

PS1 EUROPE

PSI Journal

International Magazine
For Promotional
Products

March 2019

Volume 58



Toppoint

Bas Lensen

Flying high

with new brands

Product Guide

Wellness, cosmetics

Travel, leisure

Quality offensive

“Quality Made
in China 2025”

wmm 2019

Creative, imaginative,
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Editorial

“Made in China 2025”

China, the workbench of the world, wants to shed its image of only being capable of manufacturing quickly and cheaply in mass production. Four years ago, the Chinese State Council approved the “Made in China 2025” scheme with the aim of achieving higher added value and more independent innovation in China. By 2045, the goal is to be the leading industrial nation in the world: A project that fuels more and more fears in Europe. For a long time, the Chinese have set out to invest in high-quality companies. Geely surreptitiously acquired a 10 percent stake in Daimler, the Internet giant Tencent bought the French computer game manufacturer Ubisoft, and Midea snared the robot manufacturer Kuka for 4.5 billion euros. And more than 50 iconic French wineries are already owned by Chinese investors.

But not only heavyweights are the target of investments. Even medium-sized companies that cannot make the next expansion leap are the target of attacks. They are usually acquired according to the concept of “eviscerate and exploit”. Over 600 companies, many of them state-owned, have invested nearly 300 billion euros directly in European companies over the past 10 years. Yes, that is huge, but over the same period European companies have invested twice as much in direct investment in China. Friends of China talk about a win-win situation, while others raise a warning finger. It is well known that China expects free market access everywhere but massively blocks access to its own market in crucial fields. Not only that, know-how has been and is still being zealously stolen and copied without any remorse. The promotional product industry can also tell you a thing or two about this. At the end of the nineties, but also in the new century, there were and still are hordes of Chinese “photographers” out and about taking home wonderfully good things in pixels.

With the rules of “Made in China 2025” (page 74), new hurdles have now been created for exporters around the world who want to offer their products in China. Chinese quality standards should certainly raise their own standards of quality but will only become credible if low-cost exports to the world give way to the new quality “Made in China”. Until then, we can expect that this quality hurdle will indeed serve to enhance China’s image but will also keep competitors out of the country.

Let us in the promotional product industry turn the tables by producing as much as possible in Europe to enhance the image of “Made in Europe”.

In this spirit

Manfred Schlösser | Editor-in-Chief PSI Journal

Your opinion: schloesser@edit-line.de

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COLLECTIONS

- COTTON
- BIO
- FAIRTRADE
- FOOD
- JUTE

„SAG DEINEN KUNDEN,
DASS DU MEHR
BIO-BAUMWOLLE
IN IHREN TASCHEN
SEHEN MÖCHTEST.“

MISTER BAGS
LIEFERANT NACHHALTIGER TASCHEN



PSI and PromoTex Expo: The best of two worlds of advertising 8

Wherever there are textiles, promotional products are never far away because together haptic and textile advertising have an unrivalled impact. The fact that both advertising worlds were recently presented for the first time simultaneously sharpens their respective profile and makes synergies become even more obvious. Impressions, information and highlights of a successful premiere.

Product Guide: Stay healthy and beautiful 34/54

In order to stay healthy and beautiful, people invest large sums in their well-being and quality of life. The industry is also staying abreast of the ongoing boom in well-being and beauty with its product creations. We present you the latest haptic ideas in the field of "Wellness and Cosmetics" as well as new products in the field of "Travel and Leisure".



Toppoint: Flying high with new brands 70



At the PSI, Toppoint appeared with a new stand concept that reflects its recently revised marketing strategy. The central theme of its trade show appearance was the introduction of eleven new brands with which Toppoint structures and accentuates its product range. This benefits the promotional product trade and its customers.

Intertek: Quality offensive "Quality Made in China" 74

China still has the reputation of being a low-wage country where foreign companies can have large quantities produced cheaply. And Chinese products repeatedly attract negative attention due to their inferior quality. The country is now countering this image and increasingly implementing standards and certifications. Intertek informs exporters what they must pay attention to.





Shop café trend



Back to organic

Unplugged coffee maker
koziol – ideas for friends GmbH
www.koziol.de
PSI 47406



The concept of combining a store with a café is booming. Harmonising work and passion is catching on. Shoe store plus café, bookstore plus café, florist's shop plus café: The imagination knows no bounds – and demand confirms the supply. Having a coffee at home is by no means out – certainly not with the appropriate product world.



Flip-Flop design

Printed flip-flops
Palupas shoe GmbH
www.myfotoflips.de
PSI 48691

Anything but a flop:

Flip-flop trend

Experts in chic and styling consider flip-flops to be a trend in 2019. Glamour magazine speaks on its website glamour.de of Flip-Flops 2.0 and writes: "At the Fashion Week in Copenhagen in August 2018, the Danish fashionistas began combining flip-flops with a designer outfit – and now major fashion labels are taking up the hype." Not only them, as our example from the promotional product industry shows.



Sweet trend in pink

Indulgence in the fourth category

Craft beer praline made from ruby cocoa bean
DieSchokoladenwerkstatt
www.dieschokoladenwerkstatt.de
PSI 44058

In addition to dark, milk and white chocolate, there has been a fourth variety to enjoy for just over a year, one which has the makings of a trend: Chocolate made from the ruby cocoa bean which turns pink when processed. W&V magazine recently described this fourth category of chocolate as "the first true innovation in this market since the invention of white chocolate 80 years ago." Barry Callebaut, one of the largest chocolate producers in the world, calls for having invented this variety. A special flavour is offered by "DieSchokoladenwerkstatt".



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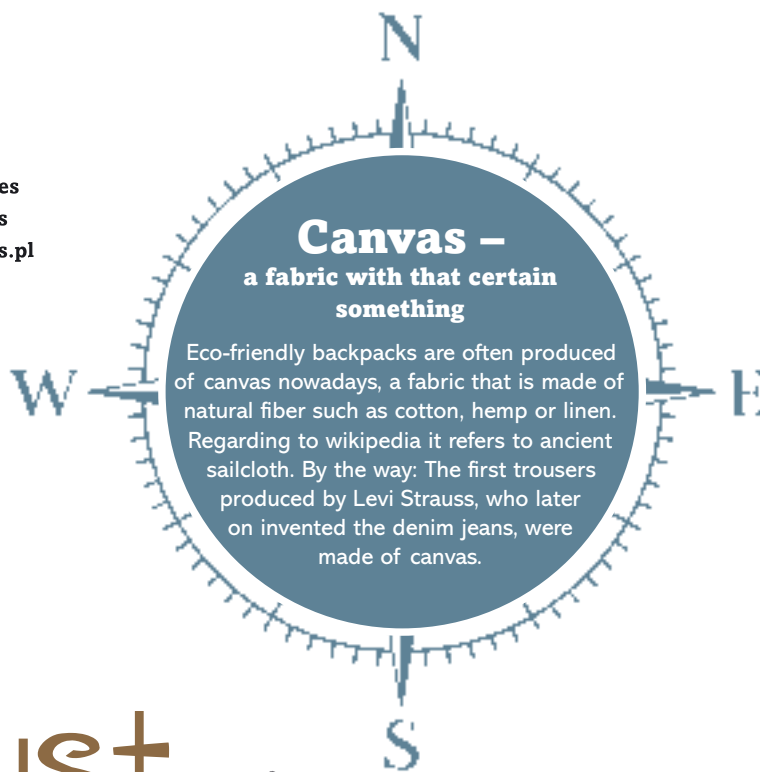
13 STYLES 23 COLOURS



NEW STYLES
2019


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B&B Promotional Sweets
www.promotionalsweets.pl
PSI 47460



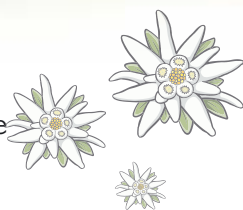
Canvas – a fabric with that certain something

Eco-friendly backpacks are often produced of canvas nowadays, a fabric that is made of natural fiber such as cotton, hemp or linen. Regarding to wikipedia it refers to ancient sailcloth. By the way: The first trousers produced by Levi Strauss, who later on invented the denim jeans, were made of canvas.

The new wanderlust



For many years, hiking had a rather antiquated image. Many young people imagined hiking to be something for the elderly. This image has changed. And as so often: What was out yesterday is suddenly in vogue today. Hiking is no exception. If you want to be particularly sustainable in nature, you can set off without plastic. In keeping with the much-loved children's game "I pack my bags and take with me ...", here we could say: "I pack my backpack with a ...".


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18/8 stainless steel drinking bottle

Relags GmbH
www.relags.de
PSI 48295


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PSI 40723



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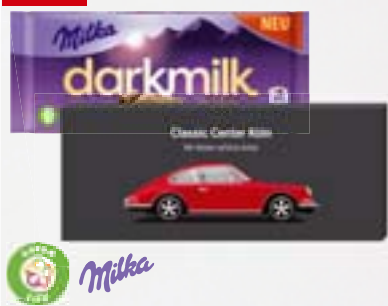
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Pralines



EXPRESS



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NEU



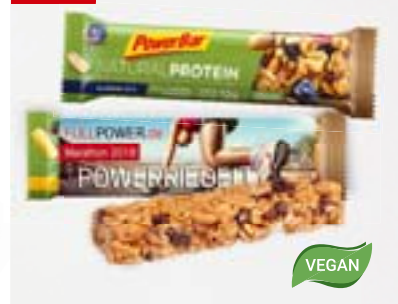
TIPP



NEU

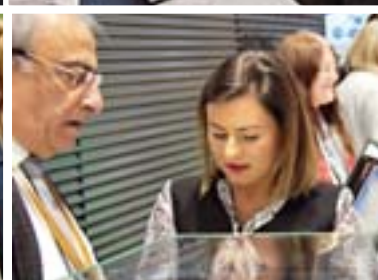


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PSI and PromoTex Expo

The best of two worlds of advertising

Wherever there are textiles, promotional products are never far away because together haptic and textile advertising have an unrivalled impact. This is quite noticeable in numerous successful campaigns. The fact that both advertising worlds were recently presented for the first time separately but nevertheless simultaneously sharpens their respective profile and makes synergies and potentials become even more obvious. Impressions, information and highlights of a successful premiere.



PSI After Work

The industry dances up a storm

Once again, the PSI After Work Party showed that the industry certainly knows how to celebrate. And it has long since become a popular event in the PSI Trade Show calendar. For the fifth time, the organiser event took place in the spacious chill-out area of Hall 9. It was once again time to chill out, network, have a snack and dance in the fast-filling party zone on the evening of the first day of the trade show. Growling stomachs were remedied by culinary classics including currywurst and hot dogs as well as a vegetarian dish. A cold Altbier, a good glass of wine and a number of non-alcoholic drinks quenched the thirsty throats. And there were plenty of them, especially when the "saxvibes" band from Düsseldorf got everyone in the right groove. The event band, which offers a repertoire ranging from exquisite dinner music to a rousing party show, showed all their skills and lured all party-goers and dancing enthusiasts onto the dance floor with their live performance. A perfect prelude to two more eventful trade show days.





Promoswiss board member Nadine Schneider and Senator director Daniel Jeschonowski welcomed the guests.

Promoswiss Apéro

Relaxed meeting with a Swiss accent

The Apéro of Promoswiss, the association of the Swiss promotional product industry, has already become a beautiful tradition. It is also a tradition that the Swiss trade association invites everyone to a get-together at one of the Promoswiss partners. This time, Senator agreed to act as host. At the stand of the renowned manufacturer of writing instruments, mugs and cups for promotional purposes, numerous representatives of exhibiting Promoswiss suppliers gradually came in to exchange information over refreshments and appetizers, to talk about upcoming pro-



The second day of the trade show concluded with guests chatting in a relaxing atmosphere.

Fritz Haasen, Kalfany Süße Werbung

"We found the trade show delicious"



We believe the efforts to make the trade show more attractive had a very positive effect for everyone involved in the market. This year's motto at the trade show was "A tasty advertising impact" and we found the trade show delicious. Our highlight was the topic of Web 2 Print with which the distributor can play. Finishing small quantities is an absolute trend and is optimally illustrated by us. This is how we tap into new target groups. New target groups are also opened up through the parallelism of the three trade shows, so we have a very positive view of this step.

jects or simply chat and relax. On behalf of Promoswiss, Nadine Schneider, who is responsible for vocational training, welcomed those present and referred to the PSF Forum on 21 May in the Umweltarena in Spreitenbach, which, as in the previous year, will follow the Swiss edition of Newsweek at the same location a day later and thus continue the co-operation of Promoswiss and the GWW (Gesamtverband der Deutschen Werbeartikelwirtschaft) launched last year. Managing Director of Senator Daniel Jeschonowski who, together with the local management teams in Groß-Bieberau and the foreign subsidiaries, succeeded in bringing the core business back on a growth path, successfully restructuring Senator and buying it back from the then owner Perusa Partners and thus make it into a family business once again, was happy about his role as the Apéro host. The second day of the trade show ended in a relaxing atmosphere.

www.senator.com – www.promoswiss.ch

Club Crawatte Crefeld

Modern suiting is conquering catwalks

Modern suiting is conquering catwalks and with them our streets, offices and cafes. It is not about a new sport, but a unique look in which classic garments such as blazers, shirts, scarves and ties can be combined with every-day or even sporty elements – a trend that has especially enhanced men's ties. It creates an individual and fresh appearance that looks elegant and uncomplicated at the same time. With its new range of high-quality ties and scarves, Club Crawatte Crefeld ensures that men can perfect their daily styling. For more than 40 years, the Krefeld-based company has contributed to a tasteful, harmonious appearance and professional image of men. Specialising in textile accessories to consolidate corporate identity, this long-standing company offers made-to-measure custom-made corporate designs with individualised ties. Apart from ties, the repertoire now also includes exquisite scarves and shawls as well as shirts and blouses. The company also displayed the entire range of its fashionable collection at the PromoTex Expo. And the new, young accents of the modern suiting brand "CCC" were also part of the catwalk presentations that particularly caught the eye.

www.club-crawatte.de



The new, young accents of the modern suiting brand "CCC" were also part of the catwalk presentations that particularly caught the eye.



High spirits prevailed at the CHOICE stand at the end of the second day of the trade show (from left to right): Volker Griesel, Kathrin Stühmeyer-Halfar, Armin Halfar and Peter Leseberg.

CHOICE

Product offensive in Hall 12

Under the umbrella of JCK Holding, the group of six suppliers Gustav Daiber, Fare, Halfar, Karlowsky Fashion, mbw and SND participated under the CHOICE label at the PSI according to the motto "Connecting Passion – the sky is no limit!". As at the preview last November where they served in a sense as a "foretaste", all the new collections of 2019 – except for the Karlowsky Fashion assortment – were jointly on show at the joint stand in Hall 12. Once again, the companies' counters constantly attracted trade visitors from all over Europe.

Gustav Daiber presented their two stylish brands James & Nicholson and myrtle beach under the contemporary motto #ALLYOUNEED – including 19 new, sporty, design-conscious outdoor textiles. Current trends, innovations and an extension of the range in line with the market determined the new products of the premium umbrella manufacturer FARE. With four brand-new bag worlds called Innovation, Function, Trend and Family+ with 40 exciting new products, there was also a lot of new territory to discover at the specialist Halfar. The product offensive of the promotional product professionals at mbw scored points with sympathy and good spirits.

CHOICE also values new products and traditions. Once again, the associate companies invited guests to the traditional champagne reception at the stand at the end of the second day of the trade show. Afterwards, together with loyal customers and partners, they went to a traditional Rhenish dinner of the so-called "CHOICE Family Evening" in the Düsseldorf brewery restaurant "Zum Schiffchen" to fortify themselves for the final day of the PSI trade show.



Visitors at the Düsseldorf brewery restaurant "Zum Schiffchen" enjoyed stimulating conversations and a hearty cuisine.



Crimex celebrated its birthday at the PSI over three days.

