International Magazine

**PSI Journal** 

For Promotional

February 2019 Volume 58

**Products** 

# ) PSI EUROP



### Daniel Jeschonowski

Senator is a family business again

### **Product Guide**

Garden, hobby, handicraft Calendars, packaging

### **Bott**

PromoTex

Expo

Competence in plastic printing

### **PF Concept**

Highlights for 2019

### Vonmählen

Three flagships for 2019

### Koziol

**Championing plastic** 



viscom







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# Editoria

### Backwards or forwards?

very day there are new, stage-ready scenes from the Brexit theatre on the British Isles. Just as chaotic as the parliament is the chaotic barrage of wishes of the British citizens. The rift between "stay or leave" goes right through families, circles of friends, associations and parties. Some want to leave, others want to remain close to their neighbour Europe, others want to remain part of Europe.

The French are currently witnessing that they do not know what protesters really want. Yellow vests alone do not create a political direction. In Spain, Catalans rehearse the uprising and also drive a wedge into their society. In Italy, citizens choose politicians who at the very most would have performed as clowns at the Circus Roncalli 20 years ago. Likewise, in the young Eastern European countries, people seem to like to succumb to the temptation of the national movement. In Germany, too, there are efforts to the right of the centre to beam the EU back to the level of the old EEC.

What's going on in Europe? What is the matter with us? Are we too well off? We are talking down our democracy for which we have fought for centuries. Politician bashing is the most popular pastime in "social" media. Many contemporaries have a thieving desire to lash out against the very industries that secure our prosperity. Do we still have the same or at least a similar conception of a worthwhile future?

Even in the promotional product industry, solidarity and harmony were once greater than they are today. Of course, globalisation and digitalisation have shaken up the old, successful business models – that is unsettling. It is only logical that cracks ensue. But it is our task to overcome them, to develop business models and make them future-proof. How our children and our children's children judge us will depend on whether this succeeds – and only on this. The new trade show platform consisting of the PSI, PromoTex Expo and viscom has emerged from this responsibility. No turning back to yesterday. On the contrary, a start to tomorrow. It is true that there had been several misjudgements about walking routes and stand positions at the premiere. We will find solutions for that. But the big picture was not one step but three steps in the right direction. "Advertise and Sell", a platform for the future.

Many importers and manufacturers are underway with several "irons in the fire". Lots of distributors and consultants, too. They provide advice on promotional products, fit out events or even organise them, provide customers with a variety of displays and promotional clothing. They use car wrapping as an eye-catcher for their customers' presentations. Anyone who plays this piano needs the entire keyboard – moreover, the keyboard of the PSI, PromoTex Expo and viscom.

In this spirit

Manfred Schlösser | Editor-in-Chief PSI Journal

Your opinion: schloesser@edit-line.de





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FEEL GOOD

MISTER BAGS.

FAIR GOODS



### MISTER BAGS.







### The New World Of Advertising And Selling 2019

The newly created world of advertising and selling with the three independent trade shows PSI, PromoTex Expo and viscom celebrated its successful premiere in Düsseldorf. The new trade show platform received a positive echo with a PSI remaining at a pleasingly stable level – concerning exhibitors and visitors.

### Senator is a family business once again

In December 2018, the Senator Group was sold by the previous owner Perusa Partners to the Managing Director Daniel Jeschonowski. Jeschonowski, together with the local management teams in Groß-Bieberau and the foreign subsidiaries, has suc-



ceeded in bringing the core business back on the path of growth and in restructuring Senator.

### Highlights for 2019

60

**54** 



PF Concept is starting the new year with a series of new products: In the core categories of clothing, stationery and drinkware, there are exciting highlights for every budget. After all, one thing characterises PF Concept: being optimally positioned in the most important categories, from entry-level to high-end products.

### **Championing plastic**

64

The subject of plastic is currently on everyone's lips. Reports and documentations about the sprawling plastic waste polluting the earth and the seas are currently setting the tone here. But even against the background of these negative facts, it is important to objectively look at plastic as a universal material.



# in the barre here setting the tone for years.

When it comes to lifestyle trends,

Scandinavians have been setting the tone for years.

This current lifestyle trend comes is now on Sisu. This current lifestyle trend comes ty-based Lagom from Sweden, the focus is now on Sisu. This current lifestyle trend comes ty-based Lagom from Sweden, the focus is now on Sisu. This current lifestyle trend comes ty-based Lagom from Sweden, the focus is now on Sisu. This current lifestyle trend comes ty-based Lagom from Sweden, the focus is now on Sisu. This current lifestyle trend comes ty-based Lagom from Sweden, the focus is now on Sisu. This current lifestyle trend comes ty-based Lagom from Sweden, the focus is now on Sisu. This current lifestyle trend comes ty-based Lagom from Sweden, the focus is now on Sisu. This current lifestyle trend comes ty-based Lagom from Sweden, the focus is now on Sisu. This current lifestyle trend comes ty-based Lagom from Sweden, the focus is now on Sisu. This current lifestyle trend comes ty-based Lagom from Sweden, the focus is now on Sisu. This current lifestyle trend comes ty-based Lagom from Sweden, the focus is now on Sisu. This current lifestyle trend comes ty-based Lagom from Sweden, the focus is now on Sisu. This current lifestyle trend comes ty-based Lagom from Sweden, the focus is now on Sisu. This current lifestyle trend comes ty-based Lagom from Sweden, the focus is now on Sisu. This current lifestyle trend comes ty-based Lagom from Sweden, the focus is now on Sisu. This current lifestyle trend comes ty-based Lagom from Sweden, the focus is now on Sisu. This current lifestyle trend comes ty-based Lagom from Sweden, the focus is now on Sisu. This current lifestyle trend comes ty-based Lagom from Sweden the focus is now on Sisu. This current lifestyle trend comes ty-based Lagom from Sweden the focus is now on Sisu. This current lifestyle trend comes ty-based Lagom from Swe

### Decoratively served

"Kooduu" bottle cooler Intraco Trading bv www.intraco.nl PSI 43540





### Luminous fragrance dispensers

Atmospheric scented candles Premier Group sp. z.o.o. www.premiergroup.pl PSI 49175 A timeless lifestyle theme is Slow Living.

Deceleration, balancing the inner centre, living
more mindfully and slowly, switching off. In short: releasing oneself
from the hectic hustle and bustle of fast-paced everyday life.
With matching products with real feel-good character,
Slow Living can be even more enjoyable.





### Technology that has it all

One of many definitions describes technology as the art of reaching a specific goal with the most appropriate means (wissen.de). This succeeds in the best case and technology offers a real benefit to humans. Incidentally, the term "technical" is derived from the Greek word technikós and roughly means artful, knowledgeable, expert. Three attributes which the products of the promotional product industry represented here more than fulfil.

Eighty-two percent of smartphone users know what smart speakers and voice assistants are, but only 15 percent use them. This has emerged from a study conducted by Gruner + Jahr marketer G+J EMS on mobile internet usage, writes horizont.net.



The prevalence rate of smartphones is over 100 percent. Statistically, everyone in Germany currently owns at least one smartphone.
In: Trend Study Textile Customers 2026, 2bAHEAD

#### New sound with power

PSI 45899

"Chargerbeat" technology combination micx-media in concept gmbh & co. kg www.micx-media.de



The Berlin-based fashion start-up Elektrocouture develops designer fashion with woven-in LEDs, making it a pioneer in wearable technology in the German market. The lighting can be partially controlled by a smartphone. In: Trend Study Textile Customers 2026, 2bAHEAD

#### Gently awakened

Clock radio with near-natural simulations Global Innovations Germany GmbH & Co. KG www.globalinnovations.de

PSI 46626







### SUPERHEROES!

WHEN PRICE, STOCK AND FAST BRANDING COMBINE THEIR POWERS...
SUPERHEROES ARE CREATED!







The newly created world of advertising and selling with the three independent trade shows PSI, PromoTex Expo and viscom celebrated its successful premiere in Düsseldorf from 8 to 10 January. As an industry event steeped in tradition, the PSI remains at a pleasingly stable level with 772 exhibitors and 17,602 visitors.

New trade show platform: PSI, PromoTex Expo and viscom

### Convincing start

Ithough the three days of the trade show at the beginning of January are firmly anchored in the annual calendar for many promotional product companies, there were so many new things to be seen and expe-

rienced in the six halls occupied by the trade show trio that time literally flew by. The new world of advertising and selling with 3 simultaneous trade shows held together with 1,084 exhibitors in 6 exhibition halls offered plenty of innovation and inspiration, complemented by creative presentations, promotions and hands-on formats as well as a lecture programme covering a broad range of topics. Over half of the exhibitors came from abroad, with a total of 38 nations represented.

#### All major players from three industries

With this convincing result, the kick-off event underscored the claim to be Europe's largest collective trade show for advertising and selling. "Almost all major players in haptic, textile and visual advertising are represented here. They represent almost the entire spectrum of below-the-line marketing and are synonymous with innovation and top trends," concludes Michael Freter, Managing Director of Reed Exhibitions Deutschland. The new concept has created a platform that combines the most effective tools for successful brand communication. "The time was right to create a new, central hotspot for advertising and selling without losing sight of the innate life and identity of the





The discussion panel at the opening of the new trade show platform: Petra Lassahn (Event Director of the PSI, PromoTex Expo and viscom), Stefan Roller-Aßfalg (Project Manager of the PromoTex Expo), Marco Schmitz (MdL NRW), Frank Dangmann (GWW Chairman), Markus Herbrand (MdB and Member of the Finance Committee), Michael Freter (Managing Director of Reed Exhibitions Deutschland), Dr. Mike Seidensticker (Press Spokesman of Reed Exhibitions Deutschland) (left to right)

respective industry," emphasises Petra Lassahn, Event Director of the three trade shows.

#### Greater portfolio, more benefits

Specifically, this entails that the PSI, Europe's leading event for the promotional product industry, will remain in its current form as a reseller trade show, as Michael Freter explained at the opening press conference. The textile division of the PSI was essentially outsourced and transferred to the newly created PromoTex Expo, which has positioned itself as an international trade show for promotionwear, sportswear and workwear. As such, it offers the promotional product trade more topics than the PSI has been able to present so far, especially with regard to finishing and textile know-how. The open-concept textile trade show addressed additional target groups at the first event, which also benefited PSI exhibitors. This also applies to the viscom, Europe's new trade show for visual communication, which has sharpened its profile with new content, presentations, special shows and hands-on events. Many of the promotional product distributors who want to offer their customers a full range of services, such as displays, or event marketing, obtained information in Hall 14.

#### Threefold success

In line with the conceptual features and in addition to the above-mentioned overall result, we have summarised the key figures of the individual events: With 17,602 visitors, the PSI achieved an increase of 1.5 percent (previous year: 17,342). They included 1,012 industry customers (previous year: 1,200) who had the opportunity to visit the PSI on the final day of the event. Internationality was again remarkably high: 58 percent of the visitors came from abroad, one in seven from overseas. In total, 81 countries were represented. With 127 exhibitors and 13,217 trade visitors from 39 nations, the PromoTex Expo leaped to the top of Europe-wide trade shows. "A great start in terms of attendance, international reach and relevance. The fact that almost half – 45 percent of visitors – come from abroad, is a strong vote of confidence. The market has rewarded our new concept," says Michael Freter. The viscom made a positive new start with 185 exhibitors and a visitor increase of 30 percent. With 9,647 visitors (2017: 7,231) from 53 nations and a level of internationality of 24 percent, it heralded the beginning of a new era.







### PSI members benefit

The PSI, the leading European trade show for the promotional product industry and international meeting place of the highest quality, was held for the 57th time in January. The PromoTex Expo, on the other hand, was a completely new event; the viscom presented itself in a new format and for the first time took place parallel to the PSI. That is why the project managers presented both events more precisely at the press conference for the trade show launch. For example, Petra Lassahn, currently Event Director of all three trade shows and responsible for the viscom for many years, explained the new concept of the event. Also on the podium: Stefan Roller-Aßfalg, who, as the Project Manager of the PromoTex Expo, provided information about the topics and portfolios of this trade show newcomer. Michael Freter focused mainly on the PSI and highlighted the member benefits offered by the PSI Trade Show and the PSI network.

#### Industry turnover is growing again

At the beginning of a new year, it is always exciting to learn how the industry has developed in the past year. GWW Chairman Frank Dangmann, who presented the results of the industry monitor as part of the opening of the trade show, unveiled this secret. Consequently, the German promotional product industry achieved a sales growth of around 2 percent to 3.58 billion euros (previous year 3.50). Thus, continuous growth since the first survey in 2004 continues. "In our digitally shaped world, many people want more real, multi-sensory experienceable products and experiences. That is why tangible advertising media are in-

creasingly in demand," explained Dangmann, who described the current situation as an "analogue and haptic counterrevolution". The promotional product industry is profiting from this demand, which in turn consolidates its position within the advertising industry: In the ZAW-based ranking of the highest-volume advertising media, the industry is in second place following television and daily newspapers, whereas online advertising has fallen far behind at 1.6 billion euros. "Promotional products are well represented as a form of advertising at all sizes of companies. 90 percent of all major companies use promotional products in their communications, and they are actually the most important form of advertising for SMEs," says Dangmann when commenting on the results of the survey.

