

PSI EUROPE

PSI Journal

International Magazine
For Promotional
Products

May 2019

Volume 58



Bato & Divajn

Zoran Rosomanov

A Macedonian success story

Product Guide

Fitness, sport and games

Brand and design products,
watches

Marketing 2019

Content marketing
is number one

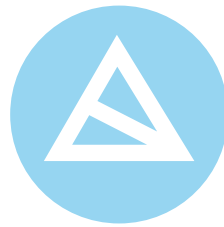
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Editorial

Is paying enough?

Packaging is as individual as the products it protects. And the market is growing because there is hardly a new product that does not come with suitable packaging. This also applies to promotional products or product sets that are presented in representative packaging. Good for the packaging industry which generated over 19 billion euros in Germany in 2018. Good also for the packaging specialists among PSI members, who can deliver everything from jewellery packaging and blister packs to cardboard packaging which is also required for using promotional products – including printing, design and custom-made on request. The borderline between product and packaging becomes blurred, especially when the packaging becomes part of the advertising message. Who assumes the responsibility for the disposal of waste which includes packaging?

Since the new Packaging Act came into force, everyone who fills packaging and puts it on the market for the first time must answer this question. What is often seen as just another bureaucratic harassment – the obligations anchored in the law serve objectives that make sense, such as preventing or reducing the impact of packaging waste on the environment, promoting recycling and disposing of waste in an environmentally sound manner. All this has to be paid for. As early as 2014, more than 120 million euros was missing to finance the nationwide disposal of packaging. The publicly accessible packaging register is intended to expose all the freeloaders who do not license their products. And those who are not found in the register risk finding themselves in serious trouble. So do what the law demands. This is not entirely new and not overly difficult. (Please read our analysis starting on page 10)

Acting lawfully is one side of the coin. By doing so, we can secure financing of disposal. But the law also aims to motivate distributors to use ecologically advantageous and recyclable packaging. However, such packaging first has to be developed and produced. There are already promising approaches to this: At the 14th German Packaging Congress in March, more than 200 executives from the packaging industry met and analysed situations, strategies and solutions relating to sustainability. Thus, the problem of packaging waste is being seriously tackled in a number of ways.

All that remains is for us to question our own actions from time to time: How large and elaborate must packaging be? How does it affect the environment – and is it absolutely necessary? I believe that paying is not quite enough, but it is the least we can do.

Ursula Geppert | Deputy Chief Editor PSI Journal

Your opinion: geppert@edit-line.de

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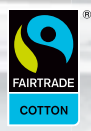
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Extended obligations in the new German Packaging Act

10

The new German Packaging Act which has been in effect since 1 January 2019. The obligation stipulated therein to participate in systems and at the same time to register in the LUCID packaging register applies to manufacturers or even distributors who place the types of packaging defined in the Act into commercial circulation on the German market for the first time. We identify which obligations companies must comply with.

K+M Promotional Product Trade Show 2019: Go green

42

Under the catchword "Go green", 64 exhibitors presented trends and highlights of the new season in the Rhein-Main Advertising Media Centre in Obertshausen. Around 300 customers were able to convince themselves of how attractive sustainable brand products and promotional products can be. A successful event with lots of extras in a pleasant atmosphere.



BATO & DIVAJN: A Macedonian success story

58

Twenty-seven years ago, Zoran Rosomanov purchased his first DTP stations and began designing graphic and animated solutions for his customers. Today, his company BATO & DIVAJN has grown into a technologically advanced full-service printing house with a passion for creating lasting printed impressions. We introduce the macedonian company.



Intertek: Amazon programme "Frustration-Free Packaging"

66

Every end user knows the situation: You order a product on the Internet. It is delivered in a box that is much too large, hidden under a mass of filling and stuffing materials made of plastic, polystyrene and cardboard. Isn't there a smarter solution? Yes, there is! Amazon has developed a programme that simplifies the handling of packaging, makes it safer and also avoids waste.



Stellar trend career

From an embarrassing accessory to the biggest bag trend in recent years. What a career for the utensil fanny pack or bum bag or very simply neck pouch. According to Edited, the company that collects data for fashion retailing, sales in the spring of 2018 increased by more than 350 percent compared to the previous year, writes the Süddeutsche Zeitung („Der resozialisierte Brustbeutel“, 8.3.2019, www.sueddeutsche.de). A trend with lots of potential – not least for the promotional product industry.

Hip and trendy

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Speaking of stellar trend careers.

“From a pack mule for sweaty sports clothes to a fashionable bag replacement”, the gym bag has blossomed and is celebrating a new triumphal march. Not the first time. It experienced its first fashion revolution back in the 1980s. („Modetrend Turnbeutel“, 7.7.18, www.augsburger-allgemeine.de).

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Delightful trends

Food trends pop up like mushrooms. In 2019, protein, especially in the form of plant proteins, belongs to the Food Trends 2019. When it comes to drinks, mocktails, non-alcoholic cocktails, are also a trend. The word “mock” stands for imitation. (www.fotokasten.de, Trends 2019). Guaranteed not to be an imitation but a genuine original: the illuminated glass called touchON!glass which lights up when touched thanks to LED technology. Ice cubes shine like jewels and water gets either an arctic or a glowing effect.

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Stellar trend career

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emerging advertising markets have been identified

by Zenithmedia. As a result, Iran is the largest growth market with advertising spending estimated to reach 2.117 million US dollars by 2020.

One in five

Germans use fitness apps. Furthermore, every seventh German citizen can imagine using one, writes YouGov.de. An attractive sales market also for wearables – and thus not least for the promotional product industry.

616 billion

US dollars will be generated by the global promotional product market in 2019, according to media researcher WARC. This investment will thus grow by 4.3 percent this year, writes horizont.net.

74 percent

of French people consider the criterion “Made in France” to be important for a promotional product, writes the French industry association 2FPCO on its website.

47.3 billion

euros was the total net turnover in the German advertising market in 2018 – an increase of 3.3 percent compared to the previous year, reports horizont.net with reference to the Schickler Media Index.

848.1

billion e-mails were sent and received in Germany in 2018, an increase of ten percent over the previous year. This was the finding of the latest analysis by the two e-mail providers web.de and gmx.de. Newsletter providers had the largest share, according to www.wuv.de.

103.85

billion US dollars was invested in advertising in Western Europe, according to GroupM. By 2019, advertising spending is expected to be around 106.35 billion US dollars, according to the forecast. www.statista.com

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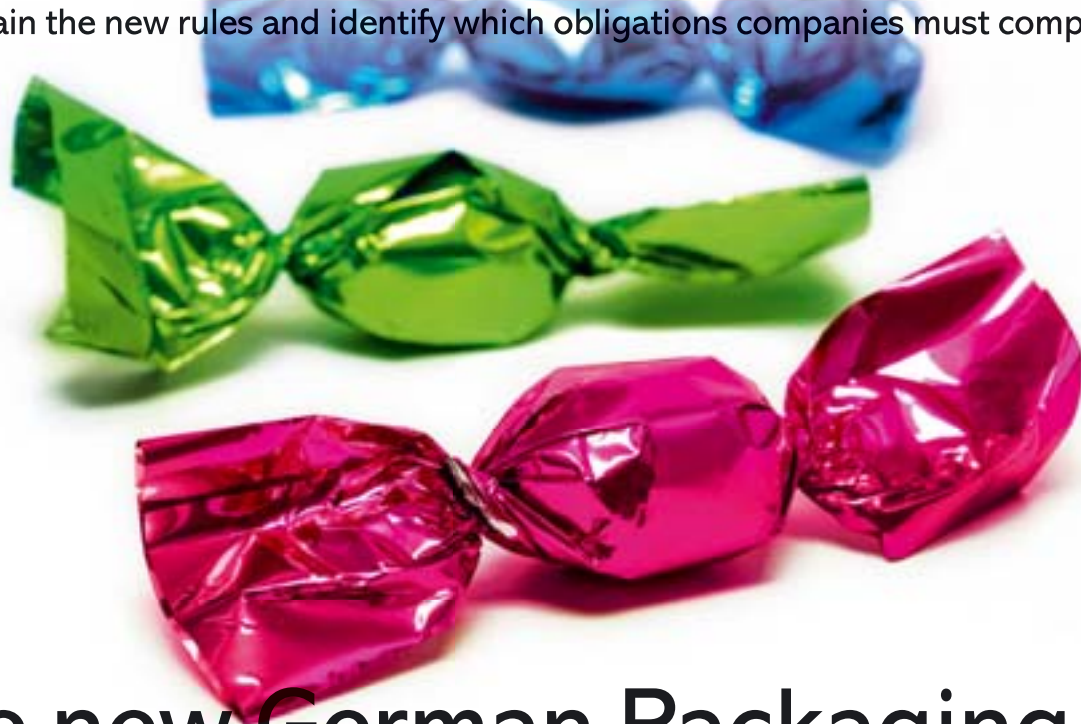


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It is on everyone's lips and is causing uncertainty in the industry: The new German Packaging Act (VerpackG) which has been in effect since 1 January 2019. The obligation stipulated therein to participate in systems and at the same time to register in the LUCID packaging register applies to manufacturers or even distributors who place the types of packaging defined in the Act into commercial circulation on the German market for the first time. We explain the new rules and identify which obligations companies must comply with.



The new German Packaging Act **Manufacturers** **must stand up**



Mountains of packaging and plastic waste are flooding the planet and are no longer environmentally sustainable. The impact on humans and nature is enormous, the removal of the waste is complex and costly. The ultimate goal must therefore be a reduction in packaging, the packaging actually incurred must be recycled as far as possible or recycled in an environmentally sound and sensible way. This burden must be shared by everyone who places packaged goods on the market. The Packaging Act is intended to contribute towards placing stricter obligations on the initial distributors of packaging, creating transparency and gradually increasing the requirements placed on the recycling of packaging.

Not everything is new

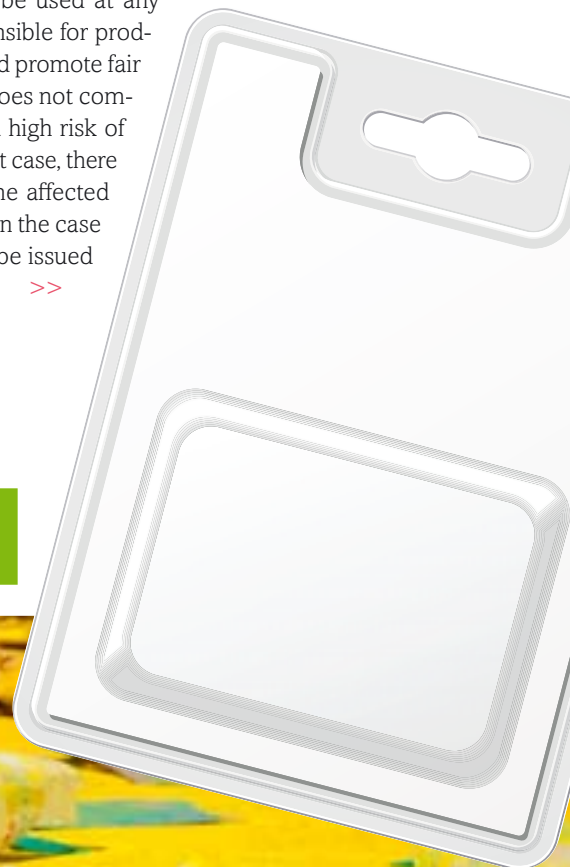
The principle of product responsibility of the manufacturer stipulated in Germany and the European Union had already been specified in the previously applicable German Packaging Ordinance which is now being replaced by the Packaging Act. Most mandatory obligations today as well as the principle of extended product responsibility (since 1993) have existed before. Nevertheless, many manufacturers evaded their responsibilities and did not participate as required in the dual systems. This should now be over: In order to increase transparency, fairness and control in the market of packaging disposal, the Central Packaging Registry (ZSVR, headquartered in Osnabrück) was created as a new federal agency. Anyone who places packaging filled with goods (including filling material) into commercial circulation on the German market for the first time,

that ends up at end users as waste, must register with the Central Packaging Registry. This initial distributor can be a producer, importer, online or mail-order distributor, in certain cases also a promotional product distributor.

Mandatory registration and reporting

The Central Packaging Registry administers the LUCID packaging register in which companies must register with master data and brand names. In addition, they must report the quantities of packaging (broken down into material types) they have placed on the market each year. More specifically, this means that all information submitted in connection with participation in the German Dual System must be sent to the LUCID packaging register simultaneously and with identical wording. Conversely, the registration number of the Central Packaging Registry is mandatory for registration with the Dual System, otherwise registration is not possible. The dual systems are also obligated to report data. There are no de minimis limits. Mandatory registration and reporting cannot be transferred to third parties. Accordingly, the packaging register can be used at any time to check who is responsible for product responsibility. This should promote fair competition. Anyone who does not comply with the Act thus runs a high risk of being discovered. In the worst case, there may be a ban on sales of the affected products and six-digit fines. In the case of violations, warnings can be issued under competition law. >>

and be counted



>> Considerable scope for interpretation

Even though the explanations in the policy documents of the Central Packaging Registry can be fluently read and are essentially comprehensible, as with any legal text there is plenty of scope for interpretation. The Act uses the indefinite term “typically” in connection with sales packaging as well as packaging subject to system participation:

“Sales packaging which is typically offered to the end user as a sales unit consisting of goods and packaging ...” or “primary packaging and overpack filled with goods, that typically ends up at private end users as waste after use ...” Here, the ZSVR itself recognises the problem of lack of definition of the term which was first mentioned in the 2008 German Packaging Ordinance (VerpackV). The legal intent speaks of “predominantly” – thus, the meaning of this critical term is not unequivocal. Such imprecise statements in a decisive passage of the text make it more difficult to determine the system participation obligation.