20 years of Crimex

Three-day party at the PSI

Two successful decades are naturally a reason to celebrate. But Crimex, the supplier of innovative promotional products, would not be Crimex if it did not celebrate this anniversary in an extraordinary way. So Claus Roeting and his crew chose the flagship of the European promotional product industry, the PSI, as an appropriate venue to celebrate their birthday over three days. "Of course, we present ourselves as distributors, but we are also proud to be able to present ourselves as a growing company," says Crimex Managing Director Claus Roeting. Numerous Crimex fans accepted the invitation to the party so the stand was almost permanently in the best of spirits – stimulating (business) conversations, of course, included.

de.crimex.com

Kim Köhler, Kandinsky Deutschland

"Great background talks"



We had great background discussions, both with existing customers and with potential new customers. All in all, we had a very good attendance and met a lot of fellow distributors. We noted a special interest in the new sectors. It seems to be a logical cross-fertilisation of complementary offers.

Dankebox

Grandiose premiere

The promotional product start-up Dankebox was pleasantly surprised by its trade show premiere at the PSI. "The visitor frequency and quality were extremely high throughout the trade show. Sometimes we could hardly keep up with taking down the details of interested parties. We gained more qualified leads than at any other trade show or through any other marketing channel," said the delighted founder, Alexander Hoyer, who explained the concept of the new product to interested parties: As an innovative all-in-one solution, the Dankebox can help companies enhance the bonding of their business partners. It is sustainably produced in a Düsseldorf workshop by people with disabilities, and fully customised according to customer requirements. With high-quality content from family businesses and manufactories, it offers a counterbalance to gift items "off the shelf". The customer gets a big impact with little effort. He selects one of the four variations, submits his logo and determines the colours and the greeting card text. "The visitors were very interested and requested specific offers. All in all, we are very satisfied with our participation at the trade show. The PSI 2020 is already a must for us," says Hoyer.

www.dankebox.de



At the booth of Dankebox: Alexander Hoyer (right) and his colleague.

Dr. Scholze Confiserie

The biscuit that bears company names

Whether it be something sweet, something hearty or a fine wine, the GUSTO Tasting Pavilion is all about tasting. Here is where exhibitors can present their specialties and innovative food creations in the most effective way: As a tasting sample supplemented by product information and tips on using their products. Companies are particularly effective in promoting themselves with premium biscuits from the long-established Lüneburg manufactory, Scholze Confiserie, which presented numerous promotional ideas revolving around their high-quality, premium products. Amongst others, Torsten Langner and Kerstin Harms presented the following new product: "With our logo biscuit made of crispy shortcrust pastry, names or messages are individually embossed on the biscuit, starting from a minimum order quantity of 500 pieces." The delicious advertising medium is available in neutral as well as in seven flavours and different sizes and shapes. In addition, a wide assortment of premium year-round and Christmas biscuits is available in various (also personalised) packaging of various sizes, from single packs to a conference mix. With biscuits of this quality, you will certainly be making the right choice.

www.drscholze.com



GUSTO: the hotspot for culinary promotion: Torsten Langner and Kerstin Harms from Dr. Scholze Confiserie.



Flying visit by previous year's winners: Anna-Maria Dietz and Managing Director Volker Riedle from paper bag maker Riedle, who were successful with their multi-sensory bag made of grass paper in the category "Sustainable Product – Paper".

PSI Sustainable Awards

Flying visits to sustainability

The promotional product industry is increasingly aware of its responsibility to ensure a liveable planet. This is evidenced by the increasing proportion of environmentally friendly and socially responsible promotional products in recent years. With its Sustainability Awards, the PSI provides proactive stimuli and has been rewarding sustainable promotional products and campaigns for three years. The winners of the recent awards were allocated their own exhibition space where exhibitors and visitors alike could get inspiration and suggestions to improve their own sustainability activities. Accordingly, this area was also very popular during the three days of the trade show. Information about the PSI Sustainability Awards as well as applications for can be found on the PSI website:

www.psi-network.de

mbw Quality Time

Expert talk on the topic of quality

It was not only about the likeable and popular advertising vehicles of the north German supplier mbw. Each hour at the joint stand of the Choice Group – once again a crowd puller in Hall 12 – the company renowned for its cuddly representatives of the Schmoozies®, Minifeet®, Squeezies® and Schnabels® brands invited guests under the motto “We give you quality time” to a 30-minute expert talk on the topic of quality promotional products. The talks attracted a great deal of interest from trade show visitors as they gave first-hand insight into what to be aware of when purchasing promotional products. “Every advertising vehicle also represents the advertising company. With that in mind, the quality of the article used is particularly important because

the impression left by a promotional product is transferred to the sender. Moreover, good and safe advertising vehicles also communicate appreciation to the recipient – the basis for successfully initiating and maintaining customer contacts,” says mbw Managing Director Jan Breuer.

In-house quality management

In July 2012, mbw introduced in-house quality management. The department is solely responsible for monitoring product quality, compliance with regulations and standards and process optimisation within the company. The head of the department, Lutz Franke, has been working in quality management for almost 20 years

and therefore has a great deal of expertise. At the PSI, he was professionally supported by Beke Rüten-Budde, a specialist for toys and food contact materials, from the Hansecontrol test institute in Hamburg. Together, they familiarised PSI distributor members (who were also allowed to bring along their customers on Industry Day) with mbw quality management and answered questions on the topic of “quality and product safety” on the three days of the trade show.

Expert on pulling a pint

There was another quality product at mbw’s stand on the evening of the first day of the trade show: Fresh Kölsch beer for exhausted trade show participants, of course tapped by the expert Bert Schmitz alias Köbes Bert from Hückelhofen, the role model and archetype of the anti-stress product “Herr Bert” which, of course, is also available in the version “Köbes Bert” in addition to a wealth of other versions.

www.mbw.sh

Not to be missed: Bert Schmitz alias Köbes Bert from Hückelhofen is hard at work tapping a Kölsch beer.



Always well attended: the quality expert talks at mbw.



Eagle Products

Individual gifts with feel-good factor

The Eagle Products brand is known to many high-end distributors: It is synonymous with high-quality accessories and home textiles, predominantly produced from natural materials Made in Germany. This makes them valued, durable gifts and promotional products with a feel-good factor. After pausing for some time as a PSI exhibitor, the Hof-based company felt immediately drawn to the concept of the PromoTex Expo: "Here we can present ourselves to the trade as a high-performance textile manufacturer which, thanks to domestic production, meets the highest standards in terms of quality and service. Especially the promotional product trade benefits from our manufacturing expertise: Thanks to our own weaving and embroidery we can offer a wide range of blankets, pil-



Timo Dömel from Eagle Products.

low cases, scarves, shawls and hats – even in small quantities, self-designed according to customer requirements as well as individualised. Shipping samples at short notice is also part of our service," says Timo Dömel who is responsible for the promotional product trade. Especially our wide range of products and materials, such as our fine cashmere plaid, new wool blanket and cotton fleece blanket, make the Eagle Products range so attractive for the promotional product trade. "We were very satisfied with our participation at the trade show and received serious inquiries," says a delighted Dömel.



Speaker Ina Becker from "Der grüne Punkt - Duales System Deutschland GmbH" presented current facts.

Lecture

Packaging law and promotional products

When new laws affect the industry, having a strong partner like the PSI network is invaluable. At present, the packaging law applicable from 1 January 2019 raises many questions. Clarity was provided by a well-attended talk with question time in the PSI Members Lounge in Hall 10. The speaker was Ina-Maria Becker from "Der grüne Punkt – Duales System Deutschland GmbH", who presented current facts and examined the effects on the industry. More on this in the upcoming issue of PSI Europe.

Marco Kröhn, Moleskine B2B Distribution D-A-CH/Scandinavia

"A very important trade show for Moleskine"



The PSI at the beginning of the year is a very important trade show for Moleskine. And the first two days also went very well for us. The Moleskine brand has a lot to offer with its intelligent solutions for combining haptic experiences with the digital world. When setting up the stand, we focused on the store concept of our company. That was very well received. So far, we felt that there has been a higher frequency and quality at our stand than in 2018. This may also be due to the restructuring of our exhibition space, as many trade show visitors remarked that they had noticed us for the first time, although we have been participating at the PSI since 2012. We are now looking forward to the Industry Day.



In the middle:
Martin Mündlein
from Intertek.

Lectures

Quality: a competitive advantage

Not only legislators but also industry customers are increasingly demanding stricter quality and safety requirements for products. That is why the industry is required to work even more professionally. This is also supported by the PSI, which has been working with Intertek experts for more than ten years, for example as part of the lecture programme at this year's PSI. There, Martin Mündlein, Director Global Project & Service Management (Intertek Holding Germany GmbH) informed the audience in two keynote lectures about quality assurance and risk prevention. He pointed out typical risks when buying promotional products and explained how importers can create transparency through clever supplier management. After all, quality is a competitive advantage in our industry, which must be exploited. PSI members can also book in-house seminars held by Martin Mündlein, which expand on these topics and provide individual solutions.

Meinhard Mombauer, REFLECTS

"Quite simply the industry event for us"



The aspect of visitor traffic was a resounding success for us. PSI is quite simply the industry event for us. It is an important platform for both the German and international markets.

We were pleased to receive a lot of positive customer feedback and are very satisfied overall.

Goldstar Europe

Irish-good mood

All good things come in threes: For the third time, Goldstar Europe, a promotional company specialising in high-quality metal ballpoint pens and based in Dundalk, Ireland, hosted one of Ireland's best known and most successful singers, Cathal Dolan. On the evening of the first day of the trade show, he created a wonderful pub atmosphere with his presentation of Irish evergreens at the stand of the writing instrument specialists. The Goldstar trade show team and guests ended the day together in a relaxed atmosphere. After a day marked by many promising contacts and conversations, the mood was of course Irish-good.

www.goldstar-europe.com



One of Ireland's best known
and most successful singers:
Cathal Dolan.



At the Herka booth: CEO Thomas Pfeiffer (right) with his colleague Axel Weimar.

Herka Frottier

Advertising in terry to meet the highest demands

The long-established Austrian family business has been a regular exhibitor at the PSI for many years. The multi-certified producer of high-quality terry products offers the promotional product trade a wide range of appealing premium promotional products: "We provide hand towels, guest towels, bath towels, sauna towels, beach towels, pool towels, golf towels, sports scarves, bath mats, giftware and bathrobes with a desired logo or an advertising message as a memorable custom-made product. As standard, we carry around a hundred items in countless colours and sizes," says Axel Weimar (Sales Special Designs Germany and Western Europe, at the left of the photo) and adds: "At first, we were not very convinced of the placement at the PromoTex Expo because we benefited from the colourful mix of the product groups at the PSI and were very satisfied there." Here at the PromoTex Expo, Herka is certainly able to sharpen its textile profile, but is also confronted with our competition to a greater extent. After saying goodbye to a customer, company owner and Managing Director Thomas Pfeiffer adds: "We had many of our regular customers here at the stand, that's nice. What we miss a little are the distributors who just come by and look around because we also want to show them what we as a manufacturer can do for them." Pfeiffer explains this to us using impressive product examples. "We can also create challenging designs such as very fine fonts that are still legible in the terry, or even images. Even relief lettering with border effects is challenging in production because it combines two techniques. "Herka offers all terry weaving techniques and can deliver even the smallest minimum quantities of jacquard-woven terry products – sustainable, environmentally friendly and with a high degree of flexibility and delivery reliability.

www.herka-frottier.at

Hultafors

Made-to-measure advertising

The Hultafors Group, with its portfolio of prestigious brands whose products give professionally skilled tradesmen the edge in terms of functionality, safety and overall productivity, set up a table football game at their stand – a centre of attraction which playful gentlemen (and ladies) found it hard to ignore. Of course, with this attraction the visitors' attention was easily redirected to the high-quality products of the product range, for example the new 240 cm long folding rule which allows accurate measuring of long distances without shifting the rule. To this day, folding rules made of glass birch are produced in Hultafors in Sweden, fully automatically and certified according to ISO 9001. Each part of a rule is repeatedly tested with a high-speed camera to check the shape and position of the scale.

www.hultaforsgroup.de



First measure up playing table football, then take measurements with the new long folding rule from Hultafors.

Malgrado fashion & promotion

Special productions – infinitely individual

Malgrado, the reliable partner for trendy promotional textiles and a long-standing PSI exhibitor, was located in the Merchandising & Licensing section this year. At first, Managing Director Dirk Schmidt and Sales Manager Sonja R  th wondered whether their customers would find them here, in the transition area between the PSI and the PromoTex Expo. But when we visited them again on the final day of the trade show, all their reservations had vanished. "Most of the customers we invited did in fact visit us and interested parties from the other trade shows came by," said Dirk Schmidt, thus making a positive assessment of their participation at the trade show. His aim

was to show the holistic spectrum of Malgrado. "We specialise in special productions in the area of promotional products and promotion – but much more than a manufacturer," explains Schmidt. "As a full-service provider with two decades of experience, we can offer all services in the textile sector from a single source," says Schmidt. All services are covered, i.e. consulting, artwork, production, printing, decoration, packaging, picking, quality control

and delivery. In terms of quality and product safety, Malgrado meets the highest standards. "Our wide range of textiles can also be of interest to licensees looking for reliable and professional manufacturers. We offer them individual services from the conception to the finished product, as well as entire collections, such as shirts, socks and hand towels," adds Sonja R  th. Meeting the highest demands, whether they come from the promotional product, licensing or merchandising industry, is a challenge that Malgrado gladly accepts.

www.malgrado.de



Managing Director Dirk Schmidt and Sales Manager Sonja R  th.



Multifaceted textile expertise from Malgrado: Work gloves made of nitrile rubber with cut protection (Betaseed) or specially for deep-freeze applications (Arla), socks for the publisher Landwirtschaftsverlag, caps for Porsche and a picnic blanket.





Anniversaries

Honorary badge for long-standing members

The PSI could not have chosen a more appropriate setting than the PSI Members Only Lounge for honouring its long-standing members. In the newly created, spacious area in Hall 10, which was reserved exclusively for PSI members, Michael Freter, Managing Director of Reed Exhibitions Deutschland, presented several honorary badges on the first day of the trade show. In 2018, a total of 148 members celebrated perennial anniversaries. Specifically, 25, 30, 40 and even 50 years of membership in the international network of the promotional products industry were recognised. That is a remarkable loyalty considering that the PSI itself was founded in 1962. This loyalty was duly acknowledged during a small ceremony with a champagne reception at the leading trade show of the European promotional product industry. Although not all jubilarians were in attendance, those who were in Düsseldorf either as exhibitors or distributor trade visitors were duly acknowledged. In 2018, a total of 71 manufacturers and distributors celebrated their 25-year affiliation with the PSI, 42 manufacturers and distributors have been an integral part of the international network of the promotional product industry for 30 years, 27 manufacturers and distributors can look back on 40 years of membership and 8 members have been PSI members for half a century.

In 2018, a total of 148 members celebrated a perennial affiliation to the international network of the promotional product industry. The jubilarians present at the PSI 2019, either as exhibitors or distributor trade visitors, were awarded an honorary badge.

Lynka

Award-winning design shirts

At the PromoTex Expo, the stand of Lynka, the Polish promotional clothing finisher, was always well attended. Since Lynka was founded more than 20 years ago, the company has established itself as a supplier of branded clothing and accessories for distributors and agencies. Today, Lynka is one of the leading distributors in its field in Europe and is recognised worldwide as one of the best screen printing and finishing companies. From its 3,200m² state-of-the-art manufacturing facility centrally located in Krakow, Poland, Lynka supplies finished promotional clothing to customers in 20 European countries every day. The fact that Lynka enjoys a special reputation in the development and reproduction of special finishing techniques was also evident at the trade show stand. Whether it be high density, specialty gel or glow-in-the-dark ink, Lynka is always at the forefront of new trends in the apparel industry. John Lynch, founder and Managing Director of Lynka: "With special inks and printing techniques, we make sure that your customer's image stands out from the crowd." Numerous international design awards testify to the company's special finishing expertise. Several particularly beautiful award-winning shirt designs at the stand were attractive eye-catchers. www.lynka.eu



Several particularly beautiful award-winning shirt designs at the stand were attractive eye-catchers.



