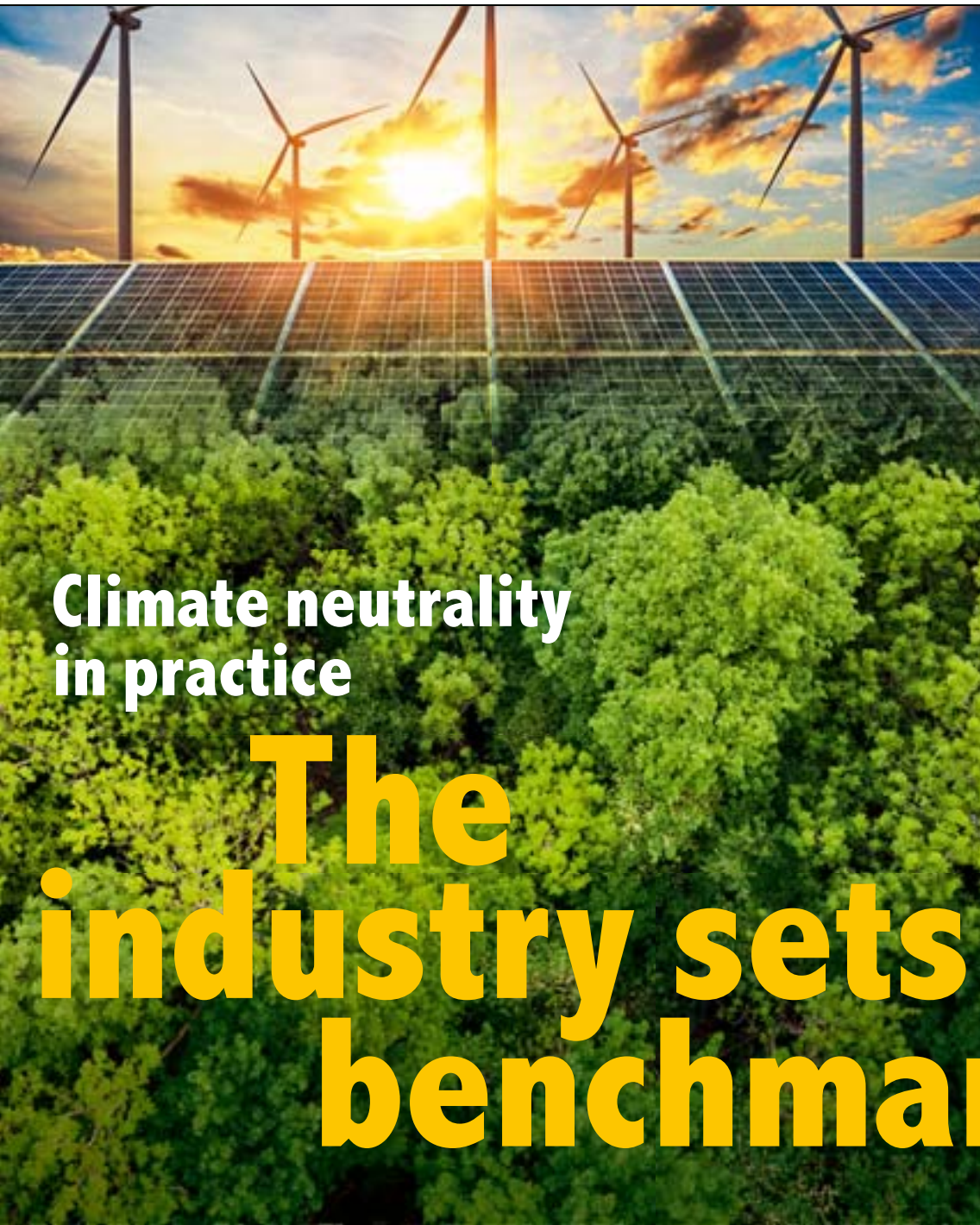
PSI EUROPE

PSI Journal

International Magazine
For Promotional
Products

November 2019

Volume 58



**Climate neutrality
in practice**

The industry sets benchmarks

Filo

Technology combined
with Italian design

PSI 2020

Exclusive offers
for PSI members

Product Guide

Porcelain, glass
and tableware
Knives and tools

Trends & Brands

Stylish and individual

GWW Trend 2019

Smart ideas
for the year-end business



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„Blackstar“ 5m - Measuring tape in top quality.

Black steel tape as visual highlight.

Tape wide 25mm, stability up to 2m.
Back side with white cm-scale, useable as ruler.

Magnetic hook on the top, holding force 700gr.



„Claro“ 5m tape in modern clear glass look lets you watch the revolving chromium-plated drum.

Steel tape with cm-scale on both sides,
back side also useable as ruler.

High tape stability up to 1,8m.
Magnetic hook on the top, holding force 200gr.



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Level with accuracy $0,5\text{mm}/1\text{m} = 0,0285^\circ$
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Diameter 3m for measuring
the circumference of round
objects.

Flat steel tape with cm-scale
and diameter on reverse side.

Big white advertising space
for customers logo.



PSI 2020
Hall 11 - D67

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Editorial

No prophesising philosophy

When it comes to nature conservation, climate change and sustainability, one could describe it as verbal open-mindedness meeting far-reaching behavioural inflexibility – even animal welfare can easily be included. Why is that? A lack of willingness to sacrifice?

An unwillingness to adopt a fresh mindset? The effort that it requires? The money it costs? The fact that global warming actually feels good for many people in developed countries? In the northern regions of Europe, T-shirts were previously not worn on summer evenings. Behavioural inflexibility has always had an array of reasons.

Hardly anyone disputes the fact that there is a climate change and that a good part of it is caused by the action of humans. However, opinions differ widely as to how dramatic the situation is. After seriously studying the subject matter, those who cannot derive analytical knowledge from their studies will say they are still confused, but on a higher level. What remains is to adopt the opinion of people familiar with the subject matter and to make their arguments one's own. Many do, especially young people who have not often had bad experiences with this kind of open-mindedness. The remainder stops and waits to see what happens. That is one simple explanation for this phenomenon.

As an entrepreneur, a promotional product consultant or supplier, one cannot and should not indulge too long in such "philosophical" considerations. Because it is quite clear that the majority of our customers, for whatever reason, will increasingly expect more sustainable product quality from us. And all that matters is the customer, regardless of whether he is personally a nasty CO2 sinner. He will demand cleanliness from us to ensure that he himself can remain clean to the outside. We as an industry must devote more attention to sustainability – for marketing-strategic reasons alone, although genuine reasons would be preferred. Our customers will not accept behavioural inflexibility because they are perfectly aware that a proper shitstorm can do more damage than a promotional product can do any good. PSI confronted its members with this topic at an early stage and vigorously campaigned for it. At the upcoming PSI, it will stand above everything else – above theory and practice. It is unquestionably an existential issue for our companies.

I look forward to meeting you.

Manfred Schlösser | Editor-in-Chief PSI Journal

Your opinion: schloesser@edit-line.de



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Unsere Foodbag Collection

Adam N° 2333

16% rPET Mesh



Eva N° 2334

16% rPET Mesh



Sissi

N° 2343

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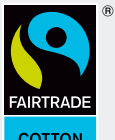
Franz

N° 2342

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PSI 2020: Exclusive offers for PSI members

10

The PSI trade show is the industry meeting place No. 1 in Europe and the innovation centre of the promotional product industry. With a redesigned Members Only Lounge, an exclusive lecture programme and numerous offers to promote business and networking, the PSI Network is celebrating its 60th anniversary from 7 to 9 January 2020 in Düsseldorf.

Climate neutrality: The industry sets benchmarks

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Reducing emissions as much as possible must come first in corporate climate protection management. In addition, CO2 compensation is a globally effective, workable contribution to demonstrate climate responsibility. We asked some PSI members involved about their efforts to achieve climate neutrality and how they use their initiatives in a marketing-strategic manner.



GWW Trend 2019: Smart ideas for the year-end business

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On 26 and 27 September 2019, the annual connection between the GWW Summer Meeting and the Trend took place at the RheinMain CongressCenter in Wiesbaden – and thus the combination of the

oretical knowledge and trade show experience. In between at the evening get-together, guests shared their experiences in convivial discussions and enjoyed culinary delights.

Filo: Technology in Italian Design

58

Filo Srl is an innovative start-up founded in 2014 in Rome. Perhaps it is the influence of one of the most beautiful art cities in the world that inspired Filo to create a combination of design and technology that simplifies daily life: the Filo Tag, a small customisable Bluetooth tracker.



Household alternatives

They are made from rice, grain and apple pomace, based on a tropical root vegetable, as stroodles (pasta drinking straws made from wheat and water) and they are



all the rage in 2019: edible drinking straws. Even coffee cups can be consumed with a healthy appetite after drinking caffeinated (or even

decaffeinated) hot drinks – at least when they are made from grain and taste like a biscuit, such as Cupffee from KW Open. Those who do not want to consume everything can, of course, also choose sustainable and environmentally friendly alternatives – such as drinking straws made of glass.

Say goodbye to the plastic straw

GlasWerk drinking straw

TFA Dostmann GmbH & Co. KG

www.tfa-dostmann.de

PSI 41875

Take a forest bath

Hygge. Lagom. Sisu. The Scandinavian lifestyle trends alternately focus on balance and cosiness, sometimes on stamina, fighting spirit and strength. "Shinrin-yoku", part of a healthy lifestyle in Japan and a health management-sponsored stress management method, relies on the inhalation of essential oils that trees release into the air. Shinrin-yoku simply means "forest bathing" (waldbaden.org). In order not to get lost in the forest, either a faithful companion or a suitable tool is recommended to find your own way.

Never lose the direction

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PSI 47503

There are many stories surrounding the pencil – and they start with its own story. Was the forerunner of the writing instrument known in its present form a reed, bamboo or papyrus shoot poured with liquid lead, a lead-alloy pencil or a pure lead pencil? Do the beginnings of lead pencils lie in England in the 16th century and go back to the so-called Cumberland graphite? And did the pencil actually begin its triumphal procession around the world under a false name? (br.de: "Der Bleistift im Wandel der Zeit"). In any event, the pencil is a timeless writing instrument that is now available in many different variations. We present some eye-catching and promotionally effective pencils: recycled from jeans, old banknotes or as a seed pencil for planting. More examples are available in the PSI ProductFinder.

Looked up in the history book

In the 1830s, an American had the idea of gluing the base of the pencil (graphite and not lead ore) into square wooden sticks. Not much has changed in this basic technique until today. A look back to the beginnings of pencil production was possible at the PSI stand of STAEDTLER.



Real superlatives

The centre of the international pencil industry is the Nuremberg region (Germany). The Nuremberg carpenter Friedrich Staedtler is the oldest documented pencil maker in the world (1662). Lothar von Faber laid down uniform lengths and hardness gradings for pencils in the 19th century and had them provided with the company name. The first brand pencil in the world was born (br.de: "Hochburg der weltweiten Bleistiftindustrie").

A man and a woman are standing in a dark industrial setting, likely a factory or warehouse. The man on the left is wearing a yellow hard hat, a dark grey work jacket with white piping, and dark trousers. He is holding a large industrial tool, possibly a jackhammer, in his right hand. The woman on the right is wearing a similar dark grey work jacket and trousers, and is holding a yellow hard hat in her left hand. Both are wearing white work gloves. The background features large windows with metal grates, and the floor is dark and reflective. The overall tone is professional and industrial.

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beach

JAMES &
NICHOLSON

PRODUCT GUIDE

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New and sustainable *Business*



noveltyBOX

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September Ausgabe der PSI Novelty Box.
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vorbei: www.psinoveltybox.de**

The following products were already
in the PSI Novelty Box September.
Did you miss this?

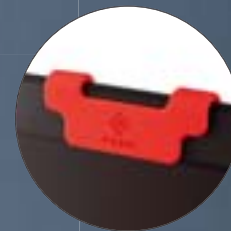
**Then have a look online:
www.psinoveltybox.de**



Fuse fruit fusion bottle
Artikel-Nr.: Fuse 450 ml
<https://bit.ly/21ALW4l>
PSI Nr. 45767
Tacx Bottle Promotions



Werbekekse – PERNICs
Artikel-Nr.: 300
<https://bit.ly/2luOilq>
PSI Nr. 43753
breAd. & edible
labels s.r.o.

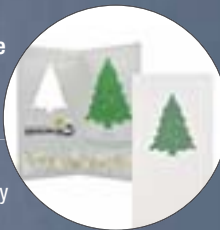


**WebCam Cover,
Cam Cap**
Artikel-Nr.: 1
<https://bit.ly/2MIBuUN>
PSI Nr. 45200
Feeo Poland



Franz
Artikel-Nr.: 2342
<https://bit.ly/2IVUlua>
PSI Nr. 47707
Mister Bags GmbH

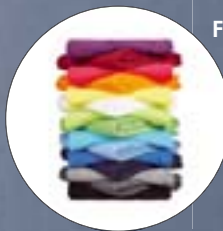
Samenpapier-Karte Fichte
Artikel-Nr.: 21.31970.00
<https://bit.ly/2ZmYbox>
PSI Nr. 41016
Heri-Rigoni GmbH –
emotion factory



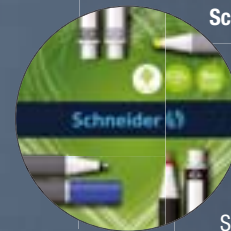
**Natürliches Mineralwasser
mit oder ohne CO₂, 0,33l
Glas-Flasche mit
individuellem Etikett**
Artikel-Nr.: G00001
<https://bit.ly/32eZLWo>
PSI Nr. 43838 · Husumer
Mineralbrunnen HMB GmbH



LogoFrucht Apfel rot
Artikel-Nr.: 11001
<https://bit.ly/32841qx>
PSI Nr. 45384
logofood GmbH



Fair Towel – Kollektion „Cozy“
Artikel-Nr.: FT100W,
FT100H, FT100D,
FT100B, FT100G
<https://bit.ly/2IVUlua>
PSI Nr. 42155
L-SHOP-TEAM GmbH



**Schneider Schreibgeräte –
Mini-Stifte zum
Zusammenstecken**
Artikel-Nr.: 942094
Link-It 4er-Stiftebox
<https://bit.ly/2IPV7hx>
PSI Nr. 43416 · Schneider
Schreibgeräte GmbH

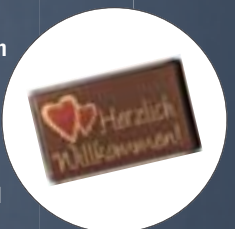
**SICHERHEITSGURT, Gürteltasche
mit 2 Reißverschlussfächern
und Ausleseschutz
für Chipkarten**
Art.-Nr.: BLB20/GY (grau),
BLB20/DB (blau)
<https://bit.ly/2NBI7cj>
PSI Nr. 46311
TROIKA GERMANY GmbH



**Adventskalender-
Schokoladentafel in der
Dekordose**
Artikel-Nr.: 7318
<https://bit.ly/2lvHW5r>
PSI Nr. 48639
VOGEL'S Süsse-Werbe-
Ideen GmbH & Co. KG



**Schokotäfelchen
„Herzlich Willkommen“**
Artikel-Nr.: 41010
<https://bit.ly/2HxQlgS>
PSI Nr. 45384
Weinkellerei Höchst GmbH



Distributoren bitte vormerken:

Die nächste PSI Novelty Box erhalten Sie auf der PSI 2020
in der PSI Members Only Lounge in Halle 9 Stand G20.

Dear Distributors please save the date:

The next PSI Novelty Box will be available at the PSI 2020
in the PSI Members Only Lounge in Hall 9 Stand G20.



From 7 to 9 January 2020, the visionaries and personalities of the promotional product industry will once again be attending the PSI in Düsseldorf. It is the industry meeting place No. 1 in Europe and the innovation centre of the promotional product industry. With a redesigned Members Only Lounge, an exclusive lecture programme and numerous offers to promote business and networking, the PSI Network is celebrating its 60th anniversary.

PSI network: Six decades of sustainable business

PSI 2020 with exclusive membership offer

The PSI has always been a marketplace and industry platform in one – before the word networking was even in vogue. The fact that its 58th edition is imminent and that it is still ground-breaking for trends, innovations and professional promotional product business makes this trade show so modern even today. It evolved from the PSI network which celebrates its sixtieth anniversary next year and successfully brings together business partners, imparts knowledge and provides services and offers that drive promotional product companies for-

ward. This is sustainability in practice, steeped in tradition and at the same time trend-setting.

Overarching theme of sustainability

The network and trade show continue to evolve, they consistently focus on the future and embrace the latest challenges. That is why a review of their long history is just one of the topics of the upcoming PSI. It picks up on trend topics such as sustainability, personalisation and merchandising and enriches its product range with thematic paths



and campaigns which embrace all trade shows. Around 1,000 exhibitors are expected at the new world of advertising and selling, presenting all forms of haptic, textile and visual communication to a specialist audience consisting of promotional product distributors, textile manufacturers, advertising engineers, advertising agencies and marketers. The PSI is the largest trade show with the largest number of exhibitors within the new trade show network. In January 2020, it will combine three thematically related events under one roof for the second time. The overarching theme of sustainability links the trade shows with each other and manifests itself in the supporting programme, on special areas and of course at the stands.

Numerous brands and industry giants

The promotional product industry boasts industry giants such as MOB, XINDAO, Senator, Victorinox, Macma, Toppoint, JCK and Inspirion, just to name a few. Karl Knauer, Stiefelmayer-Contento, b & a Vertrieb, R3D, i4 and Acarta will be returning as exhibitors to the PSI. Numerous new exhibitors such as Ritter Sport, Tramontina, Maiback and the ZirbenFamilie have already confirmed their participation at the trade show. There are also many brands including koziol, Samsonite, Schwan-STABILO, Senator, STAEDTLER MARS, Victorinox, Samsonite, Klio Eterna, BIC GRAPHIC, uma Schreibgeräte and J.G. Niederegger. Ritter Sport will be participating at the PSI for the first time and thus representing the increasing number of brand manufacturers who are discovering the promotional product market. Not only will the major suppliers be showing their new products, they will as well be demonstrating how far digitalisation has already advanced in the industry and which sustainable products are enthusing the customer. All of the three

trade shows are open exclusively, of course, to the PSI members as well as to qualified trade visitors.

Platform for innovation and creativity

The PSI once again brings together many brands and big names, but at the same time it is also a hotspot for all those who are looking for something creative and unusual: Start-ups, inventors, niche providers and specialists are once again offering the entire spectrum of haptic advertising and have all sorts of surprises in store. Among other things, it is this diversity of offerings that is the great attraction of the PSI and has shaped Europe's leading industry platform. This enormous innovativeness can also be quantified: About 500.000 promotional products in variations are expected at the PSI 2020 – presented at the stands and on specially marked and exposed special areas. In Hall 11, for example, inventors and newcomers will be showing their latest ideas, and on the Product Presentations area, which stretches through the newcomer area like a boulevard, around 200 highlights from various exhibitors will be on display. Inspiration and the joy of discovery are guaranteed here.