Catalogue should provide legal certainty

In order to provide more clarity, a catalogue was drawn up on the basis of a verifiable empirical study to cover all relevant consumer goods and industries. The products are displayed in such a way that the system participation obligation can be derived. However, this guideline, which is intended to facilitate classification and provide legal certainty, was found by our interlocutors in the industry to be of little help. Because in the promotional product indus-

try with its special products and its special distribution structure, many questions arise regarding the system participation obligation, which the catalogue cannot answer.

ZSVR provides assistance

The Central Packaging Registry (ZSVR) has the task of providing assistance to companies in the registration process and is available to companies as a contact point for legal and content-related questions about their obligations, but it is not allowed to advise them. The ZSVR expressly points out that the system participation obligation must first be clarified within the company and that it is not responsible for answering basic questions. However, it does provide comprehensive informative literature, explanatory films and detailed instructions (such as uploading brand names) on its website. On request, it determines the system participation obligation of packaging which is one of its tasks defined in the Act. However, answering inquiries may take months, and in several cases, industry-specific questions could not be answered, as manufacturers and distributors told us. Thus, whoever contacts the ZSVR will not necessarily make headway, and certainly not quickly. An overview of the types of packaging, their classification as well as the resulting obligations are shown in our glossary on the following pages.

Clarifying questions within the company

Whether a particular product is subject to licensing and which party in the supply chain may be required to do so





are the issues that are at stake. In this case, suppliers and distributors must clarify the critical questions in each individual case as to who is considered to be the manufacturer and where the packaging ultimately ends

up as waste. Especially the latter is not always clear in the supply chain for promotional products. Therefore, it is very likely that a promotional product supplier will have to license a large part of the packaging of its products even if the distributor does not supply these products to private end users. Why? The distributor's customers are very likely to be classified as so-called "comparable places where packaging arises" because they produce similar amounts of packaging waste as in private households. According to the Act, this includes commercial end users such as restaurants, administrations and authorities, hotels, cultural and charitable institutions, workshops, etc. In this respect, packaging of products to these customers is subject to system participation, namely by the manufacturer within the meaning of the Act.

Comparable places where packaging arises

In the traditional supply chain of the industry, this is usually the supplier/producer because it is he who packs the goods or fills the packaging and places it on the mar- >>



Typology of packaging

Sales packaging

It is used for containing, protecting, handling, delivering or presenting goods. It is offered to the end user as a sales unit consisting of goods and packaging and typically ends up at the end user as waste. It also includes service packaging and shipping packaging (see definition below) as well as all components of packaging including packaging aids such as labels, suspension aids, closures.

Overpack

Overpacks cover a certain number of sales units and are offered in this form to the end user. They are treated like sales packaging and are subject to system participation.

Transport packaging

It facilitates the handling and transport of goods so that their direct contact and transport damage are avoided. It is typically not intended for distribution to the end user and therefore is not subject to system participation.

Shipping packaging

Shipping packaging enables or facilitates the shipment of goods to the end user. The entire packaging material, including the filling material that ends up at the end user for disposal, is considered to be sales packaging and is subject to system participation.

Service packaging

It is first filled with goods by the final distributor. Typical examples are bread rolls, butcher's paper, French fries dishes, coffee to go cups (disposable) and fruit and vegetable bags. Here – and only here – the party who places this packaging filled with goods on the market for the first time (e.g. bakers, butchers, snack bars, cafes or retailers), may already buy the packaging with system participation.



>> ket for the first time (to the distributor). If you look at the list of “comparable places where packaging arises “ on the website of ZSVR, you will be surprised by the spectrum of companies and institutions listed here. And all of them can potentially use promotional products that end up at end users as waste and are therefore subject to licensing. On the other hand, packaging of promotional products intended for use by industry companies themselves is not subject to system participation. This applies, for example, to office supplies, storage media, calendars, cups or the like, provided they remain in the company.



Obligation also on importers

Let us now go one step further back: Not only a producer in Germany is considered to be a manufacturer/initial distributor but also those who import packaging subject to system participation from abroad within the scope of the Packaging Act. These include foreign importers as well as German companies. The party responsible for the goods at the time of the border crossing is always affected. This is regulated in the sales/delivery contract which should also legally specify who carries out the system participation and registration in the packaging register. A mail-order company abroad is also affected if it delivers to private end users in Germany. It must then license the shipping packaging, including the filling material, as well as the packaging of the products itself, provided that they typically end up at the private end user as waste. In the case of packaging that is exported from Germany, the regulations of the destination country apply. >>

Important terminology

System (or “Dual System”)

A company authorised to operate a system for taking back packaging subject to system participation. It has to fulfil various requirements, e.g. proof of comprehensive collection structures, coordination with the public waste disposal authorities and availability of the necessary sorting and recycling capacities.

System participation obligation (licensing requirement)

Manufacturers (within the meaning of the Packaging Act) of packaging subject to system participation must participate in one or more systems. They are obligated to conclude a licensing agreement with the Dual System which then takes back and disposes of the packaging from the private end user or a comparable place where packaging arises.

Packaging subject to system participation

Sales packaging and/or overpack sold commercially by a manufacturer and which typically ends up at private end users (private households or equivalent places where packaging arises) as waste.

Equivalent places where packaging arises

These places where packaging arises are legally equivalent to private households. A list of these places where packaging arises can be found on the ZSVR website. They include establishments in the catering and hotel industry, handcraft and commercial enterprises, educational institutions, service providers, small businesses, agriculture, cultural and leisure facilities, administrations and public authorities, clinics, etc. Pure trading companies that resell the goods to another trading company (without processing or altering them) are not included.

End user

He does not resell the goods in this form.

Please note:

PSI may not and cannot provide legal advice. The information on these pages is for general guidance only and cannot replace advice given by any lawyer you may engage.

from the Packaging Act

Packaging not subject to system participation

Export packaging which does not end up as waste in Germany, large-sized commercial packaging (ends up in the industry), transport packaging, reusable packaging, disposable beverage packaging subject to a compulsory deposit, sales packaging of filling materials containing pollutants. Sales packaging and overpack that typically do not end up at the end user as waste (such as overpack for shelf arrangement that will remain with the distributor). However, all packaging not subject to system participation is subject to a take-back obligation. All manufacturers and distributors must take it back free of charge.

Initial distributor

Anyone who commercially sells packaging filled with goods (possibly also free of charge) to a third party in Germany for the first time with the aim of distribution, consumption or use, shall be deemed to be the initial distributor within the meaning of the Packaging Act.



Manufacturer

A manufacturer within the meaning of the Packaging Act is not the manufacturer of the packaging, but rather the party that fills the packaging with goods and then places them on the market for the first time. In this sense, the manufacturer is usually the initial distributor in Germany and is thus obligated to register itself provided it is doing business. However, if this manufacturer has its headquarters abroad, the domestic importer can also be considered to be the initial distributor in Germany and thus the manufacturer. The decisive factor here is who bears the legal responsibility for the goods at the time of the border crossing. The terms of sale/delivery are agreed between the trading partners (Incoterms). The party who makes the notification in the packaging register should also be agreed upon.

Importer

In the case of imports of packaging subject to system participation, the company which bears the legal responsibility for the goods at the time of the border crossing is deemed to be the initial distributor and thus obligated to registration and reporting. (see above) This can also be a foreign company. Mail-order companies domiciled abroad are also considered to be importers if they deliver goods directly to private end consumers in Germany, where the product packaging as well as the shipping packaging and filling material end up as waste.

Declaration of completeness

(only if limit values are exceeded)

Manufacturers who place packaging subject to system participation on the market must submit a declaration of completeness by 15 May each year, i.e. the quantity of sales packaging and overpack actually placed on the market during the previous calendar year. This information must be certified by a registered examiner and then filed in LUCID. This obligation does not exist until the following limit values are exceeded:

- > Glass: 80,000 kg
- > Paper, board and cartons: 50,000 kg
- > Ferrous metals, aluminium, plastics, beverage cartons, other composites: 30,000 kg

What is new is that the declaration of completeness no longer has to be submitted to the chambers of industry and commerce as before, but to the ZSVR.

Source: Zentrale Stelle Verpackungsregister (ZSVR)





“We continue to license all packaging and avoid any difficulties.”

Dennis Dennig, Jung since 1828

Not much has changed for us compared to previous years. After all, the packaging of all the goods we sell is reported to a system – as we have done before – no matter who is indicated on the packaging as the manufacturer and where the delivery is going. We consciously ignore the principle of “whoever appears on the packaging must pay” in order to minimise bureaucracy. If a customer receives any inquiries, we can conveniently prove that we have paid. We avoid many difficulties and the customer is on the safe side. In principle, we welcome the concept of paying for resulting waste, even if the whole procedure is a little annoying ...



“Not much has changed for anyone who has acted correctly so far.”

Lutz Gathmann, designer

The new Packaging Act is not all that new: It applies to all companies that were previously required by the Packaging Ordinance to ensure the collection and recycling of the packaging of their commercially sold products – if they end up at the end user as waste. Therefore, it also obligates promotional product companies when their products meet certain requirements. What is really new is that at the same time they have to report the information they provide to the dual systems to the new packaging register, which is publicly accessible. If you make the effort, you can find free riders and bring them to justice. For all those who have already acted in accordance with the law, the Packaging Act is actually good news because the system should ensure that the costs of disposal and recycling are now distributed more fairly.

This obligation is only waived if proven that it has already participated in a system. Distributors must always be able to prove that a certain packaging has already been licensed. In principle, the end distributor in Germany must ensure that the obligations under the Packaging Act are complied with. Whenever it is uncertain whether a product is subject to system participation, it makes sense to include a suitable line of reasoning in the product files. In case of doubt, those affected can explain why they did not license their product.

Full service and direct-to-customer business

Now our promotional product distributor is a full-service provider and works with a logistics company that handles



>> Distributors are also affected

Let us follow the path that a product can take in the supply chain. A consignment has arrived in Germany. We can assume that packaging of powerbanks, tools or bags has already been licensed by the producer or importer. The cartons in which the goods were delivered are considered to be transport packaging, they do not end up at the end user and are therefore not subject to system participation. The products are now resold through the promotional product distributor. He then packs parts of the consignment together with other products in new packaging to send to his customers. In this case, he places this new package in this form on the market for the first time and thus has to license shipping packaging provided it ultimately ends up at the end user. The same applies if a distributor repacks products previously packed in decorative or individually designed packaging. Even though this packaging is used differently for a while, it must also be licensed. Even used packaging must be licensed by the distributor.





Let me begin with a small digression: The European Packaging Directive 94/62/EC came into force in 1994. It obliged the 28 Member States to transpose it into national law with the result that there are now 28 different laws and over 100 take-back systems. The licensing models are very different: There are no uniform requirements such as minimum quantities, recycling rates, etc. For exports, the regulations of the destination country always apply. We observe that but we also expect that from our suppliers. I notice time and time again that some are not familiar with EU legislation. So they often do not know the requirements resulting from the new Packaging Act which replaces the Packaging Directive 94/62/EC to further specify its objectives. Unfortunately, some foreign suppliers stubbornly refuse to register and pay licence fees, even though they are required to do so. If we want to curb the flood of packaging, promote recycling and ensure fair financing of disposal, we must all contribute.



“Foreign suppliers are often unfamiliar with EU legislation.”

Roland Liederbach, K+M

order picking, warehousing, packaging and shipping. In this case, the obligations are transferred to this service provider on the principle that the person who packs the goods in the shipping packaging is obligated to system participation and registration – unless he is not recognisable. Even if no sender at all appears on the packaging, the sender is responsible. If only the distributor (seller) is recognisable on the packaging, he is then subject to the obligations of the Packaging Act. The decisive factor is therefore always who appears on the packaging as the sender. Let us assume that the promotional product distributor buys goods from his supplier and has them sent directly to his customer: In the case of direct-to-customer business, the supplier ships the goods on behalf of the final seller and must therefore participate in the system. The distributor should receive confirmation that this has happened.