Fair Trade Cafés powered by Mahlwerck

Hot spots of the culinary kind

Reusable porcelain cups instead of disposable plastic cups. This was the motto for the 57th PSI. And once again, the Bavarian porcelain cup maker Mahlwerck supported this idea with its Fair Trade Cafés. The "to go" specialist was represented in all six trade show halls this year, supplying not only PSI visitors but also PromoTex Expo and viscom visitors with free caffeinated hot drinks in reusable porcelain cups. The reusable porcelain cups were available for a deposit in all cafés and could be returned there. Mahlwerck has long since developed a large fan-base. And this community has probably increased again in 2019. Another contributing

factor was Mahlwerck's Coffee Spot in the PSI Members Only Lounge, a reusable system that does not require any personnel. In a three-stage system, the desired reusable porcelain cup is first selected, then the coffee is poured at the coffee machine and after consumption, the cup can be returned to the return machine and the deposit is rebooked. The whole thing works using cashless payment. The Fair Trade Cafés as well as the Coffee Spot thus ensured double enjoyment: Free delicious coffee in different varieties and a successful sustainable contribution.

www.mahlwerck.de



Magnetic golf balls

Long-term effect guaranteed

Branded golf balls are undoubtedly popular advertising vehicles. But most of the time they remain in the golf environment or get lost during the game – together with the advertising message. By contrast, the magnetic golf balls from Magballs guarantee permanent image transfer. Thanks to their ingenious functionality, they are unique, popular promotional products for golf tournament sponsors, golf clubs, golf hotels, souvenir shops and all advertisers with golf-affine target groups. "Our printed golf balls are ideal give-aways that can be distributed, for instance, at evening events or as part of promotions. Because they are magnetic, they are taken home or to the office, conquering refrigerators, monitors, magnetic boards and flipcharts. Or they become a picture holder or smartphone holder," says Thilo Raisch when explaining his



At the booth of Magballs: Thilo Raisch (left) with son Tomes and Thomas Haeberli.

product registered with the trademark and patent office. "They create positive associations, have a relaxing effect when held in the hand, and advertise subtly and sustainably – they are therefore ideal for successful brand communication." In our photo, we see Thilo Raisch (left) with son Tomes and salesman Thomas Haeberli – who convincingly presented the golf balls. They were just as satisfied with the response at their stand.

www.magballs.de

PSI Members Only Lounge

Member benefits with haptic experience

900 square metres of member benefits with an experience character. This is roughly how the PSI Members Only Lounge in Hall 10, which was newly created at the PSI 2019, can best be described. It was reserved exclusively for distributor members and, in the midst of the hustle and bustle, was a comfortable retreat for talks, quiet work or refreshments in between. To facilitate orientation, the lounge was divided into four thematic areas: Drinks & Snacks, Chill & Relax, Network & Communicate and Work & Focus. With this new offer, the PSI obviously hit the nerve of the visitors. The lounge was well visited on all three days of the trade show. And the mixture of snacks and chilling as well as networking and work was well received. In addition, the lounge guests were able to obtain comprehensive information about the numerous member services and special benefits. Whether it is a newly designed PSI Product Finder, Supplier Finder or Distributor Finder, the complete range of PSI publications or personal contact with the Product Sourcing Team: The PSI Members Only Lounge left almost nothing to be desired. At the edge of the lounge, all PSI FIRST products eligible for the People's Choice Award were also on display. The fact that the PSI Members Only Lounge also had a real event character was evident at the end of the second day of the trade show when the Belgian industry association hosted the "Product Media Advisor of the Year" award. The introduction of this oasis thus enjoyed a thoroughly successful premiere.



Kai Steinhauser, Adoma

"We will be back!"



The PSI has been a must-attend event for our highly specialised plastics and metalworking company since 1995. Since we do not have our own sales department in the promotional product sector – unlike our technical sector – we concentrate exclusively on B2B business with promotional product distributors and agencies. For that reason alone, the PSI model is a very important institution for us as it is here where we meet our regular customers, support them and establish new business contacts. Compared to the past, we have noticed that visitors spent a longer time at our stand today. Conversations are more substantive with more intensive consulting. Our stand visitors inquire specifically about durable products and request more information. We are satisfied with the response so far this year. Of course, we have already booked our stand for the PSI 2020.

Merchandising & licensing

Licence to advertising success

'Merchandising & licensing' is not just an important marketing field for major (sporting) events. Just how important it is, especially for the promotional product industry, was demonstrated by the "Merchandising & Licensing Area" set up in the newly created "Marketing Innovations" section. First of all,

licensing means nothing more than transforming licensed objects into promotional products. The fact that this alone does not suffice was made clear in the presentations on this topic in the Marketing Innovations forum where the questions "What does a brand have to offer in order for licence marketing to make sense?" and "Which aspects should be considered when negotiating and concluding licence agreements?" were raised and professionally answered by the speakers. Interested parties not only learned about the appropriate strategy, brand book, style guide, processes and selection of licensed products, but also about the opportunities and rights of the licensees and rights holders and how and why licence rights are acquired. With the theoretical knowledge in the background, interested parties then made their way to the "Merchandising & Licensing Area" to talk to the exhibiting experts. There were numerous possibilities: Visitors met exhibitors who offered lots of suggestions on how a licence held by the client could be linked to a particular promotional product in an attention-grabbing and promotionally effective manner. Other exhibitors offered a variety of ideas as well as one or more licences. Especially football clubs from the German Bundesliga were strongly represented. What all exhibitors had in common was a strong conception and a desire to implement concrete projects.



Ralf Oster, PF Concept

"Very positive feedback"



The trade show went very well for us. We had a lot of customers at our stand and received very positive feedback. The parallelism of the three trade shows is an enrichment for visitors from the print segment as they can inform themselves about new products offered by the different industries.



The pivot concerning linking licences to a particular promotional product in an attention-grabbing manner.

Nestler-matho

Modern sound in the guise of the fifties

When you visit Nestler-matho's clearly structured and elegant white stand, you can be sure to find impressive articles every year in new designs and with lots of technical refinements. Under the heading "Technic meets design", the Baden-Baden-based company presented innovative, design-oriented lifestyle and technology products at the PSI that are characterised by quality and perfection. Stefan Auer, a specialist for product development and direct import, supported the sales team and showed us his favourite product, the Bluetooth speaker Fifties: "Here we have modern sound in the guise of the fifties – a real technological miracle with a great sound." The handy, turquoise device in retro look with FM radio, built-in speakerphone, SD card slot and AUX input can be customised on the front panel next to the buttons or on the top. Personalisation is the trend – also at Nestler-matho. Individual names and initials give the products a discreet personal touch – and all without a surcharge, as Stefan Auer assures us.

www.nestler-matho.de



Stefan Auer with the Bluetooth speaker "Fifties".

Marcus Sperber, elasto

"Degree of internationality was again very high"



The topics of sustainability, short routes and "Made in Germany" are current trends in the market. We illustrated this at our stand, which was very well received. The sentiment is very good despite the current "warning lights" in the global economy. The degree of internationality was again very high: We had many visitors here, both from Europe and from overseas. In our opinion, it was a good decision to have the PromoTex Expo and vis-com run parallel to the PSI. We are hoping for even more synergy effects in the future.



PSI Novelty Box

A box full of sales arguments

They could be seen in many places at the PSI: The decoratively towered PSI Novelty Boxes were real eye-catchers. Designed as an exclusive sample box including product information, finishing options and delivery times, the Novelty Box has already proven its worth in supporting sales activities in the promotional product trade. That is why suppliers can book this useful tool again in 2019. The first PSI Novelty Box 2019 will be released in the next few days. Those who would like to order a Novelty Box should please contact Lars Kessler, phone +49 211 90191-206, e-mail: verlag@psi-network.de. Incidentally, all products from the PSI Novelty Box are also listed in the PSI Product Finder.

www.psi noveltybox.de



The new stand of PF Concept is larger, more attractive and even more inviting.

PF Concept

Extended stand concept

Participating at the PSI was once again a pleasurable must for the promotional product specialist PF Concept. The expanded, open stand concept with its inviting exterior also reflected the further expansion of the product range as well as an optimised customer service. Addressing the individual new product highlights at this point would go beyond the scope of this article. We will make up for this in the context of our main topics in the PSI Journal. However, in connection with the renewed expansion of their trade show appearance and clearly structured product range, it is worth mentioning that the British manufacturer SPS EU Ltd, which was acquired by PF Concept in December, has now been incorporated into the overall group under the name PF Concept UK Ltd and supplemented the range exhibited at the trade show stand. It is also worth noting that PF Concept has taken another step in its sustainability strategy by partnering the renowned Dutch Fairtrade company FairForward. This became evident at the stand with the presentation of 15 FairForward products. The carefully selected products of the new portfolio support the construction of small factories in developing countries and are also attractive promotional products to support the brand message.

www.pfconcept.com

Kathrin Stühmeyer-Halfar, HALFAR SYSTEM

"Sustainability is well received"



The trade show was well attended and there were lots of interesting discussions. We felt that the degree of internationality had increased this year. Our innovations have been well received in the trade and the concept of sustainability is also popular. The sentiment at the trade show was very positive. We noticed a positive attitude for 2019, especially among the distributors."



New in the range of PF Concept are products of the Fairtrade company FairForward, including the "BigFairBag".

Promo Seeds

Natural promotional products

The trend towards smart, eco-friendly promotional products was also evident at every turn of the PSI 2019. Transparent supply chains, products made from recyclable materials, active social responsibility: the awareness of sustainability in a sustainable world is growing and is gaining more and more influence in the industry. One example among many is Promo Seeds, which offers truly “green” products and thus allows completely natural advertising. The Dutch company (with a German offshoot called Flora Presenta) creates and develops unusual, targeted ideas with living flowers, plants, seeds and spices for unusual promotional activities. Everything you need is green and blooming – from the miniature to the super dimension. “Nature is omnipresent! With that in mind, we offer limitless perspectives for your very own promotional product strategy or that of your company. We have cultivated the art of ‘advertising’ for you in a ‘natural’ way so that your business flourishes and thrives even better in the future. And continuously takes root,” is the philosophy of the company.

www.promoseeds.nl



Natural advertising that takes root in the true sense of the word.



BAPP

Award-winning evening at BAPP

After the premiere success in 2018, the Belgian industry association BAPP again invited guests to the “Belgian Night” this year. Within the newly created PSI Members Only Lounge, friends and business partners met for a happy get-together with delicious drinks and culinary delicacies. The “Product Media Advisor of the Year 2018 Awards” were then presented. The prizes initiated by “Het Portaal” and BAPP were awarded for the fourth time. Eight distributors were nominated. The winner was selected by a professional jury, suppliers and end customers. Their choice fell on Van Bavel Enjoy Giving, who received the Gold Product Media Advisor of the Year 2018 Award. Silver went to Magnus Business Gifts while Bronze went to Pasco Gifts. Eight candidates vied for the “Challenger Award” which had been created a year ago. This time Maximum Image won the most votes and was awarded Gold. Maâ Oui received Silver and Bronze went to Keiretsu Belgium.





Mass customisation and sustainability

Trends with loads of potential

Two trends particularly shaped the trade show: Mass customisation and sustainability. Trends that have already been noticeable for several years and that had a varying impact at the three trade shows: PSI, PromoTex Expo and viscom. Numerous high-quality, durable and environmentally friendly produced articles could be found at the PSI. More and more suppliers and distributors now have certified or demonstrably sustainable products in their product range. The winners of the PSI Sustainability Awards showed what sustainable campaigns can look like in Düsseldorf. And not just the current ones. The proportion of exhibitors who have long belonged to the PSI Sustainable League was quite high. Whether it be packaging boxes largely without synthetic materials but with vegan adhesive and organic inks, pencils from resource-saving sugar cane, bags made from GOTS and Fairtrade certified organic cotton, soda bottles made from porcelain or recyclable products without melamine, formaldehyde or BPA: In terms of sustainability, the PSI also showed why it is Europe's leading trade show for the promotional product industry.

Sustainability was also a central theme of the PromoTex Expo. With the special exhibition area "Sustainability", the Textile Campus offered an entire forum for sustainable textiles and thus the answer to the essential question: "What makes textiles sustainable?". But first and foremost, textile suppliers showed what they are capable of and what they are willing to do to minimise the ecological footprint. The repertoire of products on display ranged from organic cotton caps to EU Ecolabel certified textiles and ready-to-wear garments made entirely from recycled yarns and fabrics. Speaking of ready-to-wear garments, mass customisation, i.e. the combination of standardised specifications with customisable features, has long been on everyone's lips. Thus, the exhibitors at all three trade shows also showed examples of when and how customer wishes can be integrated into the value-added chain. The fact that they demonstrated these possibilities on site made it a haptic experience for the numerous interested visitors and, at the same time, provided illustrative material of a particularly effective advertising style.



Numerous exhibitors showed what they are capable of and what they are willing to do to minimise the ecological footprint.





A professional just before his tee shot: Long Drive European Champion Martin Borgmeier shows how it's done.

Tracht & Country

Alpine fashion and tracht clothing

Textile highlights in a concentrated form were on display at the PromoTex Expo. The highlight of the Textile Campus area, the heart of the new trade show, was the stand of "Tracht & Country", which advertised for the Reed trade show of the same name at the Salzburg Exhibition Centre, which presents alpine fashion and tracht clothing at the beginning of March. With 260 exhibitors, Tracht & Country has the largest selection of this segment and offers the entire range of alpine lifestyles whose fashionable accents were also presented in the adjacent catwalk choreographies. The centre of the stand itself formed a golf teeing area on which Germany's best long drive professional Martin Borgmeier demonstrated his European Champion mastery and visitors were able to measure their abilities. Each winner of the day received a chic wristwatch.

www.trachtsalzburg.at

Alexander Ullmann, uma Schreibgeräte

"Optimistic sentiment"



A lot of visitors frequented our stand and the quality was very good. We actively invited our customers and that has paid off. The sentiment at the trade show was extremely positive, particularly among the distributors. We are pleased that many exhibitors have returned to the PSI, thus ensuring that the competition is also haptically present. We now have to make sure that we carry this momentum into next year as well. We are looking forward to the next PSI and have already rebooked our stand.



Tracht clothing today:
Versatile, modernly
inspired and stylish.



Awaiting employees of exhibitor crews were two informative and entertaining hours.

Trade show seminar

Training stand personnel

As a trade show organiser, Reed Exhibitions is keen to provide all trade show participants with the best possible conditions for their business. In addition to many helpful services and offers, this includes lectures and coaching, including the “Turn Contact into Cont(r)acts” seminar held by the experienced management consultant and trade show marketing expert Karla Juegel on the eve of the start of the PSI, PromoTex Expo and viscom.

Her keynote lecture was tailored to sales and marketing people who establish contact with visitors during the trade show, hold discussions and look after customers during the follow-up after the trade show. Awaiting the vast number of personnel of the trade show crews were two informative, entertaining hours in which the speaker familiarised them with all the tasks of lead management and provided them with helpful impulses for optimally preparing for their tasks at the stand, approaching trade show visitors and asking the right questions, creating trust and generating the most sustainable customer relations.

Trade show stands are like stages

“Conversations at a trade show stand follow their own rules because trade show stands are like stages: dialogue, plot and stage design are one unit. This must be prepared and practiced because only a few moments are crucial. Stand crew are the key to success. They determine the message that visitors take home. They have the right arguments for all questions and create the necessary trust in a competitive environment”, says Karla Juegel when outlining the underlying principle of her seminar.

Trade show success can be planned

As the speaker clearly demonstrated in her interaction with the seminar participants, trade show conversations follow their own rules, which are supposed to set so-called “memory anchors” – “sackable content”, positioning and benefit are of central importance here – but also correct behaviour at the trade show stand, which was “rehearsed” using several examples. Equally important is planning the conversations as well as the “matchmaking” prior to the trade show, time management as well as a clear documentation of the contacts and an efficient follow-up after the trade show. “Trade show success can be planned,” says Juegel, and this became clear and plausible in her explanations and examples of practical experience at Mercedes and Airbus which she gained as the person responsible for the worldwide trade show presentations of Mercedes Benz AG and the aerospace group Deutsche Aerospace AG (today: Airbus), at advertising and event agencies and at well-known trade show construction companies. The seminar participants thus addressed their tasks in the three forthcoming trade show days with many useful suggestions and tips.