Members Only Lounge: Exclusively for members

The concept of networking has shaped the PSI until today and will be omnipresent at the PSI 2020. The redesigned Members Only Lounge in Hall 9 is an exclusive offering for PSI members and a central contact point for questions on all PSI services and PSI membership. Here you can inform yourself about all offers of the PSI network and the trade show and obtain individual advice from the PSI team. In any event, the Members Only Lounge is a welcoming place to relax and network. Here, PSI mem-



bers can meet their customers in a pleasant atmosphere or take a little breather. Anyone who has used the free online matchmaking tool in the run-up to the trade show will find the ideal place to meet new business partners and establish cross-trade show contacts in the PSI-matchmaking Lounge (also on the Members Only area). The exclusive supporting programme with practice-oriented lectures on the subject of merchandising, sustainability and legal framework conditions in the promotional product market will also be held in the Members Only Lounge and is well worth a visit.

Participation is encouraged

The Members Only Lounge offers even more: The PSI story comes alive here in the anniversary year. Exciting presentation formats describe the period between then and today, showing how trends, products and industry have changed over the decades. Exhibitors can actively shape this documentation by bringing along best-sellers and long-sellers that have been, or are, very successful and that they are proud of. Perhaps contemporary wit-

nesses could tell stories about past trends and novelties? Join in and get involved with your company and your products! Please contact Petra Lassahn (Petra.Lassahn@reed-expo.de) and Viola Proietti (Viola.Proietti@reedexpo.de). Participating is not only encouraged when looking back through history, but also when trying out the Product Finder. Europe's largest promotional product database with 127,349 products in 215,807 variations is only accessible to PSI members. You can try out the new features of the tool in the Members Only Lounge and discuss suggestions for further development. Last but not least, the Members Only Lounge will also be celebrating: Let yourself be surprised and join in the celebrations!

PromoTex Expo: Make your brand wearable

PromoTex Expo, the international trade show for promotional wear, sportswear and workwear, is moving closer to the PSI in its second edition and will occupy a large part of Hall 12. Here, textile specialists, advertising engineers, promotional product distributors, agencies, designers and marketers can meet industry giants such as TeeJays, Lynka, Vossen, Matterhorn, Regatta and MASCOT International A/S. But new faces such as stilfaser and IGUANA GROUP will also be showing their product highlights at the international trade show. L-Shop Team will be presenting two new brands at the PromoTex Expo: bags2GO and miners mate. Under the slogan "Make your brand wearable", the trade show demonstrates how chic, versatile and promotionally effective promotional clothing can be. The Textile Campus in Hall 12 is the central contact point for textile companies. Sustainability will be in the foreground here. Another hotspot is the catwalk where professional models show the latest collections

of exhibitors in breath-taking shows. The fashion shows will take place four times a day at 11.30 am, 1 pm, 3 pm, 4.30 pm.

Knowledge transfer in Forum 13

A high-quality programme in which experts talk about best cases and current trends and focus topics of the industry completes the offer of the PromoTex Expo. Expert experience and inspiration for daily challenges are featured in the lectures and practical examples in Forum 13 in Hall 13. Forum 13 also includes the interface to the lecture pro-





gramme of the viscom. This is not just about sustainability issues in the textile industry, but also about new solutions in digital and textile printing as well as application possibilities in the areas of advertising technology and illuminated advertising – topics that show practically embracing all shows how brands can be presented profitably.

Textile finishing live: Make Your Shirt

The entire process of textile finishing can be experienced live at the PromoTex Expo. Under the motto “Textile 4.0”, the special show “Make Your Shirt” focuses on mass customisation. IT professionals and solution providers take visitors on the journey of a QR code through the purchasing process of tomorrow. How the connection between digital IT solutions and analogue finishing techniques works in practice is shown here. The process of digital finishing of individual textiles will be demonstrated at three locations – from the customer order through to production as well as logistics and shipping. Visitors to the trade show can slip into the role of the customer themselves, commission their own personal shirt and witness live how a

unique item is created. Smake, the exclusive partner of this extraordinary demonstration, utilises the advantages of digitalisation to open the door to the future of textile finishing. An enthralling sightseeing opportunity that PSI distributors should not miss.

viscom 2020: Look, marvel, join in

Looking and marvelling are the essence of a visit to the trade show. But only experience and participation lead into a new dimension. Ideas and innovations as well as the necessary techniques will be presented in an application-oriented manner as part of the trade show trio of PSI, PromoTex Expo and viscom. The main focus at the viscom will again be on active involvement of visitors and live experience. Around 200 manufacturers and distributors from more than 40 countries will be offering viscom visitors the opportunity to try out their developments. Themed routes will show visitors the way to the most exciting locations. The viscom workshop will offer trade visitors an exciting field of experimentation, from the fields of advertising technology, printing services, textile finishing,

illuminated advertising, media production, construction of trade show stands and shop fittings as well as film coating. Not only can new materials be tested there, they can also be immediately processed with the right machines. Signforum24 advertising technology professionals will be there to explain procedures and processes, answer questions, pass on their knowledge which is also interesting for PSI visitors to discover new business fields. <





CLIMATE NEUTRALITY IN PRACTICE

Reducing emissions as much as possible must come first in corporate climate protection management. In addition, CO₂ compensation is a globally effective, workable contribution to climate change. We asked actively involved PSI members about what they have done to achieve climate neutrality and how they strategically use their initiatives from a marketing perspective.

We presented facts on the climate discussion in the September issue and talked to an expert who advises companies on the development of individual sustainability solutions. Especially land use projects have been shown to have considerable positive climate effects. Added to this is the development effect for the respective regions, which goes far beyond the purely ecological effects. However, these are accounted for globally, meaning that every ton of CO₂ that is bound by afforestation or sustainable land use can offset emissions elsewhere on our planet.

Companies can make a major difference

If, however, one looks at the massive, global, deliberately induced or tolerated overexploitation of forests and ecosystems that stuns the world (especially in Brazil), then



The industry sets benchmarks

one must question the purpose of the entire climate debate. Developing and implementing targeted measures to save what can still be saved – if this approach is not accepted by at least everyone who is in the boat, then right-minded people will be dangerously close to succumbing to resignation. The only way out of the crisis of meaning can only be to act reasonably and intelligently and to continue or embark on a commitment to climate protection. The more irrational some people are, the more important it is for others to be rational. The fact that companies can make a difference here and that the industry is setting benchmarks offers hope and a challenge at the same time. Here are just a few of the many companies that take climate protection and sustainability seriously. We want to encourage companies that do something similar, more or perhaps less, to continue and to resist irrationality. Question the processes in your company and become creative in order to reduce emissions and conserve resources. Make

a start, wherever and however small. Anyone involved in climate protection will find some interesting information in the following paragraphs.

No recognised seal for climate neutrality

Climate-neutral management is a voluntary act and a quality certificate is not required. There is no universally recognised label for climate neutrality, for example to identify products, processes or services accordingly. However, most providers of compensation projects certify carbon neutrality for their customers. They certify that the technical execution of the process is flawless to the best of their knowledge and belief. However, this is not an independent validation. Nevertheless, several audit companies confirm climate neutrality for certain industries and products. TÜV, the German technical inspection agency, has a comprehensive offer, especially >>

“Environmental responsibility is an essential part of our brand and corporate philosophy.”

Martina Schneider **Schneider Schreibgeräte**

As a family business with production sites in recreational areas such as the Black Forest and the Harz mountains, environmental responsibility is an integral part of our brand and corporate philosophy. It also determines our daily actions. We started implementing resource-efficient and environmentally friendly processes in our production at an early stage, something that many people laughed at. In 1998, we were the first and, for more than ten years, the only company in the writing instrument industry to be certified according to the world's most demanding environmental management system, the EU Eco-Audit EMAS. So much has already been done in the past to reduce CO₂ emissions. I would say that almost all reducible emissions within our company have actually been eliminated.



sively extended to suppliers and the entire value-added chain has been systematically adapted. Our partner offers a large selection of certified and monitored climate protection projects, so we can select suitable projects for compensation. During the first year, we supported a project in North Rhine-Westphalia in order to get an idea of the project. Our international customers, however, wanted an international project, as many (unfortunately wrongly) believe that Germany is already very well positioned in terms of environmental protection. In the following years, we therefore selected international projects, for example in the Kibale National Park in Uganda and our current forest conservation project in Pará in Brazil.

Unfortunately, partners still react cautiously

There are increasing numbers of consumers who prefer sustainable products. Many companies are actively committed to environmental protection and want to implement their climate protection strategy and 'green office'. We provide a building block with our sustainable products and help improve their environmental footprint. Not only our climate-neutral products, but also our recycling and bio-based products offer B2B the opportunity to actively participate in climate protection. Corporate customers also have the option of purchasing our entire product range or placing individual orders in a carbon-neutral manner. Unfortunately, despite actively promoting this option, our partners' responses to this offer remain subdued. The demand for corresponding products, on the other hand, is growing strongly and one can sense a clear trend towards sustainability.

Commitment pays off

With the comprehensive environmental and climate protection measures that Schneider Schreibgeräte initiated two decades ago, the company is a pioneer in the entire industry. This was honoured with two awards at the PSI Sustainability Awards: Schneider won the Environmental Excellence category and was named overall winner in 2019 as Sustainable Company. The reasons stated by the jury: "The Sustainable Company of the Year 2019 shows that, as a company, it combines the three pillars of sustainability at the highest level and as a consequence distinguishes itself as a manufacturer of innovative green products."

Making climate protection tangible for customers

We went even one step further in 2010 when we calculated our corporate carbon footprint. This carbon footprint shows the volume of emissions generated by our company's activities, such as fuel consumption, heating, refrigerant leaks and electricity, as well as all external factors such as suppliers, business partners and customers, and thus also external transport, business travel, employee travel, raw materials/supplies/operating materials, external services and disposal. This assessment serves to determine the impact of our company on the climate and to reduce it further in a continuous improvement process. At the time, it was also an opportunity for us to integrate climate protection through the PCF "into" the product, making it more tangible for our customers. Through climate-neutral products, we can let the customer participate in our commitment to the environment, or at least make the topic visible to the customer.

Value-added chain systematically adapted

We had already prepared the data for calculating the CCP as we had done a lot of preparatory work during the many years of EMAS certification. The CCF showed that 75 percent, the bulk of the emissions, comes from purchased raw materials and services. These should be minimised. In addition, environmental management has been inten-

“Quality is also an environmental matter.”

Alexander Dirscherl CD-LUX

We have long been aware that quality and responsibility for the environment are closely linked, which is why the topic of climate protection was firmly anchored at CD-LUX at an early stage. We see climate protection as an integral part of our corporate strategy and it is now indispensable to a manufacturer of high-quality promotional products. That is why our sweet Advent calendars as well as our entire product range have been CO₂-neutral since May of this year.

Avoiding and reducing emissions

Despite all the measures taken, we inevitably generate CO₂ through our business operations. Our concept is to reduce and offset greenhouse gases. First of all, all possible emissions of our company are avoided and reduced as far as possible. We achieve this through inter-



nal environmental protection measures, e.g. as part of the Bavarian Environmental Pact which provides for a comprehensive optimisation package. This includes our own photovoltaic system with a capacity that can supply around 55 households with solar power.

CO₂ compensation

First, together with a partner, we recorded all CO₂ emissions that were produced and then we scrutinised our production chain: location, mobility, logistics, raw materials, packaging and production. Based on this data, our CO₂ footprint (corporate carbon footprint) was compiled. On this basis, we have developed a climate protection concept that integrates all company processes. The CO₂ compensation takes place by supporting recognised climate protection projects. Overall, our customers respond very positively to sustainability initiatives. You can sense that the topic is currently on everyone's lips.

Of course, there are marketing aspects as well, which are superficially intended to offer the customer a high-quality promotional product with a climate-friendly background.

>> with regard to industrial processes. In order to be on the safe side, companies should therefore choose experienced providers with good references who offer professional advice and work meticulously.

Rely on certified projects

Anyone who implements initiatives for climate protection must be sure that the supported projects are legitimate, effective and professional. The players in the compensation business are committed to this. Recommended providers usually have only projects in their portfolio that are certified according to recognised standards. These include the Gold Standard of the Gold Standard Foundation, a non-profit certification organisation registered in Switzerland and founded by the WWF in 2003. On a par and internationally more widespread is the Verified Carbon Standard (VCS) of the organisation Verra (verra.org). Verra also has the Climate, Community and Biodiversity Standard in its portfolio, which primarily examines and certifies social and environmental issues. High-quality projects contribute to the avoidance of CO₂ as well as to sustainable ecological and social development >>

Companies should only invest in certified projects because reputable climate protection projects are evaluated according to international standards.

"We want to be a good guest on this earth."

Heiko Ziegler Kolibri

The issue of climate protection has accompanied me for a long time, so it was only logical to extend my personal commitment to KOLIBRI. There, the idea has been positively embraced and our employees are now enthusiastically involved in a variety of ways. Our motto is: We are only guests on this earth and we want to be good guests.



CO2 compensation since 2013

In 2013, we compiled an up-to-date carbon footprint for our site for the first time, and then offset it with an award-winning afforestation project in Uganda. Back then, out of genuine conviction, we retroactively calculated the total CO2 emissions of our company and also offset them. Since then, we have been offsetting our emissions every year on the basis of our carbon footprint.

Sustainability put into practice

We also do a great deal to protect the environment: To begin with, there is our passion for electric cars which began with a pioneering project at the University of Karlsruhe in 2014. In the meantime, we have four electric cars, two hybrid vehicles and two in-house charging stations.

We also paid close attention to saving energy when constructing our new company building and also implemented lots of little things such as compost heaps, recycling paper, double-sided printing, filtered tap water and so forth.

This year, we then recapitulated our milestones in a sustainability presentation, collected new ideas on reducing plastic in packaging and formulated our vision of climate-neutral production of promotional products. To be able to implement all of this in a timely manner, we started a project for which we were able to inspire an environmental engineering student at Nürtingen University.

Sustainability initiatives create credibility

We received very positive feedback from our customers for our in-house trade show in February 2019, which was dedicated entirely to sustainability. It seems that the time has finally come when customers are prepared to accept additional costs. Incidentally, we use the topic on all marketing channels (mailings, trade shows, website, social media, presentations, etc.) and actively address the topic with all our customers and interested parties. Time and again, we find that it increasingly impacts people and that for many companies it is important that their suppliers are familiar with it and implement their own measures. Moreover, because we have been pursuing the issue for a long time, we enjoy a high level of credibility and customers feel that KOLIBRI really does have a green heart.



E-mobility, in-house power generation, resource-efficient production – PSI companies rely on a diverse mix of measures when making their contribution to climate protection.

“Talking alone does not help – we have to act.”

Steffen Heinzinger Magna sweets

The topic of sustainability has played a major role in our company for a number of years. For example, we have been using a woodchip heat and power plant for 15 years now to supply not only our premises but also some of the neighbouring companies with heat from wood waste. In addition, we have been using a combined heat and power plant and a photovoltaic system for years to generate up to 80 percent of our power requirements. In this context, climate protection has become more and more important to us in recent years.



for climate justice – more than 70,000 children and young people from 67 countries are already participating. With the “Good Certificate” from Plant-for-the-Planet, MAGNA sweets compensates for greenhouse gases equivalent to 250 t of CO₂, additionally binds already emitted CO₂ from the atmosphere through 1,250 trees and enables the training and supervision of 35 ambassadors for climate justice. The certificate from Plant-for-the-Planet offers even more than climate neutrality: Trees are planted, children are motivated to become involved and are mentored for years. The opportunity lies in initiating a positive chain reaction for the future of our planet.

Excellent product for a better future

The marketing of “Good Chocolate” is a matter that lies close to our hearts. Accordingly, our customers and the industry have responded overwhelmingly positively to this extraordinary story and are thrilled to support this project. Promotional products that not only put the company in a good light but also do something good are sure to strike the right chord. What is more, last year’s Good Chocolate was ranked No. 1 in a blind tasting of 25 branded chocolates by Stiftung Warentest. Of course, we use these issues to enhance our public image, but this was never our primary intention. Climate protection has always been important to us and will continue to be so in the future. We must begin to take responsibility for this world for ourselves and our descendants. The benefit of “Good Chocolate” as a marketing tool played a secondary role for us. More importantly, this high-quality product contributes to a better future for our children.

“Plant for the Planet”: A very special project

After manufacturing climate-neutral products since last year, we came across the “Plant for the Planet” project. The children and youth organisation was founded in 2007 by Felix Finkbeiner, a then nine-year-old boy from Tutzing. What began as a school project became an organisation dedicated to counteracting global warming with large-scale tree planting. In the period since the organisation came into existence, children and youngsters have managed to plant nearly 15 billion trees in 193 countries. We have also been planting since the beginning of this year: With our own product “Good Chocolate” and the campaign “Stop talking. Start planting.” The initiative itself plants trees and motivates people to plant. At academies, the children educate each other to become ambassadors

>> in the project environment. Some projects are also certified with regard to their products, such as FSC (wood) or UTZ (cocoa). Anyone who relies on certified projects can be sure that their investment is worthwhile – for the climate and their own goals.

Transparency creates credibility

All information and data that substantiate a climate protection commitment must be collected correctly and verifiably. It is therefore in the companies’ own interest to create a sound data and information base that can also be used in corporate communications. For accounting pur-

poses (depending on the service provider) various standards are used, which specify relevant requirements as to how climate neutrality can be achieved and documented. This is, for example, the internationally recognised GHG Protocol Standard, which ensures the validity and comparability of the accounting based on the fundamental principles of relevance, completeness, consistency, transparency and accuracy. The GHG Protocol is considered to be the most widely used standard for preparing greenhouse gas accounting statements. Numerous other standards are based on it, including ISO 14064 and many government corporate standards. The international specification PAS 2060 also defines standards. It is >>

"We are experiencing very positive feedback."

Volker Riedle Bags by Riedle

The topic of sustainability has always been a matter of personal interest for me. There is no other world for us than the one we live in. So, when I founded the company almost 25 years ago, I made the decision to exclusively offer carrier bags made out of recyclable paper. Of course, everything else was built upon this decision: Production sites within Europe, certification for climate-neutral products, a climate-neutral company and even our website is climate-neutral. Not to forget FSC certification and much more.

The partner must also fit

It is not that easy to find the right partner or partners for a comprehensive sustainability concept. As regards climate protection, we also intensively scrutinised providers



and found a partner that is really committed to climate protection with very specific projects both in Germany and throughout the world. After all, environmental protection is an international mission. The analysis, the comprehensive documentation of the CO2 volume

which should be climate-neutral, and finally the conscientious selection of the projects to be funded were made in close collaboration.

Verifiable added value

We label all our products with the logo "Climate Neutral Product" together with an ID number with which you can check our commitment at any time. This creates transparency and ensures that we are not simply claiming to be green (greenwashing), but that we live and practice climate protection. We are experiencing very positive feedback on what is essentially free added value for our customers. Especially in marketing, our holistic involvement, as one of many building blocks, has led to a fantastic victory in the PSI Sustainability Awards. We are really very proud of that.