Special case: Customer brands

A special position in the Act is taken by customer brands/private labels: “The sale of packaging filled on behalf of a

third party to this third party does not constitute placing on the market if the packaging is exclusively marked with the name or brand of the third party or both.” (§ 3 para. 9) Expressed more simply: A supplier that produces or fills promotional products for an industry customer on behalf of the distributor is a manufacturer and must therefore be displayed on the packaging. It therefore bears the responsibility for the product within the meaning of the Packaging Act. Only if the manufacturer is not recognisable on the packaging, the manufacturer’s capacity is transferred to the ordering customer (i.e. the distributor). Here the legal text further specifies: “If on the packaging the name of the contract manufacturer appears together with the addition “manufactured for ...” with the name/brand of the trading company, the contract manufacturer remains the initial distributor/manufacturer and thus the obligated party within the meaning of the Packaging Act.” Let us illustrate this with an example: The cosmetics manufacturer Beauty Company AG, acting on behalf of the distributor Werbemittelprofi GmbH, fills small bottles with shampoo and body lotion for its customer Mercure Hotels. >>



The Packaging Act continues to cause uncertainty. For example, the Central Packaging Registry (ZSVR) and the individual disposal systems (Duales System, interseroh, etc.) do not provide a uniform answer to the question of whether this or that type of packaging is now subject to licensing. We tried it out and asked the same question at three different places – and got three different answers. Another problem: The Central Packaging Registry announces very long response times for individual requests in advance and immediately says that the information is not legally binding. So we and many of our colleagues play it safe – we prefer to license too much rather than too little as this saves us a lot of administrative work. Unfortunately, that is not cost-efficient. In any case, it is important to relieve the end customer (as far as possible) of any burden. Otherwise, we take the risk that our products will end up becoming unattractive because of bureaucratic hurdles. In any case, it pays to ask several system providers because there are significant price differences here. In our case that was more than 1,000 euros.

“By licensing rather too much, we take the burden off the customer – also in our own interest.”

Tobias Köckert, Mahlwerck Porzellan



>> “Made by Beauty Company AG for Werbemittelprofi GmbH” appears on the packaging, so Beauty Company AG is subject to licensing. However, if Werbemittelprofi GmbH appears on the packaging as the manufacturer, then it is obligated – not the hotel chain. This also applies if Beauty Company AG packs the goods and delivers them directly to the hotels. Why? Because it does not appear externally.

Special feature of service packaging

A special rule applies to service packaging, i.e. packaging which is first filled with goods where they are delivered to the private end user. This includes, for example, carrier bags made of paper or plastic, disposable tableware, cling film and aluminium foil, bread roll bags, etc. Only this packaging can already be purchased with system participation, i.e. the initial distributor can transfer its obligations to the supplier. Whoever uses this option must not neglect to have the system participation confirmed by the packaging supplier (which, incidentally,

he is obligated to do). For the industry, printed shopping bags are particularly relevant from this category because they are common and effective promotional products. “Sustainability and transparency have always been two important pillars of our corporate values, and an efficient recycling system is an inherent part of that,” says Volker Riedle, Managing Director of Bags by Riedle. “Therefore, we now offer our customers a carefree package with pre-licensed paper carrier bags. At the same time, Bags by Riedle handles the entire process in accordance with the Packaging Act, and the customer does not have to do anything else. And proof for authorities is simply the invoicing of the order.” The industry has thus already responded.

Product or packaging?

Especially for the promotional product industry which places complex and innovative products on the market, it can be a particular challenge to draw the line between the product and the packaging. Classification according to the Packaging Act will be correspondingly difficult. The defi-

>> nition provided by the legal text allows for many possibilities of interpretation and will continue to create uncertainty. Accordingly, it is not packaging “when the article is an integral part of a product and is necessary to contain, support or preserve this product throughout its lifetime and all elements are intended to be used, consumed or disposed of together.” (§ 3 para. 1). Here an open exchange within the industry, for example also about the results of inquiries raised with the ZSVR, will help to classify difficult cases. The GWW has meanwhile developed models that take into account the interests of the industry and sent a corresponding paper to the ZSVR. This catalogue with suggested solutions has also been sent to the ZSVR via the BGA. However, a reaction to this was not yet available at the time of going to press. This pending statement will also be useful to the industry in dealing with the Packaging Act. We will keep you posted. <

Reach goal faster together

Unfortunately there are still uncertainties regarding licensing and procedures. An open exchange on these topics within the industry therefore makes sense and could help many people. You are welcome to use the PSI Journal as a platform and let us know, for example, what your inquiries to the ZSVR revealed in problematic cases. We will prepare the results so that your colleagues can also benefit from the information. I look forward to your mails: geppert@edit-line.de.

Sources and further information

General information:

<https://www.verpackungsregister.org/information-orientierung>
https://www.verpackungsregister.org/fileadmin/files/How-to-Guide/Infoblatt_Versandhaendler.pdf

Registration:

<https://www.verpackungsregister.org/verpackungsregister-lucid/registrierung/auf-einen-blick/>

Online licensing:

<https://www.gruener-punkt.de>

Packaging Act (2018, 7th Amendment):

No final legal certainty on direct-to-customer business
<https://www.it-recht-kanzlei.de/dropshipping-recht.html>

Stephan Pult, Stiftung Zentrale Stelle Verpackungsregister:
 The Packaging Act – the new obligations and the packaging register in practice

Lutz Gathmann: Everything brand new – the Packaging Act

Kai Koschorreck: FAQ about the Packaging Act

Sebastian Siebert, take-e-way GmbH:
 The new Packaging Act

Landbell: <https://verpackungsgesetz-info.de>

Deutsche Recycling: Information on the WEEE Directive and Battery Directive
<https://deutsche-recycling.de/verpackungsgesetz/>





The new products of this theme are **dynamic and trendy**. And the industry is thus also playfully fit for **effective advertising**. Browse through and find products and accessories for tailored occasions and effective campaigns.



PSI 43949 • L&S GmbH
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info@lunds-gmbh.com
www.lunds-gmbh.com

Fun in the water

Beach balls, water wings and swimming boards are mobile, fun and helpful accessories for recreational fun in the pool or at the beach. An advertising message can be optimally placed on the products on a large advertising space. L&S GmbH offers beach balls and swimming aids in the classic multi-colour design in various sizes as well as in the form of special customised designs with a logo. The promotional products have CE and ROHS certificates.



PSI 47203 • Krüger & Gregoriades
Im- + Export GmbH
Tel +49 40 731021-80
info@kg-hamburg.de
www.kg-hamburg.de

Sporty flight rings

Super Speedy is a flight ring offered by Krüger & Gregoriades. The Super Fitness flight ring is an all-rounder that boasts precise trajectory and flies extremely far thanks to its special aerodynamics. Ranges of over 300 metres are no rarity for the ring with a diameter of 28 centimetres. Despite the high flying speed, the flight ring is easy and soft to catch thanks to its precise flight pattern and special soft edges. Super Speedy is available in blue, green, orange and yellow, sorted and packed in a hanging card. One packaging unit comprises 120 units.



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Sporty promotional product

The Polish promotional product specialist 12M has a number of promotional gadgets in its range for promoting sports clubs. Each of the products can be individually designed and finished in various ways. The beer glass coasters which are printed with a sport motif are an eye-catcher in any fan area. Also ideal for advertising sporting events or clubs: Magnetic bottle openers that can be taken anywhere because of their very slim design. Other convincing products include fan clappers and display cleaners that can easily be placed on the back of a smartphone. 12M offers a five percent discount on all of its sports-related products. Apply the promo code PSI12M05/2019.



Entertaining stress reduction

The popular figures of mbw® set the mood for fitness, sport, games and stress reduction. At the very top are the popular anti-stress characters of the Squeezies®, including the indestructible Herr Bert® in wellness, body, swimmer, rider, soccer and baseball designs. In addition, several Squeezies® crumple balls are ready to go into action. New to the high-quality squeaky duck population of the Schnabels® are the diver and female footballer. The Schmoozies® Puck from the MiniFeet® series with a microfibre underside is designed for cleaning smooth surfaces such as mobile phone displays or screens. Also trendy: the mbw® heat cushion in a rectangular and heart-shaped design, or for the young generation in many animal shapes such as the OEKO-TEX® hippopotamus. They become a warmth dispenser after a short stay in the microwave. They serve as a cooling element after a stay in the refrigerator.



PSI 41016 • Heri-Rigoni GmbH
Tel +49 7725 9393-0
info@heri.de
www.emotion-factory.com



Great growth opportunities

In the miniature greenhouse of Heri-Rigoni/emotion-factory, nature stages a live spectacle. The pot with a transparent dome works like a greenhouse and promotes rapid growth: Just pour water on the substrate tablet, sow seeds and loosely place the lid. The mini greenhouse invites the recipient of this promotional product to lend a hand and bring some greenness into the office, onto the windowsill or home with individually selectable seed varieties: All Made in Germany and, on request, also organic. The advertising message for the company can be found directly on the product as well as on the packaging.

- ADVERT -

Bottle
Promotions



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info@em-holzprodukte.de
www.em-holzprodukte.de

Sustainable bocce

Sustainable promotional products in a trendy design made of certified wood can be found at e+m Holzprodukte. A nice example is Indian Summer, the bocchia game with six wooden balls and a small target ball. The game is made of FSC® certified beech. The coloured balls are stained water-based. The balls or the natural cotton bag in which the six balls are packed for three players are individualised by means of printing or laser engraving. The products are Made in Germany.

Cordless acoustic pleasure

The earplugs Alisa, the wireless in-ear headset, are charged in a small box and fit into any pocket. The earphones are controlled via Bluetooth 4.2 and are the ideal companion for on the go. The earplugs can be used both in monotone and in stereo sound. Fully charged, the power is enough for a playing time of about two hours. The charging time is one to two hours. Further information is available on request.

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



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

Robust space miracle

The Dufflebag Daily bag from Giving Europe is made of sturdy 600D polyester and is an absolute space saver. All necessary items for the next training session in the gym can be comfortably stowed in it. It has a zip, two carrying handles and an adjustable shoulder strap. The PU patch on the front underscores the casual look of the bag. The Dufflebag Daily is available in the trendy colours black, grey, blue and dark green. Advertising is applied by screen or transfer printing.



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

Sporty evergreen

Softball Happy from team-d is the most successful promotional product in its portfolio and is now celebrating its 20th anniversary on the market. Toddlers even prefer the bright, soft and extremely handy toy to a cuddly animal. Even older children throw, catch and romp with the hard-wearing ball as it suits them. Happy Ball has its fans in interactive briefings, communication seminars and workshops and has long proven its qualities as an ideal trade show gift. The soft Softball Happy is made of washable vinyl, filled with polyester fibre and suitable for children under three years. And by the way, the Happy Gang offers lots of new laughing motifs.



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PSI 49354 • Fifty Five oHG
Tel +49 2738 30540
info@fiftyfive.eu
<https://business.fiftyfive.eu>

Breathable sports vest

Lightweight, breathable and comfortable clothing are beneficial for running, hiking, cycling and many other sports activities. Lake Erie and McMurray, the women's and men's softshell vests from Fifty Five, protect against the wind, ensure that water from one or two small showers drips off, and provide for a good body sensation. The blend of polyester and spandex makes this PFOA- and PFOS-free vest feel like a second skin and perfect for sports activities. Featuring two outer pockets and a chin guard on the zip, the vests are available in three different colours in women's sizes 36 to 52 and in S to 6XL for men. Customer-specific in-house production can be implemented from 300 pieces.

Wireless source of sound

The JBL Reflect Mini 2 wireless headphones from Schäfer Airport Retail adapt to every ear shape and size. After all, they feature ergonomic silicone ear tips and patented Freebit™ ear cushions in three different sizes for maximum wearing comfort. The sweat-resistant and lightweight aluminium construction meets the highest standards of design and user-friendliness. In addition, a three-button remote and a microphone provide easy control of music and calls. Thanks to the reflective cable, the user is also clearly visible during evening training sessions. And with a 10-hour battery capacity, the JBL Signature Sound can be fully enjoyed via Bluetooth. Calls can be managed conveniently with one touch with access to the voice assistant wizard.



PSI 46903 • Schäfer Airport Retail GmbH
Tel +49 2684 9570-17
jamzehnhoff@schaefer-global.com
www.schaefer-global.com



Colourful fitness

Sporty Bag from Inspirion is a set of three exercise bands with different resistances and colours. They weigh virtually nothing, take up little space and can be easily transported in the included mesh bag with a closing strap. With the practical transport package including a snap hook, the exercise bands can be taken anywhere. So nothing stands in the way of the next workout in the park.

PSI 42907 • Inspirion GmbH
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www.promotiontops.eu

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office@herka-frottier.at

www.herka-frottier.at





PSI 42706 • Kalfany Süße Werbung
GmbH & Co KG • Tel +49 7643 801-0
info@ksw24.com
www.ksw24.com

Strong energy suppliers

Originally packaged, including customisation on the all-round advertising sleeve, the classic nibble from Kalfany Süße Werbung with quality and taste eclipses its competitors advertising crisps. These crispy Promo Mini Pringles are particularly suitable for any sports promotion where a little treat to calm the nerves is called for. Ideal for a hearty break is the trail mix: Nuts and raisins quickly provide the body with energy. Vitamin B, magnesium and fatty acids provide replenishment for the grey cells. Of course, Kalfany Süße Werbung produces these promotional snacks in IFS-certified production.



PSI 43144 • FARE –
Guenther Fassbender GmbH
Tel +49 2191 60915-0
info@fare.de
www.fare.de



Ultralight suction marvel

The ultralight towel from FARE®, made from high-quality microfibre and certified to OEKO-TEX® Standard 100, is a real suction marvel. It absorbs three times its own weight in moisture, dries lightning fast and is therefore ideal for use after sport, after taking a dip in the pool or when travelling. To save space, it can be packed in a case with a mesh insert. The grey towel is available in sizes L and XL. In terms of finishing, the microfibre towel can be customised by using screen printing, laser engraving or blind embossing, and the case can be customised by using screen printing.