The seminar was held by the management consultant and trade show marketing expert Karla Juegel who has worked in the international trade show industry for many years.



At the back of the zogi stand, the project was documented on a separate area.

beeswe.love

Protect bees, push brands

Those who associate zogi with creative lifestyle products and electronic tools alone are no longer up to date. The company has since taken the term 'promotional products' a step further and has launched a new brand with an innovative concept, beeswe.love. In the main role: bees, which are essential for our cultural landscape, threatened with extinction and therefore particularly worthy of protection. This somewhat different advertising tool makes a special contribution towards this:

The advertising company pays the costs for setting up and operating its own bee colony including bee pasture, in other words a wild meadow. For a fixed price, the team looks after the apiary in Kraichgau, whose flight board is branded. In addition, the customer receives comprehensive media packages that clearly and entertainingly document the project. From a Facebook post and mailing to high-quality video and image material to professional storytelling and background information – a year-round image campaign. The entire honey harvested is included and, with an individual label, serves as a sympathetic greeting to customers, friends or employees. In this way, you give your brand a positive association while doing something for nature conservation. At the back of the zogi stand, the project was documented on a separate area where Jörg Herzog and his staff busily provided advice.

www.beeswe.love



PSI FIRST

Select group of innovative products



Michael Freter and the proud winner Jörn Draser, EckART Design, with the winning product muuvi.

Every year, the PSI traditionally heralds a new year of promotional products. The new year is always synonymous with new products that have never been shown in this form before – not even at in-house company events. The PSI is also something of a platform for world premieres. For the sixth time, the PSI FIRST demonstrated the innovative strength of the industry. Since 2014, new promotional products have been presented at the leading European trade show for the promotional product industry. For 2019, the concept itself underwent an innovation. Instead of the previous 50 product innovations, a maximum of 25 were permitted. All applications were reviewed by an advisory board regarding the degree of innovation and product novelty. The ten most striking innovations were then exhibited exclusively at the PSI 2019 and celebrated a fitting first appearance including verifiable documentation. The People's Choice Award was retained and thus the critical assessment by the trade vis-

itors at the PSI. The latter were once again spoiled for choice this year and allowed to cast their vote to decide the winners of the award. Around 450 votes were cast. Three new products managed to win over the visitors' hearts and secure lots of votes.

muuvi was most moving

At the top of the audience's rankings: muuvi. Exclusively distributed by EckArt Design Multitative Werbemittel, this wooden device protects sensitive floors against scratches from the metal legs of beer tables and benches). It is easy to handle, durable and can be customised with an advertising message: Features that helped the exclusive product launch top the rankings with 74 votes. The inventor, who wants to remain anonymous at his own request, is particularly targeting beverage markets, breweries, municipalities and associations as well as the end consumer with his idea. Jörn Draser from EckArt Design Multitative Werbemittel accepted the award from Michael Freter on the final day of the trade show. "I'm overwhelmed by the response," said the lucky winner after the ceremony, visibly moved and excited. EckArt Design Multitative Werbemittel has been a member of the PSI for just four months now and is represented with a stand at the PSI for the first time. What a debut.

MAGIC SCRIPT enchanted

In second place with 44 votes was the MAGIC SCRIPT writing board from Inspirion. It convinced with a combination of analogue writing and digital comfort. The writing tablet is available in a tablet format and can be handwritten or drawn on with a corresponding pen. At the touch of a button, the board is reset to its original state. MAGIC SCRIPT is not only suitable for use in the office but also in private life, and also offers plenty of space for an advertising message. Another bonus: By replacing short-term paper notes, it addresses the trend topic of sustainability quite en passant. Representing the Inspirion team, Ulrike Hinrichs, daughter of the Managing Director Sönke Hinrichs, accepted the congratulations from



Michael Freter with Ulrike Hinrichs, Inspirin, who was happy with the second place for MAGIC SCRIPT.

are the other seven products that stood for selection: TronDesigner from Prom Tron Solutions, a system that allows a virtual configuration of any personalisable product – with a focus on realistic 3D visualisation; Carpet Brush from Good Game Advisors GmbH, the combination of a cordless screwdriver with brush head and a vacuum cleaner – mainly for car floor mats; Sticky note 3D soft-cover envelope from moynd GmbH, which creates a 3D effect on the front of the cover, the content can be flexibly designed; Fanclip from Fanclip GmbH, an innovative cup holder that can be attached to railings; Cupholder to go from Suthor Papierverarbeitung GmbH & Co. KG, a system consisting of a plastic ring for holding a cup, which can be latched into a lanyard through two grommets; Beer chocolates from “DieSchokoladenwerkstatt”, a fine chocolate praline filled with craft beer (as a world premiere incidentally also in combination with the fourth chocolate variation from the pink cocoa bean “Ruby”); Badge from badge4u, a closure system that makes attaching a badge to children’s clothing safer.

<

Michael Freter. “We are delighted to receive this award and consider it a confirmation of the trend of sustainable and technically innovative promotional products,” said Ulrike Hinrichs after the award ceremony.

Iridescent rainbow

In third place with 36 votes was a technological innovation from Anda Present: Rainbow engraving, which has not yet been used in the promotional product industry. This printing technology is suitable for metal articles, enabling colour printing in six different colours without using printing inks or other chemicals. Rainbow engraved prints are an alternative to pad printing and offer the same durability as traditional laser engraving – and also make a lasting contribution.

Virtuosic product range

In his introductory speech, Michael Freter described all ten submissions as “a select group of innovative products within the PSI”. For the sake of completeness, here



The third place was won by Anda Present for its Rainbow engraving.

69

.....
percent of
 the start-ups
 interviewed
 for the start-
 up monitor

of the promotional product distributor allbranded stated that they use promotional products.

65 out of 100

.....
points. This is Germany's score in the
 "Digital" location index of the Federal
 Ministry for Economic Affairs and Energy –
 thus overtaking Japan.

Every seventh

.....
visitor to the PSI 2019 came
 from overseas. A total of 58
 percent of the visitors came
 from abroad.

81

.....
countries showed their colours
 at PSI 2019 and made the trade
 show the centre of the promotio-
 nal product world for three days.

14.9 billion

.....
euros is generated each year by the promotional product industry in Europe. This is a finding of the Techconsult study "Industry Structure Analysis 2017 - 2019" which was compiled in cooperation with the PSI and supported by a total of 13 partners and associations.

31.86

.....
billion euros gross was invested in
 advertising by companies in Germany in
 2018. According to Nielsen, that is just
 nine million more than in the previous
 year, writes horizont.net.

98 percent

.....
of Germans aged between 15 and 69 own
 promotional products, reported GWW CEO Frank
 Dangmann during the opening of the PSI, Promo-
 Tex Expo and viscom on 8 January in Düsseldorf.

8

O

Orders

49

In

Internationality

ACQUISITION FACTOR

German trade fairs. Where the chemistry's just right.
And international contacts become concrete orders. Start now:



ERFOLG
DURCH
MESSEN
.DE



To stay **healthy** and **beautiful**, people invest large sums in their well-being and quality of life. The industry is also taking into account the ongoing boom in well-being and beauty with its **product creations**.



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

Sweet energy charge

High-quality, compact and sweet – The promotional product manufacturer JUNG is expanding its range of tasty promotional products to include a particularly chic give-away called the Sweet Box. The rectangular promotional box offers five advertising spaces which can be individually designed and printed according to the occasion. The box contains a delicious mini granola bar of the Scandinavian brand Nordthy with delicious apple-flavoured chocolate. The bar is especially popular as a powerful, energy-charged give-away in the areas of wellness, sports and health.



PSI 43717
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Tel +49 212 338175
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www.broch-nachf-solvingen.de

Elegant set leaves an impression

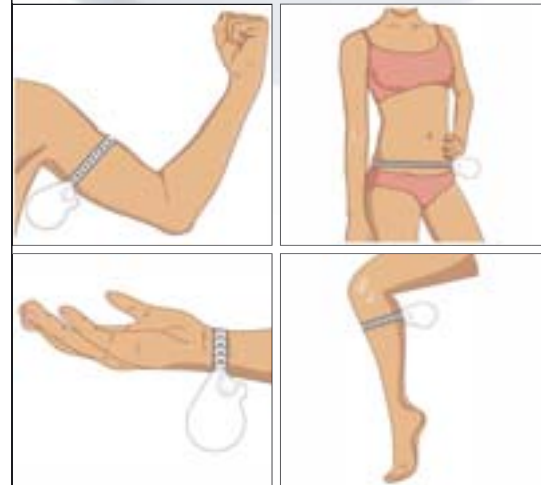
The manicure set of the brand RUDERER from Walter Broch Nachf ensures a special appreciation of the recipient and a long-lasting impact. The set consists of high-quality leather "Made in Germany" and contains selected SOLINGER instruments. The illustrated model contains RUDERER nail scissors, a nail file and tweezers. The Solinger scissors are still, to a large extent, professionally handcrafted. The manicure sets are available in the colours blue, yellow, green, red and orange. Advertising messages can be attached to the leather cases through embossing.

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Seit 100 Jahren Maßbänder und Rollbandmaße

forma®

Körper- & Umfangmaßband



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info@hoechstmass.com

www.hoechstmass.com

Halle 9, Stand F09



Natural cosmetics place

It is wonderful when the packaging also fits the ECO trend in wellness and cosmetics. The bag specialist HALFAR® offers an attractive as well as sustainable solution with its ORGANIC bag. The organic cotton and food grade quality bag is great for product promotions and rewards. It can be tied by a cotton cord and is easy to carry thanks to a carry strap. The trick, however, is its double benefit: in a jiffy, the bag becomes a basket. Its edge can easily be turned up.

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info@floerke.de
www.floerke.de

Perfectly manicured on the go

A feel-good box which ensures perfect care both in a travel bag and in a sports bag is offered by Flörke, the file manufacturer. The new Sensitive natural nail file comes in a practical travel plastic box which also contains two different care instruments for horny skin. This new set covers the full breadth of nail and horny skin care. Much attention has also been paid to the optimal promotional effectiveness of the fully printable outer surface. The manicure wellness box consists of a set of nail file, rasp and foot nail file.

3 steps to sustainability

Eco-Lip balm „Made in Germany“



PROMOTIONAL GIFT
AWARD 2018



Lipcare Recycled Plastics

98% of the lip balm casing is made of recycled plastics

Lippenpflege

„LipNature Fair“:
Natural cosmetics
with 58% Fairtrade
raw material portion



Lipcare Eco

Made of environmentally friendly cardboard, completely without plastic

Lippenpflege

„LipNature Vanille“:
Natural cosmetics,
100% plant-based, vegan,
NATRUE-certifiable



Lipcare Naked

Handcrafted bar of lip balm, without any container

Lippenpflege

„LipNature Orange“:
Natural cosmetics with
natural beeswax



LIPCARE BY KHK

Plastic production



Printing



Laboratory



Bulk production



Filling



Applies for all formulas:

- Own production in Cologne/EU in accordance with cosmetics GMP and ISO 9001:2015
- Compliance with European Cosmetics Legislation
- Constant formula controlling in cooperation with the Institut Fresenius
- Notification of all products in CPNP

www.lipcare.de

Order samples now

IKW"

Industrieverband
Körperpflege- und
Waschmittel e.V.



Verband der
Chemischen Industrie e.V.



PSI



BDIH

SEPAWA®
detergents · cosmetics · fragrances · formulators

KHK GmbH

Ringstr. 9-11, D-50996 Cologne
Tel. +49 (0) 221/985473-0
e-Mail: sales@lipcare.de
www.lipcare.de



PSI 48508
 wellnuss Premium Snacks GmbH
 Tel +49 40 3289 29551
 kontakt@wellnuss.de
 www.wellnuss.de

Ice-cream maker in mini-format

With the ice-cream mix jar from wellnuss Premium Snacks, it is now even easier to produce ice cream in ice-cream parlour quality. Whether it be on hot days to cool off or on cold days as the crowning dessert – ice cream makes you happy all year round. All you need is some milk and cream, a free corner in the freezer and an ice cream of your choice. A 125-135 gramme serving of creamy chocolate or vanilla ice cream fits into the jar. It can be used several times. Printing on the lid is possible from a quantity of just 50 pieces.



PSI 46887 • Römer Wellness
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 info@roemer-wellness.de
 www.roemer-wellness.de

Premium customer care

In addition to its own wellness gift sets, Römer Wellness also offers gift sets of the aldoVANDINI care brand exclusively for the promotional product sector. This cooperation offers companies the opportunity to use a variety of high-quality wellness gifts 'Made in Germany' for their advertising. The 'Mal dich glücklich' gift set is very much en vogue. It captures all the magic of the Orient and ensures a very private Zen moment. It contains a body balm (200 ml) and a hand balm (100 ml) in the surprising scent of tamarind & ginger. Also included in the set is a 30-page mandala colouring book for mental and spiritual relaxation.



High-quality lip care

The cosmetic specialists at KHK GmbH have been producing high-quality lip care "Made in Germany" as sticks, jars and pots for more than 25 years. New is the elegant Lipcare Style in an exquisite lipstick case. It particularly impresses with the high-quality combination of a transparent outer shell with a silver-coloured, high-gloss inner sleeve, and is individualised with a 4c digital print. Also part of the KHK premium line is the Lipcare Cube, a transparent lip care pot that can be finished with either digital printing or 4c doming. Both premium products can be ordered from 300 pieces.



EASY BRANDING WITH OUR CORPORATE GIFTS





PSI 40800 • Heinz Hepp GmbH
Tel +49 6321 35703
heinz.hepp@t-online.de
www.heinz-hepp.de



Care with natural materials

Care and wellness are a welcome topic for many industries throughout the year. Heinz Hepp GmbH offers a wide range of bath massage sponges, gloves, brushes and massage rollers in numerous shapes and ten different colours. There are also pumice stones and horny-skin files. Many of the items on offer consist of high-quality natural materials such as natural sponge, loofah or sisalwood. Generally, the products are available even in small quantities with a personalisation option.

Hairbrush and more

With the Victoria hairbrush from InterPro Brands, the style-conscious customer not only gets a practical little hairbrush for on the go: At the same time, the plastic case serves as a valuable make-up mirror. The useful give-away for the handbag appeals with its folding function and the possibility to apply individual advertising messages by using pad printing.



PSI 44501 • InterPro Brands
GmbH & Co. KG
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info@interprobrands.de
www.interprobrands.com

Minimum amount with maximum effect

Majority of the production of TWIN is focused on personal care products. The company's specialty are paper handkerchiefs in all possible designs and also in small series. Now, thanks to the new technology, TWIN can offer something that has so far been unimaginable. Small sets of promotional handkerchiefs with full digital printing. Until now, such a solution has only been available with stickers that have been additionally affixed to the packaging. Customers no longer have to make any compromises. Even with the minimum amount they can achieve the maximum effect. What has previously been available to large corporations only can now be for everyone. "The minimum amount of time with maximum effect is here", says TWIN.



PSI 46381 • TWIN Production s.r.o.
Tel +420 0585 204661
twin@twinproduction.net
www.twinproduction.net



PSI 46626 • Global Innovations
Germany GmbH & Co. KG
Tel +49 6502 930860
info@globalinnovations.de
www.globalinnovations.de

Brush your teeth with rhythm

The singing and luminescent toothbrush mug from Global Innovations encourages children to brush their teeth regularly and with fun. A children's song, optionally about 30 seconds or three minutes long, is played at the touch of a button. In addition, LEDs in four different colours light up for three minutes. This time is exactly the dentist's recommended time to brush your teeth.



Moments of relaxation

The professionals at Römer Präsente have packed time and tranquillity in the bustle of everyday life into a new gift set. The filled package contains everything for a relaxing wellness evening. A lavender bath salt sachet (40g) and a red mesh sponge for a relaxing full bath, a can of secco (0.2 l) in a 'time for you' design and a pair of flaxseed thermal shoes to heat up in the microwave. All wrapped up in a red gift box with a lid label that contains a short "Time Management Guide for You". A real treat for the body, mind & soul.