>> considered the first valid set of rules for climate neutrality or CO2 neutrality. PAS 2060 was first published by the British Standards Institution (BSI) in 2010 and subsequently in a revised version in 2014, and is widely used by climate change partners. These examples are intended to show that statements by companies about their climate protection activities are generally based on solid foundations and are therefore also verifiable. Those who are really serious work together with professional partners who provide expert support. Please remember, however: Pretending is just as meaningless as not doing anything. <<

By no means exaggerate or cheat: When it comes to being committed to environmental and climate protection, it is enormously important to document all measures truthfully. Only then are companies credible.

We would like to present new ideas, interesting initiatives and projects that benefit the climate and the environment in the PSI Journal. Please contact me: Ursula Geppert, geppert@edit-line.de



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www.promotiontops.eu
www.inspirion.eu

Hot advertising messages

Advertising messages with individual slogans are available at Inspirion. The ceramic cup Hot Message awaits the customer every morning with an individual welcome. The writable mug offers space for notes, appointments and loving greetings on the black surface. There are two pieces of chalk in white and pink in the gift box to write on the cup. Freshly written notes can be easily wiped off to make room for new messages.



PSI 49447 • Alessi Deutschland GmbH
Tel +49 89 206028812
chiara.sergiacomi@alessi.com
www.alessi.com

Gentle on the lips

Soft and austere lines combined with a great affection for details characterise the attractive Itsumo 18/10 stainless steel cutlery set from Alessi. Characteristic of this surface-polished set are the shaped profiles of each cutlery element that ensures they not only lie ergonomically in the hand, but are also tender on the lips. The set includes eleven different types of cutlery, for the laid table and for serving. The eleven cutlery types consist of a tablespoon, fork, knife, fruit fork, fruit knife, dessert spoon, teaspoon, coffee spoon, salad servers, cake server and butter knife. Also available is a 24-piece set of six tablespoons, forks, knives and coffee spoons, also made of 18/10 stainless steel. The additional five-piece set includes a tablespoon, a fork, a knife, a fruit fork and a teaspoon. It is recommended to dry the dishwasher-safe cutlery after washing.

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PSI 45666 • Halfar System GmbH
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info@halfar.com
www.halfar.com

Cool basket

Multifunctionality is in vogue. The Kühlshopper Basket from Halfar® is a shopping basket and cooler bag in one. Thus, butter remains fresh and cool on the way from the supermarket to home in summer as do drinks for the day trip. The attractive Basket shopper is available in red, black and navy. On the front pocket there is room for a striking logo print – and inside for cutlery, napkins, money and keys. To keep everything transported cool, the shopper is provided with a special coating and completely closed with a zipped cover. The two handles with magnetic collar make it easy to carry the lightweight basket with aluminium frame. For a picnic you simply detach them from each other, open the zip, fold in the cover material as a lining and voila!



PSI 44833
Mahlwerck Porzellan GmbH
Tel +49 8031 2747-26
martin.hauer@mahlwerck.de
www.mahlwerck.de

Clear brand profile

With DuoTone finishing by Mahlwerck Porzellan, it is now possible to colour not only a part of cups and mugs, but all the way round. Combined with a deep engraving, this results in great brand effects. The all-round partial glaze of the cup convinces with clear lines. The surface with a matte and glossy glaze in combination with an engraving on the dividing line is especially rich in contrasts. The variety of surfaces and finishes that Mahlwerck offers create spectacular effects and professionally highlight brands. DuoTone is the ideal image carrier for a multicoloured corporate identity. Anyone looking for eye-catching promotional cups with exciting surfaces will surely find something at Mahlwerck Porzellan.



PSI 50967 • Römer Drinks
Tel +49 6541 81290
info@roemer-drinks.de
www.roemer-drinks.de

Divine wine connoisseurs

No other type of red grape enjoys as much worldwide renown as the Cabernet Sauvignon. With the French Cabernet Sauvignon from Römer Drinks, a classic and at the same time elegant wine with a personalised label can be given away from 60 bottles or served at the next event. The taste of blackcurrants, beautifully integrated tannins and a strong dark colour make the wine unmistakable and the perfect accompaniment to meat dishes or chocolate. A socially inspiring gift that can be used to start a successful week together with colleagues. You can also enhance sauces with this selected drop. Römer Drinks is a member of the Römer family and offers a wide assortment of promotional beverages ranging from natural mineral water to modern beverage cans and champagne bottles as well as worldwide patented promotional tea and coffee.

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Fax: (+49) 02204 - 402 92 4

www.gimex.de
info@gimex.de





Attractive underlay

The camarc® STEEL from Kaldenbach is not only a high-quality stainless steel coaster, it also serves as a bottle opener. It is therefore a practical utensil for people on the go and for all those who want to have a practical and at the same time trendy, stylish accessory at the ready when visiting a pub, beer garden or bar. On the bottom there are transparent round rubber knobs that prevent a loud noise when putting it down.



Sustainable drinking vessels

The innovative, recyclable and high-quality drinking bottles and porcelain cups from L&S GmbH are useful, sustainable products that are available in various designs, colours and filling capacities. The vessels convince with a pleasant drinking feeling and high level of robustness. The leak-proof bottles are available with different closure options. The desired advertising message are clearly visible through different printing techniques in up to four colours on different places. All LFGB certificate requirements have been met.

– advert –

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Tel +49 6432 91420
info@igro.com
www.igro.com

Crystal clear arguments

Polishing glasses, drying dishes, wiping work surfaces clean: The tea towel from Igro belongs to the essentials of any private or commercial kitchen. In addition, a beautifully printed tea towel is a popular decorative accessory in the kitchen and dining room. Kitchen towels made of natural fibres appeal through their excellent absorbency and skin-friendly quality. As a natural product, the cotton towels are environmentally friendly, sustainable and biodegradable. Advertising imprints are eye-catching thanks to the large print area. All-over or logo printing delivers clear, clean results. In addition, they are popular souvenir items, especially for city marketing or merchandising.

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Napkins with advertising print

Ulrich Ripkens is a specialist for napkins with advertising print, individualised napkins of all kinds by means of flexo-flat and roll printing as well as CMYK digital printing. When customising with flexo-flat printing, pre-made napkins with a printing surface in $\frac{1}{4}$ format are printed in only one colour. In the case of flexo-roll printing, napkins are printed from the roll in one to four colours. Due to existing delivery contracts, longer delivery times are usually required. Halftone prints are printed on a coarse grid of 18. Here, the maximum printing surface is 39 by 39 centimetres over the entire surface with or without a border. CMYK digital printing allows four-colour digital printing of 33/3 napkins in $\frac{1}{4}$ fold, all-over and borderless. In addition to cellulose table napkins with edge embossing, which can be printed in one to four colours, the range of Ulrich Ripkens also includes high-quality air-laid napkins with a velvety feel that can be printed in various ways. A slight structure embossing gives this napkin, which can be supplied in various formats, its textile-like appearance and the character of a cotton cloth. The fine embossing ensures good printability and also allows intricate advertising prints.



PSI 45428
Asia Pins Direct GmbH
Tel +49 30 720200400
info@apd-gmbh.de
www.asiapinsdirect.de

For fast food fans

The Pommes-Pieker, the French fries fork from Asia Pins Direct, is made of LFBG-approved stainless steel and replaces the curry, French fries and finger-food disposable fork in an extremely practical and smart way. The clever utensil can be freely designed from 500 pieces. Every form of this eye-catcher is conceivable for use at events and receptions. The Pieker is light, robust and always ready to hand: just a practical companion for example on a keychain or in a bag. The desired advertising is applied by Asia Pins Direct by using long-lasting laser engraving. The promotional product is delivered as standard in a recycled paper envelope. It can also be ordered in your own leather case.



camarc® SWING from Kaldenbach is truly eye-catching and makes traditional glasses seem old-fashioned. Thanks to its convex base, the glass tilts in all directions even when filled. No matter where the user wants to enjoy his drink: camarc® SWING brings variety to everyday life.

– advert –

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PSI 45737
Giving Europe GmbH
Tel +49 421 596597-0
kontakt@givingeurope.de
www.givingeurope.de

Hot and clippy

Carabine, the double-walled coffee mug from the extensive product range of Giving Europe, is made of stainless steel and is very practical: The stylish coffee mug has a snap hook which enables it to be attached to a backpack or belt when on the go. The highlight of the drinking vessel, which has a capacity of 200 millilitres, is its carabiner handle which is available in silver, red or black. The mug can be individualised by the supplier from northern Germany by using pad printing or long-lasting laser engraving.

– advert –

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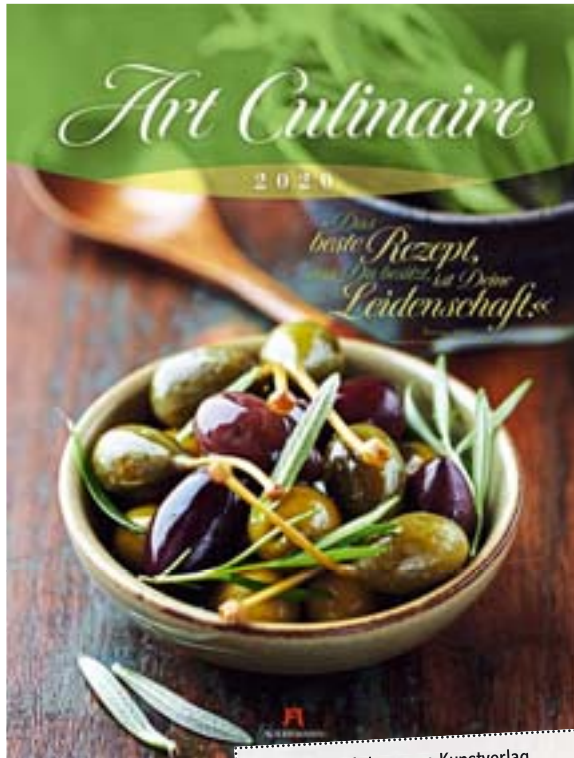





Q-Pack menu

With the Q-Pack menu from Vim Solution, up to four people can simultaneously study the menu while charging their mobile devices. Thanks to the large battery, which is optionally available in 6.000, 10.000 or 13.000 mAh, smartphones or tablets are recharged after the meal. At the same time, four mobile devices can be supplied with new energy simultaneously via a USB connection. The inlay can simply be pushed between the Plexiglas panes and thus be reused even when changes are made to the menu. The product is available from just 25 pieces. Supplied with a micro USB charging cable and a menu card holder made of Plexiglas, the menu inlay is not included in the delivery.

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



PSI 40604 • Ackermann Kunstverlag
Tel +49 89 4512549273
b2b@ackermann-kalender.de
www.ackermann-kalender.de

Culinary planner

Art Culinaire 2020 is one of the new kitchen calendars from Ackermann Kunstverlag, completed in the impressive XXL format, which highlights exquisite ingredients, fresh fruits and culinary specialties in such a pleasing and artistic manner that the viewer's mouth is sure to start watering. The calligraphic quotations of well-known chefs and gastronomers turn every calendar page into a total work of art, a culinary statement of a pleasurable way of life. Like all Ackermann calendars, Art Culinaire is produced exclusively in Germany and printed in a climate-neutral manner on paper from sustainable forestry in cooperation with NatureOffice. Advertising can be applied from 50 pieces.

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www.ksw24.com

Tasty minis

Kalfany Süße Werbung serves the perfect coffee supplement when serving in a café, waiting room or at a customer meeting with the deliciously popular Chocolate Mountain Cookie Minis from Griesson: an advertising message that is gratefully captured by all five senses. The utz-origin shortbread biscuit with its milk chocolate and dark chocolate pieces is the absolute hit in the retail trade and therefore a successful promotional product for the short sweet breaks in between. Kalfany Süße Werbung finishes and packages the approx. 6.4 gramme mini biscuit in a white flow pack with advertising in accordance with IFS-certified manufacturing guidelines, creating an eye-catching advertising medium.



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

New surface structures

Könitzplus is offering new surface structures: With the ever-evolving, new finishing options, cups from the Könitz Porzellan assortment become a unique haptic experience and leave a lasting impression. With the help of the Carbon surface structure, the texture of fine carbon fibres can be noticeably reproduced on the cup. Thanks to this structure, the cup gets a sporty look. The Concrete Look surface texture gives the visual impression that the cup is made of concrete. Due to the matte surface, it also feels like concrete. Wood is one of the oldest and most popular materials. Why not use this structure for a cup? Thanks to the Natural Texture surface texture, this porcelain cup variation radiates warmth and cosiness.



PSI 41816
Nestler-matho GmbH & Co. KG
Tel +49 7221 21 54 0
info@nestler-matho.de
www.nestler-matho.de

Crack the nut

The squirrel toiled hard until it found a stylish way to liberate nuts from their hard shell in an uncomplicated way: The N-m 452 set cracks them all. No nut is too small, too big or too hard for the Nestler-matho® chrome nutcracker. And the attractive product is an eye-catcher on every table: positioned in the centre of the porcelain bowl on a holder made of bamboo, it is always within reach and in the public eye. And the N-m 452 set is also sustainable: The solid workmanship and timeless design guarantee joy for many years. Sufficient space for discreet, individual advertising messages is available on the handles of the nutcracker or on the bamboo holder.

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www.axopad.de

Elegant table accessories

High-quality placemats of the Axopad® brand are available in various designs and sizes from IMTC Manufacturing & Trade. Almost any shape is feasible. Whether it is made of recycled leather, sturdy foil or with adhesive backing: At IMTC, the customer can choose from many different materials. Glass coasters complete the assortment. Axopad® is Made in Germany, phthalate-free, PAH-free and REACH compliant. All materials used for Axopad® are subject to strict control and are certified by a German testing institute.

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www.team-d.de

Stay cool

Giving someone a fine drop is never out of fashion. All users will have lasting enjoyment with the gift bags from team-d Import-Export, which do not find their intended purpose until after the handover. At first glance, the cool look of the bag is appealing. If the keep cool bottle bag with integrated cooling gel is stored in the freezer, it then serves as a bottle cooler. With a size of 26 x 9.5 x 9.5 centimetres, it is suitable for most commercially available bottles and offers sufficient space for advertising printing.



PSI 43926
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<https://goodlifebooks.de>

Lunch to go

The GU kitchen guides are part of the world's most successful cookbook series and provide the ideal setting for product placement. A current title of the series is Lunch to go which ties in well with the trend theme Meal Prep. Whether it be vegetable sticks in a lunch box, yoghurt in a jar or chicken curry in a thermo mug: Product photos and advertising texts can be integrated on the recipe pages to optimally highlight the products and brands. The envelope can be finished with a logo or newly designed according to customer requirements. Such a tasteful gift will leave a lasting impression. Good Life Books & Media is a GU distributor for the promotional product trade and develops individual book and media products. On request, an appropriate product proposal for the customer's target group can be provided.



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impact!*



www.ksw24.eu

Timeless and individual

Recycling, upcycling and DIY are currently very trendy in terms of sustainability. You can help restore old and discarded tableware to new splendour. With this book, the EMF publishing house offers many creative ideas on how to breathe new life into dishes and porcelain. Your very own dining experience can be given a very individual touch. In addition, creative and appealing content ensures positive communication of one's own brand. Companies have the opportunity to have a tailor-made special edition made for them: With flexible page numbers, an integrated logo on the cover, placement of one's own products in the instructions, EMF leaves nothing to be desired in terms of design options.



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Mannerly chocolate coating

With the chocolate fondue in a jar, Der Zuckerbäcker offers a hearty promotional gift for the winter season – without making a mess at the table. The high-quality promotional jar is simply placed into a warm water bath to liquefy the filling of fine dark chocolate. The chocolate fondue is enriched with a little milk or cream, also available as vegan, whereupon connoisseurs can dip in fruits, biscuits or marshmallows. Customers support cocoa farmers in West Africa with every bite because the Belgian chocolate that is used is made entirely from sustainably cultivated cocoa. By individually printing the labels, the advertising message will be remembered for a long time. Incidentally, after having tasted the creamy dark chocolate, the attractive jar is particularly suitable for storing spices and is thus fully in the upcycling trend. The delicacy is made in Germany and available from a purchase quantity of 50 pieces.



Die Handschrift der Werbung



PSI 47965 • Listawood
Tel +44 1553 818818
sales@listawood.com
www.listawood.com

A packaging revolution

Leading drinkware manufacturer Listawood has launched a revolutionary new mug packaging system which eliminates breakages of their ceramic drinkware collection in transit. With breakages becoming more apparent via increasingly automated courier hubs, the promotional industry has to apologise to clients more often and go through the time consuming (and costly) process of reparation. Listawood state that they have engineered a solution to counter this problem. Listawood claim that their MugSafe® packaging has shown 100% success in BETA testing over a 6 month period, right across Europe. "MugSafe® ensures that you offer your clients complete satisfaction; taking the risk out of your ceramic orders," commented Becki White, Marketing Manager. "It has taken us a great deal of research and development to produce MugSafe®. Our innovative new packaging solution is unique to us and design registered," added White. What's more, Listawood's new MugSafe® packaging is eco-friendly. Listawood recycle all of the cardboard that comes into their production plant for use within the MugSafe® packaging. Having a complete packing solution made from one material means that it's much easier to recycle. Any new board used also contains a high recycled content and is FSC certified. "The feedback has been tremendous," said White. "MugSafe® clearly ticks all of the boxes". Listawood's UK based innovation centre includes a production plant packed full of state of the art technology producing retail quality drinkware. Their collection includes many unique, innovative and patent protected lines. The supplier's ethos is to create beautiful, unique gifts that will be cherished for longer.



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Jörg-Peter Helmers

Breath of fresh air at Inspirion

Inspirion GmbH in Bremen welcomes six new employees: Since 1 September 2019, Paul Franke has been Inspirion's Head of Marketing. Emil Sedivy moved from Reda to Inspirion to reinforce the distribution in the Czech Republic. Karla Nepustilova also came from Reda and works as a field representative for southern Germany and parts of Austria. The France department is now being supported by Sophie Seumou Chen. Jörg-Peter Helmers as a sales director and Christian Hunke are returning to Inspirion to reinforce sales in Germany from 1 October 2019 onwards.

www.inspirion.eu • www.promotiontops.de

Inspirion



Christine Kunze

New team support

Christine Kunze joined the sales team at ASS Altenburger on 1 August 2019. With her many years of experience in the toy and licensing industry, she is no stranger to some of the customers of Spielkartenfabrik Altenburger GmbH. The 34-year-old is joining a team that is currently repositioning itself and is charting new paths for the future with strong partners and innovative projects. Through her previous activities including at Hasbro, she also boasts extensive marketing and licensing know-how. www.assaltenburger.de

ASS Altenburger



Angel Zimmermann

Team expands

Der Zuckerbäcker has strengthened its team: Angel Zimmermann completed her traineeship as an office management clerk at the confectionery specialist in mid-September. The high school graduate had previously got a taste of the "sweet" life as a confectionery mixer at Der Zuckerbäcker. She is following in big footsteps because the trainees at

The Zuckerbäcker completed their vocational training in previous years with distinction. www.der-zuckerbaecker.de • www.suesses-schenken.de

Der Zuckerbäcker



uma has calculated the emissions of its "Wooden Writing Instruments" and "Recycled Pet Pen" product series and offset them with regional climate protection projects.