#### First European market data survey

The results of the first market data survey of the European promotional product industry fell in line with the promotional product monitor. "A total of 14.9 billion euros in sales is generated annually in Europe through business with promotional products. More than a third of the total European turnover is generated by micro-enterprises with less than 10 employees. Together with large companies with more than 250 employees, they represent the main source of revenue for our industry at the European level," says Michael Freter when explaining the Techconsult study "Industry Structure Analysis 2017-19" which had been conducted in cooperation with the PSI and supported by a total of 13 partners and associations. According to the study, Germany is one of the top 10 nations in the European promotional product industry.



Tax issue: Frank Dangmann (GWW) calls for the replacement of the recipient-related value limit by a relevant tax exemption limit.





Petra Lassahn explains the new profile of viscom.





Markus Herbrand (MdB) sees the tax law as a "bureaucracy jungle" and stressed the need to simplify and reform it. He agreed to voice the tax policy concerns of the industry in the Finance Committee of the German Bundestag.

A new international textile trade show was launched – the PromoTex Expo. The concept was explained by Project Manager Stefan Roller-Aßfalg.

#### Top scores for promotional products

After looking at Europe, Frank Dangmann once again turned his attention to current market research in Germany and summed up the fourth update of the Advertising Impact Study. The survey once again revealed top scores for the promotional product in terms of its impact in all major categories: With a long-term and sustained advertising impact and a very high prevalence of 98 percent (62 percent of recipients use items for more than 1 year), only 10 percent wastage and a coverage of 89 percent (highest values among all forms of advertising), promotional products offer the optimal conditions for making a brand multi-dimensional or haptically perceptible. 78 percent of the recipients of promotional products stated that they would recommend the advertising company — further evidence of the use of haptic advertising media in marketing.

#### Trends: Sustainability, quality, customisation

According to Michael Freter, in particular sustainability and innovative capability are the trendsetting topics that currently preoccupy the industry and will be the primary focal points in the future. Both trends trigger further developments, added Frank Dangmann: "We are seeing a clear trend away from cheap disposables towards creative products individually tailored to the wishes of the customer. There are more and more opportunities for small budgets, especially as suppliers increasingly bring their production back into the country in order to be more flexible." The fact that this ultimately leads to higher quality and thus to longer-lasting products is obvious.

#### High-ranking political visitors

During the opening of the trade show, a presentation of the advantages of the promotional product as a communication medium was not only addressed to industry and press representatives – the politicians present were almost even more important addressees. Above all, they need to be provided with data and facts about the impact and significance of promotional products because the industry expects them to understand their goals and to work for them in the appropriate committees. Markus Herbrand, a Member of the German Bundestag and the Finance Committee, as well as Marco Schmitz, a Member of the State

Parliament of North Rhine-Westphalia, were eagerly awaited. The financial expert and tax consultant Herbrand is not unfamiliar with the problematic tax issues facing the industry because he had already participated in the first policy panel at a tax policy event of the Institute for Finance and Taxes in Berlin in March 2018. There he shared the fundamental concerns of the industry, in particular with regard to the current structuring of the business tax deduction for business gifts and pleaded for an adjustment of the existing regulations. For years, the industry has been discussing together with experts and politicians how to counter the tax disadvantage of promotional products due to unnecessary complexity and excessive taxation. There is a consensus that there is a legal need to adjust the tax framework and this is now also recognised by the politicians involved.

#### Member of German Bundestag promises support

This view was also expressed by Markus Herbrand during the opening of the trade show. "The current regulations on deductibility have led to a bureaucratic jungle that greatly hampers entrepreneurs. The flat-rate approach, which was initially intended to bring more legal certainty, has made the situation even more complicated. Our aim is to simplify tax law, so we have already submitted a request to the parliamentary committee," said the Member. He acknowledged that it was almost impossible for entrepreneurs to fully comply with all legislative requirements and stressed the need to abolish or simplify the obligation regarding record keeping. At this point, the GWW Chairman mentioned the reform proposal formulated by the industry: "It is not enough to increase the value limit for the business expenditure deduction of 35 euros per year and

Tour of trade show with Markus Herbrand (MdB) and Marco Schmitz (MdL)

### Multifaceted industry impresses politicians

Visual instruction par excellence was provided during a tour of the trade show by Trade Show Director Petra Lassahn and Michael Freter, Managing Director of Reed Exhibitions Deutschland, for the two politicians Markus Herbrand and Marco Schmitz who had been invited to the opening of the trade show. Herbrand, a Member of the German Bundestag and of the Finance Committee of the Bundestag, and Schmitz, a Member of the State Parliament of North Rhine-Westphalia, sympathised with the wishes of the industry regarding the equal tax treatment of promotional products compared to other forms of advertising. During the tour, they used the opportunity to exchange views with exhibitors to gain more insight from their experience for their work on the political level.



Let's start exploring the world of advertising and selling. recipient. Instead, we call for the replacement of the previous recipient-related value limit by a relevant tax exemption limit. This is the only way to effectively relieve the burden on small and medium-sized enterprises." Markus Herbrand agreed with this position and agreed to address this concern at the March meeting of the Finance Committee

#### Tackling digitalisation

A very different topic was addressed by the second political guest Marco Schmitz: As a Member of Parliament, he focuses on the areas of employment, health and social affairs. As a spokesman for the commission of inquiry "Digital Transformation of Employment in North Rhine-Westphalia", he is also involved in the digital transformation of employment in NRW. He thus addresses an important

topic in the industry. "For SMEs and manufacturing companies, rapid network expansion is essential. That is why, with the Competence Centres 4.0, we are promoting initiatives that attract companies to digitalisation, make them fit and support them in the transition," explained Schmitz. He also urged promotional product companies to address digitalisation and participate in initiatives. Finally, he praised the PSI as a reliable economic factor for NRW. He also agreed with the views previously expressed on tax issues because he knows the stumbling blocks from his own experience with association work.

### Supporters of industry goals

The politicians were impressed by the variety of products and the multifaceted nature of the world of advertising and selling: "The German promotional product industry is well positioned for the future. This is especially due to dynamic medium-sized companies and quality products 'Made in Germany'. However, the industry faces fierce competition, especially with manufacturers from Asia," says Markus Herbrand. "Politicians urgently need to better understand that tax policy is also a location policy. Therefore, the FDP Bundestag faction has prepared an application that does away with this confusing quagmire of error-prone and onerous requirements. The goal is to throw unnecessary bureaucratic tax burden overboard," said Herbrand.

### Information based on practical experience

The ports of call of the trade show tour were representative manufacturers and suppliers of visual, textile and haptic advertising – including the stand of the medium-sized promotional textile company and full-service provider Maprom which specialises in the import, production and finishing of promotional textiles. With around 200 employees, Maprom is a major European textile supplier. Maprom demonstrated the finishing of T-shirts at its well-attended stand. Individually printed shirts were also produced for Herbrand and Schmitz in just a few minutes, with the guests also being able to lend a hand themselves.

Individually printed shirts for the politicians: Maprom Managing Director Henner Marquardt flanked by Markus Herbrand (left) and Marco Schmitz.



Stand of the brand writing instrument manufacturer Faber-Castell (from left): Markus Herbrand, Dirk Peppmöller (Faber Castell), Frank Dangmann (Chairman of GWW) and Marco Schmitz.



per cent of members of Bundesverband Digitale

Wirtschaft (BVDW) have underestimated the GDPR according to a trend survey conducted by BVDW, reports horizon.net.

## 61 per cent

of German companies want to increase their budget for influencer marketing this year. This is reported by horizont.net which refers to a recent survey conducted by Bundesverband Digitale Wirtschaft (BVDW)

### **Every third**

consumer finds that the gap between brand promise and actual brand experience is widening, according to a global study conducted by M&C Saatchi's strategy and transformation consultancy Clear. www.horizont.net

## 80<sub>per cent</sub>

of chief marketing officers (CMO) worldwide want to increase their investment in China in 2019. This was the result of a joint study by The Trade Desk and Forbes Insights.

www.absatzwirtschaft.de

### 439 million

**euros** was spent by Germans on pens in 2017 according to an industry report by the Cologne-based market researcher Marketmedia24. Nearly a seventh more than five years earlier. Millions of pens are distributed year after year as promotional products alone according to RNZ in its issue of 4 June 2018.

### 2018

was the year of **experience marketing**, with nine out of ten marketing specialists recognising its importance in promoting brand commitment. (Source: Freeman) in: CMO.com

### A tenth

of their entire budget or less was spent by 60 per cent of German marketing departments on content marketing according to horizon.net.





Where hands are at work, so are the **other senses**. This is how we perceive three-dimensional advertising at first hand. You can now look forward to products that convey **'handy' messages**.



### Green thumb

The garden gloves from Igro are perfect for working in the nature. That is why they are so popular as a customer loyalty gift for the green industry or for nature lovers. Igro makes to order in the desired colour with individual print, with embroidery or a sewn-in company label. The green thumb or anti-slip nubs are also options that make working in the garden easier. The material is tightly woven cotton twill. The printable cuff length is freely selectable, as is a coating with micro nubs for a better grip.



### Light off – spot on

The mini flashlights from Richard Cermak are made in Germany and are useful everyday companions for different applications. The Penlight Magic is ideally suited, especially for the hobby, garden and outdoor sector. It has a bright, white LED and a press switch. The flashlight housing is made of anodised aluminium. Further information is available by phone or on the Internet at www.penlights.de.





### **Balcony happiness**

If you are looking for the perfect gift for creative plant lovers, you need look no further than the publishing house emf Verlag. Edition Michael Fischer custom-tailors a wide variety of content to meet the needs of the customer, regardless of whether it involves botany, wreath-binding or creative garden decoration. It is possible to select from existing books from the diverse publishing programme or to develop a publishing product that is individually tailored to the customer's brand. The correspondingly personal promotional product can be ideally used as a sales promotion at the POS, from an inexpensive give-away as part of promotional activities to a high-quality premium gift.



### Yard work

The garden and work glove from Malgrado offers special protection: The non-slip and water-resistant nitrile coating on the palms and fingertips ensures optimum grip when working. At the same time, the nitrile material ensures dry and clean hands while still offering optimum sensitivity when working. Even when working in damp and slippery areas. The elastic knit fabric also guarantees a perfect fit, good wearing comfort and breathability and thus sweat-free hands. The minimum order quantity is 3,000 pairs in special production.

PSI 46913 Malgrado fashion & promotion GmbH Tel +49 2207 704090 s.rueth@malgrado.de www.malgrado.de



PSI 43836 • Stabila Messgeräte Gustav Ullrich GmbH Tel +49 6346 309-446 tobia.buchmann@stabila.de www.stabila.de

### **Custom-made communication**

Thanks to state-of-the-art printing and finishing techniques, Stabila Messgeräte has a wide range of options for designing a common wooden folding rule. There are hardly any limits to creativity. For example, the conventional scale is only printed on one side, while the other side can be custom designed, such as communicating company information, your own product portfolio, company quiz questions or services. When all printable scale fields are taken into account, a total advertising space of up to 470 square centimetres is available – more than one DIN A5 page. Samples can be requested via the contact form at www.stabila-promotion.com.





### Stylish environmental bottle

Curtain up for the Shiva o2 bottle: The highly environmentally friendly drinking bottle from Bottle Promotion is a valuable contribution to protecting the environment. After all, the Shiva o2 bottle is entirely biodegradable and significantly reduces CO2 emissions in the recycling process. The reusable and sustainable drinking vessel is made entirely from sugar cane. Further information on the various ways this environmental bottle can be customised is available from Bottle Promotions from the Netherlands.



### Feel-good tools

The Schmoozies® tools from mbw are ideal for handymen or tradesmen, in the office or on the go. Whether it be a hammer, brush, screwdriver, saw or wrench: When looking at them the cute plush tools unfold their irresistible charm and in the twinkling of an eye help with their smiles to overcome all small and large problems of everyday life. Feel-good tools are also available in excellent qualities in terms of cleanliness: With a microfibre underside, they are perfect for cleaning smooth surfaces such as cell phone displays or screens. Advertising is applied on a little flag attached to the underside of the product. Further useful information on product quality, accessories and individual finishing options is available at the download centre.



### Reliable and charming

With their timeless design Made in Germany, Patent & Patent Chain are among the eternal classics in Troika's assortment. Smart key management in a nutshell, timeless and good. Thanks to high-quality material quality and sophisticated technology, the key fob is a faithful companion for years of hard everyday use. The chain features a snap hook and six rings that can be easily disengaged for lightning fast key change. The material is also impressive: Brass and metal in a black-chrome look.



### Variable power tool

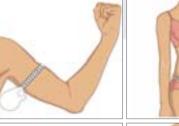
The Kraftform Kompakt 28 Tool-Finder Promotion from Wera is not rocket science, but simply a smart idea. This tool instantaneously transforms into a short or long screwdriver while delivering the appropriate bits for power screwdrivers. The ergonomic Kraftform handle with its hard and soft zones ensures fatigue-free working and a high screwing speed. Integrated into the handle is a magazine with six different 25-millimetre bits. These are equipped with the Wera Tool Finder Take it easy, which makes the right bit size easily and conveniently recognisable. They can be delivered with a customer logo on the handle from 100 units.

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













Wiesenstraße 13, D-65843 Sulzbach/Ts.

Phone: +49 (0)6196 - 5005 -0 Fax: +49 (0)6196 - 5005 -55 info@hoechstmass.com www.hoechstmass.com

Halle 9, Stand F09





### Promotionally effective graphite giant

Tradesmen's pencils are indispensable helpers for the trade and household. With the drawing and writing talents from Reidinger, sketching, drawing and marking becomes a marketing promotion: the tradesman's pencil always provides valuable help and is individually designed as an eye-catcher. The eye-catching graphite giant can be used universally. The personally desired model can be easily configured using the configurator. Articles and prices are displayed in real time, and distributors can request an individual offer via the distributor inquiry button.