Well-groomed companions

Inspirion's LYON manicure set not only impresses with its simple design, but also with its large variety of utensils. The nail clippers and nail scissors also ensure a neat appearance when on the go. The necessary fine-tuning is then applied with the help of the nail file and cuticle pusher. This practical travel companion can be stowed in a transparent box that provides enough space for individual advertising attachments.



Luminous advertising has a long tradition and is timelessly modern and impressive. This principle works with the T 9041 LED luminaire from Technoline, albeit on a smaller scale. The extra bright LED is recognisable even from a distance and offers a high recognition value for any advertising application. The LED can be switched on easily from the bed or couch by using the included remote control. The mood light function with its magnificent colour change interplay can also be adjusted in this way. The device is battery operated.



The Metmaxx® AmbientLight table lamp from Spranz ensures a constantly rechargeable feel-good atmosphere. The dimmable table lamp provides a pleasant, warm white light and also offers selectable light colours. The lamp can radiate these colours either on the terrace, the barbecue area or in the living room. A 1200mAh lithium-ion battery supplies the energy. The lamp is delivered in a design box, including a USB charging cable.



A small green seedling with two leaves is growing out of a glass filled with dark soil. To the left of the glass is a white rectangular box with a green label and a picture of blue flowers. The box is labeled 'MikroGreen' and 'The Greenest Seedling'.



Wellness for the taste buds

Companies that want to present themselves with a particularly smart image will find the right advertising concept with the Vegan Smart Bear from Kalfany Süße Werbung. As the current trend towards diets with reduced sugar is shaping the lives of more and more people, Kalfany Süße Werbung has set itself the goal of adopting precisely this new nutrition-conscious way of thinking and behaving in its product range. That is why the Smart Bear and the Vegan Smart Bear in 85 x 60 mm promotional bags were created. In the IFS-certified production of this new fruit gum creation without gelatine, 30 percent less sugar is added to the basic mass. Instead, digestive fibre is used.



Cosmetics for all situations

The Sanders Imagetools range of cosmetics offers a variety of different fillings, packaging and decoration options. The cosmetic formulations are all Made in Germany and are dermatologically rated as "very well tolerated by the skin". A new addition to the range is spray bottles with optional hand-cleaning spray or transparent sunscreen spray with SPF 30. A special highlight is shower foam which ensures an extraordinary showering experience with its silky texture and delicate scent of lemon verbena. These handy companions are usually available from 250 pieces and with photorealistic print.

Four in one

The 111 massage brush from Frank Bürsten is an all-round talent and is perfectly suited to cater to four different wellness wishes. Whether it be for massages for relaxation, skin cleansing, circulation stimulation or against cellulite. This means that the sender expressly contributes to the well-being of its customers and leaves a positive impression even in periods of relaxation. Optionally, there is the massage brush with or without a hand strap and with or without a removable handle. You can even choose between soft and reinforced natural bristles.



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



Beauty safely on board

The latest travel set from team-d consists of a transparent bag with a sliding closure and four plastic bottles for cosmetics. It is equipped with a dosing cap, pump dispenser or spray dispenser including a funnel. The bag complies with EU cabin baggage regulations for air traffic. The PVC-free product exclusively uses EVA, PET, PP and PE materials. Different sizes and designs are available from stock, all of which immediately show what they are made of.

PSI 44186
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www.team-d.de

Exclusive women's things

A woman without a cosmetic bag is hard to imagine. The manufacturers of make-up products know this and often supply a small matching bag for lipstick & the like. At IGRO, these bags are specifically designed and manufactured for each brand. From trendy imitation leather to super-lightweight Tyvek® to easy-care polyester, the material can be chosen to match the cosmetic product. Made in any size, as a single bag or as a set in your own corporate colour, with printing, a high-quality label or with subtle embossing.



PSI 40940
IGRO Import- und Großhandels GmbH
Tel +49 6432 91420
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www.igro.com



MAGNA sweets

The "new arrivals" (left to right):
Christina Gradl, Alexander Winter,
Johanna Jander-Fricke.

Three new employees

Three new employees have joined the team at MAGNA sweets in Moorenweis. Alexander Winter is the new purchasing manager. He was previously purchasing manager at Inter Werbung and has been working in the promotional product industry since 2004. Johanna Jander-Fricke takes over the North as a new sales representative and has been in the industry for 20 years. She was previously employed at Infoplus. Christina Gradl has joined the MAGNA team as a new marketing specialist. She has 15 years of marketing experience in a wide range of companies and industries.

www.magna-sweets.de



Parzellern

Carsten Neudahm

Sales team expanded

Steeped in tradition, the Fulda-based promotional product distributor "Parzellern Werbemittel" has expanded its team from January 2019 onwards. Carsten Neudahm has joined the company as an additional sales consultant. Neudahm has many years of industry experience and most recently spent 11 years at the promotional bag supplier Papier-Brinkmann. Parzellern is one of the most experienced distributors in the industry, and a full-service provider for promotional products

www.parzellern-werbemittel.de



ASS Altenburger

Martin Wege

Services expanded

The team in the Promotional Services department of Spielkartenfabrik ASS Altenburger continues its trend-setting path: At the beginning of the new year, it was joined by another creative mind called Martin Wege. Martin Wege boasts 13 years of experience in marketing, print and sales. During this time, among other things, he spent 9 years at a German distributor establishing various brands in the German and Austrian glass, porcelain and consumer goods trade and helped them succeed. www.spielkarten.com

Relocation and three reinforcements

Promonotes GmbH, a manufacturer of high-quality, individually printed promotional paper products, has moved. The company is now located in Quickborn, just north of Hamburg. The new address details are:

Promonotes GmbH
Justus-von-Liebig-Ring 14
D-25451 Quickborn
Tel. +49 4106 7613060
Fax: +49 4106 7613088

In addition, three astute minds have joined Promonotes to strengthen its team: Marion Nitsche, who has been part of the company since last July, is experienced in printing matters. She previously worked in the printing industry, including in the field of packaging. The second reinforcement is Damian Stahmann. The newcomer from the forwarding company Emons has been working at Promonotes since mid-August and also speaks Polish. The third newcomer is Mattheus Kondraciewicz. As an "old hand" in the industry, he was previously responsible for the development of the DACH market at Richartz. He too has a command of Polish. www.promonotes.de



Promonotes

The newcomers at Promonotes (left to right):
Marion Nitsche, Damian Stahmann and
Mattheus Kondraciewicz.

Wolf Creemers' departure from the company

The shareholders of Giving Europe in Tiel and Wolf Creemers announce that they decided to end their cooperation. This decision was made due to a difference in perspective with regards to the company policy. Fellow founder and former CEO of Giving Europe, Stef van der Velde, temporarily fulfills Creemers' function until a new candidate is elected to work fulltime as CEO. Wolf Creemers joined Giving Europe as CEO over a year ago. He previously worked for Akzo Nobel, among others, and was associate partner for consultancy firm Boer & Croon.

The internationally operating wholesaler Giving Europe is part of Favorite Gifts, a Dutch enterprise that has been active for years in the industry for promotional products.

www.givingeurope.com



Since the end of 2017, Wolf Creemers had been CEO.

New project manager

At the beginning of January, Florian Meier joined the team at Kalfany Süße Werbung as the new project manager of the Business 4.0 division in Herbolzheim. The main focus of his duties is the further digitalisation and automation of online business processes. After completing his training as a media designer, he completed a degree in printing and media technology in Wuppertal. Most recently, he was responsible for the development and expansion of the online business of a printing company.

www.kalfany-suesse-werbung.de



Kalfany

Florian Meier

"New" well-known face

In January 2019, Marion Ellger (formerly Kastl) returned from parental leave to resume her duties as team leader of customer service at STABILO Promotion Products. Marion Ellger has been working at STABILO Promotion Products in various capacities since 2011, whereby the team management of customer service has been in her area of responsibility since 2015. Sandra Berber has stood in for Marion Ellger since she took parental leave at the end of 2017.

www.stabilo-promotion.com



STABILO

Marion Ellger

Restructuring into two business units

Pagani Pens, the Swiss writing instruments specialist, has restructured its activities and its brand portfolio. Under the new management of Rossana Porotti and Dr. Eckhard Sohns, the company was split into two business units, one responsible for business with components for mining technology and one for writing instruments. In the future, the Premec brand will remain reserved for the Group's global components business. From January 2019, writing instruments of the Premec brand will be continued under the brand name Pigra. The tagline "Made by Italians" emphasises the Italian identity of Pigra and distinguishes it from the "Swiss made" Prodir. With its new portfolio of writing instruments, Pagani Pens intends to focus on the promotional product market in the future. It is planned to further expand the network of own distribution companies in Europe. The activities in the writing instruments retail trade were discontinued at the end of 2018.

www.paganipens.com – www.pigra.com – www.prodir.com

Pagani Pens



Pigra – for a bit more Dolce Vita in the promotional product market.

PF Concept joins forces with UK manufacturer SPS

Following the PF Concept acquisition of SPS EU Ltd in December 2017, the two companies have become one operation under the name of PF Concept UK Ltd. As part of the transition, PF Concept is making significant investments in the UK business to increase capacity, make it easier and faster for customers to place orders and deliver the best customer service possible. PF Concept and SPS combine their extensive product portfolios and present customers with one collection, offering The British Collection alongside PF Concept products, so that customers can still easily find their preferred products.

In preparation for this, PF Concept has re-located its UK sales team and customer service functions to the SPS manufacturing site in Blackpool. Pieter Boonekamp, vice president for sales and marketing, Europe at PF Concept said: "The UK market is very important for PF Concept. We've seen excellent growth in the UK already, and to

accommodate this growth and prepare for more, the logical step is to combine our experienced and skilled teams. As we go to market in 2019 as one unified brand, we believe this will greatly enhance the customer service experience and make it much easier for customers to order from our collective range." Phil Morgan, country manager UK & Ireland and former CEO at SPS adds: "Just as PF Concept is renowned for a fantastic product range and short lead times, SPS has a great reputation for UK man-

ufacturing. With such a strong focus on the need for re-usable drinkware, our growth has been significant, and this additional investment will be critical to

us meeting demand in the UK and across Europe. It's an exciting time for our UK team, as we see continued investment helping us to become even stronger at what we do so well." The business has plans to expand its operations to take on an additional 30,000 sq.ft. next to the current Blackpool manufacturing facility. This area will become a dedicated print unit, supporting the team in delivering extra printing capabilities and helping to reduce current lead times. PF Concept has also acquired the assets of Paper Innovation, a specialist in sticky-note products. Quarter one of 2019 will see the launch of a wide range of sticky-note products, all manufactured in Blackpool. www.pfconcept.com



At the recent PSI 2019, the products of „The British Collection“ had already been part of the grown booth of PF Concept.

PF Concept

Norbert Koop strengthens management team

The board of directors of Favorite Gifts in the Dutch city Tiel has since the start of December been strengthened with Operations Director Norbert Koop. Norbert is responsible for the entire production, logistics and studio of subsidiaries Van Helden Promotional Gifts, Van Heijster Promotional Gifts, EuroGifts and wholesaler in promotional items Giving Europe. From his technical background, he will contribute to the growth ambitions of the family business. Norbert brings a lot of knowledge and experience in the field of operational excellence and supply chain management, which he acquired in the graphic industry and metal industry. Koop: "Favorite Gifts is one of the largest suppliers of business gifts in Europe and wants to further increase its market share. The growth ambitions are large and the market is demanding in terms of quality and delivery time. It is a competitive market with competition from new corners. Yet we see many opportunities that we will take with both hands." General Director Joost van Helden: "The crisis is clearly behind us and we are experiencing strong growth at European level. Of course, we want to make and keep our new and loyal customers more than satisfied. This requires further streamlining of our logistics and production. With Norbert we get a lot of knowledge and experience in that area. We are very content with his arrival and wish him every success."

www.favoritegifts.eu



Norbert Koop

Favorite Gifts B.V.

Reorientation and expansion at S&P

At the promotional product distributor S&P in Meerbusch, the owner duo Carsten Lenz and Daniel Meffert have set the course for forthcoming expansion. "After an initial successful test phase, the first external location North Office in Obernkirchen has proven itself with Nicole Huth," says Managing Director Daniel Meffert. As of January, the office in Porta Westfalica will be supplemented by two more people. First and foremost, Christoph Sunderbrink will be joining the team. The 33-year-old industry expert has been a familiar face among sales representatives on the supplier side. He will be managing the location as Managing Director Associate. The field service team will be completed by Katrin Hitzemann. She is also an expert in the promotional product industry and will be responsible for back-office sales and order processing in the future. "With this increase in personnel, we believe local support of our attractive customer base is excellently prepared for the future. We are very happy to be able to embark on a qualitative and human expansion of S&P through Ms. Hitzemann and Mr. Sunderbrink," emphasises Managing Director Carsten Lenz. Also starting in January, Claudia Franke from H&P Werbeservice in Ratingen will oversee her projects in a strategic cooperation through S&P Werbeartikel. "After more than 30 years in the promotional product business, I have decided to see how I can take a new approach with synergies among colleagues. I am very happy to have found a trusting new home at S&P," says Claudia Franke describing the changes. The collaboration started a few months ago with initial trial assignments. "Since January, I will be using the excellent structures of the long-established S&P team. That's how I know my customers and I am in good hands." S&P is well prepared for further expansion steps. "We see our strengths in personal consultation on site. That's why we deliberately decentralised our structures over the past few months in order to be able to continue on this path," said Daniel Meffert. www.sp-werbeartikel.de

S&P Werbeartikel



Industry expert Christoph Sunderbrink (between Daniel Meffert and Carsten Lenz) supplements the S&P management as Managing Director Associate.



Katrin Hitzemann



Claudia Franke

Launch of a new, customer-friendly website

Just in time for the start of the new year, SND PorzellanManufaktur has relaunched its website for the desktop, tablet and smartphone and has now become even more user-friendly. The website facilitates customer service enormously thanks to a well-thought-out design and numerous service extras. For example, it is

now possible to find the optimum product for a particular requirement, with appropriate finishing within a stipulated budget. In addition to the convenient full-text search for all content on the website, a clear presentation of the products, including details and valuable information about options, recommendations and positioning options for finishing as well as downloads of stand layouts are of great

benefit to the user. The presentation of the finishing technologies was also optimised and expanded with product suggestions for the respective processes. Ordering instructions, minimum order quantities and the new budget consultant are now just as natural as the extensive download centre. In addition to lots of important documents, special catalogues and flyers, the 2019 catalogue is already available here. Moreover, SND's comprehensive services are clearly described, from packaging options to gift wrapping, personalised individual shipping as well as promotion and news centres. Furthermore, requests with logo uploads

are quick and easy from any position on the website. The SND Porzellan service promise guarantees an offer on the next working day at the latest. www.snd-prozellan.de



SND

On 17 January 2019, the Hersbruck-based KALDENBACH GROUP invited guests to its 18th in-house trade show [kuadra:t] at the extraordinary premises of the DauphinSpeedEvent. Under the double-edged motto “touching emotions”, 36 exhibitors presented their new promotional products and accessories.

18th [kuadra:t] and new managing director

Touching emotions



At the beginning of the year, immediately after the PSI, guests could once again see and test the latest haptic advertising highlights at the [kuadra:t].

Exactly 153 visitors from almost 100 companies accepted the invitation of the renowned promotional product experts. The guests came from all over Germany, but mainly from the Bavarian environs. “At the gigantic vintage car location, which has served as an ideal setting for our in-house event for years, we were able to hold many interesting discussions with the marketing professionals who had made their way to us. Overall, the mood was very positive”, says the Managing Director of the KALDENBACH GROUP, Marco Kaldenbach, in

his summary. “The participants of our in-house trade show were just as enthusiastic about our new products as they were about the hourly guided tours through Europe’s largest private vintage car collection. Visitors and exhibitors alike were well catered for in terms of culinary well-being,” adds Christoph Bauer, who has been managing the KALDENBACH GROUP since January 2019, together with Marco Kaldenbach as the new managing director.