Production now climate neutral

The writing instrument manufacturer uma from Fischerbach in the Black Forest is now producing climate neutral. "Climate change is currently one of the biggest challenges. We want to take responsibility and make a concrete contribution to climate protection. In cooperation with ClimatePartner, we calculated the emissions of our "Wooden Writing Instruments" and "Recycled Pet Pen" product series and then offset them with regional climate protection projects. Thus, the first uma climate-neutral writing instrument series are now available," says Managing Director Alexander Ullmann. But that is not all: "We would not be uma if we only focused on one product. For this reason, we have made the entire production in Fischerbach in the heart of the Black Forest climate neutral. We are pleased to be able to make a positive contribution to the environment", adds Ullmann.

www.uma-pen.com

uma Schreibgeräte



Enough space for new, effective promotional products and in-depth conversations at the San Marco Village.

A decade of successful Networking Days

At the end of August, the Belgian Association of Promotional Products (BAPP) celebrated the tenth edition of its annual Networking Day. The anniversary event took place in the festive atmosphere of the “San Marco Village” in the Belgian municipality of Schelle, which is modelled on the main square of Venice. According to the tenor of all participants, it was a thoroughly successful event. A total of 68 exhibitors from all promotional product segments from Belgium, the Netherlands, Germany, France, Italy and England – including five first-time exhibitors – welcomed 197 visitors from 83 promotional product trading companies, consisting of BAPP member companies and non-member companies with their innovations and product ideas for successful advertising campaigns. Ultimately, a smooth organisation featuring highlights such as a birthday cake, aperitif and gala dinner with live music ensured a great atmosphere and completely satisfied participants. www.bapp.be

BAPP



Thoroughly positive interest and high spirits prevailed at the stands of the exhibitors.



Reflects GmbH

Reorganisation of customer service

Reflects GmbH in Cologne is currently being restructured. The company explained that it wanted to better meet customers' challenges over the next few years, and therefore make changes to the organisation of customer care. According to customer surveys, the high-quality customer service is a decisive advantage of Reflects. A good reason for the company to be even more fair-minded towards individual customer requirements, and henceforth to introduce an organisation based on postal codes and countries. Frank Krüger, Sales Manager of the long-standing Cologne-based company, said the new form of organisation offers significantly more flexibility in terms of customer-specific approach and product-specific expertise with regard to Reflects' extensive product range: “Our customers have appreciated the high level of consulting expertise of our employees for many years. Reflects is synonymous with reliability, honesty and predictability when working with our customers. Here we want to enhance our popularity even further in the future.”

www.reflects.de

The reorganised teams at Reflects are fit for the customers.



Delighted recipients of the recognition issued by the Italian national handicraft confederation CNA (from left to right): Riccardo Giovannini, Angelo Giovannini, Enza Braglia and Monica Giovannini, the owners and representatives of Arem Italia.



Arem Italia

Attractive offers on 40th anniversary

Arem Italia, a renowned supplier of individually refined clothing, caps and textiles, headquartered in S. Giovanni in Persiceto, Italy, is celebrating its 40th anniversary in 2019. During this time, the company has set standards when it comes to promotional products, sportswear and workwear. In its anniversary year, Arem Italia is offering its customers a brand new service: ready-to-ship products in stock, available within 1 to 2 days, e.g. iron-on and sew-on textile labels with flags from around the world, approx. 100,000 pieces, as well as embroidered college numbers and letters for ironing or sewing on clothing, hats, accessories and all textiles. Further information on this as well as the possibility to register as a promotional product distributor is available at: www.aremitaliashop.com. According to Arem, interested parties will find embroidered patches, pennants, labels and much more at attractive prices with just one click. www.arem.it

Environmentally friendly paper products

The Dutch company IssueTissue®, a specialist in tissue boxes, napkins, pocket packs, toilet and medical rolls and much more, always has the environment in mind and is now producing all its products in FSC quality. FSC-certified cardboard and paper are produced from trees of sustainably managed forests. These forests are thus preserved over generations. IssueTissue® napkins and toilet rolls are now FSC certified. Offers can be requested at: info@issuetissue.com. Detailed information is available at: www.issuetissue.com



IssueTissue®





Merchandise World



Merchandise World smashes it again

Over 570 of the promotional merchandise industry's top distributors attended Merchandise World at the MK Arena on the 11th September 2019. According to the organizers British Promotional Merchandise Association (BPMA) and Sourcing City, almost every major UK distributor company was there, alongside many other significant and professional distributors. The hall itself was buzzing and vibrant as 125 exhibitors created an excellent array of colourful and innovated stands to present their eco, new and top selling products. The exhibitors were full of compliments on the quality and quantity of the professional visitors. ECO World and Branding World were featured areas in the show and they proved a great success.

About Merchandise World

Merchandise World, so the organizers, is now clearly established as the UK's leading promotional merchandise trade exhibition and the place for the industry to come together in February and September each year. This industry leading event is a unique concept which combines a traditional exhibition, a networking event and optional appointments, say the organizers and add: "Merchandise World is the perfect time for professional distributors to find new suppliers, reinforce relationships with existing suppliers, to see new products, to be reminded of top sellers, to discuss trading plans and to discover new opportunities." All sales & administration teams, management and directors from professional distributor companies from across the UK & Ireland are invited. Invited visitors can choose to informally see the latest and hottest products from the industry's top suppliers in a traditional exhibition format or hold business review or planning meetings by appointment with exhibitors. There is no limit on the number of company personnel able to attend from any invited distributor company,

and they do not have to be members of BPMA, Purple Club or Sourcing City. The entire UK & Ireland promotional merchandise market spend is in excess of £1Billion, and Merchandise World has tremendous support from the industry with over 1000 professional distributors having attended previous individual events. The next Merchandise World will take place on 12th 13th February 2020 at Ricoh Arena, Coventry, UK. To enquire or exhibit please call: 0844 504 5006 (International calls: +44 1252 701034) – or contact Liz, Ella or Katie on info@merchadiseworld.co.uk.

www.merchadiseworld.co.uk



On 26 and 27 September 2019, the annual connection between the GWW Summer Meeting and the Trend took place at the RheinMain CongressCenter in Wiesbaden – and thus the combination of theoretical knowledge and trade show experience. In between at the evening get-together, guests shared their experiences in convivial discussions and enjoyed culinary delights.

GWW Summer Meeting and Trend 2019

Smart ideas for the year-end business



The GWW invited guests to its Summer Meeting on the eve of the Trend. The informal meeting is a combination of education, networking and get-together and again began with a diverse programme of lectures. The timing is designed in such a way that Trend exhibitors can conveniently participate after setting up their stands. This year's agenda: The future of Germany as a business location, professional negotiating for SMEs, social media and buying behaviour as well as the new Packaging Act in practice. Prior to this, CEO Frank Dangmann explained the activities of the umbrella association in the current year, which began with the visit to the PSI by Markus Herbrand (Member of the Bundestag) and Marco Schmitz (Member of the Landtag). The two parliamentarians were provided information and pledged their support for the industry goals formulated by the GWW. The political work was continued throughout the year in numerous discussions with politicians at federal and state

level, representatives of the umbrella associations and the Institute for Finance and Taxes (Ifst). As a result, the GWW's request for the introduction of an object-related/case-related exemption limit for company gift expenses was taken into account in the "Key Issues Paper on the Bureaucracy Relief Act" issued by the Federal Ministry of Economics (BMWi) in May. A position paper of the BGA was sent to the relevant decision-makers in August. Among other things, it should also make clear how much bureaucratic effort is required to record promotional products below 10 euros.

Addressing politicians from the region

The industry has thus managed to attract attention, as Frank Dangmann summarised. "We are starting to be perceived on the political stage and it is important that we remain active there. For example, we can argue that our industry generates significant revenues and jobs, and we



are able to substantiate this with studies. "With this in mind, the chairman appealed to the members to engage regionally and have a personal conversation with 'their' parliamentarians to explain to them the requirements of the industry. "We need staying power to make a difference in politics, but together we can achieve our goal."

Clarity in the Packaging Act

The GWW also became active in the case of the new Packaging Act which came into force in January 2019 because it has been shown that the labelling requirements

Foundation in Wiesbaden, after he briefly summarised the key points of the Act and its objective: the solution proposed by the GWW not to indicate the manufacturer of a product on the packaging with the company name and contact details, but rather to make it identifiable by its registration number (in the LUCID packaging register) was accepted by the ZSVR. Pult presented a list with five labelling options which contain not only the address of the customer (e.g. Savings Bank) but also the registration number of the distributor (e.g. confectionery supplier). This ensures the anonymisation of the manufacturer/filler and still satisfies the labelling obligation. Pult emphasised that



mentioned in the Act do not take into account the special features of the promotional product industry. The solutions proposed by the GWW were handed over to the ZSVR Foundation for consideration. The much anticipated answer was provided by Stephan Pult of the ZSVR

the distributor must always be mentioned with his number because if the distributor appears on the label, then he is also liable for the product. An interesting suggestion was made by the speaker: Manufacturers should strive for an environmentally friendly optimisation of packaging be-





cause only packaging that consists of easily separable and recyclable components is sorted out by the waste separation systems and leads to higher recycling rates. The ZSVR can provide assistance here.

cept of successfully implementing 'social shopping' in the B2B sector, the promotional product serves a highly promising purpose.

Lively exchange of information

However, to be perceived as successful requires also to attend with the appropriate products. Like Easy Orange for example. The Dutch company presented a selection of products made from sustainable materials which, according to Managing Director Sami Jäppinen, "tell a story". And not just any story, but a sustainable success story. As an example, the drinking bottles of the Retulp brand were mentioned. "With every bottle sold, a thousand times more clean drinking water supplies in developing countries are provided," assures the company. A similar principle is followed by the Lunchbags that Easy Orange has in its range. fischertechnik also presented its sustainable approach. The long-established company based in the Black Forest presented one of the numerous inventions and developments of company founder Artur Fischer: the handicraft material fischerTIP. fischerTIP consists of potato starch, is coloured with food colouring and sticks as soon as it comes into contact with water. According to the company, it is harmless, especially in children's hands. Speaking of offspring. GreenEarth from the Netherlands presented a truly growing product with the "Baby Tree" concept. The small tree is supplied with a birth certificate that can be personalised. A sustainable advertising idea – in every respect. The fact that the other exhibitors had their own convincing ideas was also shown by the lively discussions that took place at the stands. <

Number of visitors at previous year's level



Frank Dangmann

With the theoretical knowledge of the previous day, it was time to discover the 33rd edition of the Trend on the following day. Following last year's success, GWW again chose the Rhein-Main CongressCenter (RMCC) in Wiesbaden as its venue in 2019. And for good reason. By choosing this venue in the Hessian state capital, the association by its own admission "complied with the wish frequently expressed by exhibitors and visitors in the TREND 2018 survey to again hold the TREND at a central location in Germany." According to the organiser, on 27 September 2019, 619 trade visitors came to the RMCC to see the "best-sellers of the year and smart ideas for the year-end business" presented by the 156 exhibitors, to meet their supplier partners and experience the variety of haptic promotional products. This once again demonstrated that even in the digital age and with the con-



Stephan Pult



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Well protected in the case

With the "Oskar" knife in a practical and protective case from Hermann Flörke, the company offers another special manufacturing option in the field of knives. Thanks to the storage option in this folding case, the knife is always protected against external influences and is easy to carry or store. The sharp and robust blade made of quality Solingen steel ensures long-lasting durability. For tailor-made promotions, both the knife handle and the case can be produced in different colours and individually printed.



PSI 49756 • Living Bytes GmbH
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info@die-marketingvertretung.de
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Strong at the right moment

There are situations in everyday life, at work and outdoors that challenge us because the right tool is not at hand. Living Bytes offers the multi-functional tool from the premium brand GERBER® for these moments. The tool is characterised by the highest quality, innovation and durability. Fans around the world value GERBER® knives and tools for their resilience. The VISE POCKET TOOL model has pliers, various blades, screwdrivers and much more. The highlight, however, is the bottle opener with new innovative leverage and a practical key ring.



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A single function is not enough

If a zip is stuck on an adventure trip, a repair car is necessary or timber for a small campfire has to be cut with a saw: The new "Wood" multitool from the product range of the company elasto is the perfect companion for all adventurers and tradesmen. Made of stainless steel with a beechwood handle, it convinces with a saw, ruler, pliers, Phillips screwdriver, slotted screwdriver, nail file, can opener, bottle opener and knife with a locking mechanism. The "Wood" multitool can be finished in five colours by using pad printing as well as by CO₂ laser engraving.



Precise turns

The WORK HELPER tool set from Inspirion has it all. The screwdriver makes heroic deeds possible in your own home and is equipped with ten different attachments. The Phillips and slotted attachments are held by a magnet at the top and ensure precision work. Using an adapter, the four enclosed sockets can be connected to the handle. The handy case with Velcro and carabiner contains three more Allen keys to tighten screws.

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Perfect packaging

The team at Gabriele Bühring creates custom-made products for safe and gentle packaging for knives and tools. Rolls or bags made of durable leather, synthetic leather or nylon are made to fit. The design of size, shape and interior layout with pockets, elastic bands and much more is completely tailor-made for the desired contents as far as is technically possible. The Jocke knife roll made of thick, rollable leather is an example of a special custom-made product Made in Germany.

BRAND-NEW

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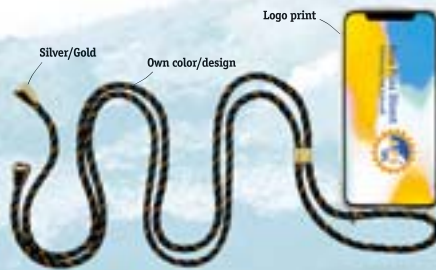
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PSI 46311
TROIKA Germany GmbH
Tel +49 2662 95110
info@troika.de
<https://info.troika.de>

Ten functions on board

The new mini-tool from Troika is delivered fully equipped to the recipient. Ten clever functions for everything that can be cut, twisted, filed, clamped or opened on the go. It does not look or feel at all miniature, but really grown up. Robust workmanship in aluminium and stainless steel 420 as well as clever details such as an integrated spring for the pliers and a sturdy wire loop for attaching keys speaks for itself.

Classic bottle opener

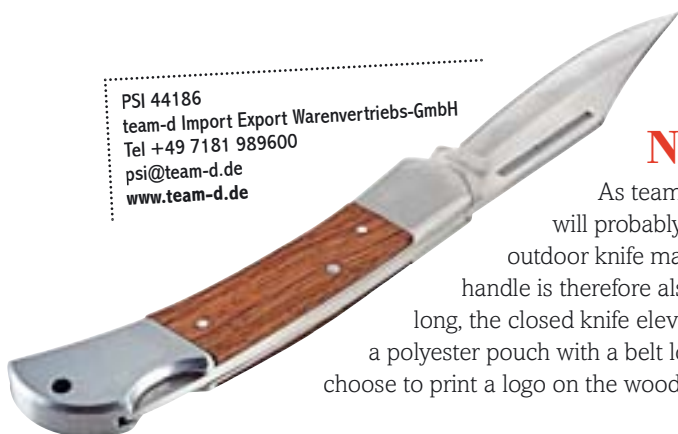
One of the classics in the promotional product industry is the No. 7104 bottle opener from HEPLA. Especially suitable for low-cost advertising ideas, trade shows and other events, it has been firmly established in the assortment for years. After the bottle has been opened, it can be closed again by using the back of the opener. The bottle opener is "Made in Germany by HEPLA" and is therefore also available in large quantities at short notice. Due to in-house production, special colours are also possible on request.



PSI 41583
HEPLA-Kunststofftechnik GmbH & Co KG.
Tel +49 5681 9966
info@hepla.de
www.hepla.de

Never out of style

As team-d Import-Export knows, a decent penknife will probably never go out of style. The popular lock-blade outdoor knife made of stainless steel with a fine wooden handle is therefore also in demand. The blade is eight centimetres long, the closed knife eleven centimetres long. Each knife comes with a polyester pouch with a belt loop in an individual box. Most customers choose to print a logo on the wooden handle.



PSI 44186
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www.team-d.de



PSI 49756 • Living Bytes GmbH
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Nordic statement

The Scandinavian style is very trendy. Warm wood and clear shapes determine the design and find their way into the kitchen. This is where the NORR knife series from the premium brand FISKARS® from Living Bytes finds its “friendly” home. Hobby and professional cooks are enthusiastic about the ergonomic design and the handling of the knives. FISKARS® uses high-quality FSC-certified kebonoy wood for the handles. A dark hardwood that gives the knives a pleasant noble character. Also available is a three-piece gift set with a Santoku knife, vegetable knife and chef’s knife.



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A pencil for every surface

Carpenter pencils from Reidinger are an essential tool when it comes to performing handicraft projects. Perfect for craftsmen and hobbyists is the special graphite with which, for example, wet, porous or metallic surfaces can be labelled. It is also possible to add a colourful touch to the toolbox. In keeping with the CI, the graphite giants can be designed with individual paint and printing inks. Paint rings and protective caps make the carpenter pencils an individual promotional product.

— advert —

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Clean in the kitchen

With its KING® knife set in appealing carbon optics, Lehoff has introduced a set that is predestined for hygienically clean working in the kitchen. The five knives in the magnetic box are KING protected, so they have an antibacterial protection on the blades and handles. Included in this set are a chef's knife, a boning knife, a bread knife, a utility knife and a vegetable knife each made of stainless steel.

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Founded in late 2014, Filo is an innovative startup based in the metropole of Rome. It is perhaps because of the influence of one of the most beautiful cities of art that Filo's mission is to combine design and technology to simplify everyday life.

Innovative startup based in Rome

Technology combined with Italian design



Filo Tag, the customizable bluetooth tracker that helps to find belongings through an app.

In 2015 Filo Tag was born, a small customizable Bluetooth tracker that has conquered Italy and Europe with more than 300,000 products sold to date.

A story born on a rugby field

The story of Filo is unusual: it was born as part of a 3-month startup program (InnovAction Lab), whose first meeting – focused on team building – took place during a rugby training: that's how Lapo, Giorgio, Andrea and Stefania met. A mix of heterogeneous marketing, engineering and

design skills allowed the founders to create the first version of the bluetooth tracker in just 5 months from the founding of the company. To date, this path has led the 4 founders to create Filo, a startup that has managed to attract more than €1M of investment, which now has 20 employees and has sold more than 300,000 products worldwide in 15 countries.

An obsessive attention to detail

Filo's success passes through a obsessive attention to detail: nothing is left to chance thanks to the collaboration



with an Italian top designer (Emanuele Pizzolorusso) whose products, in 2017, have already won the coveted international Compasso d'Oro award of ADI (Association for Industrial Design). The entire quality process is managed internally and has passed through a careful selection of suppliers, all Italian, in order to ensure a high standard of quality. Filo Tag, in fact, is a product made entirely in Italy: packaging, plastics and electronics.