### Advertise in comfort

SeatFix is the flexible seat cushion from Sandini: The company's mission is to solve everyday problems with their products while offering added value. The latest product SeatFix with its functional folding and fastening option is not only ideal as a personal cushion in a stadium, but also provides additional seating comfort anywhere outside, on an ale-bench or on a walker. Designed in Germany, made in EU.

PSI 49768 • Sandini GmbH Tel +49 7307 507 4310 office@sandini.de www.sandini.de



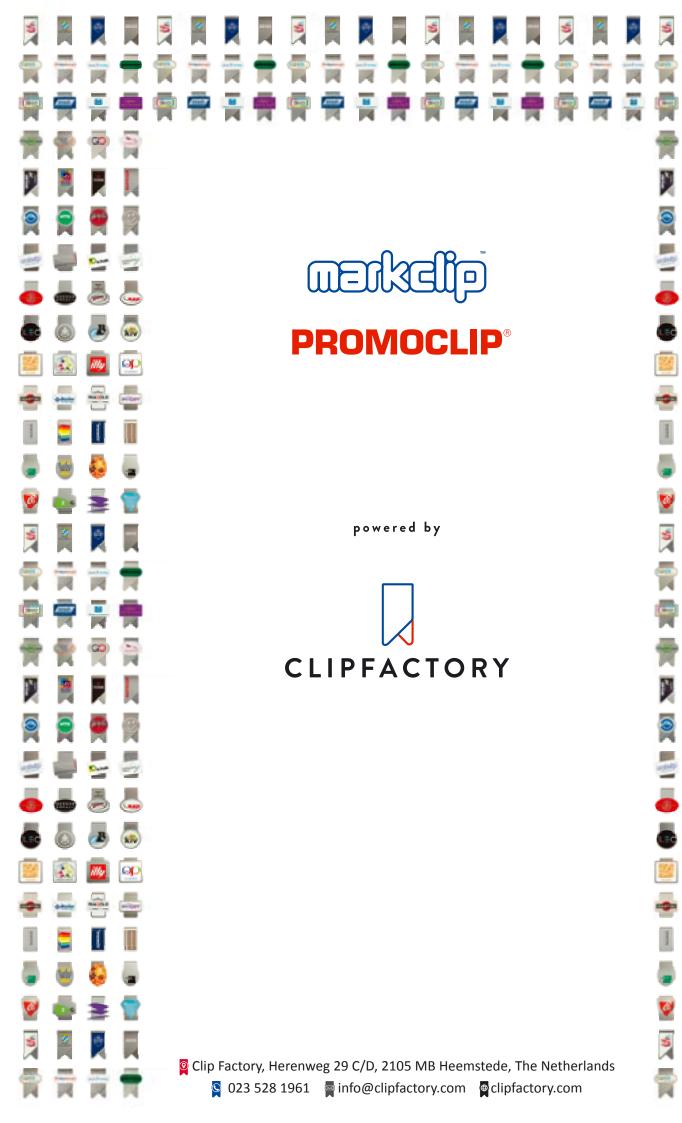




### Friend of precision mechanics

COMPACT, the 24-piece tool set from Inspirion, is ideally suited for small and precision work. The tools are housed securely in a black zipped case which is ideally suited for an individual advertising message. Included are screwdrivers, each with three different sized slotted and cross-slotted attachments. Turn after turn, the screwdrivers do not loosen until they are fully tightened. The screwdriver does heroic deeds at home and is equipped with various attachments. Also included are pliers and a pipette.





**OD** 

**GD** 





### **Electrifying**

The practical phase tester No. 421 is made in Germany: After all, the product is manufactured by Hardenbruch at its own location. The VDE-GS and CE approved hand tool has a voltage range of 120 to 250 volts and a total length of 140 millimetres. The screwdriver blade is hardened and nickel plated. The phase tester can be supplied with the standard cap colours red, black, blue, yellow, green and orange, and offers a printable area of 6 x 30 millimetres for individualisation. The caps can also be made in special colours from 5,000 pieces. Moreover, shipping in individual packaging is possible.



### Relaxing gardening aid

Team-d potted plant tools ensure relaxing gardening right from the start: Studies have shown that working in and with nature is one of the most relaxing activities. It is wonderful if the green thumb actually produces greenness and colourfulness. For this to succeed, a flower spade, shovel, rake and shears are ready to use in the five-piece belt pouch with a zip compartment. The garden and potted plants tools are made of metal with a plastic handle.

www.team-d.de



### Relaxing mood light

At the end of a working day, at the weekend or on vacation: Time to spend relaxing hours on the terrace or in your favourite chair. And the USB lantern from Troika is always there. It is easy to set up, hang up or lay down and it instantly creates real lounge atmosphere after switching on the warm white light. The sophisticated smart LED technology features a light zoom and various light intensities. Simply hang it on the carabiner hook and recharge it after use on the USB port.



### Sweet Promotion



Sales hotline: 0049 76 43 / 801-17



At the right the new building, occupied since 2001; on the left the extension.

### Extension of the company headquarters

The growing number of employees at Computer Division Heinemann (CDH) has necessitated an extension of the company building. The company specialising in promotional product software was founded by Martin Heinemann in 1994. The one-man business quickly became a medium-sized company and the space offered in the initial 16 square metres was no longer sufficient. In May 2001, the company moved to the newly built head-quarters in Radevormwald. Now, almost 20 years later, it is time to enlarge. There are now over 15 employees who are looking forward to the completion of the extension which was scheduled for January 2019. www.cdh.info

# Shar der trik A tatio promprod

Lars Fischer

### New sales manager at ASS Altenburger

Share the Magic of Playing Together – under this motto, the team at Spielkartenfabrik Altenburg works daily on the implementation and realisation of customer-based promotion concepts, playful promotional products and customer loyalty programmes for the trade. The Promotional Ser-

vices division of ASS Altenburger consists of four key account managers for Germany and Austria as well as a customer service team made up of five office staff. Lars Fischer recently became responsible for this team. www.spielkarten.com



Michael Scheibe

### Sales repositioned

For more than two decades, the name Inspirion has been synonymous with innovative and cost-effective promotional products. The company operates worldwide, however the sales focus lies in Europe. Inspirion has reorganised its division in Germany as part of extensive restructuring. Michael Scheibe, who has been in sales at Inspirion

for more than 10 years, took over the management of the Germany division in November 2018. He is assisted by 14 colleagues who handle the various tasks in sales and order processing.

www.inspirion.eu

### **ZEGO Managing Director appointed to the Senate of Economy Germany**

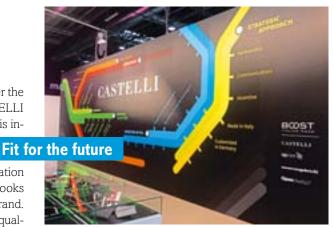
Johannes Zenglein, the Managing Director of ZEGO Textilveredelungs-zentrum GmbH in Aschaffenburg, has been appointed to the Senate of Economy Germany. The certificate of appointment was awarded on 1 December 2018 in the Maximilianeum (Bavarian State Parliament) in Munich by the Chairman of the Senate of Economy, Dieter Härthe, and the President of the Senate, Prof. Dr. Dr. Franz Josef Radermacher, during the 2018 annual convention. The Senate of Economy is made up of important figures from business, science and society, who are acutely aware of their responsibility towards the state and society. Together, they contribute to implementing sustainability for the common good with respect to the eco-social market economy. Thereby, the Senate of Economy revives the traditional idea of the Senate in ancient times: A well-balanced circle of friends with an independent mind strove for common good and not merely personal interests. www.zego-tvz.com



ZEGO Managing Director Johannes Zenglein (in the middle) with the certificate of appointment.

### **Lediberg becomes Castelli**

As of January 2019, Lemgo-based Lediberg GmbH will be operating under the name Castelli GmbH. With the completion of the change of name, CASTELLI is also planning a growth strategy for the future with new investments. This includes the expansion of services for the promotional product industry through efficient workflow management and investments in new technologies for advertising and finishing. Through the international orientation of the BOOST Group, with fully integrated production for calendars, notebooks and print advertising in Bergamo, CASTELLI is being established as a brand. Made in Italy has always been synonymous with creativity, elegance and quality. The new name underscores the unique design as well as the growth- and service-oriented objectives of the BOOST Group's strong network.



At the recent PSI in Düsseldorf, Lediberg was already participating as Castelli with an impressive stand appearance.

### Support abroad is further strengthened

Emma Mitchell has joined TROIKA, a supplier of design-savvy brand-quality promotional products, as a B2B key account manager for France and Great Britain. Emma Mitchell is not an unknown quantity as she previously spent many successful years with the design gift specialists from Westerwald before she left the company in 2003. The word from the company headquarters in Münschenbach is that "the entire team is delighted about the reunion".



Emma Mitchell

### **Team expanded**

On 1 January 2019, Jennifer Lasseron will be joining the team at MYRIX GmbH, the specialist for high-quality customisable notebooks and promotional paper products. With more than 10 years of experience in sales with a leading company in the watch industry, she will be a permanent contact person for key accounts and will actively support them in the implementation of customer projects. MYRIX GmbH, head-





Jennifer Lasseron

### Lanybook takes over distributor support from Lediberg

Lanybook GmbH, headquartered in Worms and a supplier of high-quality notebooks, planners and calendars, has taken over the distributor support for all Lanybook products in Germany

with effect from 1 January 2019. After many years of successful cooperation with the Lediberg Group (since the beginning of the year now Castelli), which represented the Lanybook brand worldwide until 31.12.2018, Lanybook again takes over the production, marketing and distributor support. During the time together with Lediberg, the Lanybook brand managed to successfully establish itself and win several design awards. However, in order to further increase

the growth of its own brand, Lanybook now wants to completely reposition itself. Lanybook attaches great importance to high qual-

ity, innovation, individuality and product design. According to the announcement from Worms, these are the values that Lanybook wants to convey to its business partners, customers and fans. Furthermore, the repositioning is accompanied by a series of new products and a reduction in delivery times. Detailed information about the new brand appearance of Lanybook will follow.

www.lanybook.com

https://info.troika.de



### **Jubilarians honoured**

"100 years Rastal is not an everyday anniversary. Not many family businesses can claim to have lasted for several generations," said Rastal Managing Director Raymond Sahm-Rastal during a celebration in honour of long-standing, deserving employees at Keramikmuseum Höhr-Grenzhausen in December 2018. Employees with 10, 20, 25, 30, 35, 40 and even 45 years of company affiliation were honoured. Sahm-Rastal emphasised: "We have set standards in our industry and are pioneers in many ways. With an innovative spirit and passion, we strive to further expand our position in the market and surpass our quality standards. That is both our aspiration and our promise for the next generation." Sahm-Rastal thanked the jubilarians at an

100 years Rastal

official ceremony and praised their commitment to the company. "It is thanks not least to the employees here in Höhr-Grenzhausen that Rastal is the company it is today. That's why

we deliberately held this year's celebration to honour our jubilarians at the beginning of our anniversary year," said the Rastal boss. Rastal was founded by Eugen Sahm, the grandfather of Raymond Sahm-Rastal, in 1919. This is recalled in the special exhibition "100 Years Rastal" from 7 April to 10 June at Keramikmuseum Höhr-Grenzhausen/Germany. www.rastal.com



Group photo with jubilarians at the beginning of the anniversary year to celebrate 100 years Rastal.

### New distribution partner for DACH market

From January 1st 2019 Plastoria will be represented in the DACH market by a new partner, PSL Europe bv. PSL Europe is already active on the European promotional market for nearly 20 years and will share their operation for the German market with

### **PLASTORIA**

Plastoria. "We look very much forward to our cooperation with PSL and hope this will turn out as successful and durable as our previous relationship with TWISTEL," according to Lionel Wajs (CEO Plastoria). After a cooperation with Plastoria of over 20



years, TWISTEL has decided to focus on other business opportunities and end their distribution agreement as of January 1st 2019. Both TWISTEL and Plastoria look back on a very pleasant and successful collaboration and therefore this decision was mutually agreed. TWISTEL will take care of all running orders and requests to make sure the transition will be easily made. "For PSL Europe this offers a

quests to make sure the transition will be easily made. "For PSL Europe this offers a huge potential as we believe that the brands offered by Plastoria bring uniqueness to the market and are a very nice extension to our current product range," says Arthur Strijbos (CEO PSL Europe).

www.plastoria.com - www.pslworld.com



### Start brought forward

NEWSWEEK 2019 will start on 19 and 20 February, significantly earlier than in previous years. However, only one location was actually brought forward as all other dates remain in May. For the kick-off event, the organisers of GWW (Gesamtverband der Werbeartikel-Wirtschaft e.V.) found a dignified and stylish setting at the Historic Town Hall in Wuppertal. "Even though the lack of availability of suitable locations was responsible for the move, on the other hand, the desire expressed in recent years for a much earlier start to the tour will at least partly be taken into account," says GWW Managing Director, Ralf

NEWSWEEK 2019

Samuel. Promotional product consultants can invite their industry customers to Wuppertal on 19 February 2019 and, with the help of the expert advice of their suppliers, inform them about new developments and trends. As usual, the admission time of the NEWSWEEK Industry Day is 10 am - 5.30 pm. "As the trade show stands will already be there, we will use the following day to meet a request.