Christoph Bauer is responsible for sales

In addition, Christoph Bauer also acts as Managing Director for the fulfilment division and the sales division of the Group. Christoph Bauer has been working in the field of promotional products and accessories in various companies and countries since the end of 2008. The sales expert boasts more than 10 years of experience at medium-sized companies. Among other things, Christoph Bauer worked as a sales manager and as a partner for product sourcing



Guests arriving by train were picked up from the train station with the new Tesla model X.



Visitors and exhibitors were treated to refreshments and delicious finger food in the foyer.



Christoph Bauer, who has been managing the KALDENBACH GROUP since January 2019, together with Marco Kaldenbach as the new managing director.



The spacious exhibition area from above. The classic car collection of the DauphinSpeedEvent is directly adjacent to the presentation hall.

in China. In addition, he most recently worked as a manager in the areas of fulfilment and import. "I am looking forward to this new task and the associated challenge, and am convinced that we will continue writing the success story of the KALDENBACH GROUP", says Christoph Bauer about his appointment. "We have gained an experienced sales expert in Christoph Bauer whose knowledge and experience will undoubtedly benefit us. I look forward to working together with him and wish him every success in his new role," says Marco Kaldenbach. As Managing Director of the KALDENBACH GROUP, Marco Kaldenbach will continue to be responsible for the strategic direction of the company, product development and the establishment of strategic alliances and collaborations as well as PR and marketing.

Emphasis on sustainability

At the 18th in-house event, the promotional product specialist also focused on sustainability. Guests arriving by train were picked up from the train station with the new Tesla model X. The KALDENBACH GROUP sees itself as a pioneer in terms of ecology and ethics as a result of these and other measures, and has been completely carbon-neutral since 2017. The next step on this path will be to secure GOTS certification, which will be available in the first half of 2019, thus certifying the company's ecologically and ethically sound textile production. The next [kuadra:t] has already been scheduled to take place on 16 January 2020.

Comprehensive services

For more than 40 years, the KALDENBACH GROUP has been producing tangible advertising and, by its own account, is one of the leading promotional product companies in Europe with millions of promotional products and accessories sold each year. As a licensee of the BRUNSON®, camarc®, FamousFood®, HEIMRICH1904® and ZR-X® brands, the KALDENBACH GROUP develops and produces innovative products. Its in-house graphics department creates designs for individual products or entire merchandise collections for customers. In the Fulfilment Business Unit, the KALDENBACH GROUP offers all services relating to promotional products, accessories, print and POS. Apart from warehousing, administration and worldwide shipping, the KALDENBACH GROUP provides a modern shop system. In addition, the customer can organise the entire distribution of the merchandise collection. The SAP system often used by customers can be integrated via a professional interface. As a pioneer in the field of ethics and ecology, the KALDENBACH GROUP became entirely climate neutral early on. All products are guaranteed to be produced without child labour and according to the guidelines of the Ethics Conference. <

The latest edition of the wmm Munich Promotional Product Trade Show, which presented the new products and industry trends of 114 exhibitors on more than 4,000 m² on 23rd and 24th January 2019, was a resounding success. As in the previous year, the five hosting agencies welcomed over 1,300 visitors from industry and SMEs.

wmm Munich 2019

Creative, imaginative and original



Exhibitors praised the high quality of the visitors, who in turn praised the “wonderful presentation of the medium of promotional products”.

Every year, we look forward to events and celebrations such as Easter, summer parties, birthdays or anniversaries of a private nature as well as in the business sector. For each of these occasions, an expression of appreciation should be underlined by an extraordinary gift. The decision to have a suitable giveaway as a communication vehicle for a company plays a key role here, which can quickly become a challenge due to the large product diversity and choice. To this end, wmm forms an important building block for a successful 2019 business year by steering this important decision informatively and by way of example in the right direction”, says Michael Hagemann, Managing Director of the Hagemann Group, one of the sponsoring agencies of the event alongside admixx, AmedeA, CD Werbemittel and Eidex.

Crowd-pulling Sustainability Area

Once again, visitors benefited from creative approaches, first-hand professional advice and the many years of experience of promotional product professionals. For the 21st time, Promo Event GmbH from Eichenau invited executives, trade visitors and long-standing customers to southern Germany's largest promotional product trade show on behalf of the sponsors. A special eye-catcher at this year's event was a lavishly designed Sustainability Area with genuine solid wood logs, nature fact sheets and reusable exhibition flooring that showed the most environmentally friendly products of the exhibiting suppliers and revealed that promotional products and environmental protection need not contradict one another: Retractable ballpoint pens made from old household appliances or an eco-cashmink blanket whose spun yarn is made from re-



Sustainability was also a focus at the wmm: a designated area presented corresponding products.



The specialist presentations of the supporting programme, which dealt with current topics in the fields of digitalisation and sustainability, met with great interest.

cycled waste. These were just two of the 26 articles that exemplify how “old” materials can be effectively re-engineered into new products without wasting resources – thus drawing attention to values of tremendous importance to the future of our society.

Entertaining trend topics

Also participating this year in the promotion area was the company IMANOX with innovative photo technology that enabled visitors to experience a 360°

photo by means of two large side screens, colour LEDs and smart tracking algorithms, through which they suddenly found themselves in the interior of a Mercedes McLaren or a colourful unicorn world. It was also possible to capture all “experienced” images as a personal memento, either as a printout or by e-mail. At the stand of the Munich-based company augmentaio, visitors were able to use state-of-the-art augmented reality applications to bring an electric car directly to the trade show stand, causing a sense of astonishment and amazement with its clever combination of natural and virtual surroundings – so-called “mixed reality”.

Lecture programme with top speakers

The supporting programme once again included four top speakers with current topics in the fields of digitalisation and sustainability. For instance, Daniela A. Ben Said, win-



ner of the “Speaker of the Year!” Oscar, demonstrated digital communication strategies in an entertaining and congenial way and inspired listeners for both the professional and the private sector. Stephan Jung (innovation expert), Axel Liebetrau (management consultant with 25 years of practical experience) and Prof. Dr. med. René Schmidpeter (international CSR strategist) also convinced the audience with their in-depth expert knowledge and “a somewhat different way” of sharing knowledge.

High quality – professional presentation

Once again, the Munich Promotional Product Trade Show convinced visitors through creativity, inventiveness and originality. This was also confirmed by the latest survey of exhibitors and visitors. Exhibitors praised the high quality of the visitors, who in turn praised the “wonderful presentation of the medium of promotional products”. The wmm at the beginning of the year has long been an integral part of planning for all those involved. The next Munich Promotional Product Trade Show has already been scheduled and will take place in 2020 on 22nd and 23rd January. <

There was also wide acclaim. Exhibitors and organisers alike are looking forward to another successful wmm event.





Whether it be **business** or **pleasure**, the modern man is constantly on the move. But regardless of whether he is on the move or in his leisure time, depending on the respective purpose he always takes along useful things which can also be excellently used to **advertise** ...



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Tel +49 9732 91050
info@reidinger.de
www.reidinger.de

Creative pastime

For long trips by car, bus or plane, the painting and games set from Reidinger provides an entertaining pastime. If time just does not want to pass, the magic words are painting and playing: The colouring and games set contains 6 coloured pencils and 26 memo cards. Animal motifs are fun when colouring and playing and can be replaced by other motifs if desired. The case is available with individual all-round printing from 1,000 pieces. The reverse side of the memo cards is optionally printable with a logo and an advertising message. The memo set can be easily configured in the configurator. Articles and prices are displayed in real time. Distributors receive a very individual offer via the distributor inquiry button.



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

Global advertising snack

The promotional product manufacturer JUNG now offers a very special give-away for all globetrotters and adventurers: The Fruit Gum Globe of the great Trolli brand. The white waffle sugar ball is wrapped in a globe design and packed with a white promotional sleeve which is individually printed according to customer requirements. The special teardrop shape of the promotional sleeve is ideal for making a company location known, for example. Sweet on the outside and fruity on the inside: inside the fluffy waffle sugar globe is a delicious filling with a fruity-sour taste. The Fruit Gum Globe is the ideal eye-catcher at trade shows, events or as a thank-you at a POS. The product is well known and popular among tourism and tour operators, freight forwarders and globally operating companies.



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PSI 43567 • Stiefel Eurocart GmbH
Tel +49 8456 924323
wirth@stiefel-online.de
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Explore the world by scratching

Stiefel Eurocart offers the Scratchmap, the first scratch-map of the world, with an advertising message or logo imprint. The gift for all globetrotters: with the Scratchmap, the desire to travel is documented in a playful way. The Scratchmap with its practical metal reinforcement and suspension cord shows the world in an informative and colourful way. What at first looks like an elegant 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 scratched off piece by piece. Each country reveals a different colour, as in real life. Thanks to lamination, the Scratchmap can be written on, is wipeable and particularly tear-resistant. High-quality gold or silver scratch-off printing is applied on all land areas and islands. On the scratching surfaces you can see national borders and country names in the most up-to-date map display, available in German or English.



Safety first

The thanxx® suitcase strap TSATravel from Spranz in Koblenz is available in a combination of silver and black. The handy and patented TSA suitcase strap with numerical code provides additional security for suitcase checks during air travel, especially in the USA. Luggage can no longer be easily pried open thanks to access via the authority key. This useful travel companion is delivered in a design box.

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Popular figure among travel lovers

The greater the hustle and bustle of everyday life, the greater the desire for travel and leisure. This can be excellently utilised by sympathy communication to target leisure-hungry people: Right at the forefront are the sympathetic characters of mbw® as a natural enhancer for travel pleasure and leisure pleasure. Leisure-hungry people are easily susceptible to gifts such as the small, cheerful characters of mbw®. First and foremost is the travel-loving Mr. Bert® from the Squeezies® and the leisure stars from Schnabels® and CityDuck® with lots of new products. For those who are looking for a very individual promotional ambassador, mbw®, the specialist in custom-made products, recommends visiting www.mbw.sh



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Tasty things optimally chilled

An optimal companion for transporting cool meals and drinks in hot temperatures is offered by L&S GmbH. The company boasts a high-quality range of custom-made products, including coolers and cooling baskets designed according to customer requirements. They can be produced in selectable dimensions and colour designs as well as with full-surface printing. Other features such as bottom folds in the bag, handholds, a zip on the basket or bag as well as a variety of material options can be created as desired.



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www.emf-verlag.de

Variations for the barbecue season

Fiesta – Jetzt wird gegrillt! (Fiesta – Time for a BBQ), the evocative title of the recipe book of the EMF publishing house, is sure to whet your appetite for the upcoming barbecue season. Lots of new BBQ variations for sunny days in the park, on the balcony and in the garden provide for outdoor culinary delights. Sensational barbecue recipes can help to place your own brand in a positive light. To this end, Edition Michael Fischer (EMF) offers a tailor-made special edition from the diverse publishing range: On request, your company logo can be integrated into the book cover, products or services can be placed in recipes and instructions, and even your own individual book with flexible page numbers and special features can be created in your own corporate design. Further information is available on request.



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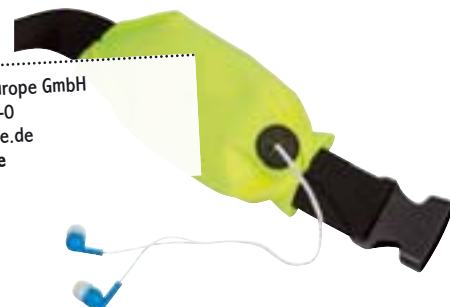
Prepared for the tour

Trustie, the bag for travel documents, has been developed according to customer specifications for a tour operator by the Bühring team together with a promotional product consultant. Trustie offers plenty of space for tickets, brochures, coupons, passport, maps and much more. Of course, a matching luggage tag can also be created. Manufactured in India, Trustie takes any special requests into account. Depending on the quantity and availability, the customer can choose between imitation leather or genuine leather and select the colour. The long-standing Indian supplier partner of Bühring has been certified by SGS according to OHSAS 18001:2007. Blind embossing is recommended on genuine leather, whilst colour embossing or screen printing are also possible on smooth imitation leather. The delivery time is about five to six weeks after approval of the sample and logo, depending on the quantity, material and colour.

Practical sports companion

Run, the water-repellent running and hip bag from Giving Europe, is made of polyester and measures 98 x 5.5 x 1.5 cm. Thanks to its reflective stripes and welded seams on the zip, this bag is perfectly visible and protects all items stowed in it during the daily jogging session, even in the event of a small rain shower. The bag has a plastic closure and an elastic strap which is adjustable to a maximum of 97 centimetres in length. There is a small opening for headphones on the back, which is protected against splashing water. Advertising is applied by using screen printing.

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



Individual work

The Rominox® Key Tools from Römer Lifestyle are practical multi-tools for the keyring, especially for on the go. Due to their size, their weight and the broad target group, these small, versatile mini tools are ideal mailing enhancers, on-packs and trade show gifts. In addition to five standard designs which are always in stock, the tool can also be implemented as a multifunctional tool in a customised form. Customers can have an original multifunctional tool with a company logo, product symbol or trademark created from 5,000 pieces. The manufacturer even offers a free design proposal including visualisation of all functions to be installed.



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Cool and refreshing

The Bierkistenkühler®, a beer crate cooler from Göckener, is available in two versions: for bottles with a filling volume of 0.33 litres as well as 0.5 litres. There is now a brand-new addition to the range: the Halber Bierkistenkühler® which can be universally used for all bottle sizes up to 0.5 l and is also very practical for soft drinks. All versions are equipped with a built-in insulating foam so that the drinks remain cool for several hours. Stored in the freezer compartment, the Bierkistenkühler® is ready for immediate use. The range also includes a large number of other beverage coolers such as keg and bottle coolers as well as other products including PU autopads, PU beer coasters as well as cold and warm compresses, Made in Germany.

Safely there and back

Luggage tags have been in the range of reflAktiv for a long time. They can be attached to the handle of a case and show the address of the owner. What is new is the expanded range of models: While the focus so far has been on various topics such as aircraft, ship or train, the new model has added a further benefit. A card on which the address can be displayed on both sides can be inserted into a transparent compartment on the back. So the luggage tag can be used not only in case of a change of address, but also to insert your own business card. This not only catches the customer's attention for a long time, printing of the luggage tag enables an additional advertising message to be attached. If desired, reflAktiv offers a carrier card for a perfect presentation of the luggage tag. This also offers additional space for an advertising message.



PSI 46970
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www.reflaktive.de

OSTER HIGHLIGHTS 2019



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info@inspirion.eu
www.promotiontops.eu

Equipment for passionate...

The Bike Mate cycling bag from Inspirion is the ideal companion when cycling. The spacious main compartment offers plenty of space and can be safely closed with the help of the snap lock and zip. A zipped front pocket offers additional storage space and with the cover carrier straps, the bag can be easily attached to the bicycle. After the ride, the bag can be easily worn over the shoulder because the adjustable and removable shoulder strap features extra padding and ensures a comfortable fit.



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Little revitalisation

At Kalfany Süße Werbung, light puffed rice meets UTZ-certified milk chocolate with at least 32 percent cocoa: the perfect, sweet snack for cereal snack-lovers and chocolate explorers. Brands are an indicator of high quality. All the better if the brand is still recognisable as an imprint on the sweet product. There is no doubt that this is the original. Kalfany Süße Werbung prints and produces the perfect advertising wrapper for the Sunrice Snack under IFS standards and creates a high-quality and safe advertising medium through its finishing Made in Germany.

Trendy backpack

Bologna, the sleek, trendy backpacks from Joytex, are a sustainable alternative to the plastic bag: they are extremely durable, tear-resistant and sturdy, with black nylon carry cords. For practical purposes, the elastic, durable polyester material in a quality of 120 grammes per square metre is also reflective, which enhances safety in the dark. The practical utensil measuring 40 by 50 centimetres is available with print from a purchase quantity of at least 250 pieces. Bologna is available in white, red, neon green, royal blue, neon blue and black.