From B2C to B2B perspective

The first Filo product was created to offer an answer to a question common to all people: where did I put my keys? This is the starting point of Filo Tag, a small customizable bluetooth tracker that helps people find their objects with an app. 2015 saw the launch of the product on the Italian market with great enthusiasm from private consumers, but 2016 is the year of the turning point. From a small job order spontaneously created by one of Filo's advisors, a new line of promotional-oriented business has been created that has made Filo Tag one of the most in fashion tech products in the promotional market. Kaspersky, Google, PayPal, AirBnB, IBM, Cisco, Gucci, Accenture, Groupon and more than 500 companies worldwide have chosen Filo Tag for their corporate events, special occasions or corporate gifts. The reason for these goals lies in the product: created to solve a real problem for people, Filo Tag has become a perfect tool for promotional marketing of brands.

Looking for distributors to internationalise

Filo's growth has been very rapid and depends on its internationalisation strategies. Today, the company boasts a strong presence abroad, demonstrated by over 30% of its turnover coming from outside Italy. Like what has al-

ready been done in Italy, today Filo is looking for a European distributors in the promotional world that can further promote a rapid process of internationalization. The process has already begun and is demonstrated by the fact that the company participates, during the year, in many trade fairs in the promotional world, including PSI itself.

New products with an increasing focus on design

The future of Filo expects great innovations in the short term, in particular the development of new products. Filo is currently launching on the market Tata, an anti-abandonment device for children in the car that helps parents to prevent cases of abandonment of the child in the car, due to dissociative amnesia. Filo's commitment is great, as is the heart of its products, whose peculiarity is always to be born to solve a real problem for people. <



Without annoying double updating of article data for the manufacturer. Fast and easy order placement including a print data check. These are the reasons why Geiger-Notes has chosen to design its order platform for sales partners based on the mypromo system in the future.

Fast and easy order placement

New Bestseller PLUS Shop with mypromo

Geiger-Notes AG will be presenting a new order platform for sales partners at the "Trend". The new Bestseller PLUS Shop based on mypromo replaces the previous standalone solution. The reasons for this lie not only in the loyalty of the supplier to its eCommerce subsidiary. "Ultimately, we probably shared the problem of many shop owners: Nobody really felt responsible for updating the article data. The data in our merchandise management are not necessarily suitable for that and so maintaining the shop was always a tedious task", explains Marketing Manager Christian Born. "At the same time, however, we still want to offer our customers the option of ordering our top products online." With mypromo, the tedious updating of article data is eliminated and nobody in the team has to worry anymore about creating and updating a shop. "Instead, we receive a high-performance order platform that automatically checks print data and enters orders directly into our ERP."

Reduced workload for distributors

However, the main focus is on facilitating the work for the distributors: They place an order with just a few clicks. The data check not only checks the print data, but also optimises it if necessary and possible. The release PDF with all important status markings is directly available to the consultant online. And to ensure that he does not need to enter the order twice, he receives it from Geiger Notes as a GWW/WEX file which he can easily import into his own system. The new shop includes all best-sellers of Geiger-Notes and of course x.press articles with a delivery time of three days. The prices are net inclusive prices, freight and packaging are also already included. The "PLUS" in the new Bestseller PLUS Shop stands for all these advantages. It is exclusively accessible for distribution partners of Geiger-Notes from the partner cockpit at www.geiger-notes.ag.

Various uses

For mypromo, the Geiger-Notes shop demonstrates the manifold application possibilities of the mypromo system. "Here we do not use the tool as a high-selling online shop, but as a highly automated platform through which distribution partners can quickly and easily pass on orders to the supplier," says Managing Director Heike Lübeck. "And of course, it's also a great way for all distributors to easily gain insight into the functionality and capabilities of mypromo." <



www.geiger-notes.ag – www.mypromo-service.com



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The fifth edition of the North Rhine-Westphalia Promotional Product Trade Show: For the 'small' anniversary on 5 September, the organisers, S & P Werbeartikel GmbH, once again crossed over the Rhine where they managed to secure the Rheinterrassen, a prominent location in the heart of Düsseldorf, for their customer event.

North Rhine-Westphalia Promotional Product Trade Show

Strong volume at the 'small' anniversary



The 60 exhibiting supplier partners found plenty of space for their presentations in the event hall of the Rheinterrassen.



The management trio of S & P Werbeartikel GmbH had plenty to do during the trade show (from left to right): Carsten Lenz, Daniel Thywissen, Christoph Sunderbrink.

An interview with Daniel Thywissen, managing director S & P Werbeartikel

Mr. Thywissen: The fifth edition of the NRW Promotional Product Trade Show – a small anniversary. Which conclusion did you draw?

The fifth edition of the trade show was a resounding success for us. Last year, we suffered a small setback. But the loyalty of our suppliers has given us the strength to optimise the concept and venue. This success would be unthinkable without our many loyal partners. We owe them a debt of gratitude for this wonderful response. Thousands of inquiries are also substantive proof that we were right with our idea.

New trade show – new venue. How did that come about?

We quickly identified the traffic problems around the old venue as a flaw in last year's trade show. Although the hall at the airport was great, it was very tedious for visitors to get to the trade show. That cost us visitors. The Rheinterrassen in the centre of the city with 2,500 parking spaces directly in front of the entrance and a wonderful view of the Rhine and the Düsseldorf skyline attracted about twice as many visitors compared to last year.



This time, the 'small' anniversary of the NRW Promotional Product Trade Show took place at the prominent venue of the Düsseldorf Rheinterrassen.

For the first time, the promotional product professionals from Meerbusch on the left bank of the Rhine advertised their event in a large-scale campaign on Rheinbahn vehicles in the immediate vicinity of the city, in the direction of the exhibition grounds and stadium of the state capital Düsseldorf. These and other invitation measures fell on fertile ground: the 15-member S & P team and 60 exhibiting supplier partners welcomed 356 visitors to the trade show. Such was the interest that visitors were already waiting half an hour before the official start of the event on the approximately 2,500 m² area of the Rheinterrassen – incidentally also the venue of the German Television Awards.

Perfect organisation

All participants of the trade show benefited from the almost perfect organisation, thus ensuring that the focus fully benefited the diverse, sustainable qualities of the presented products. S & P Werbeartikel once again had a sports cooperation partner at its side this year: Following the ATP tennis tournament, the ice hockey professionals from DEG and the handball players of Rhein Vikings, this time the German Bundesliga football club Fortuna Düsseldorf was represented at its own stand. Another media partner was Rheinische Post.

>>

Have you spotted any product trends for this year?

There was hardly a conversation at the trade show that was not about product solutions related to sustainability. Irrespective of the product area, the question of ecological production, packaging or the ecological transport route was omnipresent. For our part, we asked the exhibitors to position this topic in the foreground of their trade show appearance. That was absolutely the right decision. It is nice to see how our industry respects the customer, how strongly we are already positioned with this trend topic.

How do you assess the current situation of the promotional product market?

The number of inquiries from our customers remains stable. We have also noticed a change in the quality of inquiries and the quality awareness of customers. Accordingly,

our growth suggests that increasing sales can be expected at the end of the year.

What is the sentiment on the part of industry customers?

We regard the sentiment on the part of industry customers as being quite positive. Certainly some customers have become more cautious in view of all the international political risks. However, it seems to me that most of the stakeholders are prepared for all eventualities such as Brexit. Persistently high consumer demand in the single market seems to reassure companies.

A lot has happened in the past year at S & P, also in terms of growth. Are there any concrete plans or ideas about how the 'journey' should continue?



The medium of promotional products is not only the most effective form of advertising, it obviously also puts people in a good mood.

Professional trade show system

The trade show has grown from year to year and once again presented itself in a very professional manner. In the run-up to the event, as well as for the follow-up, the organisers once again used the Lead Forge trade show system of the GWW, which had its own stand, to further and more appropriately highlight the potential of the medium

of promotional products with the latest advertising impact study among the visitors. The North Rhine-Westphalia Promotional Product Trade Show was also the appropriate setting to honour Conni Schottenhammel for her 20-year commitment to S & P. Also attending as the youngest member of the team was Kristina Schwill who has been supporting S & P since the beginning of August.

Positive response all round

Supplementing the presentation was first-class catering with food and refreshments. The response to the trade show and its ambience on the part of everyone involved was exceptionally good. (See also interview.) So it is no wonder then that S & P has already reserved the Rheinterrassen for the next NRW Promotional Product Trade Show on 3 September 2020. "Advance reservations for the trade show are already being accepted," says Daniel Thywissen, one of the three managing directors at S & P. <



In the run-up to the event, as well as for the follow-up, the organisers once again used the Lead Forge trade show system of the GWW.

The development of the Porta Westfalica site under the management of Christoph Sunderbrink is proceeding very positively. Following the start-up phase, there has been a big leap forward. The merger with Claudia Franke (H&P Werbe-Service) has also been successfully integrated into the S & P structures. That is why the order processing team has been joined by Kristina Schwill.

This form of collaboration, serving colleagues as service providers and to increase reliability, has proven to be an absolute added value for both sides. Especially for colleagues who so far have worked on their own or in micro-structures, the question is often, who should take over when one is no longer capable or is considering retiring. Here we have a proven successful concept which we want to continue and expand.

We were able to convince several major customers of long-term projects in recent weeks. We are delighted about that. This now has to be integrated into our day-to-day business.

S & P is therefore looking very positively into the future with all its challenges and opportunities. But we also reflect on the past with gratitude. Our colleague Conni Schottenhammel has been working at S & P for 20 years now. She was hired by company founder Josephine Sonntag. During almost 32 years of corporate history, times have not always been rosy. Conni Schottenhammel remained loyal to our company during the difficult moments. She has been a pillar of strength for all colleagues during turbulent times. We therefore considered it appropriate for us to celebrate her anniversary at the trade show with all exhibitors and to acknowledge this achievement.



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The advertising industry was once again able to benefit to a large extent from the good economic situation. This was the conclusion drawn by the Central Association of the German Advertising Industry ZAW in its results for the year 2018. The total value of commercial communication grew to 47 billion euros – also thanks to promotional products sales which increased to 3.58 billion euros.

ZAW published results for the year 2018

Cautious optimism

According to ZAW, the original data collected by the industry itself consists of media-based investments in advertising (26.8 billion euros), including net advertising revenues of ascertainable advertising media and other forms of commercial communication (20.2 billion euros). ZAW also includes sponsoring, promotional products, search and illuminated advertising. Their value remains high and actually increased by 2.3 percent to 20.2 billion euros. The promotional products industry also operated at this level, experiencing growth of over two percent. However, the largest increase of nine percent was attributed to search word marketing, writes ZAW in its official communication. According to the German Association of the Digital Economy (BVDW), total revenues of 3.79 billion euros were generated here. On the other hand, a slight decrease of 0.9 percent to 26.8 billion euros was recorded in investments in advertising, which resulted from a decline in net advertising revenues of ascertainable advertising media. And these account for around 60 percent of investments in advertising.

TV advertising at the fore

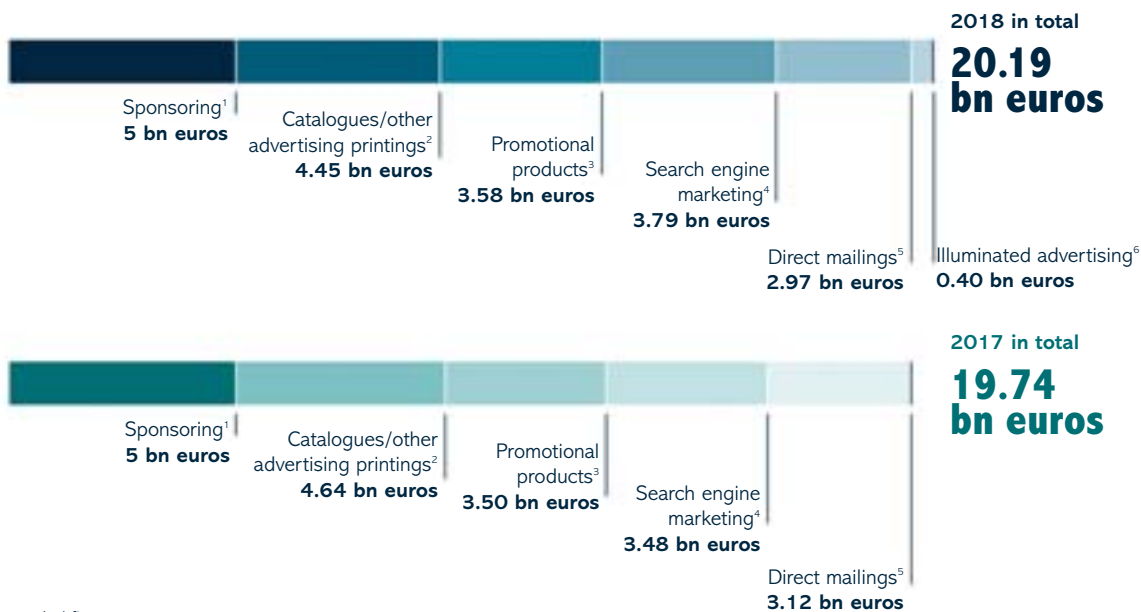
Although net media sales declined by 2.4 percent to 15,818.1 million euros in 2018 (previous year: 16,212.1 million euros), the number of users and the advertising significance of the twelve advertising media identified by ZAW (TV, daily newspapers, trade journals, consumer magazines, weekly/Sunday newspapers, advertising supplements, newspaper supplements, directory media, online and mobile, outdoor advertising, radio, cinema) remained high. Seven of these twelve advertising media belong to print. In 2018, the remaining five included the most advertising-intensive medium, namely TV advertising – despite a slightly negative figure of -1.2 per cent for the first time since 2009 – as well as the weakest medium, namely cinema. Here, net advertising revenues were down 18 per-

cent to 78.5 million euros, behind those of newspaper supplements. With a 29 percent market share, television remains the most advertising-intensive medium in the ZAW statistics: TV advertising generated 4,537.1 million euros in the year under review, far ahead of second-placed daily newspapers which posted net advertising revenues of 2,219.3 million euros. Third, sixth and eighth place were occupied by online and mobile advertising, outdoor advertising and radio advertising, each of which recorded a plus. Online and mobile advertising developed most strongly in 2018: With a gain of 7.1 percent, digital advertising moved up to third place in the ZAW net statistics at 1,755.1 million euros (previous year: 1,638.8 million euros). It is particularly interesting to note that when looking at the print segment, although the advertising media for the most part recorded a decline in growth, they occupied positions 2, 4 and 5 among the five most advertising-intensive media in ZAW net statistics with daily newspapers, advertising supplements and trade journals.

Important advertising policy decisions

All in all, the umbrella organisation of the German advertising industry draws a positive conclusion for the advertising year 2018. "Print advertising continues to generate a lot of revenue, as the approx. 7.5 billion euros net shows. Excluding digital values, television generated a respectable 4.5 billion euros and digital advertising with online and mobile advertising as well as search about 5.5 billion euros. The data show how important advertising is and remains the source of funding for our media diversity," summarises ZAW CEO Manfred Partaina. In the coming months, ZAW expects important advertising policy decisions to be made, as commented by the President of the German Advertising Association, Andreas F. Schubert: "In the implementation of consumer legislation from Brussels, it is important to avoid outdoing the competition. There is no reason to fulfil the wish list of activist NGOs, to strength-

Comparison of other forms of commercial communication in 2017 and 2018



rounded figures

Sources:

- 1 Nielsen Sports Sponsor-Trend 2017, beide Zahlen
- 2 bvdn
- 3 Gesamtverband der Werbeartikel-Wirtschaft e.V.
- 4 Bundesverband Digitale Wirtschaft (BVDW)
- 5 Deutsche Post AG
- 6 Iwd

Source: ZAW

en the business models of resourceful process financiers and to create new bureaucratic structures of a veritable nature. Digital legislation – keyword: e-Privacy Regulation – must end the ideological debates and find practical solutions based on the desire for an appropriate balance of interests. The current proposals mean ‘anti-Europe regulation’ because it would bring all the competitive advantages to the already dominant data and technology architectures of the overseas platforms. It comes down to resisting populist demands for further product-related advertising bans and restrictions. Advertising bans do not contribute to a sustainable health policy,” added Schubert.

Scepticism about Europe

In view of the current overall situation of the advertising industry – taking into account the economy, politics and society – the ZAW member associations are rather heterogeneous: Twelve percent rate the current situation as good, 38 percent as satisfactory, 29 percent as less than satisfactory. Twelve percent of associations consider the situation of the advertising industry to be bad. It is reassuring in this context that no association saw a threatening situation, but conversely nobody saw a very good one.

On a scale from 1 (threatening) to 8 (excellent), 4.5 shows a noticeably worse value than 5.2 in the previous year. The ZAW members showed much more scepticism towards the idea of the European political union. More than half (53 percent) sees this idea in danger. Only every fourth member (24 percent) does not. 21 percent did not respond and three percent were undecided. The ZAW members were also under no illusion when asked: “Do you expect the European Union to strengthen the Single Market and the competitiveness of European companies in the coming years, including through less or more balanced regulation of commercial communications?” 24 percent answered yes, while 59 percent answered no. And while 15 percent were undecided, three percent chose not to respond at all.

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Eco into the office

The new **Office Rock office accessories** from e+m Holzprodukte ensure orderliness in the office. This series combines attractive, practical cups for pens, cups for smaller accessories and a small bowl for staples into one set. The bowl has a coloured felt base. All parts are made of local, finely sanded and untreated beech. Customisation can be done at any time by printing or laser engraving. All parts are available individually and are manufactured entirely in Germany by e+m Holzprodukte.

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The Art of Simplicity

A new gift set and ten special offers are among the exciting features of Goldstar's new mini-catalogue 2019 – The Art of Simplicity. With the **new Mix and Match gift set**, customers can combine two Bowie products, namely a ballpoint pen, touchpen or retractable pencil, in any colour. Significant discounts on larger orders of several popular pens and ten percent free quantity of the Crosby Three Amigos gift set are among the many tantalising special offers in the stylish 20-page catalogue. The Art of Simplicity is more than a reflection of the monochrome, minimalist look and designs presented, but rather the Goldstar business approach: it is based on hassle-free, all-inclusive pricing and optimal customer service, whereby selecting, designing and buying high-quality pens becomes a pleasant experience.

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Recycled and lead-free

With its DS Regeneration Pens, the Swiss company Prodir is elevating sustainability to a whole new level: The writing instruments are manufactured not only from 100% recycled plastic but are also equipped with a globally unique refill which has been proven to have a **better environmental balance**. The new "Floating Ball® Lead Free" refill combines, for the very first time, a lead free stainless steel writing tip with ink that contains no substances classified by REACH as being of "very high concern" (SVHC). A true innovation for health and environment – without compromising on fine writing properties. The refill is available exclusively for the three Regeneration Pens DS3, DS5 and DS8. Made of 100% recycled plastic, the Regeneration Pens can be ordered in the colours Blue, Black and Fango, and solely with a polished casing surface. Soft Touch is an option for all models. The recycled material is produced locally and not imported from Asia, in order to also guarantee the sustainability of the supply chain. As the brown-beige trend colour Fango for the casing is derived from non-separated plastic waste, minor colour fluctuations are possible. Each DS Regeneration Pen is discreetly printed with the international recycling symbol.