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

Environmentally friendly

Anyone who drinks a lot is healthy. In times of floating plastic islands in our oceans, Troika's lightweight, sturdy and, above all, reusable metal drinking bottles are a good and environmentally friendly idea. Serengeti, the sustainable, anodised, matte titanium-coloured stainless-steel bottle, holds 600 millilitres and is equally suitable for tap water and carbonated water. It is LFGB tested, food safe and unlike plastic bottles also BPA-free. The nostalgic strap closure makes it a special companion that finds its place on the desk, in the sports bag or in the car.

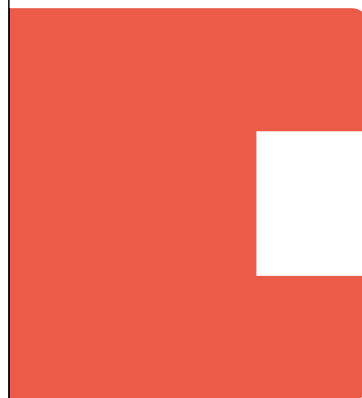
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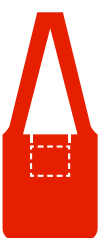


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A MISSION

OUR MODELS





Multifunctional fitness tracker

Kasper & Richter's Fitty Watch II is designed for fitness fans who want more. In addition to the large TFT colour display, the fitness tracker features a multi-sport tracking function via GPS for tracking the route and recording steps, distance, calories, speed and permanent pulse measurement in each mode such as walking, running and cycling. A memory function can be individually set for signalling a lack of exercise and the fulfilment of daily goals. Features such as automatic sleep recording, front-display weather forecast and incoming call notifications as well as incoming social media messages complete the portfolio of the device. The wristband has an integrated USB interface for easy charging without a charging cable.

PSI 40043 • Kasper & Richter GmbH
& Co. KG • Tel +49 9131 50655-0
info@kasper-richter.de
www.kasper-richter.de

For mental fitness

Sanders Imagetools ensures a keen mind with its new Active Mind Shot. With cognizin, green tea, ginseng and vitamins, this pick-me-up reduces tiredness, activates metabolism and supports mental performance. The vegan product does not contain any artificial flavours or sweeteners. The drink is suitable for all purposes associated with concentration, attention, road traffic, training or education. The deposit-free bottles are available in a customised design from 250 pieces.



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

Always in close contact

Advertising not only reminds the buyer of their favourite club or favourite event, it automatically draws attention throughout the world when used. Especially for sports clubs or sports and beach events, Römer Wellness has an original product idea in its catalogue: the hand towel and shower towel in a grammage of 320, individualised in digital printing, full-surface and in high resolution. The towels are made of 65 percent cotton and 35 percent polyester microfibre. They are ideal for the next beach party, the next beach volleyball tournament or summer party from 100 pieces.



PSI 46887 • Römer Wellness Kundenpflege
Wellness & Care GmbH & Co. KG
Tel +49 6541 812950
info@roemer-wellness.de
www.roemer-wellness.de



PSI 41853 • Frank Bürsten GmbH
Tel +49 7673 88865-0
info@frank-brushes.de
www.frank-brushes.de

Sparkling clean climbing fun

Frank Bürsten GmbH has launched a new give-away on the market with the climbing brush which helps to achieve a successful climb. The handy brush handle features a hole for hanging and attaching to the chalk bag. The brush is made of regional, high-quality beech wood. The densely arranged natural bristles are suitable for a thorough and at the same time gentle cleaning of hand and foot holds in the hall as well as on the rock. On request, Frank Bürsten places individual company or advertising logos on the brush.

- ADVERT -

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Waterroll®



www.waterroll.de

Der TOP-Werbeartikel 2019 mit (Umsatz-)Potenzial. Aufgrund von Zeitmangel wird immer häufiger im Fahrzeug gegessen, daher kann die Waterroll® wirklich jeder gebrauchen: On Tour mit Kids, als Außendienstler, Paketdienstleister, Spediteur, Busfahrer, Taxifahrer u. v. m.

Waterroll® - innen nass und außen trocken:
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Die Waterroll® hat alles, was Sie brauchen: Schönes Design, in der Funktion durchdacht, praktisch in der Handhabung, jede handelsübliche Küchenrolle passt, Gebrauchsmusterschutz, eingetragenes Warenzeichen und deshalb ein konkurrenzloser Werbeartikel.



Relaxation after sport

Sport also includes relaxation afterwards. The hammam is particularly relaxing, and indeed beneficial for the body and soul. The steam bath experience from the Orient is one of the oldest cleansing customs in the world. The centuries-old tradition inspired the renowned cosmetics brand Rituals to create a modern hammam collection for an individual feel-good ceremony. The Rituals Hammam Treat Set also includes the mini-series products that fit into any sports bag. The exclusive Rituals supplier for the German promotional product market is the company Trendfactory BV.



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

Multifunctional sports guard

The waterproof Smart Watch Maxim from Vim Solution convinces with its robust, elegant metal design and leather strap. It monitors the pulse, blood pressure and oxygen saturation. All data is visible on the smartphone via Bluetooth. Furthermore, calls and messages are shown directly on the display. The multi-sport mode allows users to monitor and optimise their training. Other features include a clock and sleep monitor as well as a step counter and calorie counter, distance and time information and notification when you receive a call, SMS or message via WhatsApp, Facebook or Twitter. Heart rate, blood pressure and blood pressure oxygen monitoring as well as a multi-sport mode and stopwatch complete the feature portfolio.



PSI 45720 • DreamPen
Tel +48 68 4772230
dreampen@dreampen.pl • www.dreampen.com
www.clip4you.com

Clip4you pens

As the name implies, the unique Clip4you, which matches DreamPen's various writing instrument models, can be designed and personalised in any form desired by the customer. Advanced technologies allow you to make a clip in the form of 2D, 2D+ or 3D, although the three-dimensional clips enjoy the greatest popularity and interest. The prints on the clips are digitally made in photographic quality, which makes it possible to complete the excellent quality of pens. Exercise equipment, diet supplements, sports brands, logos or club mascots, sporting events, images of players – all of this can be done on a 3D clip. The originality of design and performance is something that will allow each advertisement to stand out from the crowd.

USBFix

Memories to file

Dieser USB Speicher Stick zum Abheften ist durch seine ultraflache Bauart ideal für jedes Mailing, jede Broschüre oder jeden Ringordner.



HIKITEC

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Tel.: +49 (0) 2103 71 54 260
Fax: +49 (0) 2103 71 56 256

info@Hikitec.de
www.Hikitec.de

With a net and double bottom

Always well equipped: The TEAM series consisting of a backpack and sports/travel bag has been launched by the bag specialist Halfar. Cycling? Football? No problem, the TEAM backpack has a net which can be pulled out of the zipped bottom compartment if necessary and hooked onto the outside. Suitable for a bicycle helmet, a ball or a rain jacket. The all-round talent also offers enough space inside for gear – and on request also for more because the main bag can be enlarged using the zip. The TEAM sports/travel bag features an extra bottom compartment that separates dirty sports shoes or wet towels neatly from the rest of the gear. The two side pockets also ensure tidiness. Packing is easy thanks to its spacious main compartment with a two-way zip. Both bags are available in navy, red, black and royal blue. They can be customised through printing, embroidery, doming and a metal emblem.



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



PSI 47696 • Jamara e.K.
Tel +49 7565 94120
werbemittel@jamara.com
www.jamara.com



Dolce Vita on two wheels

Here, unmistakably Italian flair blows through the children's room: The small Ride-On Vespa scooter from Jamara is the cult vehicle of Italy and Dolce Vita symbol par excellence. Jamara brings this dream on the market as a licensed mini motorcycle in different colours. Thanks to the powerful drive, even toddlers can drive from the children's room to the living room. LED headlights, illuminated fittings, small support wheels for safe driving, a horn, an imitation leather seat and a USB port are among the main features of the cult scooter. The scooter's top design and five lovingly selected colours make it a real eye-catcher at the POS.



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

Schwitzableiter towel

Training is fun with the Schwitzableiter Fitness XL towel from Troika. The cleverly designed towel makes training on equipment easier and even protects the car seat when the user gets into the car sweaty after a workout. Especially when training on equipment, training is cool when the sewn hood of the towel is simply pulled over the backrest while others are annoyed about their slipped towel. The Schwitzableiter towel is available in grey and features the generous dimensions of 1400 x 400 x 5 millimetres.



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

Versatile training

The blue gymnastic and fitness band from Hepla is a practical sport utensil for any kind of training. It is suitable for diverse resistance training and for improving mobility. After training, the band can be folded and stowed in the matching poly bag until it is used again. Thanks to the handy format, it fits into any sports bag. The fitness band measures about 1500 x 152 millimetres, is elastic and at the same time tear-resistant. For an individual advertising message, the standard paper insert is replaced by a paper insert designed according to customer specifications for an additional charge.



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

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

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

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

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Jetzt teilnehmen – Wir verlängern
bis zum 15. Mai 2019!

Participate now – We extend until 19 May 2019!

www.psi-awards.de

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Partner



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

- | | | | |
|--|--|--|--|
| <ul style="list-style-type: none"> • A.W. Faber-Castell Vertrieb GmbH • ABC MARKETING SRL • Acar Europe GmbH • achilles concept GmbH & Co. KG • Aglika Trade Ltd • Albene GmbH • Alta Seta GmbH & Co. KG • Ambiente-Meitzer • Araco International B.V. • Aristos International GmbH • Arsir • Art Di Como Design GmbH • Asia Incentives Ltd. • badgeu Wojciech Pawlowski • BAGS BY RIEDLE • BAS Produktions- und Handels-GmbH • BIC Graphic Europe S.A. • bzyCards / Borys Chibisov Engineering Services • BLACK HILL - Westcoast of Sweden Int. AB • B-Loony Ltd • Blue Chili GmbH • Böckling GmbH & Co. KG • Boogaard Textiles B.V. • BOOMERANG S.A.S. • Bottle Promotions • BQS Textiles BV • Brand Addition GmbH • Brandmeister Vertriebs GmbH • Brands Fashion GmbH • Brauns-Heitmann GmbH & Co. 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|--|--|--|--|

First promotional product trade show

KW open promotion consulting & trading GmbH, a specialist in ecologically and socially sustainable products headquartered in Hohenems in Austria, is organising its first "KW open Promotional Product Trade Show" on 6 June 2019 as part of the "Marketing & Communication Service Exchange" at the Dornbirn Trade Show in Vorarlberg. According to the company, this will be the first promotional product trade show in the tri-border area of Austria-Switzerland/Liechtenstein-German Lake Constance region.

40 exhibitors from the industry will be presenting their new promotionally effective products. The organisers expect 750 visitors from all sectors. "The visitors from this enormously strong economic area can thus get a comprehensive picture of the breadth and depth of haptic advertising. For the exhibitors, we are thus offering a great revenue potential and an interesting cross-section of the promotional product customers in Vorarlberg and the surrounding area," says KW open Managing Director Manfred Janek. Further information is available direct from the company: www.kwopen.com



KW open

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5 successful years



Duroflex

Afroditi Athanasiou

Afroditi Athanasiou has just celebrated 5 successful years working at Duroflex S.A. Duroflex is a Greek manufacturer of promotional items made of PP and PVC and their range of product varies from binders, wallets, and packaging boxes to displays and even mats and menu catalogues. Afroditi

Athanasiou became known to customers as a contact person for sales, but as the years went by she gained valuable knowledge on custom made products. Now she is fully capable to help and support all German-speaking customers with their special enquiries. www.duroflex.gr



Doppler

Michael Tax

New key account manager

The umbrella specialists of Doppler have strengthened their sales potential through their new key account manager Michael Tax. From now on, he is responsible for looking after customers in northern and western Germany and brings with him extensive experience. After completing his training as an industrial clerk, Tax worked at Samsonite.