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



PSI 44389 • Floringo GmbH
Tel +49 8847 69070
info@floringo.de
www.floringo.de

Exclusive Lounge Line

The new Floringo Lounge Line towels are woven in an exclusive braided look and break new ground in terms of skin comfort, size and volume: Measuring 70 x 180 cm, they are a real alternative to microfibre and ideal for use on a lounger, in the sauna or on the beach. Due to their low weight and volume, the persistently soft and absorbent towels are recommended as space-saving travel companions. These elegant towels are available from stock in white, Caribbean, lagoon, fango and rock grey and can be embroidered in a promotionally effective manner. Customised colours and other sizes are easily implemented. In addition, a jacquard border weave is recommended for larger motifs. Information is available from the Floringo team.



PSI 45666 • Halfar System GmbH
Tel +49 521 982440
info@halfar.com
www.halfar.com

Heavenly ambassador

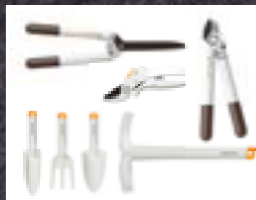
The SKY bag series from Halfar is extremely light, delightfully modern in cut and appearance, versatile with its four pocket models and extremely practical thanks to a folding function. With the six colours red, light grey, navy, apple green, black and blue in a characteristic melange, it also offers heavenly design possibilities. The finishing options range from printing to embroidery. The SKY line includes a generous shopper with zip and long carry handles, a spacious sports and travel bag, a lightweight backpack with a breathable carrying system and a multi-bag that feels comfortable as a modern backpack on your back or in your hand. With this variety, the SKY opens up new horizons as a promotional bag series for the next promotions. Further information and products can be found at www.halfar.com or in the new 2019 bag catalogue.

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Neuheiten 2019

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Everything from one source

Every year, the range of James & Nicholson and myrtle beach made by Gustav Daiber is supplemented by an array of new products. The two brands offer fashionable and textile promotional products. Promotionwear, sportswear, leisurewear, business apparel and workwear at attractive entry-level prices characterise the attractive products in the price-entry collection. Customers with high volume requirements can look forward to textiles in a wide range of colours and sizes (XS-5XL). Classic single-jersey T-shirts in a variety of colours including gold-yellow, pink, dark green or royal are just as popular as polo shirts, round-neck sweatshirts with raglan sleeves and hoodies with hood and drawcord. These are also available for children in sizes from XS to XXL. All James & Nicholson textiles are produced with social and environmental responsibility: that means REACH compliant and manufactured according to OEKO-TEX® Standard 100.



Sweet greetings

The Snack Box from CD-LUX gives the recipient the perfect boost on his trip. This truly sweet little thing for on the go is ideal as a giveaway for travellers or for a stopover. The content leaves nothing to be desired: For example, there are fresh apples in combination with a sweet muffin or a cereal bar to choose from. The imagination knows no limits. As a small thank-you for the travel booking, the confectionery experts at CD-LUX recommend a custom printed greeting, such as in the form of fine chocolate. A small gesture that is guaranteed to be well received. A sample and offer can now be requested from the manufacturer.

PSI 45452 • CD-Lux GmbH
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info@cd-lux.de
www.cd-lux.de



PSI 41259 • Lehoff Im- und Export GmbH
Tel +49 40 529607-0
info@lehoff.de
www.lehoff.de

Practical travel companion

The CarryOn Transfer Board Trolley including USB docking in black can be ordered from Lehoff. With a dual USB adapter integrated in the CarryOn Transfer hand luggage compartment, you can charge your mobile phone, tablet or laptop anytime, anywhere. A power bank is not included. However, inside there is a compartment for a power bank and a port for the USB adapter. This handy concept makes waiting at an airport or train station more fun. The hard-shell case has four fixed wheels for added ride comfort. The aluminium drawbar is adjustable in three positions. An integrated TSA combination lock provides a secure travel experience in the USA, for example. The inside of the case is completely lined with an additional device compartment. In the main compartment, elastic straps ensure that clothes remain neat and tidy.

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Germany's world heritage

With detailed information for the next year on every sheet of the calendar from Ackermann Kunstverlag, Günther Bayerl takes us on an aesthetic journey of the extra class to the UNESCO World Heritage Sites of Germany. From Hamburg's Speicherstadt (warehouse district) to the Cologne Cathedral, the Wartburg in Thuringia and the Bamberg Town Hall – why travel afar when there are so many wonderful things to see close by? The calendar title is available with colour finishing in bronze metallic. Like all Ackermann calendars, it is produced exclusively in Germany and, in cooperation with NatureOffice, printed carbon neutral on paper from sustainable forestry. Promotional print is possible from just 50 pieces.



PSI 40604 • Ackermann Kunstverlag
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PSI 44501
InterPro Brands GmbH & Co. KG
Tel +49 421 33060000
info@interprobrands.de
www.interprobrands.com

Comfortable on the go

The Travel neck pillow from Inter Pro is made of PVC. It is ideally suited for those who travel a lot and want to be well prepared by optimally using this neck pillow to get the necessary sleep on a long trip. One of the advantages of this functional, practical travel item is its compact dimensions. Moreover, the pillow is inflatable and when folded fits into a case. This makes the Travel very easy to stow in your luggage without taking up much space. Available in navy blue, light blue, red, grey and orange, the product can be finished by using transfer printing.

Networked worldwide

Indispensable when travelling, whether it be for business or leisure: If you like to travel, Earth Link II, the universal adapter from Kasper und Richter, will provide you with the perfect plug with a guaranteed matching connection. Earth Link II is the connector for all international power grids. There are four push pins to switch between American, British, Australian and European configurations. There is also a USB output and a USB-C port with 3400 mA for ultra-fast charging of smartphones or tablets. Embedded in a practical protective bag, the product is delivered as item number 509300 in a neutral carton.



PSI 40043
Kasper & Richter GmbH & Co. KG
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www.kasper-richter.de



Pillow with memory

To make a trip even more enjoyable, team-d Import-Export has a pillow in its repertoire whose comfort material made of shape memory polymer adapts perfectly to the shape of the neck and head. The removable cover made of extremely soft velboa plush is washable and available in white, blue and black. For advertising purposes, doming on the zip or embroidery for particularly exclusive promotions is recommended. Another option is to print the draw-string bag which keeps the pillow from becoming soiled and can be used to secure hand luggage.



Perfect rain protection

Wellington, the ultralight Fifty Five rain jacket, comes in a practical bag and is the perfect give-away with real added value for your customers: It is small, light, inexpensive and always at hand if the user is caught in a rain shower. The membrane is absolutely leakproof and the seams are taped. After a rain shower, just take it off, shake it and pack it away. Finished. Complementing this are Melbur rain pants which come with continuous zips on the sides of the legs to make it easier to put them on when on the go. A logo and advertising message can be printed on the jacket and the bag. Co-productions are possible from 100 pieces, customised productions from 300 pieces. This stock article is available from a single piece.

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At the PSI, Toppoint appeared with a new stand concept that reflects its recently revised marketing strategy. The central theme of its trade show appearance was the introduction of eleven new brands with which Toppoint structures and accentuates its product range. This benefits the promotional product trade and its customers.

Toppoint with new marketing strategy

Flying high with new brands



The new brands are tools that enable the distributor to work conceptually. How this facilitates the new selling process was explained at the new Toppoint stand.

Almost all the consulting tables were already occupied in the morning: the new Toppoint stand in Hall 12 was not only the point of contact for regular customers, but thanks to its elegance and colourfulness also drew the attention of visitors strolling by. Before our meeting with Toppoint Managing Director Bas Lensen, we looked at the stand at our leisure: The modern, open design enabled the different brand worlds to be viewed from the outside. The claim “we aim high” appeared in large letters on the rear wall and suggested that Toppoint had big plans.

Well-thought-out brand lines

The sophisticated brand lines were presented with their own characteristic appearance together with several selected, typical products. Such as “Topride”, the label for car enthusiasts and frequent travellers that comes in stylish red-black and offers everything that is useful and fun for the car – and, as we were to learn later, is Lensen’s personal favourite. But there was also, among other things, the yellow corner “Topbasic” which told a story of lovable and functional basics that everyone needs, and which opens infinite (promotional) opportunities. Most brand



Managing Director Bas Lensen explained the new brand concept at the PSI.



Each of the brand worlds has its own profile. The brand-book defines key messages, colours and typography.

names are self-explanatory, such as Traveltop and Businessstop, while others like Topactive and Adventuretop suggest which target groups are being addressed. "Toppoint" itself is also one of the brands. It stands for the writing instruments segment which is not only conceptually very close to the company. Toppoint evolved, among other things, as a writing instrument manufacturer, just as ceramic production and injection moulded plastic production belonged to the original line of business of the company which is now over 90 years old.

Supporting the industry

Bas Lensen explained the assumptions and goals behind the new brand strategy: "Our brand concept is primarily intended to help the promotional product distributor sell faster and more easily. We provide him with the tools with which he can work conceptually. They are designed to minimise perpetual pricing discussions and unmanageable preparation of offers, leaving him more time and resources to do his actual business: to get to know his customers better and to give them more targeted advice so

that he can acquire more regular customers and achieve more stable sales. "The more precisely the distributor knows what his customer needs and wants, the sooner he can present him with a brand that takes into account his wishes and interests. The approximate price segment should also be known and reflect the value of the company, emphasises Lensen.

Recognition value and brand loyalty

The role of the brands here is clear: They specify topics and product worlds within which promotional product distributors and their customers can quickly orient themselves. This makes the selection easier and increases the accuracy – thus away from thick catalogues with huge assortments that quickly overwhelm the reader. Each of the eleven modern brands has its own core, its own strength and reaches its own target group with a perfectly balanced product range. If the distributor has assigned the customer the right experience world, the likelihood that the customer is enthusiastic about the products is very high. Each of the brand worlds has its own profile. There is even a

brandbook that defines the key messages, colours and typography. The appearance is used in communication and continues in the packaging. Everything is in itself consistent and of course is also aimed at recognition value and brand loyalty: The customer should first see whether he can find what he is looking for in "his" brand. And the easier it is for him, the more likely he will feel at ease and remain true to it. A discount system should create additional incentives.

Tools for conceptual selling

"Conceptional selling" is the catchword under which the new concept was presented at the PSI. The well-attended presentations were intended to inform the promotional product trade as well as to motivate them. "Selling on the basis of our brand strategy is a process that we would like to implement together with the distributor – with the aim of giving the end customer the confidence that he will be looked after competently and professionally in our industry: In terms of individual advice, high-quality brands and contemporary, ideally sustainable products that are carefully selected and fit perfectly," explains Bas Lensen. In order to provide optimal service, it is important to know what industry customers think and what their needs are. This is one of the reasons for intensifying the contact with distributors who know their customers best. According to our own surveys, the trade also desires more support from its suppliers. Brand strategy always ensures this, including advice and information.

Focus on sustainability and Made in Europe

The fresh wind which should continue to bring Toppoint forward is not only reflected in the above strategies, but also manifests itself through the relocation of the company headquarters to Hengelo. "The creative environment and good transport connections offer optimal conditions for further expansion," says Bas Lensen, who now manages the company in the third generation. The roots of Toppoint lie in Bergentheim where a part of the production and printing operations is located. To increase printing capacity, Toppoint recently commissioned a state-of-the-art, high-performance printing centre in Poland. Continuous development has characterised Toppoint since its beginnings. One of its many milestones: In 2002, Toppoint became part of the Swedish stock exchange-listed New Wave Group, which further boosted business. Quality, design, finishing techniques and sustainability are and will remain the core competencies that will be further developed. Toppoint's major challenges are sustainability and quality Made in Europe. For years now, the goal has been to increase the proportion of responsibly produced, high-quality products. "Made in Europe not only stands for individual design and quality, but also for high flexibility. This added value certainly justifies a higher price. Again, this is a way out of the dumping price mentality," says Bas Lensen with conviction.



Toppoint wants to support the promotional product trade with its brand worlds.

The new brand worlds of Toppoint

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China still has the reputation of being a low-wage country where foreign companies can have large quantities produced cheaply. And Chinese products repeatedly attract negative attention due to their inferior quality. The country is now countering this image and increasingly implementing standards and certifications in order to increase the quality of all products on the market. Both domestic and foreign companies are affected. Intertek informs exporters what they must pay attention to.

Quality offensive “Quality Made in China”

Strict standards hinder market access



Within the past 30 years, China has prospered primarily as a result of opening its market to the world economy and transforming an antiquated economic system into a controlled market economy. The model was essentially the Japanese economic system in which the government makes recommendations for the economy without directly and compulsorily meddling in economic processes.

China's path to changing its image by 2025

Chinese companies had access to international markets, flooding them with cheap products that could not compete with big brands in terms of quality and durability. Over the last few years, the Chinese have learned that some markets have remained closed to them or were kept closed. The Chinese government therefore felt obliged to adopt a new national strategy – “Made in China 2025”. The aim of

this campaign is to produce Chinese products of higher quality, using more of their own domestic resources.

High demands

This means that China is massively increasing the demands on both its own and imported products. The government has regularly expanded existing test standards in recent years. Many new test standards are being introduced, limits are being set (redefined) or tightened. As a result, there is a lengthy certification (CCC) for certain product groups. However, this is necessary in order to be able to place the respective products on the Chinese market which will otherwise remain closed to them. The Chinese standards system itself consists of 4 levels. In order to always be up-to-date, Intertek participates in various standardisation committees and plays an active role in important local government projects such as “Zhejiang Made” and “Shanghai Quality”. <

The Chinese standards system

Level 1: National Standard	GB	GB standards form the framework conditions for the respective product groups. They are considered mandatory.
Level 2: Industry Standard	FZ QB QB/T	These standards combine technical and additional requirements in certain product sectors. They are considered “recommended” but immediately become mandatory with appropriate product labelling.
Level 3: Regional Standard	DB	These standards combine technical requirements in certain provinces, autonomous regions or municipalities where there are no relevant test standards.
Level 4: Company Standard	Q/	These standards designate company standards when companies manufacture new/special products in order to demonstrate a commitment to high quality. However, these standards must be recognised and registered by the government.

More difficult conditions for exporters

The conditions for exporters have now also become more difficult. After all, the strict requirements that China imposes on its own companies also apply to exporters. In addition, Chinese standards and test systems differ greatly from German/European ones, so that exporters have to overcome further hurdles here. The following questions, which frequently arise in the course of advising companies intending to export, provide an overview of the most important issues.

Quality requirements of the Chinese market

Exporters should be aware of that – questions and answers

I already have sufficient, up-to-date documentation on the marketability of my product in accordance with European test standards. Can I have this documentation approved for China and also apply it?

NO. In order to import your product, you require marketability documentation that complies with the currently applicable Chinese test standards. Otherwise, problems may arise during import. (Import ban, quarantine, penalties, etc.)

Is it possible to compare European (American) test standards with Chinese test standards?

NO. Chinese test standards are largely mechanical in nature. This means that the Chinese have more physical testing or quality tests in their standards. These quality standards (e.g. lightfastness of textiles or UV resistance of umbrellas) serve the purpose of achieving the target of “Quality Made in China”.

Is it necessary to create a separate China label and attach it to my product?

YES. The China label is an important pillar of Chinese labelling and is mandatory in various standards.

Are Chinese standards also available in English or are they only available in Chinese?

GB standards are issued by the Standardization Administration of the People's Republic of China. This can be compared with DIN (German Institute for Standardisation). The standards are generally available only in Chinese and must be purchased (like the European standards) (not freely deliverable). English translations are available singly or in the form of a summary. However, only standards published by the Chinese authority are legally binding.



Lusciously melting spring greetings

The company CD-LUX is again offering a comprehensive Easter assortment this year. How about, for instance, the **sweet Easter basket**, lovingly hand-finished with the finest chocolate and, of course, individually printed? More sweet spring greetings can be found in the brand-new catalogue of CD-LUX, brimming with great advertising ideas involving the theme of Easter & spring. There is sure to be something for every customer and for every budget.

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



Exquisite embroidery

As a full-service provider, Klam has been **finishing** everything the textile industry has to offer for more than 30 years. What sets this Swabian company apart from others? Experience and attention to detail! The embroideries are exquisite and of high quality, executed with premium-quality, colour-intensive yarns, thus meeting all customer requirements. Klam accompanies the customer from the outset and implements his wishes with great expertise.