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High-quality trekking umbrella

The birdiepal octagon from Euroschirm is **extremely durable and ultralight**, and just as sturdy as the birdiepal outdoor, renowned as the sturdiest trekking umbrella worldwide. But weighing only about 300 grammes it is much lighter. The umbrella owes its name to its newly developed eight-edged shaft made of fibreglass, which withstands extreme forces. A novel, extremely thin and extremely durable polyamide fabric with a Teflon® coating contributes to weight reduction. When opened, the umbrella boasts a comfortable diameter of just under one metre. Metal parts have been almost entirely omitted.

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Excellent gift

Klio-Eterna's Turnus, the ballpoint pen with integrated USB stick which has received **the reddot design award and the German Design Award**, is now also available in two new softgrip colours, dark blue and light grey, in addition to softgrip black. The extraordinary model combines traditional ballpoint pen technology and innovative storage media. The latest COB storage technology, with 4 to 32 GB in the standard 2.0 standard or 16 to 32 GB storage capacity in the advanced 3.0 version in the removable cap, coupled with outstanding design, make the Turnus a unique, high-quality product. Available in 16 brilliant standard colours in opaque and transparent, the "Mix it, match it – modular system" provides freedom of design and flexibility. In addition to the well-known softtouch and softfrost surface finishes, the innovative writing instrument impresses above all with the exclusive softgrip coating available from Klio-Eterna. With the Klio PMS service, the versatile writing instrument can be converted into special colours according to PMS, RAL or HKS standard from an order quantity of 5,000 pieces. The memory can be used with appropriate brand communication. Other arguments in favour of the versatile advertising medium are its perfect printing surfaces and numerous combinations of colours, materials and surfaces.

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Watertight

The waterproof DryBag from Loop Nation is the perfect companion for trips into wet areas. All seams are welded, thus making the **DryBag completely waterproof**. It comes with cool screen printing, an extra-large print area and plenty of storage space. Conveniently lockable and with a casual shoulder strap, the transport helper is also an attractive product for the urban adventurer. Optionally it has a second shoulder strap and a waterproof pocket with zip. The DryBag can be ordered from 100 pieces.

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The bells never sound sweeter ...

Individual Christmas presents express true appreciation for a successful year full of orders, collaborative work and partnership with customers, employees and business associates. The Christmas specialists at CD-Lux delight customers with the **new Lindt-Lindor gift** with delicately melting Lindt pralines. The new Ferrero Rocher pralines in individual promotional packaging promise a glorious taste experience. Enjoying the new Ritter Sport winter creations, gingery biscuits and roasted almonds, will warm your heart. The new bars are all individually printable. Also available is the classic Santa Claus in all possible varieties, sizes and flavours as well as individual last-minute Advent calendars filled with the finest brand chocolate.

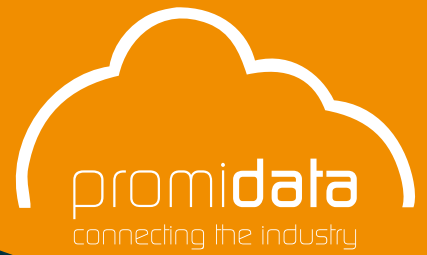
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Less plastic – greater value

Making more from less: The Swiss company Prodir now offers its models QS01, QS20 and QS30 in a new “Stone” version. In this design, the shafts are made from a mineral-enriched material, thus reducing the plastic content by 60 percent. The minerals also make the writing instruments noticeably heavier. Standard accessories such as elegant metal clips as well as selected coated shaft colours in metallic graphite, silver, copper, gold and charcoal, red quartz, cobalt and white dolomite underline the **high value perception**. The colour-contrasting clip holder for the metal clip discreetly sets individual colour accents. The push button can be either elegant metal or plastic. Like real stones, the new QS Stone is extremely durable. Designed to last down to the smallest detail, they will accompany people over many years. Used refills can be easily replaced. If you want to do more for the environment, you can equip them with lead-free, low-emission Floating Ball® refills. These are available exclusively from Prodir. And the timeless design also plays an important part in bringing sustainability and value to a common denominator.

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The following companies present themselves at the PSI show:

PSI No.	Aussteller / Exhibitor	Stand / Booth	PSI No.	Aussteller / Exhibitor	Stand / Booth
49009	12M Alicja Wasowska, Poland	11H51	41169	ASS, Spielkartenfabrik Altenburg GmbH ASS Altenburger Spielkarten, Germany	9B24
47670	Abanicos Jose Blay S.A., Spain	9E09	43615	Asya Bayrak Reklam Prom. San. Tic. Ltd. Sti., Turkey	9C59
43712	Acargrup Pazarlama Dis. Tic. AS, Turkey	10H46	49998	Asya Promosyon Bilg. Malz. ve Matbaa San. Tic. Ltd. Sti., Turkey	9D57
49500	Acarta GmbH, Germany	9D27	46148	ATUT & PRIMAR s.c Golab, Rackiewicz, Poland	10L60
44151	ADA FUAR ORGANIZASYON TAN.YAY. TEKS.DIS.TIC LTD STI, Turkey	10D26	47980	Audio Protect AG, Switzerland	11D36
49347	Adapt Marketing (Pty) Ltd - ADAPT Anthony Driman, South Africa	11G14	49413	AVANT Fabryka Porcelitu Jerzy Bujanowicz, Poland	9F38
43999	ADOMA GmbH Kunststoff- und Metallverarbeitung, Germany	11L74	46204	Axpol Trading Sp. z.o.o. Sp.k., Poland	11K31
49601	Adore s.r.o., Czech Republic	10K37	46781	AXXEL Sp. z o.o., Poland	9D24
45448	Aetzkunst GmbH & Co. KG, Germany	9E24	48898	b & a Vertriebs GmbH Promokick, Germany	9D19
48751	AFISA Asoc. Fabric. Import SA, Spain	9D01	44519	B.W.S. SPRL, Belgium	10K66
44117	Agackurdu Promosyon Ahsap imalat San. Tic. Ltd. Sti., Turkey	9B48	47411	badge4u Wojciech Pawlowski, Poland	9A37
44073	Ahnert GmbH, Germany	9L46c	48060	badgetec® GmbH Namensschilder Systeme, Germany	9E02
43519	Alfred Ritter GmbH & Co. KG, Germany	11A04	41338	Bären Luftballons GmbH, Germany	9B18
47574	HEGA PROMOTIONS HEGA HOGAR - ALJUAN S.L., Spain	11K15	45434	Bartl GmbH, Germany	9A44
49171	Allers Grupa sp. z.o.o. Lanyard.pro - Lanyard factory, Poland	11H19	43980	BAS Produktions- und Handels- GmbH, Germany	11L33
45590	aloga gmbh, Germany	11C33	49190	PPH Batkiewicz Sp.J. M.J.G.S. Batkiewicz, Poland	11H14
43442	Alpha paper packSp. z.o.o., Poland	11L24	43602	Bauer GmbH Bandweberei, Germany	11K24
49719	AMGS Group Sp. z.o.o. Sp. K., Poland	11A38	43440	BedrukteFles BV Bedrukte Flasche, The Netherlands	11L49
49591	AMK Group Rekawek, Kondraciuk Sp. J. Artur Rekawek, Konrad Kondraciuk, Poland	9H37	49425	BELGO SWEET SPRL, Belgium	10L69
45793	AMT Alumetall Gießtechnik GmbH, Germany	10M48	47646	BergHOFF Worldwide N.V., Belgium	10F51
45753	Anda Present Ltd., Hungary	11K06	43543	Bike Citizens Mobile Solutions GmbH, Austria	11K18
43779	Anka Promosyon Ürünleri ve Matbaa Malz. San. Tic. Ltd. Sti, Turkey	9D02	46839	Bio Laboratories Ltd., United Kingdom	10K23
43790	A&R TOWEL AND BATHROBES BV, The Netherlands	11F57	43700	Biova GmbH, Germany	9L46d
44116	Arin Promosyon Sanayi Ticaret Ltd. Sirketi, Turkey	10D03	49606	BLACK HILL - Westcoast of Sweden Int. AB, Sweden	9G39
48941	Arnulf Betzold GmbH, Germany	10C18	43627	BO-Cosmetic GmbH, Germany	11K16
48309	Manufacturas Arpe, S.L. ARPE, Spain	9E37	41435	Böckling GmbH & Co. KG, Germany	9B20
43549	ArtForFans, Jan Bagin, Czech Republic	11M34	44120	Sport Böckmann GmbH Ihr Partner für Sport und Freizeit, Germany	10K32
49556	Asgard Sp. z.o.o., Poland	11F39	48718	BOHEMIA SPORT TRADE, spol. s.r.o., Czech Republic	11E45
			49348	BOOGIE Design, Poland	9B19
			90040	Botanical PaperWorks Inc., Canada	10L37
			45767	Bottle Promotions a Tacx International Company, The Netherlands	10K54



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49547	BOWINGS S.L., Spain	9G60	43968	CRUX Sp.j. D.Zajac, P. Wolny, Poland	9C28
43594	Boxiland GmbH, Germany	11M31	44920	CURLY & SMOOTH Handels GmbH ZAP-IT, Germany	11E46
49129	Brandcharger B.V., The Netherlands	10D58	42819	Gustav Daiber GmbH, Germany	12D20
49841	brandident Vertrieb & Produktions GmbH, Germany	11M56	46527	DBP Plastics NV, Belgium	10L12
42275	brandsupply GmbH, Germany	11C60	43786	Dee Flex Co., Ltd., Japan	10H03
46905	Brauns-Heitmann GmbH & Co. KG, Germany	9A33	43851	Demat Ajanda Matbaa Ve Kirtasiye Ürünleri Sanayi Ticaret Limited Sirketi, Turkey	10H31
43753	breAd & edible labels sro, Czech Republic	9L46b	43415	Demre Tarim Turzm Tekstil Gida Ins. Kuyum Bil. Emil. lth. Ihr. San Tic Ltd Sti, Turkey	9F12
48383	BSC SPA, Italy	10F13	48449	Der Zuckerbäcker GmbH, Germany	12G34
48045	B-TOKEN BVBA, Belgium	9F14	41734	Giuseppe Di Natale S.p.A. Arti Grafiche Cartotecnica, Italy	11K65
47672	Bulb-Bottles-Inniquie AG, Switzerland	10L14	43595	die Blechfabrik e.K., Hans- Heinrich Mückenheim, Germany	11L60
45042	Burex (Mfg.) Ltd, Ireland	9C53	49090	Die Stadtgärtner Inh. Derk Niemeijer, Germany	11L73
45956	burger pen AG, Switzerland	11D54	49986	Dimar Tecnoprint S.r.l., Italy	11E01
46531	Businessball B.V., The Netherlands	10D53	47097	Disenos NT Diseño y Aplicaciones del No Tejido, S.L., Spain	9H60
47952	Büyüksoy Bayrak Ve Semsie San. Tic. A.S., Turkey	9G01	90029	Disrupt Sports Ltd, United Kingdom	11L48
44950	C.I.F.R.A., S.L., Spain	9A48	40723	DOM POLYMER-TECHNIK GMBH, Germany	10C39
49471	CADOA SAS, France	11K34	41752	doppler + Knirps H. Würflingsdobler GmbH, Germany	10L40, 10M43
49153	Calverley, United Kingdom	10G55	46897	Dosenspezialist GmbH, Germany	10K21
49660	Capira Sp. Z o.o. Sp. Komandytowa, Poland	10D17	49048	Doyuk Bilgisayar Teknoloji Promosyon Ürünleri Sanayi Ve Ticaret Limited Sirketi, Turkey	9B34
46643	Caramelos Cerdán S.L., Spain	9F47	45720	DREAMPEN BALL-POINT PENS PRODUCER, Poland	10F67
43538	Carlobolaget AB, Sweden	10H58	44886	DreiMeister Spezialitäten Hans Schröder GmbH & Co. KG, Germany	9E48
42482	Cartamundi Services NV, Belgium	9B24a	49717	DREVOTVAR DRUZSTVO, Czech Republic	9K49
49968	CASPI GRUP MATBAA PROM ve End Mutfak Mlz San tic ltd Sti, Turkey	10G28	49857	drinkitnow GmbH, Germany	10H01
43811	CDH Computer Division Heinemann GmbH, Germany	9A24	43868	Earebel GmbH, Germany	11M59
49854	Cerve S.P.A., Italy	11H13	47300	Easy Gifts GmbH, Germany	11K25
44191	Charging Phone SAS, France	10H18	43788	Easy Orange BV, The Netherlands	11A02
43881	chic.mic GmbH, Germany	11L40	47503	Eco Promo Everything Environmental Ltd, United Kingdom	9E43
48316	CHOCOLISSIMO by MM Brown Deutschland GmbH, Germany	10M24	49947	Ecor GmbH, Germany	9B59
90042	CHX Products Ltd., United Kingdom	11L46	49982	Edition Michael Fischer GmbH - EMF Verlag, Germany	10L63
46851	Classic Line Warenhandels GmbH, Germany	9F50	41369	elasto form KG, Germany	11F64
48748	Claymore Willems Koffers B.V., The Netherlands	10H22	44127	Elektronica SM-Handels GmbH, Germany	10F60
40511	Clipper B.V., The Netherlands	11D09	48996	ELITA Spółka Jawna Krzysztof Staszalek i Mateusz Staszalek, Poland	9G25
48345	CMA Global Inh. Young Sun Kim, Germany	9G46	44736	ELITE Srl, Italy	9H46
49780	colordruck Bayersbronn W. Mack GmbH & Co. KG, Germany	10H02	47306	emco Bautechnik GmbH, Germany	11K72
46789	CoMo Europe B.V., The Netherlands	9C27	49081	entrada Fußmatten GmbH, Germany	10K30
46835	Concert-Merchandising GmbH, Germany	11L29	46120	EUPens.com by The Pen Warehouse A division of Tancia Ltd., United Kingdom	9C10
47506	Condom Message by Willems Winkels B.V., The Netherlands	9A41	49118	Eurobottle B.V., The Netherlands	10F73
49112	Consilio Jakub Michalski, Poland	10L05	49245	Euronatal LDA, Portugal	10F61
41421	Coolike-Regnery GmbH, Germany	9B33	49704	European Sourcing Sarl, France	11H26
45939	Corthogreen bv Greengifts & Seedproducts, The Netherlands	10K06	47307	Exito Group M. Malczynski R. Badowski Sp.j., Poland	9B01
47376	CosmoShop GmbH Shopsoftware, Germany	12H01	44016	EXPORTCAVE S.L., Spain	10K62

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47094	Extrapack OOD, Bulgaria	10D23	49095	GPS Spa, Italy	10M44
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43144	FARE - Guenther Fassbender GmbH, Germany	12D20	47265	GRASPO CZ, a.s., Czech Republic	11K27
43889	Feel Green GmbH, Austria	10G54	90034	Grayson Group Limited T/A Sow Easy, United Kingdom	11L50
43562	Feelino GmbH, Germany	11L32	48277	Green Earth Products Helga Nederhoed, The Netherlands	11A30
47960	Feniks Sp. z o.o., Poland	9H58	43552	Greengiving BV, The Netherlands	11M52
43421	Fenix GmbH, Germany	10K68	48623	GSE gGmbH, Germany	9C43
47123	fides Druck und Medien GmbH, Germany	11H16	46944	Gutting Pfalznudel GmbH Entwicklung und Herstellung von Logonudeln, Germany	9A19
46874	Cokoladovny Fikar s.r.o., Czech Republic	9A10	49079	Haid Werbeagentur GmbH, Germany	11K69
48519	Finardi Milena SRL, Italy	10M62	45666	Halfar System GmbH Rucksäcke und Taschen, Germany	12D20
43966	FIRE-FLOW Vertriebs- & Marketing GmbH, Germany	10G08	49300	Hannes Schmitz Bio-Button KG, Austria	10D01
47964	First Editions Ltd., United Kingdom	9B02	49342	HanseFlag GmbH, Germany	9A56
41002	Alfred Fischer e.K., Germany	9C13	42765	HAPPY bvba, Belgium	11A16
44697	fleQs promotional products BV, The Netherlands	11A03	44954	happyROSS GmbH, Germany	11A28
49421	Formpress AB, Sweden	9E34	49932	Harman Consumer Nederlande B.V., The Netherlands	10D65
43641	Fragrans Michal Stolarczyk, Poland	11L30	43587	HAT S.C. AHolz, T.Holz, Poland	11M74
47463	Francos GmbH Image-Cosmetics & More, Germany	12G02	46612	HELLMA Gastronomie-Service GmbH, Germany	9L46w
41853	Frank Bürsten GmbH Bürstenfabrik, Germany	9D20	44145	helo ® Heckelmann Holz und Kunststoff GmbH + Co. KG, Germany	9E41
43743	S.A. FromScratch N.V., Belgium	11E39	41583	HEPLA-Kunststofftechnik GmbH & Co KG, Germany	11C01
46154	Hugo Frosch GmbH, Germany	11L39	49978	Herforder Werkstätten GmbH, Germany	9L37
46428	GALKO d.o.o., Croatia	11B48	44294	Hermann Flörke GmbH, Germany	10G11
43449	GARZINI BVBA, Belgium	11L37	41118	hoechstmass Balzer GmbH, Germany	9F09
48178	Gasienica pl s.c., Poland	10F18	43529	höfats GmbH, Germany	11M26
48691	GC Footwear GmbH, Germany	10L22	45973	Hörsteler Interior Design GmbH, Germany	10G63
43860	GEBAS GmbH Gastronomie- und Eisbedarf, Germany	11K23	46994	Hubbes Verkstad AB, Sweden	EN02f
48575	Geoman Bulgaria Ltd Kaliman Mechkarov, Bulgaria	11C45	46478	Hultafors Group Germany GmbH, Germany	10F16
43697	Gerd Koch Konzept & Handels GmbH, Germany	11K30	47349	Hypon B.V., The Netherlands	10F66
47324	Get Impressed srl, Italy	11F45	42567	i.p.a. cosmetics GmbH, Germany	11D02
49657	Gewolix GmbH, Germany	11B26	49482	i4 d.o.o. Grega Piskur, Slovenia	10M71
43492	Gifts with Impact V.O.F., The Netherlands	11K28	45185	IBSI Business Services & Trading Juping Wang e.Kfr., Germany	10G34, 9E27, 9F46
43490	Gingko Electronics Ltd, United Kingdom	10G47	45302	ICO JSC, Hungary	9D44
45737	Giving Europe B.V., The Netherlands	11K05	49209	iD4SPORTS VOF id4Sports Golf, The Netherlands	10K01
45192	Glasmark Sp. z o.o., Poland	9C58	47022	Idee & Design GmbH & Co. KG, Germany	11F14
49420	GOBILAB SAS, France	11E29	45193	ID-Sneakers BrandYourShoes SL, Spain	10H10
45829	Goldstar Europe National Design Europe Promotional Products Limited, Ireland	10M11	43622	Imak Ofset Ltd., Turkey	9G19
45818	Golfvertrieb Hilbrand, Germany	9C17	43806	Impact Emotion SARL, France	11K22
42351	Gollnest & Kiesel GmbH & Co. KG, Germany	10D05	44740	Impliva B.V., The Netherlands	10H71
42351	Gollnest & Kiesel GmbH & Co. KG, Germany	10D05	43000	IMTC Manufacturing & Trade GmbH	
43854	Good Game Advisors GmbH, Germany	11L31		The Pad Company, Germany	11A42
43926	Good Life Books & Media GmbH, Germany	10H45	47358	Indula GmbH, Germany	11K42
47707	Mister Bags GmbH Goprom Handelsgesellschaft mbH, Germany	11F31	49880	Inkcups Europe - Inkups Corporation, Germany	11K01
46895	Gottschalk B.V., The Netherlands	9D38	42907	Inspirion GmbH, Germany	11D14
47197	GPE A. Ardenghi srl, Italy	9E20	41727	INTERALL GROUP B.V., The Netherlands	10C66