During this time, he also completed a bachelor's degree in business administration and business psychology. After that, as junior key account manager for retail at Inspiration, he was responsible for supporting distributors. www.dopplerschirme.com

ztv Logistik becomes QTRADO Logistics

Since 1 April, the logistics service provider ztv Logistik – official partner of the PSI network since 2014 and operator of the shipping station at the PSI Trade Show – has been operating under the name QTRADO Logistics GmbH & Co. KG. Since then, QTRADO

Change of name

Logistics GmbH & Co. KG has been handling all logistics activities at the two sites in Krefeld and Neuwied. As a partner and service provider for logistics in Krefeld, nationwide and worldwide, corporate activities focus on fulfilment, logistics for promotional campaigns and transport logistics. A letter from the management to business partners reads: "We continue to invest in our services portfolio. As an example, we expanded our storage capacity last month. We are delighted that from now on new logistics sites in Duisburg, Gelsenkirchen, Dortmund and Leverkusen belong to QTRADO Logistics." The e-mail addresses have changed. The new e-mail addresses of contact persons are as follows: firstname.surname@qtrado.logistics.de. Inquiries will be answered at vertrieb@qtrade-logistics.de or by phone on +49 2151 529200. More

news and activities can be found regularly on the website: www.qtrado-logistics.de



Frank Dangmann elected to BGA Presidium

Frank Dangmann, the CEO of the German Promotional Product Association (GWW), has been elected to the Presidium of the Federal Association of Wholesale, Foreign Trade, Services (BGA). Dangmann has been actively involved in association work for many years and in the past has effectively represented the interests of an affiliation of numerous well-known brand name manufacturers. With his election to the executive board of the BGA, Dangmann underlines the intention to effectively address the concerns of the promotional product industry. Dangmann will particularly focus on removing the injustices of the income tax treatment of non-cash benefits – and in particular of promotional products – and bring about a fair and modern reform. “With Frank Dangmann, the BGA has gained a distinguished and knowledgeable entrepreneur for its presidium. With his experience, he will effectively represent the interests of the promotional product industry in Berlin”, says GWW Managing Director Ralf Samuel. www.gww.de



Frank Dangmann

Graphic designer on board

Computer Division Heinemann GmbH, in short CDH, continues to grow. Following the addition of two new employees for support and development last year, a graphic designer is also on board for the first time. Cornelius vom Stein studied at the University of Media and Communication Sciences in Cologne and Berlin and received his bachelor of corporate design in the summer of 2018. He supports CDH with the creation of brochures, advertisements, a new corporate design and promotional films. Computer Division Heinemann now has 14 employees. www.cdh.info



Cornelius vom Stein

GWW reinforced

As already announced at the annual meeting, the German Promotional Product Association (GWW) has reinforced its team. Ira Kunert, who is well-versed in the industry, has been supporting the GWW team since the beginning of March. “In her position as office manager and contact person in the accounting department, she is now the contact person for all companies affiliated to the association, providing her many years of experience and competence in an energetic and likeable manner”, says the GWW headquarters in Frechen near Cologne. www.gww.de



Ira Kunert

Field service restructured

Könitz Porzellan, a manufacturer of printed porcelain cups, introduced a new field service team in March. Martina Exner, an experienced salesperson, is responsible for the Berlin-Brandenburg region. She has been working in various capacities at Könitz Porzellan for many years. Oliver Kleemann is responsible for Thuringia, Saxony and Saxony-Anhalt. During his training in the company, he acquired a wide range of knowledge which he utilises in his field work. Tobias Betz is the new salesperson for southern Germany and Austria. He previously spent the last few years in sales at manufacturing companies. The field service team will continue to be complemented by Eva Woldrich who has been serving her customers in the field for many years. In addition to producing custom-made products, Könitz Porzellan works successfully with its designs and licences under the KÖNITZ brand in the consumer goods sector. The promotional product industry is also supplied with the product range of the KÖNITZ brand. www.koenitz-group.de



Könitz field service (from left): Tobias Betz, Martina Exner, Oliver Kleemann and Eva Woldrich.

Own paper manufacturing

In March PF Concept launches their very own paper manufacturing in Blackpool, United Kingdom. With the new self-produced promotional paper range the multi-specialist adds a great asset to its portfolio: A comprehensive product collection "Made in UK" with competitive pricing and fast delivery. From sticky notes, notebooks and desk calendars to notepads, block-mates and combi notes. For all items a large selection of decoration possibilities is available. In addition to more flexibility and short lead times, the many advantages of the own manufacturing include the very important factor that PF Concept is now a "Made in Europe" company in this

range. Orders can be processed immediately and completely independently without any involvement of third parties. This makes a big difference in terms of speed and leads to faster deliveries. "I'm very de-

lighted that we are not anymore simply a supplier. We make our own products now and can sell them directly to our customers. With this we are taking a unique path in the industry. A great advantage because we can provide more efficient and faster service and less expensive products," says Pieter Boonekamp, Senior Vice President Sales & Marketing Europe at PF Concept. The full collection will be available online in the company's webshop. Further information is available at: www.pfconcept.com



PF Concept

Application for insolvency for Neuenstein plant

The management of Karl Knauer GmbH filed an application for insolvency at Heilbronn district court on 18 March for its plant in Neuenstein. The parent company Karl Knauer KG in Biberach and the site in Pniewy, Poland, are not affected by the application for insolvency. "Unfortunately, our restructuring efforts to make the production of folding boxes profitable at our Neuenstein site have not been sufficiently effective during the past 21 months," explains Richard Kammerer, Managing Director of Karl Knauer KG. "This is particularly regrettable because Karl Knauer GmbH in Neuenstein was not far from reaching the turnaround. The main shareholders have invested substantial shareholder funds and the management has made tremendous efforts towards integration into the plant network," continues Richard Kammerer. According to the company, the economic situation of the parent company Karl Knauer KG looks more positive: In cooperation with a renowned management consulting company, the management has prepared measures for a successful concept for the future

in order to exclude negative effects from the insolvency of the subsidiary in Neuenstein. "We are certain that Karl Knauer KG,

Karl Knauer GmbH

with its sites in Biberach and Pniewy, is strongly positioned and has a good perspective even without Neuenstein," emphasises Richard Kammerer of Karl Knauer KG.

www.karlknauer.de



Exclusive product training on the occasion of the Myvendo

Klio-Eterna organised exclusive product training for a selected customer during the Myvendo Fair in Odense, Denmark. The training session conducted by the Black Forest manufacturer of writing instruments, which was represented by Area Sales Manager Jürgen Becker and Sales Manager Ralf Richter, focused on the klio eco brand with sustainably produced recycling products and bio-models based on renewable raw materials. In addition, Ralf Richter also presented product highlights of the four brands klio, klio+, klio trade and klio structure, including the new Zeno metal clip variations as well as finishing in the klio structure series and the Turnus model in the soft-grip design from the klio+ segment. In addition to the numerous writing instruments on display, the course participants also learned about the production processes at Klio-Eterna and learned all the important details about the new catalogue structure as well as the new special services. After the presentation, there was plenty of time to talk to each other and to answer individual questions. The session was a resounding success for the Black Forest company, which was confirmed by the consistently positive feedback from the participants. Ralf Richter's conclusion after the farewell: "That will definitely not be the last time we conduct such a training session." In addition to that product training Klio-Eterna was one of 128 exhibitors of the Myvendo Fair.

www.klio.com

Klio-Eterna



Design ISO2go Cup wins award

The eco-friendly Design ISO2go Cup from plastics producer Adoma was recently awarded the title of "Kitchen Innovation of the Year 2019". Launched by the independent initiative LifeCare and awarded annually, the "Kitchen Innovation of the Year" consumer award aims to highlight consumer-friendly products. The evaluation is done by experts as well as by the consumer himself. Developed by professional baristas and created by Reichert Design, the elegant, long-lasting reusable Design ISO2go Cup fits under every coffee machine, in the gastronomy trade and also at home. The cup is leakproof. With a new and intelligently designed closure technology and optimised drinking opening, a novel drinking feel (button design) is achieved.

The practical one-hand operation and drinking ergonomics complete the successful design. It insulates so well that even with very hot drinks no additional cup sleeve is necessary, and it holds coffee or tea at a warm drinking temperature for up to 30 min. www.adoma.de

Adoma



At the award ceremony (left to right): Anjjouli Schweda, Kai Steinhauser (Managing Director Adoma), Susanne Nick, Harald Schultes.



Under the catchword “Go green”, 64 exhibitors presented trends and highlights of the new season in the Rhein-Main Advertising Media Centre in Obertshausen. Around 300 customers were able to convince themselves of how attractive sustainable brand products and promotional products can be. A successful event with lots of extras in a pleasant atmosphere.

K+M Promotional Product Trade Show 2019: Go green

Advertising with a clear conscience



The K+M in-house trade show is a popular information platform for customers.



K+M Managing Directors Stéphane Hennig (right) and Roland Liederbach sensitise their customers for sustainability.

Producing, managing and living more sustainably is one of the greatest challenges of our time and the only chance to preserve our planet for some time as a habitat and basis of existence. Nothing and nobody and certainly no industry can escape this responsibility. The promotional product industry has also recognised the need for action and addressed this topic. There is hardly a supplier that does not offer “green” products. Even if not all really make sense and are truly sustainable – the topic is taken seriously, and the focus is in the right direction.

Sensitising customers for sustainability

The reason to once again focus on sustainability is this year's in-house trade show at K+M. As in the previous year, the promotional product professionals from Obertshausen chose their trade fair slogan from this topic which had already created a great response among all participants in 2018. “In the run-up to the trade show, for example with the registrations, we already discovered that the topic is even more of a concern for customers than last year,” says Managing Director Roland Liederbach. “This is also meanwhile reflected in demand.” In recent years,



Interested visitors look carefully and listen closely.

K+M has set itself the special task of making customers aware of sustainability and informing them about its many facets. For this purpose, among other things, topic-related newsletters are issued to introduce relevant products. The in-house trade shows with their wide range of sustainable promotional ideas also make an invaluable contribution to this. Convincing: About one fifth of the exhibitors (12 companies) are winners of the PSI Sustainability Awards.

The industry provides information

Almost every exhibitor at this year's trade show once again displayed products that bear a special sense of responsibility in terms of ecology, economy and social issues – the three pillars of sustainability. Products and packaging made from recycled or recyclable materials, with relevant seals such as GOTS or BSCI, produced or shipped carbon neutral, with a transparent supply chain, professionally tested and compliant – the industry is in the process of implementing these standards that are recognised as necessary, and providing information about them. Exceptional initiatives such as individual advertising campaigns with honey produced by beseswe.love as well as Mahlwerck's coffee-to-go reusable system impressed visitors. Some people wondered whether they should become involved in bee sponsorship or whether the Mugcircle system could be worthwhile at their own company. With a hands-on demonstration of various promotional labelling techniques, the exhibitors demonstrated what usually happens behind the scenes: Fruit gum sachets were printed with photos, keychains were engraved, and thermos cups were personalised. The visitors were always able to take home their personal items.

Less is more

"All in all, the customer has developed a certain awareness of sustainable action," explains



At Senator, stainless steel coffee cups were individualised with sublimation printing. Visitors could take their personal coffee-to-go mug with them.



Tobias Köckert explains the Mugcircle system from Mahlwerck to interested visitors. The reusable system for coffee to go is exemplary for acting sustainably.

Roland Liederbach. "He also knows that sustainable products are not cheap, and that this mentality has nothing to do with sustainability either." That is why people today increasingly choose higher quality and sustainable products which may be a bit more expensive. In order to remain within the budget, therefore, the frequency of the promotions is adjusted according to the motto "less but better".

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The "Go green" motto was implemented in a variety of ways by the exhibitors and was evident everywhere at the trade show.



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beautiful design
attracts attention. All this
is combined by the
promotional products
presented on the following
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Ready for your next adventure?

The new watch Imperia with stainless steel case IP black finishing and rubber band is good for more than merely aquatic-based entertainment. Rubber straps were meant to be the perfect strap for, taking your watch in the water, which was their intended use. However most dive watches sold today spend their lives as “desk divers” and never actually see any underwater time. Rubber is the perfect sweat-wicking material, and it's the easiest strap type to wash. The precision of the Japanese movt., the 5 atm water resistance and the attractive look are the points of strength of model Imperia. Dial, caseback, crown and buckle can be customized with customer logo starting from an order qty 25 pcs. All watches are guaranteed 24 month. Delivery is done in less than 10 working days. All the watches available in the catalogue of Intermedia Time can be customized and the company's staff will help to choose the best solution.



PSI 48917 • Promo-House
Tel +48 12 4114242
info1@krawaty.info
www.krawaty.info

Eye-catcher

A beautiful scarf is still an indispensable accessory for every woman. The selection is huge, but the Venzo Art collection, which is part of the Promo-House range, is something very special. Not only are the colours and motifs unique, but the materials used, such as pure silk, wool or combinations of both, underline the exclusivity of the collection. Genuine manual work is still performed in production and packaging can be individualised.



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Strong brand

The Dutch cosmetics brand Rituals has been on a worldwide triumphal march for 18 years, with stories that people obviously enjoy. By 2020, the thousandth store is to open. Rituals focuses on two things: Refreshing items for the body and feel-good accessories for the home. According to the company's philosophy, Rituals wants to help people "turn their everyday routines into meaningful moments." The brand with the slogan "Your Body. Your Soul. Your Rituals." cites Far Eastern ceremonies and ancient wisdoms, praises slowness and relaxation, advocates the precious, short time-outs in our hectic times – and thus seems to capture the contemporary zeitgeist. Customers buy Rituals branded products because they believe in the quality of the products or have had good experience with them in the past. Overall, many consumers choose Rituals specifically for special occasions. This is especially true if the article is intended as a token of appreciation for business partners and employees. The exclusive Rituals supplier for the German promotional product market is the company Trendfactory BV.



PSI 49768 • Sandini GmbH
Tel +49 7307 5074310
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www.sandini.de

Premium travel pillow

TravelFix® from Sandini provides a first-class feeling on a long-haul journey: The high-quality advertising media for comfortable sleep when travelling prevents tilting of the head thanks to its stabilizing fit, enabling comfortable sleeping and leaning in the airplane, bus or train and as a passenger in the car. Sandini's exclusive Outlast® fabric technology on the inside of the travel pillow ensures optimal temperature management. The pillow is delivered with a bag with an attachment function for hygienic and space-saving transport. The Premium travel pillow is available in many colours and designs and is also available for children. The theme of brand and design products also fits wonderfully on the TravelFix® travel pillow because the design in an antique leather look received the German Design Award in the category "Special Mention".