5.30 pm. "As the trade show stands will already be there, we will use the following day to meet a request often expressed by consultants in the past, and again offer a trade visitor day where consultants can find out about new products and trends" adds Samuel. On this trade day, the GWW will hold its 2019 mem-

bers' meeting scheduled for February. "This will minimise the expenses for our members as many of them will be there anyway," adds Samuel. On the trade day, the exhibiting companies will welcome interested trade visitors between 12 noon and 4.30 pm. "Of course, as usual, we will ensure a pleasant atmosphere, an appealing ambience and tasteful catering," assures the GWW Managing Director. More information is available at:

https://gww.de/messen-events/



#### **Dates of the GWW-NEWSWEEK 2019**

- 19 February, Wuppertal
- 20 February, Wuppertal (exclusively for trade visitors, consultants)
- 6 May, Dresden
- 7 May, Berlin
- 8 May, Hamburg
- 13 May, Nuremberg
- 14 May, Munich
- 15 May, Stuttgart
- 16 May, Offenbach
- 21 May, CH-Spreitenbach, PSF Forum (exclusively for trade visitors, consultants)
- 22 May, CH-Spreitenbach

Topkapi Tessuti srl is to be renamed Filanti srl as of 1 January 2019. With a new image, the goal-driven and performance-oriented company synonymous for elegant textile accessories is ready to meet the new challenges of the global market.

Successful rebranding

## Topkapi to be renamed Filanti



n 1996, Renate Hoess founded Topkapi
Tessuti in the silk city of Como and realised her idea of working exclusively with
local manufacturers. Within a short time,
the company developed into a magnet for
many large reputable companies.

#### Supplier of world-class companies

The quality of the products, her experience in the textile sector and an impeccable customer service made Topkapi a supplier of world-class companies and institutions from a variety of industries, including the automotive, transportation, engineering, pharmaceutical, food & beverage sectors, governments, embassies, public service, universities, non-profit organisations such as World Food Programme, as well as sports facilities such as CONI and the Olympic Committee.

#### New shareholders - new goals

The success has further stimulated the motivation to grow. In order to meet the increasing requirements of the market as well as the growing demands of the customers, new shareholders have joined the company to help with their

know-how to realise new goals. The strategy includes expanding the product range, including uniforms and a private label, a new head office as well as branding with a strong image, from the logo to the website. The focus is on the communication of quality and a high standard in the digital market: "Today Topkapi is ready to assert itself as the first smart brand. Today Topkapi becomes Filanti. The story remains to be written."

info@filanti.com - www.filanti.com



Here we go again! For the 23 promotional product suppliers who made their way through Germany with countless new products in their luggage during the most recent Advent season, it was once again time to demonstrate the impact and usage of their products to the professional promotional product trade at seven venues.

**A&O Advent Tour 2018** 

### Feasting on roast goose



The start of the A&O Advent Tour 2018 in Hofgut Laubenheimer Höhe in Mainz was an awesome event.

ibrant, promotionally effective products and pre-Christmas culinary accents go wonderfully together, as the A&O Advent Tour has demonstrated for several years. The name apparently says it all because, as we know, Advent means arrival. And the tour certainly has arrived! The get-together among brand-new promotional products with a crispy roast goose appears to be firmly established. In fact, it has become increasingly popular and sought after among professional promotional product distributors, consultants and agencies. The A&O Advent Tour has long been associated with the goose as a pre-Christmas attraction of the industry. Personal conversations, in-depth advice in a relaxed atmosphere and the subsequent roast goose dinner attended by exhibitors

and visitors alike contribute to the popularity of this un-

mistakable event in which partner-like business contacts

are not only established but usually also intensified. And

even visitors who cannot be there in the evening do not have to miss out on the culinary accent of the new-product show because there is also a rustic lunch snack at the beginning of the exhibition.

#### Cheerful atmosphere

In a positive ambience, visitors were able to view new products, try out all sorts of culinary delights and sweets, and discuss projects. These busy afternoons with expert discussions and networking were followed by enjoyable, communicative evenings. The cosy, pre-Christmas networking roundtables are find-



ing more and more enthusiasts who like to use the opportunity to exchange ideas with their suppliers. The tour format has proved so successful that an additional date has been organised in Hamburg: Due to the high demand, the product presentation was on display again in the morning of the following day. True to the principle "We take our time for our guests", the Advent Tour 2018 was again an informative

event at which the foundation was laid for many business deals next year.



A relaxed atmosphere, high spirits and crispy culinary accents: new products have an even greater appeal in this environment.

### Rousing start

This further enhancement of the image of the mobile presentation was already noticeable on the kick-off day of the tour – quite adequately for the topic of promotional products. The tour got off to an exceptionally lively start in the exposed Hofgut Laubenheimer Höhe in Mainz with a sweeping view over the Rhine-Main area. The numerous promotional product professionals came from this area to inspect the new products and deepen their knowledge in the evening during a convivial gathering with a tasty roast goose.

### Emotional works of art

The editors were also in Mainz. Of the many assortments we examined, this time we singled out the Artihove collection: The Dutch specialist for artistic gifts with emotional value has created a trend with his "motivational art" which includes advertising, gifts and incentives alike. For decades, the assortment of the company based near Rotterdam has been influenced by the well-known artist Corry Ammerlaan-van Niekerk who has succeeded in linking works of art with a personal message. What emerges is more than art: They are personal, unique objects that convey a feeling and a statement. "Our objects can always be used if you want to express thanks, recognition and esteem — in the B2B context, these are, above all, occasions

such as anniversaries, farewells, inaugurations, mergers, but also thanks for donations, anniversaries or charitable purposes," explains Andrea Takacs-Kittel, who looks after the European promotional product trade. What Artihove offers is diverse in every way. In addition to valuable exclusive objects, there is also a standard range as well

as individual custom-made products. Every object is crafted in bronze, silver, ceramic, stainless steel or glass, whereby affordable material combinations and replicas are possible. "In close consultation with the customer, we submit proposals for projects and develop designs in various price brackets. Anyone who thinks that art must always be expensive is clearly wrong and deprives himself of exciting ideas. "What is currently in great demand? "Artful utensils such as a bull sculpture that serves as a corkscrew. The sculpture is made of cast resin, a lighter alternative to bronze but with a similar appearance. The

combination of metal with other materials also sets special accents," says the export account manager. We also liked a leather wristband with a silver emblem and especially the idea of donating two euros from the price to a hospital. The explanation of the project can be inserted into the packaging.



Among the many promotionally effective collections, the exhibits from Artihove were especially worth seeing.











### Timeless leather

Exquisite leather items never go out of fashion. An example of this is the wallets made of high-quality leather by Esquire-Lederwaren. They are not only extremely lightweight and very soft to touch, but they are especially contemporary and secure thanks to their modern 'inner life'. "Thanks to the patented Cardsafe security system, cards can no longer fall out, and the RFID protection incorporated into the lining additionally protects cards against unauthorised reading. There is also a secret compartment,

TION

various compartments and an integrated shopping trolley chip," explained Holger Wahl from the Esquire sales team. Fashionable, secure, practical – this makes small leather goods useful gifts that leave a lasting impression. And this is just a small, exemplary selection of the presented three-dimensional promotional variety of the tour which met with great approval among the guests. Thus, the opening resume of the hosts was extremely positive. One spoke of the best beginning for a long time because Mainz enabled the organisers to welcome over 120 guests.

### **Further success**

The other venues this week were Stuttgart, Munich and Erlangen, all attractive locations in southern Germany, before the Advent Tour turned its attention to the northern part of the country in its second week and unpacked their promotional gift bags in Hamburg, Gütersloh and Moers. Although there were some problems with traffic congestion at the last venue, overall the A&O representatives were delighted about the considerable interest. A total of over 250 trading partners gathered at the seven venues of the tour, ensuring that this year's event was a further success. And it is intended that everything that distinguished the A&O Advent Tour 2018 should also shape the next tour of Germany for the exhibitor team. The dates have already been scheduled, as Manfred Nieder, Sales Manager of Betz Manufaktur & Destillerie since April, as a co-organiser of the A&O team revealed: "We will be starting in Mainz again on 2.12, then we are off to the Stuttgart area on 3.12, and on 4.12. we will be in Munich and on 5.12. in the Nuremberg/Würzburg area. In the second week, we are off to Berlin/Leipzig on 9.12, and on 10.12 we will be in Hamburg, on 11.12. in the Bielefeld/Gütersloh area and on 12.12. in the Moers area. The first preparations are already in progress or have already been finalised and our anticipation is huge. It's really a lot of fun!" Not only thanks to the goose ...





www.adventstour.de



Seeing new products even earlier, being already informed in the old year – the preview shows with event character now have a permanent place in the trade show calendar. At the heart of Welcome Home's concept is that suppliers invite distributors to their "home" to give customers a look behind the scenes. We were at Geiger-Notes AG in Wiesbaden.

Welcome Home 2018

# Lots of new items in a unique atmosphere



articipating in the Welcome Home Tour 2018 were 9 companies which organised 6 events, with 4 companies opening their doors to their customers. Whether customers actually participate in the company tours and come for a preview of the product information or merely for networking certainly differs from year to year depending on the location – especially as it is often the same distributors who come to the

from year to year depending on the location – especially as it is often the same distributors who come to the events in the respective regions. Regardless of whether and how intensively the offer of the preview events is utilised, the events are an enticing invitation to a com-

municative afternoon and to cultivate contact with the participating suppliers. The events are always popular meeting places and the representatives of Halfar, Koziol, Daiber, uma, Fare, Jung, Reflects, mbw and uma accordingly expressed their satisfaction with this year's attendance. Jürgen Geiger, host of the final event in Wiesbaden, was also delighted with the good response: "Welcome Home is an excellent platform for intensive, personal discussions. Each company creates an individual framework and this gives the event a special touch. Customers feel comfortable in this atmosphere and take their time to look around."

### A wealth of info in a small space

As a manufacturer of calendars, sticky notes, notebooks and promotional print products, Geiger took the opportunity to introduce, among other things, its new top product, the Concept Card. The customisable folding plan in a handy credit card format is available in four content sizes. There is even a lot of information on the smallest version, thus making the ingeniously folded sheet a versatile advertising medium. Whether it be a site plan, programme or hall plan, the Concept Card opens up numerous design and application possibilities.

### Networking platform mypromo is growing

Managing Director Heike Lübeck provided information about the industry-connecting online tool mypromo which is already in its second year: "Our new networking platform for the promotional product industry has already be-

### Snug in a new look

For textile specialist Daiber, Managing Director Kai Gminder personally supported the sales representatives Tanja Damrath and Jean Rodriguez Schwarz in Wiesbaden. Every year, Daiber comes up with a whole range of smart new products - this time Gminder emphasised the new models from the brand new "Jackets & Vests" catalogue. This segment particularly appeals this season through further optimised qualities, new modern and close-fitting cuts and the very wide range of sizes from XS to 3XL in some cases. Gminder introduced us to one of the highlights that he particularly likes: A super-light, genuine down jacket that gives the glued (rather than stitched) webs a completely new look. "Not only does this new stitching enhance the jacket visually, it also prevents it from filling at the seams after prolonged wear." The jacket is thus not only exceptionally chic, high-quality and functional, it is also lint-free, stays warm and is comfortable to wear. They are availa-













come much larger than we initially anticipated – it is growing in line with its tasks. The first distributor shops have already gone live and the first manufacturer assortments were connected at the beginning of 2019. "A curated information platform is currently being prepared as a new central element in order to acquire new customers for the promotional product and to acquire mypromo trading partners, explained Lübeck. "And we continue to invest in support and currently in our own programming resources. For this purpose, we established our own company in Luxembourg, Mypromo Solutions AG, which offers ideal conditions for start-ups."

ble for ladies or gentlemen, in many colours and sizes, with matching contrasting lining as well as with and without a hood. This universally wearable garment is also ideal for the transitional period.

### "All you need" from Daiber

Also new at Daiber is the philosophy "All you need", as the new Workbook 2019 is titled. What does it mean? "We are renowned for our quality and fashionable collections. Our products are of an excellent quality and not typical entry-level products. In order to cover this area as well,





Fashionable watches still are and always will be en vogue.





we have expanded our assortment: Under the catchphrase 'quality at an entry-level price', there are now, for example, very attractive shirts which are woven from a slightly thicker yarn and boast a very high quality at an attractive price," said Gminder. We saw and felt jackets and shirts and found them very appealing.

### Fashionable watches enjoy increasing popularity

"Watches are more than simply timepieces, they are also fashionable accessories that you choose to match your outfit. That is why many people own several watches, often in very different styles. This trend is also increasingly reflected in the promotional watch market which has developed very positively in recent years," says Patrick Nölle of Reflects, explaining the continuing comeback of the promotional watch. As a specialist in purchasing and custom designs, he presented the new collection for 2019 and explained the latest watch trends: "Slimline, classic, the



wristbands made of versatile materials such as textile, leather or in Milanese style – all individually customisable in variable colours and combinable with each other. "The watch thus becomes the complete object with a harmonious design which also includes the dial. Reflects made its debut in the watch segment several years ago with the Lolliclock and has since developed enormously in this area. The result today is tasteful watches in a sophisticated look and often tone-on-tone, which can easily be worn as accessories with discreet advertising. Right next door, Aileen Müller of the affiliated company aditan presented an innovative, foldable and thus space-saving plastic watering can as a versatile give-away with a large advertising space – in addition to other plastic give-aways and toys.