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48746	Intermax d.o.o., Croatia	9G50	49205	Kolor-Plusz Plush Toy Factory, Poland	9C41
44894	Intermed Asia Ltd., The Netherlands	11G32	43558	Kolter GmbH, Germany	11M67
43540	Intraco Trading bv, The Netherlands	10F41	47406	koziol »ideas for friends GmbH, Germany	12D34
45720	INVAME original car perfumes, Poland	10F67	41565	KP Plattner GmbH, Austria	10M23
46272	Invento Products & Services GmbH, Germany	10M49	47203	Krüger & Gregoriades Im- + Export GmbH, Germany	9D60
48349	GOLD PUZZLE COLLECTION Iskenderler Otomotiv Yed. Par. ve Hed. Esya San. ve Tic. Ltd. Sti., Turkey	9F01	43559	KUB Beheer B.V., The Netherlands	11M68
44613	IssueTissue® IssueTissue bv, The Netherlands	10F70	49411	KW Open promotion consulting & trading GmbH, Austria	10K55
	Istanbul Chamber of Commerce, Turkey	10C30	47361	Lainas Products S.A. Promotional paper products, Greece	9D56
43992	Italtempo Brindes, Lda, Portugal	9F40	49872	Landgarten GmbH & Co. KG, Austria	9H49
44968	I.T.-GRAF d.o.o., Croatia	11F53	48924	LÄTZ FÄTZ - Baby-Werbeartikel Inh. Silke Strelow, Germany	9E54
48357	IVB TransferDruck GmbH, Germany	9E44	43432	Laxon, Germany	11M36
49346	Jaguar Tomasz Chwilowicz, Poland	11G45	42959	Le Creuset GmbH, Germany	10C64
49524	Jähn Handels GmbH & Co. KG		43497	Leatherman Europe GmbH, Germany	10L11
	Uwe & Michael Jähn, Germany	11F65	42438	Lediberg GmbH, Germany	10H29
47696	JAMARA e.K. Manuel Natterer, Germany	9E55	44323	Ledlenser GmbH & Co KG, Germany	11D38
47258	SELECT MARKETING PVT. LTD., United Arab Emirates	11B04	49326	LEGRA Sp. z.o.o., Poland	10K12
45898	JAVRO 2 Sp. z o.o., Poland	9B56	49438	Lema Krzysztof Jan Buszko, Poland	10L68
49996	JOI Ltd., United Kingdom	10M10	49644	LEONARDO - glaskoch B. Koch jr. GmbH + Co. KG, Germany	11K39
49940	Join The Pipe BV, The Netherlands	10D64	46175	LEUCHTTURM ALBENVERLAG GMBH & CO. KG, Germany	10H12
41990	Joytex GmbH & Co. KG, Germany	10C70	45457	Lexon SAS, France	10C45
41545	JUNG since 1828 GmbH & Co. KG, Germany	12D29	47741	LGP GEM LTD., United States	11B46
48245	JUTEKO GmbH, Germany	9F60	48956	LimeBOX Joanna Suchecka-Lipka, Poland	10L62
49132	Kahla/Thüringen Porzellan GmbH, Germany	10H03	47965	Listawood AT Promotions Ltd., United Kingdom	10M66
49956	Kalenderteam 365 GmbH, Germany	10F45	43643	Litek - Metall Stickers Ltd.	10G33
42706	Kalfany SüBe Werbung GmbH & Co. KG, Germany	11D32	49756	Living Bytes GmbH Die Markenvertretung, Germany	10M65
43528	Karat Medien GmbH, Germany	9C42	49985	Logicca Ltd., Serbia	10M41
41794	Karl Knauer KG Verpackungen, Werbemittel, Präsentverpackungen, Germany	11D46	46104	logolini Präsenste Fickenschers Backhaus GmbH, Germany	9D43
47270	Kerler GmbH, Germany	11G56	47266	LogoObstFactory.com by Media Service Grulms Inh. Stefan Grulms e.K., Germany	10D19
49972	Keskin Color Kartpostalçilik A.S., Turkey	9E33	49707	Loop Nation Inh. Manuel Ferrai, Austria	12B28
49153	KeySmart, United Kingdom	10G55	43487	LOVI LTD, Finland	11K41
46131	KHK GmbH, Germany	12G37	43569	Lumento GmbH, Germany	11M28
49319	Klaus Stephan GmbH, Germany	10M16	40909	MACMA Werbeartikel OHG Import-Export, Germany	11F57
43358	KLEEN-TEX INDUSTRIES GMBH, Austria	10L48	47854	SK GmbH & CO KG, Germany	10G59
49592	Ernst Klever GmbH, Germany	11E48	44321	Mahlgrad GmbH, Germany	9L46v
43986	Klingel - Manufaktur Matthias Lange lhn. Matthias Lange, Germany	11M61	46729	Maiback GmbH, Germany	10C64
40823	Klio-Eterna Schreibgeräte GmbH & Co KG, Germany	10F27	48283	Maikii s.r.l., Italy	10F13
41614	KM ZÜNDHOLZ INTERNATIONAL Karl Müller GmbH, Germany	10M02	40755	Marbo-Werbung Norbert Bokel GmbH, Germany	11F06
48108	KMS Kafitz Medienservice GmbH, Germany	9F37	48871	Marker Print Ltd, Bulgaria	12G30
49649	KNETÄ® Lisa Stein, Germany	11K29	43452	Marmara Pak Plastik San. Tic LTD STI, Turkey	9F33
47732	PHU KODER II S.C. Leokadia i Waldemar Sikora, Poland	9C34	49315	Marnati S.A.S., Italy	9L46h
			49006	Mart Spolka z ograniczona odpowiedzialnoscia Sp.k., Poland	11G02
			49181	MART'S BAGS Martyna Konowrocka, Poland	11C43
			45721	MASAS METAL AMBALAJ San. Ve. Tic. A.S., Turkey	9E23
			43478	Masquant, S.L., Spain	9E10



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46457	MAXEMA s.r.l., Italy	10C25	49206	New Idea Crafts GmbH, Germany	9C24
46503	MAXIM Ceramics GmbH, Germany	10M61	46376	J.G. Niederegger GmbH & Co. KG, Germany	10D08
47483	MAXX Factory GmbH, Germany	10F08	43423	No Crumbs GmbH, Germany	11E59
42020	mbw® Vertriebsges. mbH, Germany	12D20	45981	NOEX spolka z ograniczona odpowiedzialnoscia sp.k., Poland	9B12
49967	MEDIACONCEPT SRL, Romania	9B10	48835	Nomar Maria Skrzypek Nowak, Poland	9E13
49153	memobottle, United Kingdom	10G55	46403	NOTEDECO Spółka z ograniczona odpowiedzialnoscia Spółka Komandytowa, Poland	10H11
43618	Metal Silver and Golden Industries Co. Ltd., Saudi Arabia	10L61	43499	OSB Sport begeistert GmbH, Germany	11L28
41836	meterex Karl Kuntze (GmbH & Co.), Germany	11D67	80075	Offene Systeme Software! Inhaber Thomas Brecht, Germany	9F08
41680	METRICA SPA, Italy	10G03	43341	OLEFFE Editions S.A., Belgium	10M38
41581	michel toys Handels-GmbH, Germany	11A24	49195	OLEHATS SL, Spain	10D07
43921	Microcarton Ambalaj Dis Ticaret Ltd. St., Turkey	10L36	43438	OMETEC S.R.L., Italy	9H45
40641	midocean Mid Ocean Brands B.V., The Netherlands	11K55	49663	Orakel bvba Dirk Spooren, Belgium	9F20
43444	Edwin Mieg oHG, Germany	9D19	49153	Orbitkey, United Kingdom	10G55
43439	Miiego ApS, Denmark	11L34	47101	Orcas Customized Products GmbH & Co. KG, Germany	10H42
48364	MIYO MENDIL VE GIDA SANAYI DIS TICARET LTD STI, Turkey	9B43	46666	Orchard Melamine Products Ltd., United Kingdom	11L45
49997	MIZU Europe BV, The Netherlands	10F71	49791	Özen Promosyon ve Reklam San. Tic. Ltd. Sti., Turkey	10D52
44940	RICOLOR® MK-Haushaltswaren Thomas Mayr-Kiessling, Germany	9D37	44057	P.P.H.U LEZAKOWO SZEWCZYK KRZYSZTOF, Poland	10G37
47798	MKM media Verlags- und Medienproduktionsges. mbH & Co. KG, Germany	11F50	47984	Pack Art Bags sp z o.o. spółka komandytowa, Poland	9B51
49431	MMG Flags MMG Wesolowski Rafal, Poland	9D13	43993	Paper Fantasies UAB, Lithuania	10K18
49886	Modern Forms Sp. Z.o.o., Poland	9F24	47378	Paper+Design GmbH tabletop, Germany	11C19
45137	Modes Etiket ve Promosyon Hed. Esya. San. Tic. Ltd. Sti., Turkey	10G16	45132	Partyspace Bvba, Belgium	9G49
43924	Mokey Decoration Artikles Inh. Moritz Mack, Germany	11M32	45999	PASSATGUMMI Schreven GmbH & Co. KG, Germany	11G70a
43127	Monoflo Produktions GmbH + Co. KG, Germany	10G36	47678	Paul Stricker, SA, Portugal	11F25, 11F26
46708	moynd GmbH, Germany	12K01	46454	PDC Europe SPRL, Belgium	9F19
48471	MrDISC c/o Digistor Deutschland GmbH, Germany	10M29	48500	PEUGEOT SAVEURS DEUTSCHLAND GMBH, Germany	10C64
47774	Müller Werbemittel GbR Andreas & Matthias Müller, Germany	10M01	49706	Phicogis Europe Sarl, France	11E61
45974	Multiflower GmbH, Germany	10C12	41690	Philipp Holle KG Papierverarbeitung und Werbeartikel, Germany	11F01
43865	MultiMarketing v/ Palle Ostergaard, Denmark	11E32	46925	Pins & mehr GmbH & Co. KG, Germany	10K42
43933	Munito GmbH, Germany	10H07	49515	Pixika Deutschland GmbH, Germany	10F23
44146	MyDoli UG (haftungsbeschränkt), Germany	10H41	43488	Plastoreg Smidt GmbH, Germany	11M60
47673	myfitmix GmbH - Sweets&Snacks, Germany	9G59	40637	Plastoria S.A., Belgium	10C46
43849	Mypromo Service GmbH, Germany	10C76	49402	Polskie Karty sp. z.o.o., Poland	10M25
49462	Nastrotecnica SRL, Italy	10D24	46596	POLYCLEAN International GmbH, Germany	10L58
47956	NAV Enterprise LLC AK Cosmos Exports, United States	9D30	90044	Pop-up Banners Ltd., United Kingdom	11B16
49937	NEOLID SAS, France	10H39	43755	PopSockets EMEA Oy, Finland	10F19
41816	Nestler-matho GmbH & Co. KG, Germany	12D02	49310	Portica GmbH, Germany	11K40
43498	Neue Technologien Neugärtner und Partner GmbH, Germany	11L54	42713	Poul Willumsen A/S, Denmark	10H08
			48685	PR Tryck AB, Sweden	9D49
			49175	Premier Group sp. z.o.o., Poland	10G15
			43713	Premsons Plastics Private Limited, United Arab Emirates	11A29

PSI No.	Aussteller / Exhibitor	Stand / Booth
49368	Pretty Arts Import and Export Company Ltd, United Kingdom	10G18
43459	PRIMA IP d.o.o., Slovenia	11E64
43683	Princess Sportsgear & Traveller BV, The Netherlands	10F12
49893	Printspaul GmbH & Co KG, Germany	9C44
42580	Product Media Group Special Things BVBA, Belgium	10M58
48727	Promedya Tanitim Matbaacilik Montaj San. ve Tic. lth/lhr. Ltd. Sti., Turkey	9C02
43489	Promic B.V., The Netherlands	11F10
46355	Promidata Deutschland GmbH, Germany	10D68
43448	PROMOLIFE PROMOSYON ÜRÜNLERİ SAN. ve TIC. LTD STI, Turkey	9D34
46124	PromoNotes Sp. z o.o., Poland	11D26
48826	PROMOPORTAL GmbH, Germany	11D60
49109	Promopremiums B.V, The Netherlands	10K38
44722	PROMOTION PETS GmbH, Germany	10C02
43940	PromoTron Solutions a.s., Czech Republic	10M33
43739	PS Concepts GmbH, Germany	11D45
	PSI Members Only Lounge	9G20
	PSI matchmaking Lounge	9G20
43468	P-Stash GmbH, Germany	9L46g
49831	Pubblipel Ricciarelli SNC, Italy	10H33
49560	Publik d.o.o., Serbia	10H70
43053	Pustefix GmbH, Germany	9D19
48954	Pusula Basim Pusula Cizgi Altı Basım San. Ve Tic. LTD. STI., Turkey	9B44
80068	QTRADO Logistics GmbH & Co. KG, Germany	11D59
49331	R3D, LDA, Portugal	10L24
44741	RASTER R. Nowak i S-ka S.J., Poland	9A38
90039	Ravensden Plc, United Kingdom	10G52
43474	Recom d.o.o., Croatia	10H38
48301	Recycle Bags (By SL Lederwaren BV), The Netherlands	11K35
42487	REFLECTS GmbH, Germany	12B01, 12D17
42130	Regine IQtrim GmbH, Germany	10M57
43507	Reichweite GmbH, Germany	11M63
47182	Reisenthel Accessoires GmbH & Co. KG, Germany	10F59
48510	Reiter Polska Sp. z o.o., Poland	11K38
48273	Retap ApS, Denmark	9D09
40884	Richartz GmbH, Germany	11K59
44508	Ritter-Pen GmbH, Germany	11D63
47847	Rösler Ceramtec GmbH, Germany	11H32
49585	Roll'eat MARCADIFERENCIA S.L., Spain	10D11
43714	Römer Lifestyle Rominox GmbH, Germany	11L68
43526	Valigeria Roncato Spa, Italy	11K02

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47430	RO-WE SNC DI Brusaterra Roberto & C. PRODUZIONE PORTACHIAVI / KEYHOLDERS PRODUCTION, Italy	9E19	46379	Sport und Werbemittelvertrieb Ingo Martin, Germany	11C39
43424	RPT Reklam ve Promosyon Hi2 Paz San Tic Ltd. Sti., Turkey	10G17	41462	Spranz GmbH, Germany	10F02, 10F07 12G37
43575	Deutsch, Rubers, Oberdiek GbR, Germany	11M33	41108	STAEDTLER Mars GmbH & Co. KG, Germany	
47489	Safe Pocket® Ad-corner S.A., Luxembourg	9C54	49286	Stainer Schriften und Siebdruck GmbH & Co. KG Print Tattoo, Austria	9E39
49976	Safe Reflector Ltd, Lithuania	9G15	42183	STANDARDGRAPH Zeichentechnik GmbH, Germany	11E23
43841	SAHIL INTERNATIONAL SIA, Latvia	10L38	44818	Step Yazim Gerecleri Ve Kalip Sanayi Ticaret Limited Sirketi, Turkey	9C48
43809	Sahinler Tic Ltd. Sti., Turkey	9B35	45341	Stereo Holland-Gebäck GmbH & Co. KG - Schokotaler -, Germany	9D10
48847	Samsonite GmbH, Germany	12B19	45280	Stiefelmayer-Contento GmbH & Co. KG, Germany	9G55
49768	SANDINI GmbH, Germany	11A21	45328	Stilolinea Srl, Italy	10F20
47331	SC VANESICA FRESH SRL, Romania	9C07	43556	STOCKLOTS Dominik Malysa, Poland	11B38
46903	Schäfer Promotion GmbH, Germany	11H37	49820	STP Stone Paper Products GmbH, Germany	9B39
47541	Rudolf Schaffer Collection GmbH & Co.KG, Germany	9A20	49382	Studio 55 International GbR Frank Brix, Marcin Szczerba, Germany	12D01
40785	Schreiner Coburg GmbH, Germany	9C56	48447	SUITSUIT International BV, The Netherlands	11K44
43287	Schwan-STABILO Promotion Products GmbH & Co. KG, Germany	9L55	43458	Susino Germany GmbH, Germany	11B01
48094	SCX DESIGN SA, France	10H43	41032	Suthor Papierverarbeitung GmbH & Co KG, Germany	11G70
48834	SDI gifts s.r.o., Czech Republic	11K32	44998	Sweetware GmbH & Co. KG, Germany	11F70
49961	SecuFerro B.V. WebcamCovers, The Netherlands	10L52	43512	SYMBIO MEDIA GROUP Sp. z o.o., Poland	10G50
49025	Porzellanfabriken		43581	Tabacco d.o.o., Croatia	10C11
44885	Heinrich Sieber + Co. GmbH + Co. KG Fabrizio World of Bags, Germany	9C55	44574	Take2-Design GmbH & Co. KG, Germany	11C07
49099	SIGG Switzerland Bottles AG, Switzerland	9A34	49042	Talat Matbaacilik ve Deri Mamulleri Ticaret As. Fabio Ricci, Turkey	11F61
43684	Simplifiers IVS, Denmark	11M22	43984	TASCHIS Inh. Thorsten Otto, Germany	10D26
43527	Simply Best GmbH, Germany	10L21	43817	TechnoTrade Import-Export GmbH, Germany	9K55
43807	SIPEC S.P.A., Italy	11H40, 11K43	48418	TGL Poland sp. z.o.o. Ted Gifted Lanyards, Poland	11D70, 9A35 9E34
43807	DEMI, Italy	11H40	47879	Teko Tryck AB, Sweden	
46405	SIPLAST Siegerländer Plastik GmbH, Germany	9D48	47525	Telco Accessories b.v., The Netherlands	11C06
44866	Sizzpack Julian Bendel, Germany	9D16	41647	Tengler Match eine Abteilung der Tengler Druck GmbH, Germany	10M72
47854	SK GmbH & CO KG, Germany	10G59	42735	TEN-PACK GmbH, Germany	11C47
49070	Slm SRLS Magic Cup & Promotion, Italy	9C23	48161	Tessloff Medienvertrieb GmbH & Co. KG, Germany	11G52
46325	SŁODKIE UPOMINKI SPÓŁKA Z OGRANICZONA ODPOWIEDZIALNOSCIA Sp. K., Poland	9B38	49672	Textildruckerei Lunzenau GmbH, Germany	10M54
45567	SND PorzellanManufaktur GmbH, Germany	12D20	43720	Texpro Solutions Sp. Z o.o., Poland	10L32
43555	Snips SRL, Italy	11K11	41875	TFA DOSTMANN GMBH & CO. KG, Germany	10M28
47104	Softreflector LLC, Estonia	9D14	46304	The Brand Company, S.L., Spain	9G37
44010	Softybag AB, Sweden	11D58	43609	The Lazy Dog & Co. Inc., United States	10L17
46518	SOLARES Ith. ve Ihr. San. Tic. A.S., Turkey	10L45	45136	THYS NV, Belgium	9G45
43465	Söllner, Radtke, Krieg GbR, Germany	11G03	48780	Tiflo B.V., The Netherlands	10D66
47677	Sopp Industrie GmbH, Germany	9L45	49153	Tile, United Kingdom	10G55
47019	SPÓLNOTA - Drzewna Spółdzielnia Pracy, Poland	10M53	45780	TITAN Hamburg GmbH, Germany	10M18a
			47317	tobra GmbH & Co. KG, Germany	11F52
			43460	Today Advertising SRL, Romania	11H53