PSI 49756
Living Bytes GmbH
Tel +49 40 55620340
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www.die-markenvertretung.de

BBQ delights at any time

Die-hard barbecue fans know no seasons and experiment like never before. They are more than weather resistant as even sub-zero temperatures do not hold them back. Taking this into account, Living Bytes GmbH offers Weber® barbecues that are sturdy and weatherproof and can meet every need in every situation. Sophisticated technology, of simple construction and solid construction – Weber® is a brand people identify with. As a customer loyalty tool, Weber® barbecues are perfect because core values such as quality and innovation build up trust and thus offer excellent opportunities for lasting customer communication.



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Trendy and eye-catching

The Stabilo nova convinces as a ballpoint pen with trendy colours and provides extra space on the shaft, clip and printable inner tube for advertising that attracts immediate attention. Made of ABS plastic, this writing instrument offers all sorts of features: Recessed grips on the shaft ensure a relaxed posture and the extra-large press button is comfortable to use. The jumbo-size refill ensures pleasant writing comfort. The Stabilo nova is available in four exciting variations and in just as many trendy and eye-catching standard colours. The desired colour in Pantone is available on the Stabilo nova from 5,000 pieces.

Advertising with taste

Wow, how awesome is that? A refreshingly fresh minty taste paired with tic tac's typically crispy shell has now turned into tic tac chewing gum, prompting Kalfany to expand its supply portfolio. Best of all, with Ferrero's new tic tac gum, a sugar-free chewing gum, you can choose the size and intensity of the taste and chew refreshingly through the day – perfect for summer! And to make sure that advertising is not overlooked, IFS-standard tic tac gum lozenges are refined into individual promotional products in a mini-sachet, in an XS-pocket-sized box or XS-embossed box. Available from June 2019, in time for a successful summer promotion.



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www.ksw24.com



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

Powerful wake-up aid

Anyone who wants to be woken up by his favourite station in the future should look at this product from Inspirion: Get Up, the Bluetooth alarm clock, is particularly easy to read with its LCD display and uses the program memory of the FM radio to put an end to searching for the right channel. You can even play your own music via the Bluetooth 4.2 Aux-in port, USB or Micro SD card. In addition, the digital all-rounder convinces through a hands-free system, a powerful battery with a capacity of 1,200 mAh, a charging cable with a micro-USB plug and an audio cable.



PSI 41990 • Joytex GmbH & Co. KG
Tel +49 2872 95060
info@joytex.de
www.joytex.de

The somewhat different bag

The Joytex® brand is synonymous with the development, production and printing of high-quality bags made mainly of cotton, non-woven, jersey polyester and kraft paper for the promotional product market in Europe. The assortment is constantly being adapted and expanded and now comprises about 350 different models and colours, which are almost all available from stock. In keeping with the theme of design products, the bag specialist now offers the T-shirt bag made of classic PP non-woven material. The bag is available from a quantity of 500 pieces and the colours can be chosen from 30 standards. Dimensions and handle length can be varied.

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Welcome to the community

Smart casual, black tie or come as you are: Whatever the dress code may be, it will always be fulfilled with COMMUNITY bags. Bag specialist HALFAR® presents a modern interpretation of classic elegance with this series. In short, elegant companions for business and leisure. Above all, the supple, black PU synthetic leather makes the appearance of the backpack, crossbag and sports/travel bag perfect. The backpack looks sporty and smart due to its straightforward courier design. It has an extra notebook compartment and a zipped inside pocket. The flat pocket outside is discreetly provided with a magnetic closure. This is also offered by the sports/travel bag – in addition to other valuable metal accessories. The spacious bag made of soft material makes business travel as enjoyable as in the gym. HALFAR® has completed the elegant bag family with a crossbag because although you do not always need a lot of luggage, there is always more to stow away with your smartphone, wallet and the like. The elegant shoulder bag in a practical format is often called a man's handbag – but it suits women equally well. Incidentally, the PU synthetic leather used is PVC-free.



PSI 45753 • ANDA Present Ltd.
 Tel +36 1 2100758
 export@andapresent.com
 www.andapresent.com

Playful and eco-friendly

Pens are timeless classics among promotional products, and ANDA Present brings the customisation of these pens to the next level. CreaClip pens come with custom made clips that will make your brand really stand out of the crowd. Create your unique shape and have it printed with any graphic design – UV led printing ensures a vivid and lasting image. In 2019 an environment-friendly version of the pen has been also introduced. CreaClip Eco has a recycled paper barrel and a custom made wooden clip. Design the shape of the clip and have your logo engraved to promote your brand along with your commitment to sustainability.



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

Fashionable health check

This fashionable Smart Activity Watch from Intraco Trading can be worn day and night to help you live a healthy lifestyle. It tracks heart rate in real time, monitors blood pressure, completed steps, sleep times, calories burned, and displays incoming messages. And that's not all: The clock even works as an alarm clock, has a selfie remote and a handy 'Find my phone' feature. The article is thus the perfect company promotional gift.



PSI 41016 • emotion factory -
Heri-Rigoni GmbH
Tel +49 7725 93930
info@emotion-factory.com
www.emotion-factory.com

But now it's high time

The promotional cube clock from emotion factory is a creative time indicator and six-fold advertising ambassador in one product. Conveniently delivered in plano, the give-away can be perfectly handed out as a gift or given away. There is space for a printed individual advertising message on all six sides of the cube which not only looks good in the customer's office but is also useful. The set is delivered with a high-quality movement – Made in Germany –, a battery and a cardboard housing. And anyone who likes humorous Black Forest flair can also have it as a cuckoo clock.

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chiara.sergiacomi@alessi.com
www.alessi.com

Practical and elegant at the same time

Food à porter, a lunchbox designed by Sakura Adachi as a fashion accessory, can be ordered from Alessi. The name expresses both the function and the strong aesthetic value that the Japanese designer desires. A beautiful object to show and carry like an elegant designer bag. The lunch box is divided into three parts: Two containers have their own inner lid and thanks to their round shape, a third compartment is formed. Sweets and snacks or packaged food can be kept in the space above the top lid.

Classic in new colours

Desk pads are classics among office supplies and are also offered by Bühring as custom-made items in modern rounded shapes. The standard model Desk King can also be made from the trendy colours of the new, thinner recycled leather in light green or grey. The result is a completely new product. The reclaimed leather consists of leather residues that are bound with natural rubber and is free of PVC. The water-based surface coating is also environmentally friendly and easy to clean. Individual designs are possible on request. Advertising can be applied as a blind or colour embossing. Production is carried out project-related in the EU. The delivery time in the standard version is about four weeks.



PSI 40807 • Bühring
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www.buehring-shop.com



Smart puzzle

The ability to create something distinguishes man from other living creatures. Designed by Karim Rashid, this 12-piece puzzle appeals to our senses: The magnetic elements can be re-combined into unique art objects. The organic form of the puzzle pieces with a smooth, soft surface almost always wants to be rearranged. The puzzle comes in an elegant gift box (294 x 117 x 25 mm) and can be finished on the base.

PSI 41816
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www.nestler-matho.de



PSI 46156 • SWIWA
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www.swiwa.de

Excitement increases

With the EventCountdowner as a table clock and the JumboCountdowner as a wall clock from the company Swiwa More than Time, the excitement before each important event can be systematically increased – with customers, partners, suppliers and employees. These clocks count days, hours, minutes and seconds until each event (for example, opening a sales floor, launching a new product, jubilee gala, launching an event, submitting a project), and are now also available in digital print (for even more creative freedom) from just one piece (JumboCountdowner) and 50 pieces (EventCountdowner). Once the target date has been reached, the EventCountdowner can be reprogrammed or used as a desk clock. The JumboCountdowner can subsequently be used as a wall clock with date and time.



PSI 43892 • Römer Wein und Sekt GmbH
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info@roemer-praesente.de
www.roemer-praesente.de

Luscious cooperation

The company Römer Präsente has been working together with Lindt & Sprüngli for many years, developing exquisite promotional gifts centred around the luscious temptations from the Aachen-based company. For example, the manufacturer's sophisticated surprise box, an innovative and original gift box that resembles a closed beverage can. The can is filled with sweet surprises and is sure to make eyes sparkle when it is opened because one is never too old for games, fun and joyful anticipation. Römer Präsente offers the clever cans with Christmas and Easter fillings or as a thank-you can in its range. Once the contents have been consumed, the opened can certainly remain in use for a long time, for example, as a pen holder or for holding loose change.

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Quick to hand

Whether it be salespeople, parcel drivers, bus/truck drivers or a mother with her kids at the playground, everyone knows the problem: eaten quickly with your hands and you have sticky fingers, or the small repair on the car has left marks on your hands. What now? This is where the Waterroll® from KWS Küttler GmbH comes into play, the solution for people on the go! Filled with fresh water, it is the ideal complement to any kitchen roll and a great aid for any event, whether in the car, at the playground or on many other occasions.



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

Innovative multi-talent

Excellent, attractive and expressive – there is no better way to describe the multi-talented Turnus from Klio-Eterna. The shapely lines and simple design make the classic ballpoint pen model look somewhat unimpressive at first glance – but far from it – the Turnus convinces with its inner values. It elegantly combines traditional ballpoint pen technology and innovative storage media into a unique product. The high-quality plastic housing includes an in-house Silktech quality refill which ensures a smooth, flowing stroke and the removable cap accommodates either a USB memory (latest COB technology) of 4 to 32 gigabytes in the current 2.0 or 16 to 32 gigabytes in advanced 3.0 storage technology. Perfect printing surfaces paired with countless combinations of colours, materials and surfaces make the Turnus a unique yet inexpensive advertising medium.



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PSI 43053
Pustefix GmbH - Success-Werbung
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www.success-werbung.de

Timeless pleasure

The Pustefix tube with its familiar design has been a true classic for over 70 years, well known and loved by both young and old. According to the supplier, the soap-blowing Pustefix bear is the leading brand for soap bubbles. You can easily become likeable with soap bubbles. For those who give pleasure to others receive a smile – and in the best-case scenario the next customer or order. This is how one brand reinforces the other brand. Orders are accepted at Success-Werbung in Tübingen. With individualised printed packaging, the branded product is the perfect, likeable support for all marketing activities.



PSI 43416
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From team player to multi-talent

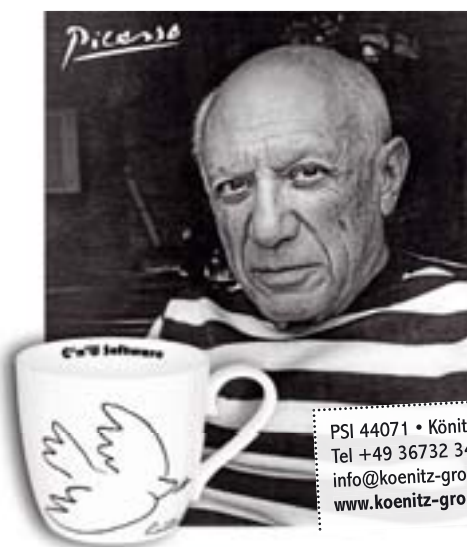
At first glance it is only a mini pen, but at second glance it is a multi-talent. After the introduction of the popular double pen to connect together with the name Link-It, Schneider Schreibgeräte goes a step further with other product variations. The innovation of combining two different pens into one was very well received. Thanks to the clever, patented click system at the end of the pen, you can connect two colours of your choice – and separate them again. Until now, this innovation has been in the form of a colourful fineliner – from now on, the Link-It is also available as a brilliant highlighter in four brilliant fluorescent colours and as a soft-sliding slider ballpoint pen in eight colours. The small multi-talents are available individually, connected together or in a practical pen box.



PSI 43999 • Adoma GmbH
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www.adoma.de

Mobile enjoyment

The environmentally friendly design ISO2go Cup from Adoma has been awarded the "Kitchen Innovation of the Year 2019" prize. Developed by professional baristas and created by Reichert Design, the elegant reusable cup fits under every coffee machine in the gastronomy sector and also at home. The cup is leak-proof thanks to a new and intelligently designed closure technology. The optimised drinking opening gives you a new kind of drinking experience. The practical one-hand operation and the drinking ergonomics (nose free while drinking due to the sophisticated concept down to the last detail) complete the great design. It insulates so well that even with very hot drinks no additional cup sleeve is necessary. Drinks are nevertheless drink-warm for up to 30 minutes. The cup is printable in up to five colours.



PSI 44071 • Könitz Porzellan GmbH
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info@koenitz-group.com
www.koenitz-group.com

Handmade masterpieces

With the Könitz brand, the mug specialist from Thuringia offers a product range that provides something for every theme and occasion. Who can give away a high-quality Picasso and enjoy it every day? The motifs are applied by hand, from espresso cups to fine bone china cups and even coffee 2Go cups. Your own message from over 700 motifs can be communicated with a signature. This creates a masterpiece for daily use with a long-lasting effect.

BIENENHELPER

Bienenhelfer-Stick



Bienen Klappkärtchen



Bienchen Samenpapier



Flower-Balls



Twenty-seven years ago, Zoran Rosomanov purchased his first DTP stations and began designing graphic and animated solutions for his customers: CI materials, branding articles, point-of-sale items, product designs, advertising campaigns. Today, his company BATO & DIVAJN has grown into a technologically advanced full-service printing house with a passion for creating lasting printed impressions.

Innovative print products and an international patent

A Macedonian success story



27 years ago, Zoran Rosomanov started BATO & DIVAJN that has become a successful international company today.