# **FyvarMailing**





# MyFyvarReklam









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# **FyvarInform**



Fyvar Quality



**FYVAR** LOYALTY





FYAR International Accordation of

International Association of Manufacturers, Wholesalers, Importers and Distributors of Promotional Products.

fyvar.com



Here are two perennial promotional products.
Even in the digital age, calendars are in great demand and catch the eye of the user all year round. And beautiful packaging whets your appetite for more, thereby doubling the advertising impact.



### Give-away with heart

Whether it be Valentine's Day, a birthday or a warm welcome, the promotional product manufacturer Jung offers the ideal new product. The sweet stand-up box can be individually printed according to customer requirements and offers the ideal advertising space for a loving design. Inside the box are six tasty cherry-flavoured heart sweets in a transparent foil. Incidentally, the transparent film inside the box is compostable and can therefore be disposed of in compost. These are greetings from the heart and ensure valuable popularity points among the target group. The right thing for anyone who simply wants to say thank you.

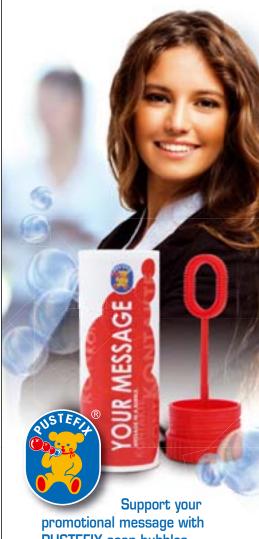


# Maxima – now it's getting exquisite

Premium quality elegance can now be presented with the Maxima from PAPI. In addition to its textured surface, the elegant closure ensures a unique packaging experience. As befits a handbag, the packaging is complemented with a strap. An experience that not only inspires women but is also an eye-catcher at trade shows and events. PAPI also designs customisable Maxima according to customer requirements.



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# **Snacking allowed**

Not only children's eyes light up with Nutella, even adults love the sweet nut nougat cream. emotion factory is now taking advantage of this and is launching a new promotional product on the market: Nutella in gift packaging. Whether it be for snacking in between or to spread on bread at breakfast: The mini-Nutella glasses are eye-catching, and the chocolate cream is popular among those with a sweet tooth. In practical gift packaging, the glass is a witty give-away with plenty of space for an individually printed advertising message. After all, the way to a man's heart is through his stomach.



# **Environmentally friendly packaging**

Mumbai is a fruit and vegetable bag from Joytex and a reusable alternative to polyethylene or paper bags. It consists entirely of eco-Tex and a nylon net. The bag can be printed on one side and closed with a drawstring. Suitable for supermarkets as well as market and farm stands for bakeries and anyone who wants to transport food with reusable packaging. Individual or as a multipack with, for example, three bags in a sleeve, this packaging helper is a promotional bag with a very high promotional effectiveness because fruit and vegetables are often purchased several times a week.



# YES FSI — because the inner values also count.



Information about YES F SI and more great novelties you will find in our NEWS 2019 brochure at www.uma-pen.com.







### Precise weatherman

The Metmaxx® DesignTime SatelliteMicro weather station from Spranz is an utterly precise measuring instrument for the household and office. The strong "feel-good station", as the supplier calls it, comes to the recipient with indoor and outdoor thermometers, including a wireless outdoor sensor. This keeps the local temperature under control at all times. Added to this is a precise, radio-controlled digital clock. Customers can find more items in this and many other categories in the current Spranz collection.



PSI 49138 • D&D Team Sarl Tel +41 797 512139 julien.debroux@bills-tech.com www.whynote.ch

# **Perpetual Planner**

After the first range whiteboard notebooks' success the Swiss brand is back with a new product: the "WhyNote Perpetual Planner". This planner can follow you month after month, year after year without any crossing out. Once it is full of notes, just wipe it like you do on a whiteboard and start again. The WhyNote Perpetual Planner isn't only a calendar, it also comes with many kinds of erasable pages as agenda, to do lists, tasks by project, lined pages and much more.



### Time for a coffee

Some people cannot or do not want to start the day without it: a coffee. Ackermann Kunstverlag now cleverly gives this popular hot drink a special touch. Twelve tasteful coffee posters in retro style present the popular caffeinated drink with charm and a sense of humour. Like all Ackermann calendars, they are produced exclusively in Germany and printed in a climate-neutral manner on paper from sustainable forestry in cooperation with NatureOffice. Coffee is the declared fuel of modernity, the hot longing of office workers, the fluid status symbol of the urban working world. Indispensable and delicious. Promotional printing on the art calendar is possible from 50 units.

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

– ADVERT –



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Derzeit suchen wir deutschlandweit **erfahrene Verkaufsberater** (m/w/d) sowie **Junior-Verkaufsberater** (m/w/d) im Direktvertrieb und bieten: Eine Festanstellung, kurze Fahrtwege durch Einsatz in Wohnortnähe, einen attraktiven Firmenwagen mit Tankkarte, ein modernes iPad, eine intensive Ausbildung und spannende Schulungen.

Die Berendsohn AG mit Hauptsitz in Hamburg ist seit über 180 Jahren erfolgreich im Werbemarkt tätig und das führende Beratungsunternehmen im europäischen Werbeartikelmarkt. Wir bieten neben außergewöhnlichen Werbeartikeln und Geschenken auch persönliche Beratung bei unseren Kunden vor Ort. Unsere 450 Verkaufsberater finden in nur einem Termin individuelle Werbelösungen für unsere rund 100.000 Kunden. Unsere Mitarbeiter (m/w/d) sind das Herz unseres Unterehmens. Ihr Engagement, ihre Erfindungsgabe und ihre Teamfähigkeit prägen die Erfolgsgeschichte von Berendsohn entscheidend.

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# Pocket calendar steeped in tradition

reflAktive traditionally produces pocket diaries in PVC cases. The focus is not only on the high quality, but also on a special service. From a quantity of 100 units, the products can be printed in multiple colours or finished with hot foil stamping. A high degree of individuality is also offered by the different foil colours. The calendar can be individually adapted to the requirements and ideas of the customer.



# Benuty Sales

# **Masterfully presented**

The SAXOPRINT® easy box represents a packaging solution par excellence that is available in a variety of high-quality materials and diverse finishing options with individual dimensions from a quantity of one piece. This results in effective product presentations for promotional products, suitable for every occasion. The materials in detail:

- 350 g/m² GC1 chromo cardboard white classic and sturdy
- 350 g/m<sup>2</sup> GC1 chromo cardboard natural natural and sustainable
- $\bullet$  350 g/m² GZ1 chromosulfate cardboard bright white – high quality and special
- 300 g/m² craft cardboard brown sturdy and durable The finishing options ensure individuality and emphasise text or graphic elements: partial film finishing shiny in gold or silver, partial relief coating high-quality haptics, dispersion varnish protective varnish from a print run of 100. For more information, please contact us directly at Saxoprint.

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# **Individual packaging solutions**

Europack, the specialist for a wide range of packaging solutions, offers carrier bags, gift packaging, gift ribbons and paper, bottle packaging, shipping packaging, confectionery packaging and small quantity printing. In terms of size and printing, almost all products can be customised according to the customer's ideas. Small quantities can be printed or finished by using hot foil stamping from 50 units. Almost all products from the stock range can be printed by Europack in small quantities. The large selection of different packaging in numerous sizes and colours arrive one to three weeks after the customer has approved the print.



- ADVERT -

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specific campaigns can be implemented with the carrying straps. This makes the Samson Grips personal promotional products that are ideal for an eye-catching presentation at the POS.



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bottled poetry.

de vino sólo ha

n vino y el mejo

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# Advertising space in an XXL format

The practical cellulose pad dispenser made of high-quality SAN plastic from Flörke comes with anti-slip feet as a standard feature. The cube consists of three parts: a square container with an opening, a cover with an integrated storage compartment for small items, as well as a cover plate with a hole making it easier to lift. The plate can be finished with customer-specific motifs over a large area in up to four colours by means of digital printing. The cube comes in several standard combinations, as well as in special colours on request.

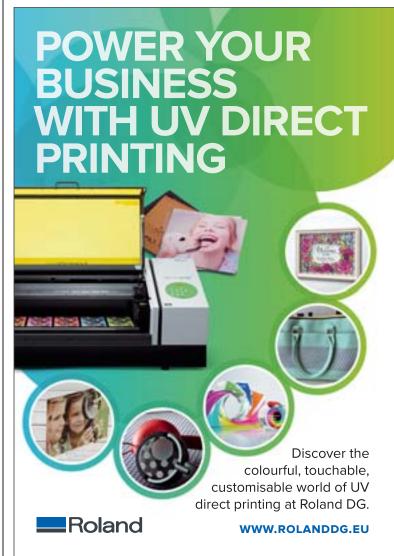
www.psi-network.de PSI Journal 2/2019



# Daily planning helper

All terminic promotional calendars are produced in accordance with certified quality and sustainability standards using only FSC® certified sustainable forestry paper and board. Thanks to innovative finishing techniques such as embossing foil and lenticular printing or unusual varnishes as well as various film laminations, the promotional calendars become a haptic experience for the recipient. Advantage: They are in the field of vision of the user 365 days a year. Individual design and a unique variety of languages enable personal and group-specific customers to be targeted. Top sellers are the 4-month calendars Super 1 Quadro and Super 2 Quadro, the latter in display quality with a glossy lamination cover and plenty of space for planning and advertising and available in over 35 languages. The choice between two title image heights also allows an even larger advertising space on the Super 2 Quadro. The practical Quadro desk calendar planner with a red sliding daylight window complements the diverse portfolio with a further promotional calendar: With its spacious 4-month view, it is the perfect everyday helper for the desk in the office or at home. The Quadro desk planner offers generous advertising space on the calendar head, the advertising strip and the entire reverse side.







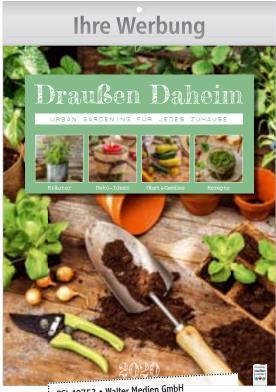
# Put an end to side-tracking

The Magny notebook from Inspirion is an ideal companion at trade shows, conferences and in the office. The lined writing block with holes for a loose-leaf binder has enough space for notes. Adhesive notes in various colours and sizes are found inside. The self-adhesive memo notes make it easier to look for the right page. And to keep it all together, the notebook can be closed with a magnet. The loose-leaf notebook binder is available in five colours from Inspirion.



Environmentally friendly packaging

According to Spindler, premium packaging and presentation packaging can also be produced in an environmentally friendly manner. A good example of this is the packaging of Cremer Care. It does not require any plastic. The macro-art fine cardboard is made of 100 per cent recycled material, but is so exquisitely prepared that you do not notice this. The classic colours and the delicate structure embossing make these products timelessly beautiful. The company produces exclusively in Baden-Württemberg using electricity from hydropower.



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# Sow and reap

Customer relationships grow and thrive with the new calendar "Outdoors at home" from Walter Medien. Planting and harvesting yourself today is a current trend that this calendar picks up on: Information and tips on herbs, fruit and vegetables ensures they are successfully cultivated, and recipes invite you to enjoy your own harvest. The deco and do-it-yourself tips ensure cosiness. The modern, fresh design with a notebook calendar completes the calendar. Whether it be in the city or in the country, in the garden or on the balcony or windowsill: "Outdoors at home" guarantees a successful customer relationship.



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On 18 December 2018, the Senator Group was sold by the previous owner Perusa Partners to the Managing Director Daniel Jeschonowski. Jeschonowski, together with the local management teams in Groß-Bieberau and the foreign subsidiaries, has succeeded in bringing the core business back on the path of growth and in restructuring Senator.

# Change of ownership of Senator

# Senator is a **family business** once again





At Senator, the entire value added is inhouse and so will be in the future.

Senator Managing Director
Daniel
Jeschonowski.

enator can look back on a nearly one-hundred-year history. Today, it is one of the world's leading manufacturers of writing instruments as well as mugs and cups for promotional purposes. Senator manufac-

tures all plastic ballpoint pens at its own production facility in Germany and distributes its articles exclusively through the qualified promotional product trade. The company currently employs almost 300 people worldwide at a total of five locations and generated sales of just under 40 million euros in the 2017 financial year.

### Growth through strategic realignment

The Senator Group has been successfully restructured since 2016 and realigned in the marketplace. The customer has returned to the centre of attention whilst quality and reliability were defined and implemented as the most

important principles. The main plant in Groß-Bieberau has undergone extensive modernisation and in the course of this almost three million euros was invested in plant and process optimisation. The two plants in Harlow (UK) and Cestas (France) have also been prepared for the future and guarantee extremely short delivery times in their respective countries. "I am convinced that the entire Group, as an entrepreneur-led company, will continue and expand the success story of recent years. I have incredible respect for the performance of the entire Senator team and the great dedication that we show to our customers every day," says Daniel Jeschonowski.

### Focus on continuity and reliability

The Senator Group is now one of the top players in the market again. The core element is the systematic focus on its manufacturing base in Germany which enables the highest quality and greatest speed for orders of all sizes. Michael Monitzer, Production Manager, is especially pleased: "The transition to an owner-managed structure gives customers and the workforce long-term security. Among other things, we guarantee that repeat orders, which traditionally play a major role in writing utensils, can be handled identically in the long run." Yet continuity does not only refer to Senator's products, but also to processes and the production: As the largest German manufacturer of plastic writing instruments for promotional purposes, the company also wants to ensure that the entire value added is in-house in the future – from development, design engineering, tooling and plastic injection moulding to assembly, printing and logistics.