PSI 49119 • KLAM MARKETING
Tel +49 7129 928690 • mail@klam.de
www.klam.de

Sustainable advertising messages

What is used as furniture in the living area and office sector is now being used by emotion factory from the Black Forest as a base material for promotional products: Corrugated cardboard which serves as a pot for little green plants. Brand new in the range is the environmentally friendly **“corrugated cardboard plant cubes”** measuring 4.0 x 4.0 x 4.0 and 6.0 x 6.0 x 6.0 centimetres. Featuring a substrate tablet as soil and a variety of different seeds, the recipient can try his hand as a gardener. A sleeve and sticker that can be individually printed and designed offer the optimal area for an advertising message. Available from as little as 250 pieces! The cube is produced from sustainable raw materials in Europe.

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



Extremely versatile

Stainless steel looks great and prevents rust in a particularly safe way. That at least is the opinion of the specialists at Wera when talking about their Tool-Finder incentive. The two screwdrivers included in the set are also **vacuum tempered** which gives the material its outstanding strength. Two particularly popular cross-slot profiles ensure a wide range of applications. The “Kraftform” handle is modelled after the human hand, thus ensuring that the application not only leads to good results, but also fun. Customisable with a customer logo from 250 pieces.

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

Easter premiere

The promotional product manufacturer Römer Präsente, which is known by many distributors for its culinary Christmas and year-end presents, has brought out a **special catalogue** for the 2019 Easter season for the first time. The Easter catalogue comprises 20 pages and over 30 culinary product ideas. It includes both traditional products such as Easter eggs and praline eggs as well as innovative ideas from the cupcake to the Easter Secco. Many of the products offer a cost-effective option of customisation. The catalogue can be requested from Römer Präsente as a print or PDF version.

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



Elegant design

Roll-Up.Bayern is a company that specialises in high-end presentation systems, among other things. The focus is on the production and delivery of **presentation systems and promotional banners** of all kinds. The range includes, for example, practical aluminium frames which, together with customised (advertising) graphics, are an absolute eye-catcher. An elegant design, a light weight and the option to integrate LED lighting round off the design.

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



Personal note

This lighter from Chaps is an absolute **eye-catcher** for every fan. Through individually designable motifs, this high-quality article is perfect as an exceptional advertising medium for all sectors. Whether it be logos, articles or images, the designers at Chaps are happy to create layout suggestions at no charge to the customer.

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



Ingenious successor

Man is a creature of habit – especially as far as his daily work tools are concerned. Whenever a successful model is replaced by a new product, the successor must have a lot (more) to offer. That is the case with the Secumax 320, Martor's **latest safety knife**. It replaces the popular Secumax Combi following a sufficiently scheduled transition phase. The Secumax 320 is ideal for cutting films of all kinds, plastic strapping, twine and much more. The user can rely on a maximum of occupational safety as the blade is hidden. This means that it can neither hurt the user nor damage his packaged goods. In addition, this innovation has perfected the ergonomics and functionality of the handle. The handle now looks as if Martor had built it directly into the user's hand. The new soft-grip enhances the haptics even more. And the access to the blade and the steps involved in blade replacement have been greatly simplified.

PSI 40111 • Martor KG
Tel +49 212 258050 • info@martor.de
www.martor.de



Hot, compact and colourful

With its British Collection, PF Concept presents drinkware which is made in Great Britain and especially appeals with a variety of reusable cups and bottles for on the go. These include **Americano® to-go cups** which offer numerous individual design options with their large selection of colours as well as various sizes and shapes. The product family also includes theAmericano® Espresso and Brite-Americano® Espresso. The double-walled insulated cups have a screw cap and hold up to 250 ml. Thus, the polypropylene models fit comfortably under most coffee machines. The Brite-Americano® can be decorated with a full-colour, wrap-around design for a successful brand appearance. TheAmericano® Espresso is available in numerous colour combinations and can be finished with screen printing.

PSI 40972 • PF Concept International BV
Tel +31 71 3328911 • info@pfconcept.com
www.pfconcept.com

Clean Connection

The smart phone cleaner by Intraco is a **super smart gadget**: It is a charger and phone cleaner in one. It cleans a phone within six minutes by using Ozone UV light and features a dimmable white LED and changeable coloured LED lights. A great gadget to associate your brand with.

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



Lamps with a twist

"Heng Balance Lamp" is a series of desk lamps with a twist: where most lamps have a standard switch, the Heng Balance Lamp is controlled by **two balls**. When you lift the lower ball, it will be attracted by the hanging one and remain suspended in mid-air, switching on the light. We offer the Heng Balance Lamp in two different materials: sustainable wood or ABS plastic. ABS plastic is a high-quality material with unique advantages: the ABS plastic version is available in multiple colors and offers a modern touch.

PSI 49748 • PowerCubes
Tel +31 8525 00 280 • info@powercubes.eu
www.powercubes.eu



Cool appearance

Fellow, the laminated shopping bag from Giving Europe, is a real eye-catcher, even though it is a **cooler bag**. But you cannot see that from this paper gem at first glance. The inside coating ensures good insulation to keep the contents nice and cool. The bag has a main compartment with a zip and a small pocket on the outside. The dimensions are 43.0 x 33.0 x 0.5 centimetres. Advertising is applied by screen printing.

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



Classic with a new highlight

The uniquely successful writing instrument series called Cobra is a classic in the product portfolio of the Klio-Eterna brand. Especially the MMn models with their special features offer a **convincing overall package** which is characterised by elegance as well as highly sophisticated design. The high-quality metal tip and the wonderfully harmonious curved metal clip of the MMn versions are made exclusively in Germany, thus making them an outstanding advertisement for quality and functional design "Made in Germany". This modern writing instrument with its optionally selectable, shimmering metallic finish or special Klio-Eterna soft-touch, soft-frost or soft-grip finishes leaves a lasting impression. As of now, this elegant writing instrument also offers the haptic experience of a textured surface, in addition to the already existing finishing options using effect coatings. Unlike the other products of the klio structure brand, the structure is incorporated only on the upper part to make the appearance of the Cobra even more interesting.

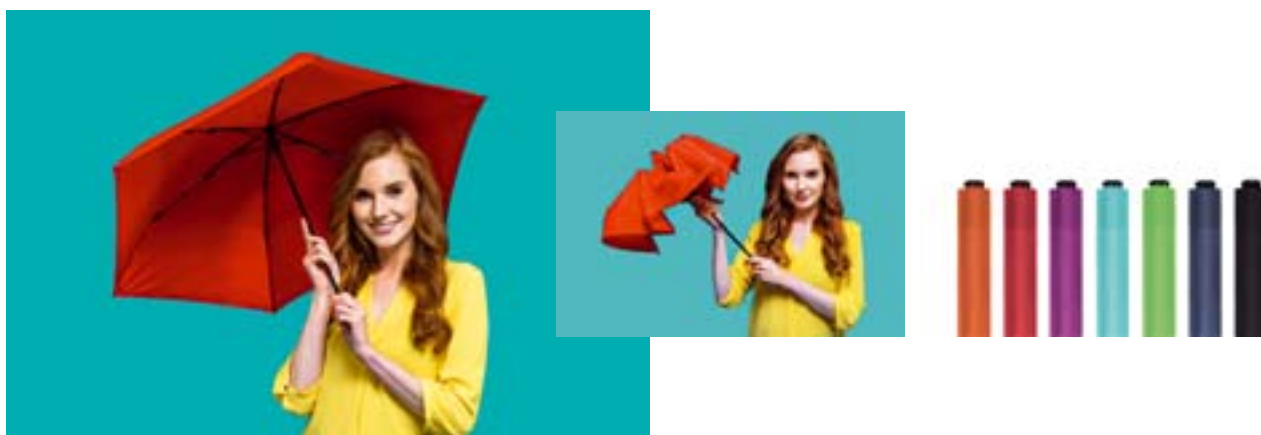
PSI 40823 • Klio-Eterna Schreibgeräte
Tel +49 7834 9730 • klio@klio.com
www.klio.com



Feather-light umbrella

As an innovation driver in its metier, the umbrella manufacturer doppler is always good for a surprise. The latest coup of the specialist is the zero,99 – as the name suggests, an umbrella of feather-light quality, which was also presented to the promotional product trade for the first time at the recent PSI Trade Show. The advantages of the new model are obvious in the true sense of the word: at only **99 grammes**, it is lighter than a bar of chocolate – and with a closed length of only 21 cm, it can be stowed comfortably in a handbag or jacket. Both extremely handy in size and extremely easy to use, it even protects from heavy rain showers with its optimal size of 90 cm in diameter. High-strength ribs made of aluminium and carbon give it its exceptional stability. In addition, seven trendy colours make it a truly stylish accessory. The zero,99 become a memorable advertising vehicle with single-colour customisation on the umbrella segments, the case and/or the handle. Detailed information is available directly from doppler.

PSI 41752 • doppler – H. Würflingsdobler GmbH
Tel +49 8571 91220 • office@dopplerschirme.com
www.dopplerschirme.com



Writing for every taste

Stilolinea is sure of one thing: There is only one pen that combines quality, beauty and comfort in the same way as the **new Semyr®**. The quality product Made in Italy is offered on the market in a variety of variations. With its eleven variations, the pen can satisfy all the needs of customers. Its unusual design is complemented by a chrome-plated clip and tip. The ingenious line is rounded off with a soft rubber grip and a special combination of silver glitter or trendy colours.

PSI 45328 • Stilolinea S.R.L.
Tel +39 011 2236350 • info@stilolinea.it
www.stilolinea.it

Easter bunny

Another Easter attraction from Jung: The Easter bunny made of delicious milk chocolate from the Klett brand not only ensures customers have a huge appetite, but also great interest in the advertising message of the advertising company. The 12.5-gramme Velcro Easter bunny can be used in a variety of ways with an individually designable **promotional sleeve**, thus offering an advertising opportunity for very clever rabbits. The eye-catching advertising space anchors the message of the advertising company directly in the minds of the customers.

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



Puzzle with appeal

The Polish company 12M not only supplies traditional puzzles, but also puzzles **specially designed for children**. Special feature: the parts are magnetic and adhere to any ferro-magnetic base, for example on the refrigerator door. Various motifs are available, and there is a choice for packaging between a sturdy coloured box and a polybag. The product can be completely personalised.

PSI 49009 • 12M Alicja Wasowska
Tel +48 77 4413500 • office@12m.eu
www.12m.eu



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Wir freuen uns über folgende neue Mitglieder im PSI Netzwerk:

We are looking forward to welcome the following new members to the PSI network:

Neue Mitglieder | New Members

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PSI Sustainability Awards 2019 | Renewed concept

Every second supplier focuses on sustainability. In the case of distributors, one in three takes concrete measures to certify his activities or to obtain evidence of sustainability. With the PSI Sustainability Awards 2018, the PSI ensures more transparency when it comes to reliable proof of the sustainability of the industry. The awards are now in the fifth round – with a conceptual alteration this year: an **extended participation procedure** and **266 companies** that were already **pre-nominated as a result of their previous sustainable commitment**. These pre-nominations were based on previous initiatives, campaigns, products or corporate structures that are in line with the set of rules of the Awards. The nominees include members of the PSI Sustainable League and enterprises listed as sustainable in the PSI Supplier Finder, PSI's official list of suppliers. "By actively nominating companies as part of this new procedure in the run up to the competition, we draw attention to the fact that sustainability has long been embraced in the production and use of promotional products," explains Michael Freter, Managing Director of PSI, and goes on to say: "As a second step the nominees are now called upon to document the extent of their activities and to confirm their nomination by applying for the Awards." Those as well as all other companies that are doing business within the promotional product industry and are able to prove their sustainable activities can **apply** for the PSI Sustainability Awards by **19 April 2019** the latest.

my > PSI

The PSI Sustainability Awards will be presented in eight categories:

- > Economy
- > Ecology
- > Social Issues
- > Ecological Initiative
- > Social Initiative
- > Product
- > Campaign
- > PSI Sustainable Company of the Year 2019.



All companies in the promotional products industry at home and abroad can participate, irrespective of whether or not they are a PSI member. Manufacturers, importers, promotional product agencies and distributors can register online for all categories. For the categories Product and Campaign, users and designers can also apply. More information on registering and the procedure can be found at: **www.psi-awards.de**.

PSI Supplier Finder 1/2019 | Register now

The PSI Supplier Finder is an important support for distributors in their search for PSI manufacturers and suppliers which meet their individual requirements. For this reason, it is essential that this directory is always up-to-date. Whoever is in the PSI Supplier Finder will be found. In addition to commodity groups with reference to their sources for procuring products and services the PSI Supplier Finder includes a list of certificates with a selection of responsible suppliers in the PSI network, the Top 150 suppliers of the PSI network as well as interesting facts "good to know".

New issue in process

The 1/2019 issue is currently being prepared. This is an ideal opportunity for all interested PSI manufacturers and suppliers to register now – in a new, easy and convenient way in the online service centre. And as always: you save by booking early. The **early-bird rates** with **5 per cent discount** apply **until 29 March 2019**. <https://www.psi-messe.com/en/Home/Supplier-Finder-Login/3090/>





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Marketability

U recently saw a report on children's crockery and coffee mugs on television. All products were supposedly sustainable as they had been produced from bamboo. Some products explicitly stated that no substances other than bamboo and vegetable starch had been processed. The products were tested. Surprise, surprise ... 80 percent of the products were not marketable, so they cannot be sold. They contained plastics that, for example, migrate into a hot drink in drinking vessels. This is a clear case of customer deception, misleading the consumer and also the distributor who are not familiar with this product category. Especially as pithy advertising slogans such as "pure nature", "ecologically degradable" or "100 percent sustainable" suggest that the products are not only impeccable and harmless but had even been produced responsibly.

At the jury meetings of the first Sustainability Awards, we weeded out numerous bamboo products for exactly these reasons. Such products could also be found at the PSI, in some instances with certificates. The tests mentioned above are not only made for television, but also for regulatory authorities. We will address this issue in March at a roundtable discussion with manufacturers – once again – as well as unfair competition. The most pressing questions are: How can we as an industry improve our image? How can we conform to the law? By working together and taking initiatives across Europe? The first step is to raise awareness and pass on information. But we also have to show "best practices" that encourage others to follow suit. In principle, we can do that.

At the PSI, role models were shown, companies that lead by example. I was approached by distributors who proudly talked about projects that they are carrying out. These are promising signs. We have already nominated over 250 companies, initiatives and products for the PSI Sustainability Awards 2019. Already a record. But all of this will only be useful if industry participants and industry associations all actively participate in what has so far only been in a rudimentary form. Only by working closely together are we strong. That is what we stand for. Join our commitment.

Best regards,



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



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Advertise enduringly in writing

Little has to be said about writing instruments as an advertising vehicle. The proverbial pen is considered the prototype of the promotional product and will remain so in the future. Even in the digital age, ballpoint pens and, with it, all types of writing instruments are indispensable helpers for quickly taking notes on all possible occasions. The wide range of different models is still remarkable. And the industry specialists show a consistently high level of creativity when it comes to variations or new developments of promotionally effective pens. The "Office and school" sector is assigned to this topic. Another product group includes new products for "Trade shows, festivals and events".

Please give some thought to the product topics of the May 2019 issue with the thematic groups "Fitness, sport and play" as well as "Brand and design products, watches" and send your product presentations (image and text) by no later than 15 March 2019 to: Edit Line GmbH, Redaktion PSI Journal, e-mail: hoechemer@edit-line.de

GWW NEWSWEEK and AGM

Significantly earlier than in previous years, NEWSWEEK 2019 already started on 19 and 20 February. For the kick-off event, the organisers of

GWW (Gesamtverband der Werbeatikel-Wirtschaft e.V.) found a stylish setting at the Historic Town Hall in Wuppertal. The first Industry Customer Day was followed by a trading day which GWW also used for its AGM. As announced, the majority of NEWSWEEK events will take place in May.



Companies, events, markets



The industry is more alive than ever and is always abreast of the times. The most important event at the beginning of the promotional product year, the new 'world of advertising and selling' with the three complementary trade shows PSI, PromoTex Expo and viscom, set trendsetting signals. In our section "Companies, events, markets", we will keep you posted about further developments and events this spring.

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