The creativity and variety of products by BATO & DIVAJN could also be seen at the PSI 2019.

When Zoran Rosomanov was asked about his company, he provided a rather unusual and unexpected answer: "We're like a river. We always move forward in a developing direction and everywhere we pass, we create life, leave a mark, expand and grow. This flow cannot be stopped. After each obstacle, we diversify and multiply, fortified in various areas. And then we rise and flow in the big ocean of our customers. That is who we are – my team and me. Simply, unstoppable." Zoran Ro-

somanov invests a lot to ensure that his team continues to flow smoothly. "We create an inspiring, socially responsible, diversified and inclusive environment. One that motivates our employees to achieve original and outstanding performances and helps them grow both personally and professionally." In short, a harmonious, dynamic and efficient team in which each individual is called upon to contribute his or hers own ideas. This applies particularly to young talents who BATO & DIVAJN supports through training programmes and collaborative projects with uni-



The product range includes the patented XPO Book, a series of three specialized business notebooks (three product pictures on the left).

versities. After all, it is the people who represent essential part of who they are, how they function as a company and build their future in: seizing market opportunities, creating sustainable growth and offering a whole cornucopia of creative products such as: notebooks – individually adaptable to customer wishes and requirements, multifunctional planners, flexible gift boxes, promotionally effective packaging, POS items, bags and calendars. According to Zoran Rosomanov, they are all “unique, natural and environmentally friendly products of a special kind developed and designed in-house and created by using state-of-the-art technologies. We rely on the synergy of our processes and our implemented Offset, Flexo, Digital and Security printing presses. Combined with our creativity and extensive expertise, we are able to consistently deliver distinctive and versatile bespoke printed products and solutions. And always in harmony with ecological, ethical and quality principles.”

Making the difference

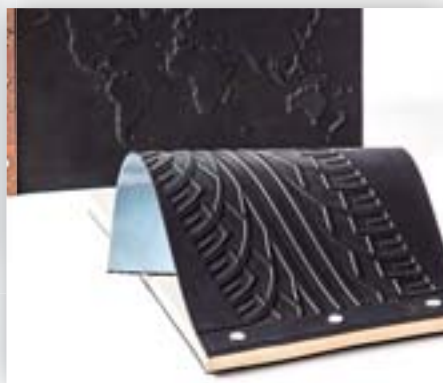
In addition to its wide range of promotional products, BATO & DIVAJN has also made a name for itself in the design and manufacture of lightweight cardboard packaging for a wide variety of industries and sectors, such as: pharmaceutical, cosmetics, food, telecommunications and tobacco, food and beverage labels, security printed products, excise tax labels and billing solutions, with one goal in mind: Meeting the diverse needs of its customers. “It is our own claim to excellence to exceed expectations. From the initial idea to the finished product, we create extraordinary experiences”, claims the self-assured and proud Macedonian who counts renowned national as well as multinational companies among his customers. He knows that keeping existing customers and adding new ones is far from easy. “Nowadays, customers are driven by choice – lots of choices all of which can be fulfilled instantly. In order to give our customers a solid reason to recurrently choose our products, we have to differentiate. Our products make that difference and ultimately attest that our customers made the right choice by entrusting us.” And what exactly does this difference look like? “We focus on delivering innovative printed products and solutions that are recognizable for their newness, unique selling proposition, consistently high quality and distinctiveness. In that manner, we ensure that our customers across various in-

dustries worldwide always stand out and differentiate themselves in reaching their targeted end clients and winning audiences. By choosing to be different in making a difference, our customers’ decision is confirmed.”

Inspired by nature

Environmental management is something Zoran Rosomanov regards very seriously. After all, the central point of his corporate philosophy is clearly defined: Maximum customer satisfaction while minimising environmental impact. And as the self-made man knows, that works. “Everything is possible when it comes to creating enduring values and eco-friendly printed products that tell a story and leave a lasting imprint. We are inspired by nature and try to act in an environmentally conscious way by giving back to nature what we take from it.” BATO & DIVAJN also sees itself as environmentally responsible towards society, its suppliers and customers. This requires the company to raise the awareness of its own team and suppliers for environmental issues and to encourage proactive action. However, when it comes to sustainability, Zoran Rosomanov does not want to reduce his commitment to environmental awareness. After all, his company can boast a whole series of certifications: ISO 9001, ISO 14001, OHSAS 18001, ISO 27001, FOGRA PSO – ISO 12647, FSC – and, of course, its own unwritten law of constant excellence and thriving. Zoran Rosomanov unites this with a clear vision: to expand its European business and to be among the top 5 of the preferred addresses for printing in Europe.





Delivering innovative and high-quality products is one of BATO & DIVAJN's promises.

And at the same time with all his endeavours, promoting Macedonia, his and his company's homeland, as an attractive and prospering European business destination with unmatched potential for growth by setting his company, conduct and products as evident example. Achieving this goal means to continue pioneering innovations, developing the next generation of print products and catalysing growth, in order to deliver the best to his customers and remain their preferred, first choice supplier.

Patented product line: XPO Book

Driving real impact with his actions, products and solutions, at the intersection of creative, digital and industrial, while staying true and unique, has always been Zoran Rosomanov's imperative. This is the basis for his entrepreneurial strategy. He realised early on that he needed not just his own company, but a team of experts to implement his ideas, and that he had to invest in cutting-edge technology, keeping pace with latest technological advances. "I have managed to build my companies from scratch and see them through to success. Having a clear vision, courage, strong work ethics and persistence guided me to overcome diverse political turmoil and unstable economic climates, to rise and succeed. This inspired foreign journalists to portray my story, as an example of leading through changes and attaining success at most challenging circumstances." These achievements include the patented XPO Book product, a series of three specialized business notebooks that can be customised online at <https://xpobook.com> and delivered printed worldwide. These notebooks are a practical solution to an on-

going issue when networking. That is, always misplacing our own or the received business cards, failing to organize and keep track of meeting records and follow up. That is why the XPO book series is an organizational tool that helps business professionals overcome all these obstacles and enhance their productivity when networking. BATO & DIVAJN combines two worlds with the XPO Book: the analogue world and the digital world. Since the notebook includes a separate section that allows the XPO Book owner's contact information to be transferred directly to the recipient's contact list by scanning with a smartphone. With such printed solutions that have functional digital features in them, Zoran Rosomanov also proves that print as a medium is still desired and will never be completely replaceable.

Always keeping an eye on the future

The story of BATO & DIVAJN is a success story. "As our business diversifies and grows, we continually innovate, create and evolve, by always taking on new challenges and remaining our customer's first choice destination for their requirements on a long run. For us, that means delivering authentic, environmentally friendly and high-quality products with excellent service. By always keeping an eye on the future and adding additional value to our customers' experience, we ensure they are always a smile ahead of everyone today, while foreseeing their needs of tomorrow. That is why we are trusted by leading brands worldwide and that is why we are honoured with international awards and recognitions."

On an equal footing with well-known brands

And what drives Zoran Rosomanov personally – with a view to the future? "I am proud that my company is perceived in Europe for its values and operates on a par with well-known brands. And I am proud that I successfully lead a socially responsible company. BATO & DIVAJN drives innovations, takes care of 140 families, as they are my own family, regularly meets its obligations, continually improves and grows. I am proud of everything I have accomplished and continue to thrive." <

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Mahlwerck Porzellan's production is now 100 per cent climate neutral. "We decided to make the entire company and its products climate neutral. The company wants to act responsibly and is assuming all the costs this entails. So this is not going to make Mahlwerck products and finishing processes even a single cent more expensive," says Managing Director Tobias Köckert.

Products and finishing processes

100 per cent climate neutral

Porcelain mugs and cups are themselves already especially sustainable since porcelain can be used an almost unlimited number of times. Climate-neutral production means even more sustainability.



Sustainability is becoming more and more appealing. The level of understanding in the promotional products and merchandising sector has also grown considerably, and there are many interesting initiatives, such as the PSI Sustainability Award. Conventional high-quality products have always been considered more sustainable than so-called give-aways because they can be used

for a much longer time. But what good is it when these classic promotional products – such as the logo mug, the brand cup or the coffee to go made of porcelain – can be reused an almost unlimited number of times, when they are not manufactured by environmentally compatible processes? "Only those distributors, consultants and manufacturers who can meet the established standards will remain in the running," is Köckert's conviction.

Obligation to do business sustainably

Many companies that commission or use promotional products are demanding high environmental and social standards, partly to comply with legislation or voluntary agreements, but mainly because it is what customers, consumers and users want. Environmentally friendly behaviour has reached mainstream status. “The Mahlwerck team is proud to be able to lay another stone in the foundation of sustainable business practices. The company is now completely climate neutral. And this applies retroactively to the entire year of 2018,” says Köckert, adding “It took a lot of work to get all the facts and details together and measure aggregate CO2 emissions. Everything was recorded, from administration and marketing to production and purchased products right up to transport and business trips, including trips to and from the place of work.”

Support of “green” projects

The entire CO2 footprint of the company and its products – pollutants equivalent to approx. 900 metric tons of CO2 per year – will be offset in the future through the purchase of certificates. Heike Hampel-Rudolph, the second Managing Director of the company next to Köckert, says, “As far as prices are concerned, customers will not notice any difference. The company would simply like to make a statement.” The offset certificates support innovative projects in the areas of forest protection, wind energy, water power, biomass and local business development all over the world.

Sustainable integration in the company.

“Obviously, there is still more we here at Mahlwerck Porzellan can do. The first Mahlwerck sustainability report will be issued at the end of the year. This is already something very unusual for a company of our size. We are also appointing a sustainability officer and setting up a sustainability group to pursue the path to a holistic sustainability strategy,” says Tobias Köckert, describing further plans. The team of this premium supplier of printed porcelain is also receiving help from outside in the form of consultancy, training and coaching. “We in the team are going to take a look at the work processes, products, purchasing and our suppliers, reduce the amounts of energy and water we use, encourage cycling and maybe even keep some bees. After all, we like what we’re doing and want to continue to do our job in a responsible and socially acceptable manner,” adds Heike Hampel-Rudolph, the second managing director at Mahlwerck. <



Climate-neutral production is a
matter of adjusting your attitude.

Photo: Miguel Bruna, unsplash



100% KLIMANEUTRAL

This logo marks the climate-
neutral products from Mahlwerck
Porzellan.



The eye-catchers of the upcoming season are now conquering the catwalks. In addition, SND PorzellanManufaktur now also has some real eye-catchers to offer. Three new, high-quality finishing techniques in combination with the diverse SND assortment of the finest porcelain ensure that every brand is perfectly showcased.

New finishing techniques

Brands becomes a must have



Glossyfrost, TexturePrint and Mattiny are now setting highlights on cups, mugs and more. Style says it all with the three new finishing techniques: “Glossyfrost” offers the perfect look for brands and advertising messages with its high-gloss hydro varnish, elegant, velvet-matt print in all Pantone and HKS colours. Brilliant and shiny – with a noble, matt print that looks frosted. The elegant combination of matt and shiny surfaces is absolutely trendy.

A haptic experience

“TexturePrint” reinterprets haptic advertising in another dimension. This is how porcelain becomes a haptic experience. For logos and brand messages that are above all else, the perfect promotional product is created because the sublime printing is especially striking with fine line motifs. This technique even allows the finishing of cups for blind and visually impaired people.

Sophisticated, matt surface

Exquisite, high quality and with plenty of style, “Mattiny” combines the sophisticated, matt surface of the cup with a high gloss print. The matt background emphasises the brand message and enhances the effect. In many ways, “Mattiny” thus convinces new target groups who are looking for something special. For more information, see: www.snd-porzellan.de

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Every end user knows the situation: You order a product on the Internet. It is delivered in a box that is much too large, hidden under a mass of filling and stuffing materials made of plastic, polystyrene and cardboard. Isn't there a smarter solution? Yes, there is! Amazon has developed a programme that simplifies the handling of packaging, makes it safer and also avoids waste.

Amazon programme

"Frustration-Free Packaging"

Packaging has a significant share of waste. Therefore, the responsibility for disposal and recovery is regulated by law. However, product responsibility starts with the development. Designing the most meaningful packaging for each product is a huge challenge. This raises the following questions:

- > Which packaging size is right for my product?
- > Is it sufficiently protected against transport damage?
- > What should be considered in the case of fragile products?
- > Does the packaging meet the chemical requirements?
- > What about handling? Can the packaging be easily opened by the customer without a lot of effort?