### Bioplastics as a growth area of the future

"In terms of the market, we are striving for even closer cooperation with our distributors in 2019. This includes the regular distribution of real samples as well as providing even closer support for our platinum and gold customers," explains Erik Würkner, Head of Product Management. "At the same time, Senator is more than ever synonymous with new products and high-quality innovations. For example, we presented several new products at the PSI Trade Show, including the PSI Sustainability Award-winning Skeye Bio made from renewable resources. "Senator's strength lies in its manufacturing expertise which enables it to even produce large orders in the shortest possible time. Ensuring that 98 percent of deliveries are on time in the high season is representative of its own claim to meet the needs of the customer down to the smallest detail. According to Würkner, from 2020, there will only be new launches in the plastics sector which include at least one model line of renewable and compostable materials.

### Employee satisfaction and retention are important

Senator traditionally has an unusually low level of fluctuation, not least due to its clear commitment to the location in Groß-Bieberau. This also benefits the customer because competence and know-how thus remain in the company over the long term. "With regard to staff, the change of ownership does not lead to any changes. On the contrary, all contact persons remain available to customers as before ", says Michael Jungnitsch, Head of Human Resources, adding: "We attach great importance to employee loyalty: For this reason, we will continue to rely exclusively on permanent employment relationships in the future." In the course of restructuring, Senator has in many respects come closer to its goal of becoming the preferred supplier of ballpoint pens as well as mugs and cups.



### Financially sound basis

Daniel Jeschonowski will be personally liable in the future. This reflects the entrepreneur's confidence in the promotional product trade which, as a reliable partner, enthusiastically and successfully markets Senator products. Börries Harms, Head of Finance and Controlling, explains: "The purchase was largely made possible by the cooperation of the previous owner, Merz Pharma GmbH & Co. KGaA. In particular, the owner family is still closely connected to the Senator Group through Michael Nick. The financing bank is Vereinigte Volksbank Raiffeisenbank eG (Volksbank Odenwald). Again, the regional connection is important to us and crucial for long-term success. Without a strong local partner, we would not be where we are today." Senator has a very good company balance sheet: State-of-the-art machinery as well as real estate in Germany, France and Great Britain form the foundation for successful work in the long term.

### **About the Senator Group**

Senator GmbH in Groß-Bieberau is the parent company and the largest single operating company of the Senator Group. The company was founded in Hesse in 1920. In the 2017 financial year, sales of just under 40 million euros were achieved. The product range includes high-quality writing instruments and drinking vessels. Production and finishing are concentrated at the headquarters in Groß-Bieberau. The products of the Senator brand are represented in about 100 countries through subsidiaries in England, France, Benelux and India, a representative office in Russia as well as exclusive partnerships.

Senator offers a wide range of products manufactured at its own production facility. The company has already won major desing awards as well as the PSI Sustainability Award. The Polish company BOTT was founded in early April 2001 by its namesake Jan Bott. To date, the company has become a specialist in the customisation of measuring cups, wristbands and security seals and has thus gained an international reputation in the agricultural, chemicals and event industries.

Printing specialist at the PSI 2019

# **Competence** in plastic printing



Team photo with Managing Director Jan Bott (far right)

OTT produces high-quality, abrasion-resistant and chemical-resistant imprints, including precise scales on measuring vessels according to individual customer needs. Also included in the portfolio are barcode

imprints as well as customisations in a wide range of colours and printing techniques. The managing director of the company, Jan Bott, studied electronics at the Technical University in Wroclaw where he graduated as an engineer. Analytical intellect, a fascination for technology, the pursuit of a better understanding of the surrounding world and 10 years of experience gained while working at state-owned FAEL, Sumitomo and the private compa-

ny Astromal eventually inspired him to establish his own company BOTT on 1 April 2001.

### Specialisation in measuring cups

Initially, agricultural accessories and nozzles for agricultural spraying machines of a French brand were sold on the Polish market. At the same time, printing techniques were developed on different products. "Special customer needs and the constant search for practical promotional products for the agricultural industry were the main reasons for starting the production of measuring cups with proprietary logos. That was a good idea. Even our com-

petitors from the agricultural sector began ordering measuring cups with their logos. That's how it started," explains Jan Bott

### Four product divisions

Due to numerous inquiries from farmers, 2006 saw the production of the first calibration cup which serves to dose the liquid from the nozzle mounted in the field sprayer. In addition, BOTT established a new "measuring cup" department with practical promotional products especially for agriculture, construction and catering. At the same time, production of customisable wristbands and security seals began. Eventually, four product divisions were created: agro, measuring cups, wristbands and seals.

### Continuous improvement

Bott adopted the Japanese working philosophy "Kaizen" which focuses on the pursuit of continuous improvement. This comprises the constant optimisation of the management system as well as the production process. Employees are rewarded for good ideas. In addition, Jan Bott and his company are guided by the dictum of Richard Branson, the managing director of Virgin: "We spend over 40 hours a week in the company. As the managing director, I came to the conclusion that you have to take care of the employees because only happy employees can ensure customer satisfaction."

### Expansion of the portfolio

In 2010, Bott added the "Summator" rain gauge to its range. The concept of the Summator was patented. This attractively packaged product is produced entirely in Poland and has become very popular both in Poland and abroad - and continues to be used mainly by agricultural companies and companies that supply the agricultural industry, such as insurers and leasing companies. Following this success, the portfolio was expanded to include further products: the SMART 2000ml measuring cup, the Mega+ measuring scoop, the NOZZLE+ brush for cleaning field spray nozzles and the Gustav 5000ml measuring cup. Most of these articles are patented and based on ideas from Jan Bott himself. "The company has 12 patents and industrial designs that are protected by European law. They are the result of working with the customers who inspired us to create these new products. And in this way, we continue to develop ourselves," says the founder and managing director.



A sales hit: the Summator rain gauge.

### Precision and speed

At present, the measuring cup portfolio covers a broad spectrum: from small measuring spoons (1 ml) to buckets (20 l) – including practical promotional products for agriculture. All measuring cups are certified for use with foodstuffs and officially calibrated for accuracy. However, BOTT not only offers first-class measuring cups. The company has also been a leader in the production of event wrist-bands in the Polish market for many years – and is increas-

ingly orienting itself towards Europe. The wristbands contain all desired features in a precise finish, whether it be a bar code, QR code or imprints in the desired Pantone colours. BOTT also scores with speed: production and delivery within 24 hours—reliability and high quality included.



### Chips and seals

The latest offer of the company is the production of chips and tokens, with or without a promotional imprint. The possible applications are manifold: shopping carts, various events such as concerts, company picnics, in amusement parks or swimming pools, in discos, casinos, restaurants and as tokens at festivals. BOTT also describes itself as a "leading manufacturer of plastic cord seals in Poland". On request, the seals contain individual imprints such as numbering, logos and barcodes. Here, too, in-house production enables a quick response to customer needs.

### **Durable and aesthetic imprints**

Bott is particularly proud of the precise printing on large round surfaces such as on buckets. "The buckets serve as great promotional products as they can be used in many

The first calibration cup was the foundation stone for the success of BOTT.



Jan Bott, Gustav the cat and the Gustav 5000 ml measuring cup. The company cat was the namesake for this successful measuring cup.

industries. The durable and aesthetic imprints replace stickers that can be easily torn off. On request, we also print products provided to us by customers, e.g. tools, rubber boots, lighters, handles and lots more," explains Bott.

### Intensive advice

Thanks to its many years of experience, the company can count on the confidence of many customers. "Our main customers are advertising agencies, and we enjoy working with them. BOTT provides support and advice on the supply of sample products, catalogues, brochures, or via websites where one can find tips and various examples of how and in which industries the products can be offered", adds Bott. "We are very happy to listen to our customers because their opinion is important to us. The BOTT company team is always open to new ideas and challenges. "Since 2016, BOTT has also been a member of the PSI network and participated for the first time at the PSI trade show with its own stand in 2017. BOTT was represented again this year.

### What the future holds

True to the company's motto, BOTT continues to evolve, introduces a new product each year, is open to innovations and improves its printing techniques. Jan Bott: "We are not afraid of new challenges. Thanks to the dynamic growth of the Polish and European markets, we have expanded our team to 30 people so far. In addition, our machinery is now taking up so much space that we have decided to start constructing a new company building on an area of 3,000 m² in 2019. A future large warehouse will shorten delivery times even further."



A view of the production: Here buckets are being printed.



BOTT also specialises in printing wristbands, buttons and chips.











PF Concept is starting the new year with a series of new products: In the core categories of clothing, stationery and drinkware, there are exciting highlights for every budget. After all, one thing characterises PF Concept: being optimally positioned in the most important categories, from entry-level to high-end products.

Highlights for 2019

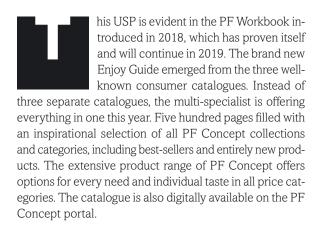
# Inspirational selection



Bigelow looks like a shirt but it feels like a polo shirt due to its material.



The new Luxe collection includes Empire, City and Tactical, three different product ranges from plain and elegant to intricate and opulent.





The short-sleeve polo shirt called Atkinson.

### Elegant design

A new addition is Luxe, PF Concepts' new proprietary brand of stationery and personal accessories. Luxe stands for reasonably priced products in an elegant design. Made of durable materials and with great attention to detail, they more than meet the customer's need for attractive and reliable items. The new collection includes Empire, City and Tactical, three different product ranges from plain and elegant to intricate and opulent. Screen printing, embossing, laser engraving or pad printing – depending on the product, various decoration techniques are available.

### Stylish and trendy

In addition, the clothing category has been upgraded with a range of stylish and trendy new products. With the new Bigelow button-down long-sleeved shirt, PF Concept meets one of the biggest trends in men's clothing: corporate meets comfort. Bigelow looks like a shirt but because of its material it feels like a polo shirt – the fabric is made of 95 percent cotton. Atkinson, the corresponding short-sleeved polo shirt, is made of the same material. Both are available in white, light blue, navy, storm grey and black; Atkinson also in red.

### Numerous decoration possibilities

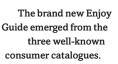
PF Concept is also a strong partner in the growth sector of ceramic drinkware. The multi-specialist convinces with numerous decoration options and exclusive styles. Innovative products give the category a new look every season, including the white ceramic mug called Glimpse from Avenue with a capacity of 470 ml. Thanks to its unique, transparent Morse code design, the Glimpse is a very special eye-catcher. The Kaffa also has a secret: The thermochromic ceramic mug from bullet has a special heat-sensitive, black coating. As soon as the cup is filled with a hot drink, the finishing becomes visible. Sublimation is the technique used to achieve this.

### Trend towards wireless charging

Another trend for 2019 is wireless charging. PF Concept focusses on a wide assortment and multifunctional products. The Superior wireless charging station from Avenue charges mobile devices 40 percent faster than standard chargers and offers a large area for finishing. A Bluetooth® speaker and the Jill powerbank from Avenue combine two technology trends into one with Bluetooth® and wireless charging. It has a built-in microphone and a music control for the speaker. The wireless charging pad on top also ensures a full battery for the mobile device.

### New FairTrade portfolio

PF Concept will also be focusing on the topic of sustainability in 2019 and introducing a FairTrade portfolio as of January as part of its new partnership with the renowned company FairForward. FairForward is an organisation recognised by the World Fair Trade Organization (WFTO) that is dedicated to the development of small-scale manufacturers in the trade and, together with its trading partners in Asia and South America, contributes to the fight against poverty. Starting in January, 15 selected FairForward products will initially be available from PF Concept, including the large cotton canvas shopper bag from India, the 4-piece set of Fair Cup ceramic cups from Thailand and the 3-piece Pila set from Bolivia consisting of two glasses and a decanter made of recycled glass.







PF Concept is also a strong partner in the field of ceramic drinkware.

A Bluetooth® speaker and Jill powerbank from Avenue combine two technology trends into one with Bluetooth® and wireless charging.



The second appearance as an exhibitor at the PSI was once again a resounding success for Vonmählen. In addition to top sellers such as allroundo® and Backbone, the Lüneburg-based company also presented new highlights for 2019. The ever-growing tech start-up from Lüneburg has set clear goals for the coming year.

Tech start-up with clear goals

# Three flagships for 2019

A

fter the second successful presentation of his company Vonmählen, founder and CEO Julian Thormählen has set a clear goal for this year: "Together with the professional promotional product trade, we want to con-

tinue to grow, work even closer and get off to a good start." To achieve this goal, Vonmählen is starting the new year with three new flagships.

### High Five® − The 5-in-1 charging cable

Following the successful sale of its 2-in-1 charging cable for the keychain, Vonmählen has now systematically further developed the product and combined even more functions in a confined space. High Five is the world's first 5-in-1 charging cable for the keychain and was awarded a prestigious award even before the official product launch. The



CEO Julian Thormählen: "Together with the professional promotional product trade, we want to continue to grow, work even closer and get off to a good start."



compact product enables all mobile devices to be charged and – attached to the keychain – is ready for use at any time.

### Vonmählen distributor portal

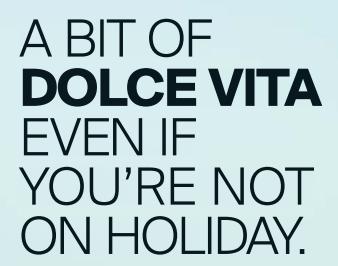
For 2019, Vonmählen is pushing ahead with the motto "continue to grow together" and has set itself the task of offering even more digital service to its partners in the promotional product sector. To this end, Vonmählen will be launching a comprehensive distributor portal at the end of March that will allow promotional product distributors everywhere to access the following features:

- Real-time configuration of Vonmählen products
- Budget targeted inquiry calculations
- Access to current sales literature, information and newsletters.