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43723	ToM-PaR Jerzy Rutkowski, Poland	11C04
49180	J.H. Tönjes GmbH, Germany	11B20
43963	TOP-2 Fabryka Chusteczek S.A., Poland	10M14
40717	Toppoint B.V., The Netherlands	12G18
48880	Tramontina Germany GmbH, Germany	10C64
46108	travelite GmbH + Co. KG, Germany	10M18
46832	FABRYKA KART Fabryka Kart TREFL Krakow Sp. z o.o., Poland	9E38
49563	Trendy Sport GmbH & Co.KG, Germany	9D59
44970	TRIGON Deutschland GmbH (ehemals SEMO Deutschland GmbH), Germany	10M17
40846	Heinz Tröber GmbH & Co. KG, Germany	10F01
46311	TROIKA Germany GmbH, Germany	11F69
48398	Tryumf sp. z o.o., Poland	9D23
43590	Tüpfelchen GmbH, Germany	11K21
43722	TÜRMAK MAKINA SAN. VE TİC.A.S., Turkey	9E47
41848	uma Schreibgeräte Ullmann GmbH, Germany	12B34
49994	UMBRA design d.o.o., Croatia	11K45
47548	Uniform Accessoires Bohemia, s.r.o., Czech Republic	9B47
43533	Unique Art Germany GmbH & Co. KG, Germany	10M27
43782	unoferrum UG, Germany	10G05
45173	UTAL Sp. z o.o., Poland	10K48
47527	Erich Utsch AG Kennzeichnungs- und Registrierungs-Systeme, Germany	11G51
43535	Viaduct GmbH, Germany	11M39
43829	Vicbag SAS, France	11H36
41801	Paul A. Henckels Nachf. GmbH & Co. KG VICTORINOX, Germany	11D29a
44281	VICTORINOX AG, Switzerland	11C29, 11D29
49830	Vidrios Reciclados San Miguel SLL, Spain	9F23
47555	Vim Solution GmbH, Germany	9A60
49699	VINGA OF SWEDEN AB, Sweden	10H66
46622	Viva-Plus II Firma Handlowa Joanna Kowalczyk, Poland	9G33
49823	Vonmählen GmbH, Germany	10F50
44685	WAGUS GmbH, Germany	9A43
43603	Wally and Whiz ApS, Denmark	11M24
44295	walther design GmbH & Co. KG, Germany	9H38
41594	Walz GmbH & Co.KG, Germany	10G23
43762	waterdrop microdrink GmbH, Austria	9L46f
48508	wellnuss Premium Snacks GmbH, Germany	9L46e
48078	Wera Werkzeuge GmbH, Germany	11H31
49362	Westerwald - Brauerei H. Schneider GmbH & Co. KG, Germany	11H41
42955	WIL Langenberg GmbH, Germany	10H28
45180	WIRmachenDRUCK GmbH, Germany	10C20
49909	WM Sport® Inh. Wolfgang Mackewicz, Germany	9C38
49622	Wunderle Heike Bringemeier e.K., Germany	10G48
49918	Xapron B.V., The Netherlands	10D54

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48603	Yoncahes Kagit Ürünleri Ambalaj San. ve Tic. Ltd. Sti., Turkey	10H56
43506	ZirbenFamilie Vertriebs GmbH, Austria	10K07
43840	Zirve Grup Elektronik Reklam San. ve Tic Ltd. Sti, Turkey	9D33
43548	Zogi Europe GmbH, Germany	11D17
47517	Zuckersucht GmbH, Germany	10C01
47395	ZWILLING J. A. Henckels Deutschland GmbH, Germany	11F12

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The following companies present themselves at the PromoTex Expo:

PSI No.	Aussteller / Exhibitor	Stand / Booth	PSI No.	Aussteller / Exhibitor	Stand / Booth
	Adimteks Tekstil dis tic.ltd.sti, Turkey	12C55	46848	Ipeknur Textile Clothing Co. Ltd., Turkey	12D80
47408	ADLER CZECH, a.s., Czech Republic	12N69	48357	IVB TransferDruck GmbH, Germany	12B70
47800	ALFA PROMOSYON TEKSTİL PAZ. SAN. VE TIC. LTD. STI., Turkey	12H72	44209	KLICK EE, Greece Logotex Europe GmbH & Co. KG, Germany	12C59 12F83
45194	ARA NV, Belgium	12M79	46414	Lynka Sp. z o.o., Poland	12B35
	ARC'TERYX Equipment Amer Sports Canada Inc., Canada	12L21	46913	MALGRADO fashion & promotion GmbH, Germany MASCOT International A/S, Denmark	12L02-01 12B59
45014	ATLANTIS - MASTER ITALIA S.p.A, Italy	12D75	46386	Matterhorn Sverige AB, Sweden	12N35
49958	Aysoy Pazarlama Konfeksiyon Tekstil Sanayi ve Ticaret Limited Sirketi, Turkey	12K63	49384	May Atki Market Etiket Dokuma San Tic Ltd. Sti, Turkey	12N40
42155	bags2GO, Germany	12H30	49889	Meltem Tekstil Sanayii ve Ticaret Kollektif Sirketi Huseyin Aras ve Ortagi, Turkey	12C77
47455	BD Group d.o.o., Slovenia	12K08	42155	miners mate, Germany	12K22
46116	Brand Promotion CZ s.r.o., Czech Republic	12D61	48784	Modal BRG Örgü Dokuma Tekstil Sanayi Ve Ticaret Ltd. STI., Turkey	12K73
49960	Campo Sportivo GmbH, Germany	12F69	47674	frottana Textil GmbH & Co. KG möve Professional, Germany	12G58
46153	Clipper A/S, Denmark	12D69	45411	Neutral.com Fun Tex Clothing Co. ApS, Denmark no limit textilveredelung GmbH & Co. KG, Germany	12C64 12L02-06
48842	Cottonland - Textile Agency Open Vision - Publicidade Lda., Portugal	12G57		P.A.C. GmbH, Germany	12C53
44895	Dahetra A/S, Denmark	12L02-08		Pasin Tekstil San Ve Tic Ltd. Sti, Turkey	12B71
48615	DIZAYN ETIKET San. ve Tic. A.S., Turkey Doratek Tekstil Limited Sti, Turkey	12N72 12C79	49765	PNG 1962 Ltd, Bulgaria	12B64
47313	Eagle Products Textil GmbH, Germany	12L02-07	13439	Printbox SPRL, Belgium	12L02-04
47403	Ender Tekstil Sanayi Ve Ticaret Ltd STI, Turkey	12H33	48943	PROMODA TEKSTİL San. ve Tic. Ltd. Sti, Turkey matchmaking Lounge, Germany	12F75 12N59
49093	Eren Kadife Tekstil Nakliye San.Tic. Ltd Sti, Turkey	12G75		Pure Waste Textiles Oy, Finland	12L15
49845	Euro-Transfers Sp. z o.o., Poland	12C63		Quatrième Dimension S.A., Belgium	12L02-03
44673	Festartikel-Müller GmbH, Germany	12L02-02	48056	Ral Tekstil AS, Turkey	12G79
49354	Fifty Five OHG, Germany	12C70	43454	Rascal Sp. z o.o., Poland	12B80
46918	FILANTI S.R.L., Italy Filmar Factory Sp. z o.o., Poland	12B56 12E60	47032	Regatta Limited, United Kingdom	12K57
44389	Floringo GmbH, Germany General Avrupa Tekstil SAN. VE TIC. LTD STI, Turkey	12K67 12E56	46525	Sanjuan Hermanos, S.A., Spain	12D70
48313	HEADWEAR PL Spolka z ograniczona odpowiedzialnoscia Sp.J, Poland	12F70	45297	SDX Group sp. z o.o., Poland	12E63
46235	HERKA GmbH, Austria	12K16	46097	José Albero Puerto, S.L. - Secaneta, Spain SEIDUESEI SRL, Italy	12K02 12D76
	IGUANA GROUP Sp. z o. o., Poland	12G69	90047	Sharon Lee Limited, United Kingdom	12H29
48513	Image Kompagniet APS, Denmark	12K68	45179	Starsmade SA, Belgium stilfaser GmbH, Germany Sunline Tekstil Mad.Ins.Orman Ürün.San.Ve Tic. Ltd. Sti., Turkey	12K82 12G56 12C72

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49754	Tailor Konfektion AB, Sweden	12E55
	TB International GmbH, Germany	12H34
48095	TEXMARKET GMBH, Italy	12E55
48870	Textildruck Europa GmbH, Germany	12G64
49525	Textiles El Delfin, S.L., Spain	12D79
49412	TH CLOTHES Organizações Biscana, Lda., Portugal	12K34
	Thermopatch BV, The Netherlands	12D50
43484	SARL Top-Tex Group, France	12G70
	Transfertpress.de, France	12F79
47228	TRIGON Tekstil San. Ve Dis Ticaret Ltd.Sti., Turkey	12B78
	Turkar Tekstil San ve Tic. A.S, Turkey	12F64
47600	Turkuaz Tekstil San. ve tic. A.S., Turkey	12G63
48790	Vangard Retail A/S, Denmark	12B60
46117	Vossen GmbH & Co. KG, Austria	12K31
49316	Zorel Tekstil Imalat Pazarlama	
	Sanayi ve Ticaret Limited Sirketi, Turkey	12K80
43592	Zummer Plastik ve Ambalaj	
	SAN. TIC. LTD. STI- Zummer, Turkey	12L01

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	Achte display system GmbH, Germany	13F32		Mimaki Deutschland GmbH, Germany	13F41
	AD SYSTEMS, UAB Reklamos sistemas, Lithuania	13O64	49044	Modico GmbH & Co KG	13A07, 13A09
	Adsystem Sp. z o.o., Poland	13C10		Mutoh Deutschland GmbH, Germany	13M37
	Agfa NV			OKI Europe (Deutschland / Österreich) , Germany	13L70
	Zweigniederlassung Deutschland, Germany	13H58		Onlineprinters GmbH, Germany	13L47
	Aldisplays GmbH, Germany	13N51		Pink Pepper Media GmbH, Germany	13G20
	Binder Luftbefeuchtung GmbH, Germany	13N20		Print Equipment GmbH & Co. KG, Germany	13G40
	Blueview Elec- optic Tech Co. Ltd, China	13G61	49893	Printspaul GmbH & Co KG, Germany	13A44
45107	cameo Laser Franz Hagemann GmbH, Germany	13L17		ProFlag - Interflag, The Netherlands	13H54
	Comhan Holland B.V., The Netherlands	13H50		Promic B.V., The Netherlands	13F29
	Corel GmbH, Germany	13N65		Vijlit Nederland BV, The Netherlands	13M01
	Danish Sign Export a/s, Denmark	13L51		PunchCloud OU, Estonia	13H15
	Dräger + Wullenwever Print + media Lübeck GmbH & Co.KG - Der Siebdruck, Germany	Media Lounge 13K79		Rehse Reklame GmbH, Germany	13B19
	Deutscher Drucker Verlagsges.mbh & Co.KG			REKLAMMARKET WERBETECHNIK, Germany	13D33
	Deutscher Drucker, Germany	13G52		Walter Schulze GmbH, Germany	13H31
	DP Solutions GmbH & Co. KG, Germany	13O01		Shannon Machines BV, The Netherlands	13N37
	Eckart signplastics GmbH, Germany	13B09		SHENZHEN FRIDA LCD CO.,LTD, China	13H62
	Epilog Laser BV, The Netherlands	13G06		Signnovation International B.V., The Netherlands	13L21
	EPSON Deutschland GmbH, Germany	13N08, 13O08		SmartPunchen, Germany	13H23
	Expand International Deutschland GmbH, Germany	13L37		STEEPCRAFT GmbH & Co. KG, Germany	13L63
	FLYERLARM GmbH, Germany	13F42		swissQprint Deutschland GmbH, Germany	13L30
	Flyvision Kft., Hungary	13G17		TENT BALONY Lech Podbiello, Poland	13G10
49385	Fuchs-Display GmbH, Germany	13A42		The Channel Letter Bender, The Netherlands	13D23
	GLOBAL PRINT BDV S.R.L., Romania	13L22		TOP-WERBUNG24.DE STYLOVE Aneta Woznica, Poland	13H18
	HITECHLED Srl., Italy	13E23		Transferdruckpapier Sp. J., Poland	13G08
	Innograv GmbH, Germany	13K16		Trisco BV, The Netherlands	13D20
	Letra Corporea, Spain	13G22		Trotec Laser Deutschland GmbH, Germany	13O26
	LongLife LED GmbH by HK, Germany	13F24		TTS-Haustechnik GmbH, Germany	13K33
	Lunado Display Systems, The Netherlands	13F01		ULTIMA DISPLAYS, France	13F51
	Madeira Garnfabrik Rudolf Schmidt KG, Germany	13H21		vhf camfacture AG, Germany	13L25
43639	TheMagicTouch GmbH, Germany	13F14		Heinz Walz GmbH, Germany	13F09
	matchmaking Lounge, Germany	13H51		Werbetechnik Wüstner GmbH	13E0
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PSI 2020 | Exclusive Lecture Forum

The **Lecture Forum** which will be integrated into the **PSI Members Only Lounge** is designed **exclusively for PSI members**. It offers a comprehensive range of further training with practice-oriented expert contributions.

For the first time this year, **each day of the trade show will be dedicated to one topic**. The **first day of the trade show (Tuesday)** will be under the motto “**Merchandising and Special Markets**” and will trace the history of a merchandising article from the idea to the finished product, how merchandising products differ from promotional products and where opportunities are for distributors, finishers and, last not least, for their customers.

On **Wednesday**, the trade show will focus on **promotional products, brands and dealing with the aspect of sustainability**. One of the key questions of this day will be: How can sustainability strengthen the market position and corporate identity and give customers a real secure feeling?

The **third day** will revolve around the **promotional product** and the **conflicting interplay between laws and perceived perception**.

The PSI Members Only Lounge programme will be **supplemented by Forum 13** in Hall 13. **Sustainability in the textile industry, new solutions in digital and textile printing** and application possibilities in the areas of advertising technology and illuminated advertising will be main topics here.



PSI 2020 | Internationally connected

Hall 11 will bring together a wealth of **international promotional product expertise**. Paul Ballantone, President of the world's largest association, Promotional Products Association International, and his colleagues will be available to provide advice and **insights into the US market**. The **European associations**

and **trade affiliations** will also **show that the promotional product industry is strongly networked across Europe and also globally**. At the **International Partners Area**, promotional product manufacturers and distributors will meet, among others, AIM-FAP, AVIRSU, BPMA, FYVAR, IAPP and SBPR, where they can find out about local regulations, trends and developments. The Netherlands will again be represented with their stand at the already legendary PromZ pavilion of Het Portaal. The latest Promotional Item Market Europe study shows that a total of **15 billion euros was spent on promotional products in Europe in 2018** with 637 million euros being spent in the Netherlands. This makes the country one of the top 10 in the European promotional product industry.



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Hearsay and reality

Lindustries are mirror images of society. So it is no surprise that attempts are being made in the promotional product industry to convey something divisive into the community. Not always without success. For some entrepreneurs it is significant that traditional business models, especially distribution models, no longer bring the usual success. Which is surprising because the industry has never generated such high turnover as today. Similar to society: We have never been so well off as we are today.

So let us not get carried away by those who would like us to share their frame of mind. What did I recently hear? A particular distributor said to another distributor that nobody goes to the PSI anymore. There were 17,600 visitors in January this year – the largest promotional product trade show in Europe, maybe even the world. This statistic alone shows the nonsense that is being spouted.

All the more I say today with pride: The PSI 2020 is the No. 1 industry meeting place in Europe. It is the innovation centre of the promotional product industry. In addition to introducing their new products, the major suppliers also show how far digitalisation has already advanced in the industry and which sustainable products enthuse the customer. Companies develop their products specifically for the PSI event – which other trade show can make such a claim?

Visionaries and personalities of the industry from all over the world come to Düsseldorf. Paul Ballantone, President of the world's largest association, and his colleagues are delighted to provide advice and insights into the American market. The European associations and trade affiliations are all there. Over 500 managing directors, associations and service providers are available for discussions. The focus is on the Members Only Lounge which is exclusively accessible to PSI members. For three days it is the trade centre of the industry. Special shows on specific topics demonstrate how the trade can recover margins with innovations and sustainable products. The Sustainable League allows the industry to show its comprehensive spectrum of sustainable concepts – for the first time on this scale in Düsseldorf.

Best regards,



Michael Freter
Publisher of PSI Journal
Managing Director PSI
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Reliable qualities

The designation of origin "Made in Germany" did not always stand for reliability and quality: It was introduced in Great Britain at the end of the 19th century as protection against allegedly cheap and inferior imported goods. Of course, things look completely different today. According to an international study from 2017, "Made in Germany" enjoys a high international reputation and ranks first out of 52 countries in the Made-in-Country Index. Products from other EU countries also meet increasingly high quality standards. In addition to promotionally effective products of this origin, we will also be presenting new trendy and unusual products in the December issue."

Please give some consideration to your product presentations for the January 2019 issue with the topic groups "New trade show products" and "Innovative products" and send your product suggestions (image and text) no later than 7 November 2019 to:

Edit Line GmbH – Redaktion PSI Journal
E-mail: hoechmer@edit-line.de

[Der Hauser]: Diverse, individual and sustainable



Under the label [Der Hauser], Hauser GmbH presents a wide range of promotional writing instruments for every application. The more than 90-year-old traditional brand consistently focuses on design and innovative technologies as well as sustainable and future-oriented materials. Particularly this year, much has happened at Hauser in Nuremberg.

TLN: 15 years of advertising power

Sascha Thielen, Managing Director of TLN Trade Company, demands a lot from himself and his company. His business results prove him right.

TLN Trade Company has been successfully operating on the market for the past 15 years. Headquartered in Mainz-Hechtsheim, the company offers a wide range of electronic and custom-made promotional products.



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