"We give our partners the best possible support for appointments with their customers," says a confident Julian Thormählen.

### Promotional products on demand

Vonmählen is taking the promotional product to the next level: From now on, it is possible to individually personalise its tech accessories with names. Vonmählen is thus offering even more targeted and personal promotional products that are perfectly suited as a gift for loyal customers, partners or long-serving employees.





The subject of plastic is currently on everyone's lips. Reports and documentations about the sprawling plastic waste polluting the earth and the seas are currently setting the tone here. But even against the background of universal material.

these negative facts, it is important to objectively look at plastic as a **Championing plastic** 

"The material of the future







has been proving with its prod-- in addition to being aestheti-

> ot all plastics are alike and should not be lumped together in the discussions about the existing problems concerning plastic waste in the world. We have to differentiate and take a closer look at the positive properties of this material and its limitless possibilities. Uwe Thielsch also thinks so. As a long-standing Sales Director of the renowned plastics producer koziol, he is no

> stranger to the subject. Let us hear what he has to say. <



### Mr. Thielsch, first of all let me ask you a question that may seem somewhat provocative: Can we still buy plastic with a clear conscience today?

A wise Greek, Epictetus, realised almost two millennia ago: 'Not facts, but opinions on facts determine cohabitation.' This dictum would appear worth reflecting on. But to come back to your question: Yes, we can. And we actually have to if we are to be responsible and love life.

#### Please explain this a little bit more.

Plastic is the material of the modern age. It has made our lives simpler, more democratic and more hygienic. Without plastic there would be no car, no plane, no mobile phone, no computer, no modern medicine, no prosthesis, no pacemaker, no protective clothing, no intensive care unit, no science — plastic is the material of the 21st century because without plastic modern technical solutions would no longer be conceivable. Plastics have become an integral part of our lives. Especially in our everyday work, in notebooks and smartphones, in cars and in the office, in fashion and in medicine, in architecture and yes, even in art — everywhere we are surrounded by a variety of plastics, but we usually do not even notice it.

Nevertheless, broaching the subject again: In a climate of environmental pollution and destruction and related events such as global warming, should we act more sensibly in an ecologically conscious manner and rely on sustainable production materials in the future?

Uwe Thielsch: Worldwide there is no material that is from the outset only good or bad or only sustainable. Even natural materials – catchwords: monoculture, pesticides, water consumption – are not generally the better choice. In addition, materials such as porcelain, glass and metal often require up to 80 per cent more energy during production. The magic word is responsibility: With every product development, it is much more important to select the most sustainable material for the intended use and to use it economically.

### Describe your view of a material such as plastic.

I think it is time to rethink and to appreciate materials more and, above all, to adopt a more differentiated approach. After all, not all plastics are alike. For decades, koziol has specialised in manufacturing only products that have the characteristic of "optimally suitable plastic"\* and in which plastic material stands on its own. There are never imitations or any low-priced variations, but rather design objects for which plastic is the best possible material. These products are real, they do not pretend to be anything, they deal honestly with the consumer with the obvious message: 'Look, I'm made of high-quality plastic, I was produced in Germany and I reliably assist you in everyday life. Masterful functionality, seductive haptics and award-winning design are my hallmarks.'



Our interlocutor Uwe Thielsch advocates high-quality plastic.

# What are the properties of this high-quality material and what about sustainability?

The varieties are multifarious. Plastic can have all properties: it can be thin or thick, delicate or sturdy, transparent or opaque, brittle or flexible, hard or soft. Hardly any other material allows so many facets or can be processed in such a resource-saving way. Unlike many other materials, thermoplastics are fully recyclable. Even though porcelain, wood and glass come from renewable or natural resources, the finished products are recyclable only to a limited extent or not at all. Plastic is the material of the future

# But how does your company implement the benefits of plastic?

koziol proves time and time again how versatilely this material can be processed and has been doing so for more than 90 years. Even today, production is still only at the company's location in Erbach with state-of-the-art hightech systems and an unusually high level of vertical integration: Development, toolmaking, injection moulding and shipping are all under one roof, in one place. In addition to sustainability, this guarantees the highest product safety for the customer.

<sup>\* &</sup>quot;Optimally suitable plastic" is the verbal creation of Managing Director Stephan Koziol. The word combination means that koziol prefers to use plastic in those products where it is the best and most appropriate material for use. Modern plastics today make it possible to combine the benefits of plastic with properties previously reserved for other materials. CLUB glasses from koziol, for example, use a material that combines the properties of glass such as transparency and refraction with the advantages of plastic such as resistance to breakage, elasticity, lightness and individual colourability. Or even in the bathroom: Plastic is completely waterproof and does not corrode like metal. It does not splinter like glass, it does not swell like wood.







### Sweet Box

High-quality, compact and sweet – the promotional product manufacturer Jung is expanding its range of tasteful promotional items to include a particularly chic give-away called the Sweet Box. The **rectangular promotional box** contains five advertising spaces which can be individually designed and printed depending on the occasion. When filling, customers have the choice between the famous Mars or Snickers bar. The use of these strong brands creates trust among the target group and transfers the name recognition to the advertising company.

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# Power for the job on the go

The **AlsterPlus power bank** from iLogo Tech is a real powerhouse. It offers 100 Wh and 27,000 mAh and can be charged and synchronised with integrated pass-through charging at the same time. With 100 Watts on each USB-C port, even larger devices such as a MacBook Pro get full power at full speed. With two USB-C ports and a total output power of 156 W, even two MacBooks or one MacBook and an iPad Pro can be charged at the same time along with other devices at high speed.

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### New face for Zeno

Zeno, the best-seller from the company Klio-Eterna, has received an unobtrusive yet effective and elegant make-over. In addition to its well-known attributes, the **new additional metal clip** made of nickel-plated spring steel ensures a shiny appearance. The combination of high-quality plastic components paired with elegant metal applications gives this expressive writing instrument a particularly exquisite character. The special and optionally selectable surface finish in soft-touch or soft-frost ensures that certain something and a pleasantly soft feel. Available in 16 brilliant and intense standard colours, the Zeno also offers a choice of many possible colour variations.

PSI 40823 • Klio-Eterna Schreibgeräte GmbH & Co. KG Tel +49 7834 973152 • klio@klio.com www.klio.com





# Raining caramels guaranteed

Between carnival medals and other funny products from the Haarhoff Agency, the **Kamelleschal®** scarf is in the limelight this year. The colourful private label is designed, among other things, for carnival parades and especially for the Shrove Monday parade. The idea: The colourful accessory for the cold carnival months is held up during the parade to achieve its full impact. The striking inscription "Kamelle" (caramels) is perfectly legible for the carnival revellers on the parade floats who respond by showering the wearer of the scarf with lots of caramels.

PSI 13391 • Haarhoff GmbH Tel +49 214 4001515 • info@haarhoff.eu www.haarhoff.eu



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# Boxes with a surprise effect

If you are looking for nice gifts for employees, customers or business partners and do not want to ignore the environment, **upcycling rackpacks** from Römer are the right choice. The sustainably produced and convertible wine packaging offers a secondary benefit after the wine bottle has been removed. It transforms into a practical desk organiser, a tray or a champagne cooler. The rackpacks come without contents from Römer Drinks and are ready-packed by Römer Präsente as gift sets with contents.

PSI 43892 • Römer Wein und Sekt GmbH Tel +49 6541 81290 • info@roemer-praesente.de www.roemer-praesente.de







# Scratching once around the world

Stiefel Eurocart presents an extraordinary gift for globetrotters with the **"Countries of the Earth" scratch card**. Travel pleasure can be documented in a playful way with the scratching map. What initially looks like an exquisite but actually quite normal world map in a gold look hides unexpected effects below the surface. All countries and continents, including islands, are covered with scratch-off paint which can be exposed piece by piece. Each country shows a different colour – as in real life. The map is available in German or English.

PSI 43567 • Stiefel Eurocart GmbH Tel +49 8456 924323 • w.wirth@stiefel-online.de www.stiefel-online.de



# Chest compress with a difference

ebets offers a particularly innovative idea for kids with its new **Elfenshirt** for children with a cold. Chest compresses help with colds, but they can quickly irritate. Parents know that and so do children. The perfect solution for this is the Elfenshirt. Specially developed pads provide relief for colds and ensure restful sleep. The proven oils and pine extracts work for ten days and can be easily changed in an inner pocket of the cotton shirt. The Elfenshirt not only helps to get well: When the kids are not sick, it becomes a T-shirt with a "secret pocket".

PSI 10104 • ebets promotion Tel +43 7733 7171 • office@ebets.at www.ebets.at



# Chocolates for Premiere

Chokolissimo's "Premiere" series of products all contain fine pralines made from exquisite chocolate and filled with creams of the finest ingredients. The chocolaty treats are packed in elegant wooden boxes. The "Premiere" praline boxes are available with 4, 10, 20 or 30 chocolates. From a single ordered product, the wooden box can be provided with laser engraving. From an order quantity of 100 pieces, they can be customised in three different ways: The wooden boxes can feature a screen print, a UV print or a bow in your own design.

PSI 48316 • Chocolissimo by MM Brown Deutschland GmbH Tel +49 69 254271-27 • verkauf@chocolissimo.de www.chocolissimo.de



Need a sample? Contact us now.

Doyuk GmbH

www.doyuk.com info@doyuk.com

# Sustainability with organic tableware

Sustainable and responsible corporate management has been a tradition at Mank for many years. The manufacturer of table top products from Dernbach is now expanding its range of tableware for the catering and event sector to include an **organic line** and tableware specially designed for repeated use. In addition to the traditional materials, the event and catering outfitter focuses on alternative raw materials. Bowls, plates and cutlery made from palm leaf, coconut, sugar cane and fairtrade timber belong to the offer. Many items of the SOVIE® Tableware/Servingware brand range can be used several times before they enter the recycling loop.

PSI 43707 • Mank GmbH • Designed Paper Products Tel +49 2689 94150 • info@mank.de • www.mank.de www.sovieshop.de



# Slim and made entirely of wood

With its Shaper model, e+m Holzprodukte has introduced a particularly slim wooden pen to complement its extensive collection. Its elegantly curved shape surprises the user and is therefore perfect as a give-away for many industries. The wood used for this product is, among others, FSC-certified beech wood from local forests. The **FSC seal** stands for guaranteed exemplary forest management. The pure design appeals especially to the younger generation. The push-in refill with the golden tip is refillable. The Shaper is available in three woods and two colours. Personalisation by printing or laser engraving is possible at any time.

PSI 42200 • e+m Holzprodukte GmbH & Co. KG Tel +49 9181 297575 • info@em-holzprodukte.de www.em-holzprodukte.de

# Air column for the banner

AIR promotion presents its latest product:

A **horizontal advertising pillar** as banner advertising. The advertising banners are ten metres long and have a diameter of 80 centimetres. They are made of 300 g/m² polyester and are fully printable. The ends are each reinforced by a round wooden plate which gives the columns their shape. In order to highlight advertising even better, the columns can be complemented with an internal light. A 150-Watt electric fan ventilates the object permanently. The banner advertising can be made individually according to customer requirements and can be transported easily and in a space-saving manner.

PSI 49708 • AIR promotion GmbH Tel +49 800 7799330 • info@air-promotion.de www.air-promotion.de





# Rattling in the carton

What's rattling in the box? – The Easter Bunny? No, it's the **four Easter presents** in the egg carton – a special customer gift idea from emotion factory for Easter 2019. This product together with many other creative promotional products are being presented by the Fischbach-based company in its "Easter Messages 2019" flyer. This year, Meister Lampe brings the customers the revised "Yellow of the Egg" with green or yummy depending on the selection. There are eight different products to choose from.

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



# Nature meets design

**Natural material** meets design and functionality: With its new coffee mug made of PLA, a corn starch-based, biodegradable material, and FSC-certified cork, Global Innovations precisely meets the taste of the times. Made with a patented technique for bonding PLA and cork without glue, the mug is even dishwasher safe. The double-walled version is perfect for enjoying hot drinks. The goal of Global Innovations is to develop a complete PLA-cork collection.

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



# Too good to hide Soft-melting promotional ideas are on everyone's lips at



# The "spinning" opener

Especially thirsty customers can now decide between the two sides of the **new bottle opener** from team-d Import-Export or open two bottles at the same time. If that is still too boring for you, you can play with the trendy "Spinner". The bottle opener is available from stock in ABS plastic in black, white, blue, red and orange. Advertising on an area of 15 x 15 millimetres is possible.

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







# Entirely flexible promotion

At Roll-Up Bayern, a newly developed Promotisch (promotional table) complements the assortment. By printing on special wrinkle-free decor fabric, the print, i.e. the advertising message, can be easily and inexpensively replaced and adapted to suit the purpose. The **Promotisch** is particularly light, compact and sturdy. It is made of aluminium, features decor fabric with Velcro, weighs just 17 kilograms (incl. carrying bag) and measures  $102 \times 40 \times 106$  centimetres.

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



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# **BALLONS / BALLOON**



PSI No. 43834 www.ballon-as.de

## **EVENT EQUIPMENT**



PSI No. 43980

### www.bas-innovation.de

## **BLUETOOTH-LAUTSPRECHER / BLUETOOTH-SPEAKER**



PSI No. 44455 www.linotex.com

## **KUNSTSTOFFERZEUGNISSE / PLASTIC PRODUCTS**



PSI No. 44724 www.promowolsch.de

# EINKAUFSWAGENAUSLÖSER / KEY CHAIN



PSI No. 46925 www.pinsundmehr.de

# LESEZEICHEN / BOOKMARKS



PSI No. 47814 www.lupenmaxx.de

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Als einer der führenden Anbieter in Deutschland konzipiert und liefert TRIK seit 25 Jahren Werbeartikel, Print-, Merchandising- und Lifestyleprodukte für namhafte Unternehmen und Marken. Vom Standardartikel bis zur ausgefallenen und kampagnenbezogenen Sonderanfertigung stehen Kreativität, Kompetenz und Qualität bei TRIK im Fokus.

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We are an established, international company working in promotio-We are an established, international company working in promotional marketing industry. Our core business is to help companies worldwide to strengthen their brand, using promotional products as a strategic marketing tool. In order to fulfill our growth program, we plan to strengthen our German, French, and Dutch team in Heimsheim (Stuttgart area), Strasburg and Amsterdam. We are looking for motivated, ambitious personalities to fill the following positions in our company:

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We look forward to your written application, including your salary expectations and the earliest possible starting date.

> Please kindly send your applications to: bewerbung@aslglobal.com



# **PSI Sustainability Awards 2019**

# Eine Premiere in der Geschichte der PSI Sustainability Awards begleitet den Wettbewerb in 2019 von Beginn an:

266 Unternehmen wurden innerhalb einer Vorjurierung als umfassend nachhaltig agierende Unternehmen für die PSI Sustainability Awards 2019 nominiert werden.

Sie sind noch nicht nominiert? Dann bewerben Sie sich jetzt für den Nachhaltigkeitspreis der Werbeartikelindustrie und demonstrieren Sie, wie nachhaltig Ihr Unternehmen ist!

# A premiere in the history of the PSI Sustainability Awards follows the competition in 2019 right from the start:

Within a pre-jury, 266 companies were nominated for the PSI Sustainability Awards 2019 as comprehensively sustainable companies.

You are not nominated yet? Then apply now for the Sustainability Award of the promotional products industry and demonstrate how sustainable your company is and demonstrate how sustainable your company is!



Foto /Picture: © fotolia.de

Partner

















# Wir freuen uns die nominierten Unternehmen 2019 präsentieren zu dürfen: We are pleased to present the nominated companies in 2019:

- A.W. Faber-Castell Vertrieb GmbH
- ABC MARKETING SRL
- Acar Europe GmbH
- achilles concept GmbH & Co. KG
- Aglika Trade Ltd
- Albene GmbH
- · Alta Seta GmbH & Co. KG
- Ambiente-Meinzer
- Araco International B.V.
- · Aristos International GmbH
- Arsiris
- Art Di Como Design GmbH
- Asia Incentives Ltd.
- badge4u Wojciech Pawlowski
- BAGS BY RIEDLE
- BAS Produktions- und
- Handels-GmbH
- BIC Graphic Europe S.A.
- bizy.Cards / Borys Chibisov **Engineering Services**
- BLACK HILL Westcoast of Sweden
- B-Loony Ltd
- Blue Chili GmbH
- Böckling GmbH & Co. KG
- Boogaard Textiles B.V.
- BOOMERANG S.A.S.
- Bottle Promotions
- BQS Textiles BV
- Brand Addition GmbH
- Brandmeister Vertriebs GmbH
- Brands Fashion GmbH
- Brauns-Heitmann GmbH & Co. KG
- Brother International
- Industriemaschinen GmbH
- B-TOKEN BVBA
- Bulb-Bottles-Innique AG
- burger pen AG
- Bürstenfabrik Keller GmbH
- CARAN D'ACHE S.A.
- CD Werbemittel Vertriebs GmbH
- CD-LUX GmbH
- Chilli Promotions
- Christoph & Markus Krah GmbH
- Clipper A/S
- Clipper B.V.
- colordruck Baiersbronn
- Continental Clothing Company GmbH
- Cup Trends Inh. Torsten Schieck
- cyber-Wear Heidelberg GmbH
- Die Stadtgärtner
- Disenos NT
- Dittmann International GmbH
- DIZAYN ETIKET San. ve Tic. A.S.
- dMAS GmbH
- DOM POLYMER-TECHNIK GMBH
- Dopper B.V.
- doppler H. Würflingsdobler GmbH
- Dorling Kindersley Verlag GmbH
- Dosenspezialist GmbH
- DURABLE Hunke & Jochheim GmbH & Co. KG
- e+m Holzprodukte GmbH & Co. KG
- Eckenfelder GmbH & Co. KG
- Eco Promo
- edding International GmbH • E-Group BV
- eitel plastic GmbH
- elasto form KG
- EMCO Bau- und Klimatechnik
- GmbH & Co. KG
- Emsa GmbH

- Erich G. Döbler e.K.
- I especial 25 SL
- Euro-Print Marketing GmbH
- EUROSTYLE Emil Kreher
- GmbH & Co. KG
- Extrapack Ltd.
- Factory Direkt
- Fair Squared GmbH
- FARE-Guenther Fassbender GmbH
- FD Textil GmbH
- FEEL-INDE SARL
- Feuchter GmbH
- Filofax GmbH
- Florapresenta Blumen & Pflanzen GmbH
- Gabriele Bühring
- · Gadget Factory GmbH
- GEBAS GmbH
- GIMEX melamine plus GmbH
- Giuseppe Di Natale S.p.A.
- · Giving Europe B.V.
- · Global Innovations Germany
- GmhH & Co. KG
- · GORENLER A.S. • Grabenhorst & Vetterlein
- GRASPO CZ, a.s.
- Green Earth Products • Gustav Daiber GmbH
- Gustav Selter GmbH & Co. KG
- H.K.S. 7 Werbeagentur GmbH
- · Hagemann GmbH
- Halfar System GmbH
- Hanbückers Werbung GmbH
- Hannes Schmitz bio-button GmbH
- HAUSER GmbH
- HEILEMANN
- Heinrich Sieber + Co. GmbH + Co. KG
- Heinz Tröber GmbH & Co. KG
- Herforder Werkstätten GmbH
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- Hold Innovation GmbH
- · Hubbes Verkstad AB
- Hultafors Group Germany GmbH
- Husemann Textil GmbH
- ICO JSC
- ID ® REXHOLM A/S
- Idee & Design GmbH & Co. KG
- IFC Papillon C.V.
- IGEP sa
- iLogoTech GmbH
- importplus GmbH
- Inspirion GmbH
- Interall Group b.v.
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- Kampmann GmbH international
- Kandinsky Deutschland GmbH
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- · kicks-promotion GmbH
- Klaus Stephan GmbH
- Klio-Eterna Schreibgeräte
- GmbH & Co KG
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- Köksal Canta ve Saraciye
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- KOSMOS • KW Open promotion consulting & trading GmbH
- Lediberg GmbH
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- Löw Energy System e.K.
- · Lynka Sp. z.o.o.
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- Münder Email GmbH · Murat Tekstil
- mycoffeebag Alexander Streck
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- PILOT PEN (Deutschland) GmbH • Pins & mehr GmbH & Co. KG
- PLUS Europe GmbH
- PowerCubes • Präsenta Promotion International GmbH
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- Superwaste.nl B.V.
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- TFA DOSTMANN GMBH & CO. KG
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- TRIGON Tekstil San.Ve Dis
- TROIKA Germany GmbH
- Tuva Home Textile Ltd.
- UNITED BRANDS 24 GmbH
- Van Bavel byba
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- Walser GmbH Vertrieb und
- Produktion • WALTER Medien GmbH • wellnuss Premium Snacks GmbH
- WeLoc Weland M. AB • Wera Werkzeuge GmbH
- werbegrün Mappen | Verpackungen • WeSchu GmbH
- Wild Thang
- WORLDCONNECT AG • Wunderle, Heike Bringemeier e.K.
- YOU Brands Camus A/S

• XINDAO B.V.

- SL BAGS
- sleevematix GmbH
- SNUG.STUDIO GbR
- sportpaint Werbeball Bedruckungs
- Spranz GmbH
- Step Yazim Gerecleri Ve Kalip
- SUITSUIT International BV
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- Tailor Konfektion AB
- TITAN Hamburg GmbH
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- Wiha Werkzeuge GmbH
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- Zettler Kalender GmbH
- ZOGI GmbH

# Focus on the trade



fter the trade show is before the trade show. The trade show week was a great time for the PSI team, albeit more exhausting than usual. No wonder when you accelerate from one trade show to three. And we are particularly pleased that the concept of the world of advertising and selling was understood. The synergies were evident.

Our many discussions with promotional product distributors in the PSI Membership Lounge, which was exclusively reserved for representatives of the trade, were among the most important indicators of the success of the trade show. According to the headline of the final report of the trade show, the figures were of course also impressive: "The PSI remains on course with 17,602 visitors". This year's number of visitors is indeed at a high level and exceeds the result of the previous year. It is also particularly noteworthy because on the final day of the trade show strikes at the airports and the associated traffic chaos prevented many potential visitors from travelling.

But back to the trade. The focus on the trade is an important component of the new PSI concept. The many obvious advantages that facilitate a visit to the trade show met with great approval. This began with the "Fastlane" entrance followed by the free WLAN voucher, the benefits booklet as well as the membership lounge where there were food and drinks and ample possibilities for relaxing. The separation of the marketing disciplines and the positioning of the various trade show themes in the halls was positively received. This also applies to the PromoTex Expo which successfully positioned itself as an independent, international textile trade show.

The positive sentiment was boosted by the current trade show and economic figures: 14.9 billion euros in sales is generated annually in Europe through business with promotional products. This underscores the significance of promotional products as a communication medium and demonstrates that our business is a major industry to be taken seriously. The invited politicians also stated this on the occasion of the opening event: They promised us and the associations that they would address concrete measures in the interests of our industry.

The European promotional product industry is future-proof especially due to its dynamic, medium-sized companies and quality products. This year's PSI was a good start to the business year with a confident industry that was not only the focal point but is also confident about its future.

Best regards

Michael Freter Publisher of PSI Journal Managing Director PSI

michael.freter@psi-network.de



8

Orders

49

In

Internationality

# ACQUISITION FACTOR

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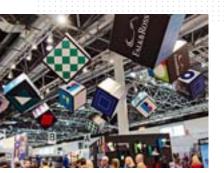


# Good and beautiful

In order to stay healthy and fit, people invest large sums in their well-being and quality of life. According to figures from the economic research company Global Insight, the annual turnover of the wellness industry in Germany alone is estimated at around 73 billion euros. It is no secret that health is based on a balance of physical activity and mental relaxation. Even the Romans knew about the interaction of mind and body. The term "wellness" also refers to a holistic health concept that covers fitness, cosmetics, appropriate studios and solariums as well as lifestyle foods. The industry also stays abreast of the ongoing boom in well-being and beauty with its product creations. We will be presenting the latest products in March – supplemented by innovations in the areas of travel and leisure.

Please give some consideration to the product topics of the March 2019 issue with the thematic groups "Writing Utensils, Office and School" as well as "Trade Shows, Festivals and Events" and send your product presentations (image and text) by no later than 15 February 2019 to: Edit Line GmbH, Redaktion PSI Journal, e-mail: hoechemer@edit-line.de

# Kaleidoscope of the new trade show world



The kick-off was successful: the new world of advertising and selling made a promising debut. The newly established trade show combination of PSI, PromoTex Expo and viscom, which virtually started shoulder-to-shoulder on 8th January with an astonishing momentum into the new advertising year, was a success. We were in the halls for you to present you with a colourful kaleidoscope of impressions, promotions, trends, sentiments and initial analyses of Europe's largest showcase of visual, textile and haptic advertising.

# **Brilliant prints and** an invisible code



With its in-mould labelling, W.AG boasts an innovative decoration process for the optical customisation of plastic suitcases in its assortment. In order to give its customers the opportunity to equip their suitcases with even more intelligence and information, W.AG is now also linking the deco process to the Digimarc barcode. We are presenting the new finishing technology in detail.

# **Imprint**

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by PSI Promotional Product Service Institute

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Editor-in-chief: Manfred Schlösser

**Deputy Chief Editor:** Ursula Geppert

Editors: Martin Höchemer, Anke Zimmermann, Simon Frauendorfer,

Christian Jacob, Werner Menzel, Christoph Zimmermann

**Duty Editor:** Martin Höchemer Head of Publishing: Anja Heidbüchel

Advertising Sales Manager: Lars Kessler

**Key Accounts** 

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

Senior Sales Manager: Senija Menzel,

senija.menzel@reedexpo.de Junior Sales Manager: Julian Coronato.

julian.coronato@reedexpo.de

Marina Eickhaus,

marina.eickhaus@reedexpo.de

Belgium and France: Reed Exhibitions ISG Belgium and France

Brvan Piscou.

bpiscou@reed-export.fr

Italy: Reed Exhibitions ISG Italy s.r.l.

Luigi Quadrelli,

luigi.quadrelli@reedexpo.it

Spain: GPE S.L.

Olga Pons

Tel.: + 34 93 4244000, gpe@gpexpo.com

Turkey: Istexpo

Ismail Sezen,

ismail@istexpo.com

UK: Reed Exhibitions ISG UK

Daniel Cordock,

daniel.cordock@reedexpo.co.uk

Design: Edit Line GmbH, Mainz

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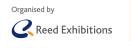
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