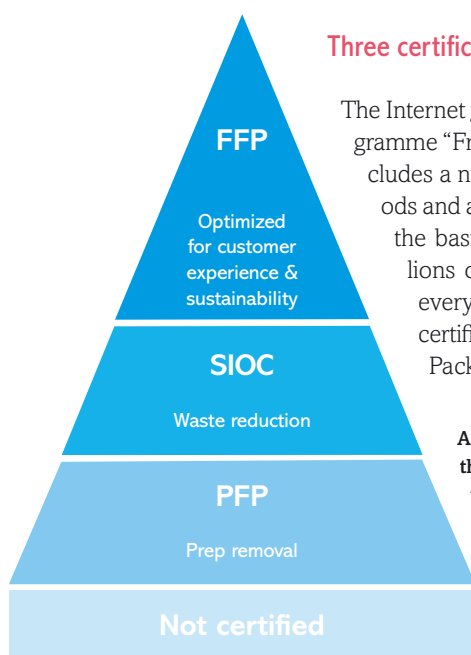
- > Level 1 - Frustration-Free Packaging (FFP)
- > Stage 2 - Shipping in original packaging
- > Stage 3 - Preparation-Free Packaging (PFP)

Certified packaging must protect the product from damage throughout the supply chain to the customer's front door without the need for additional packaging or preparation by Amazon. Consequently, Amazon ensures less packaging waste and less impact on the environment. The packaging must be easy to open. It must not cause any "unpacking frustration" that customers often experience. Of course, all packaging components must be recyclable. Intertek has made these criteria a binding basis to best assist suppliers in complying with Amazon's "Frustration-Free Packaging" programme.

Three certification levels

The Internet giant Amazon has launched the programme "Frustration-Free Packaging" which includes a number of key criteria, testing methods and a certification process. With its help, the basic ideas can be transferred to millions of products. The goal is to classify every Amazon product in one of the three certification levels of the "Frustration-Free Packaging" programme:

As of 1 October 2019, all items (larger than 45.5 x 34.0 x 26.5 cm or heavier than 12.3 kg) sold on Amazon must be designed and certified as ready for shipment within the "Frustration-Free Packaging" programme (Tier 1 - FFP, Frustration-Free Packaging, or Tier 2 - SIOC, shipping in original packaging).



Intertek supports suppliers

Intertek is listed in the "Amazon Packaging Support and Supplier Network (APASS)". In the area of Assurance, Testing, Inspection & Certification, Intertek is a leading provider of quality assurance solutions around the world. With the International Safe Transit Association (ISTA) testing programme, this independent testing and certifying company can help make product packaging even safer. It is certainly helpful that Intertek is both ISTA certified for packaging testing and also accredited according to the numerous requirements of the "Transit Tested" certification programme for the aforementioned packaging test services. This allows member organisations to label their packaging and receive non-member reviews for compliance. Intertek provides global business support and supply chain support through a network of more than 1,000 laboratories and offices, and more than 43,000 employees in over 100 countries.

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www.fkm.de

The topic of “artificial intelligence” is on everyone’s lips. Some media reports speak of billions being invested in this technology of the future. Nonetheless, “Digital-Marketing-Trends 2019”, the new absolit survey of marketing decision-makers from 1,120 companies, has revealed that trend topics such as “artificial intelligence” and “digital language assistants” occupy the lowest rankings in 2019.

Marketing 2019: Artificial intelligence only partially popular

Content marketing is number one

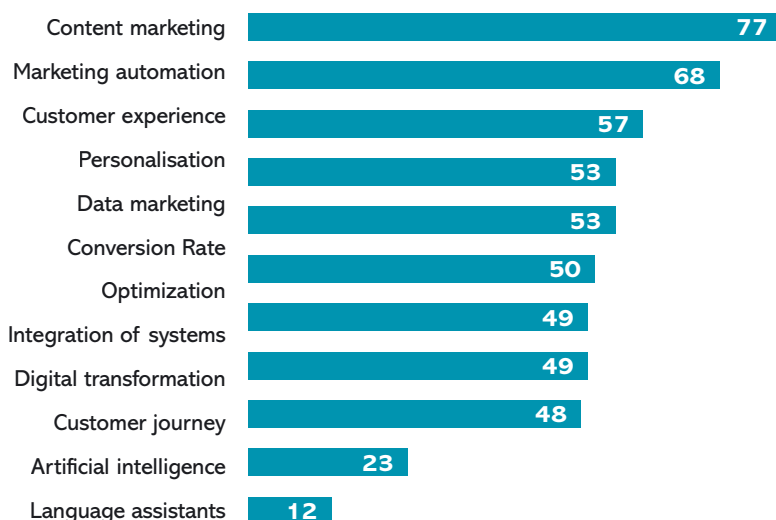
According to the survey, companies (small, medium-size and large companies across nine different industries were surveyed) are focusing primarily on content marketing and marketing automation. Content marketing was once again able to position itself as a top topic among marketers. When asked “Which topics will you be addressing in 2019?”, 77 percent said they would concentrate on creating relevant content for their own target group. 68 percent want to focus on “marketing automation”. The fact that two-thirds of the surveyed marketing decision-makers see their thematic priority here is very welcome in the opinion of Dr. Torsten Schwarz, owner of

absolit Dr. Schwarz Consulting. “It’s gratifying to see companies increasingly engaging in creating relevant content and using marketing automation to deliver to the right target group,” says the digital expert. Following content marketing and marketing automation, “customer experience” plays an important role in digital marketing. The topic is relevant for 57 percent of the respondents this year.

Ignored role of the game changer

Based on these values, the topics of “artificial intelligence” and “digital language assistants” are clearly the lowest ranked with 23 and 12 percent respectively. According to the absolit survey, these trends are still poorly received by the marketing departments of many companies. This is all the more surprising since the use of artificial intelligence (AI) and digital voice is tipped to be the new game changer in marketing that will fundamentally change the rules of the market. But perhaps it is because companies ignore the fact that artificial intelligence has long played that role. At least that is how Prof. Peter Gentsch sees it in a conversation with the magazine *absatzwirtschaft* („Künstliche Intelligenz trifft bessere Entscheidungen als der Mensch“, 4.3.19). For him, artificial intelligence means thinking about completely new processes and business models. American companies are thus increasingly appointing a Chief Artificial Intelligence Officer. In the marketing department of German companies, on the other hand, only one in four wants to address the topic of AI this year, and only one in ten Alexa, Siri and the like.

Which topics will you be addressing in 2019? (Percentage)



Source: absolit survey „Digital-Marketing-Trends 2019“

Tourism industry focuses on AI

The tourism industry tops the list of industries that are interested in artificial intelligence. According to the absolit survey, at least 35 percent from this sector want to intensively address the topic this year. Gensch sees most of the AI applications in marketing in the three areas of automation, augmentation and innovation. According to the Professor of International Business Administration at Aalen University of Applied Sciences, they are currently found in automation, such as real-time bidding for display advertising. Here algorithms determine in milliseconds who would bid how much for this banner in this place.

Multi-channelling is standard

However, the absolit survey was not merely about which topics marketing decision-makers are dealing with this year. The survey also focused on the question of how the budgets of the individual marketing channels will change in 2019. Concerning this point, four out of ten respondents said they would continue to increase their search engine and social media marketing budget. As a result, the figures remained at the previous year's level. Amongst all those who plan to spend more on search and social media, brand manufacturers were the most generous, according to the survey. At least in terms of social media, more than one in two wants to increase their budget here. On the other hand, marketing decision-makers want to curb spending when it comes to events and print. For example, one in five companies would like to cut back on event budgets and one in three on print budgets. By comparison, only three percent want to cut e-mail marketing which at least 96 percent of respondents use. At the same time, however, 39 percent are determined to budget more despite the GDPR framework conditions. Basically, the survey attests that multi-channelling is now standard. On average, respondents communicate via six marketing channels.

Which marketing channels do you actually use? (Percentage)



Source: absolit survey „Digital-Marketing-Trends 2019“

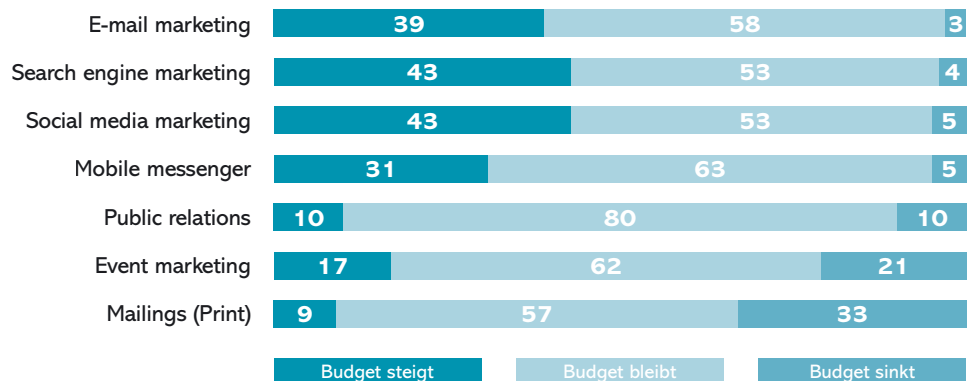
Fundamental downtrend in marketing budgets

In general, however, the absolit survey has revealed that a fundamental downward trend in marketing budgets can be seen. In the past year, 29 percent of respondents were willing to spend more money on advertising communication compared to 27 percent in 2019. However, it remained unclear whether the declining willingness to invest was due to more cost-effective advertising measures or budget shifts to other areas of the company.

About the absolit survey:

The aim of the survey was to analyse current trends as well as the general relevance of certain online topics. The results were structured according to various industries. 1,120 online marketing managers from nine different industries were surveyed.

How will the budgets of the individual marketing channels change? (Percentage)



Source: absolit survey „Digital-Marketing-Trends 2019“

Write environmentally friendly

Stilolinea has been doing research in the eco segment for more than ten years in order to offer its customers the best environmentally friendly products. The **ECO-Friendly line** consists of the three models Vegetal Pen, Ingeo Pen and Bio-S. The revolutionary material that is used reduces the environmental impact because it consists of natural fibres. The PLA resin used is industrially compostable. The uniqueness of these pens is the transparent shaft which offers a wide range of colour combinations.

PSI 45328 • Stilolinea S.R.L.
Tel +39 11 2236350 • info@stilolinea.it
www.stilolinea.it



Healthy snacks for everyone

Śłodkie Upominki presents all range of tasty and healthy snacks in updated packaging with possibility of placing your logo. In addition to their exceptional taste and nutritional value, the **personalized packaging** of these snacks is an undeniable advantage. Most importantly, this packaging, ecological kraft paper, is made from recycled paper. Your logo or other advertising message can be placed on all of the packages. This healthy offer offers you banana chips, coconut chips, apple chips, perfect composition of sesame and caramel and much more flavours.

PSI 46325 • Śłodkie Upominki
Tel +48 22 6479000 • sales@slodkieupominki.pl
www.slodkieupominki.pl





Dingdong with doming

The Dingdong bicycle bell from the company team-d Import-Export with a large bell and powerful sound has a durable mechanism and can be customised to match the advertising message or target group **with doming**. The metal bell and plastic handlebar support are available in black and green from stock Germany. The possibilities for finishing with an individual motif or advertising logo are subject to technical limitations. Printing the bell without doming is usually only possible in one colour. Individual doming is possible from 100 pieces.

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



New lasering standard

Trotec has set new standards in laser technology with the market launch of the Speedy 400. The next generation laser engraver has numerous innovations and achieves top performance in terms of quality and speed. Increasing the maximum engraving speed to 4.2 metres per second makes the Herät the **world's fastest medium-sized laser engraver**. This is possible due to the newly developed motion system and drive concept. The Speedy 400 cuts up to six times faster than comparable laser devices on the market.

PSI 47804 • Trotec Laser GmbH
Tel +49 89 32299650 • natalie.eichner@troteclaser.com
www.troteclaser.com



The all-inclusive carefree package

The assortment of James & Nicholson and myrtle beach made by Gustav Daiber will be supplemented by many new products again this year. The two brands thus offer one of the widest ranges of **fashionable and textile promotional products**. Under the motto: #ALLYOUNEED – the all-inclusive carefree package starts in the areas of promotion, sports, leisure, business and workwear. The expanded Organic Cotton collection covers a broad spectrum without chemical pesticides: from sweatshirts made from at least 85 % combed ring-spun organic cotton in refreshing colours to hoodies or hooded sweat jackets with zip.

PSI 42819 • Gustav Daiber GmbH
Tel +49 7432 70160 • info@daiber.de
www.daiber.de



Relaxed in summer

As soon as the first sunrays herald in summertime, the beech wood deckchair from RollUp.Bayern becomes a sought-after item for a short break. The deckchair is available **in three versions**, each without a backrest, with a backrest or with a backrest and cup holder. The entire lying surface can be individually printed in 4c.

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

Finding all that matters

Introducing Filo Tag a small bluetooth tracker that helps you to find your valuables with your phone. Never leave your home without your keys, wallet or valuables, simply attach it and let Filo Tag ring **to quickly find them again**. Can't remember where you last placed your phone? Press the button on Filo and let your phone ring even when its silenced. Winner of the prestigious design award "compasso d'oro" and manufactured entirely in Italy. Keep your brand top of mind by personalising Filo Tag as a useful business gift that will impress and be used daily. Full package personalisation and customise back of filo tag to your branding. Choose from 4 stylish colours; black, white, blue or red. Filo Tag is compatible with iOS and Android. We offer fast 10 day turnaround times and ship worldwide. Minimum order quantity 50 pieces.

PSI 49926 • Filo Sr
Tel +39 0328 7097263 • giorgio@filotrack.com
www.filotrack.com



Colour matching tool

Printkick have developed a **free to use tool Colour matching tool** for the promotional merchandise industry which allows customers to map the closest Pantone of any point on a raster image. It's a simple three step process which will save time and effort for any distributor who encounters this problem regularly. While many mid and large size customers have Pantone references included in their vector artwork, smaller scale customers or charities often send basic raster files which then need to be vectorised and converted into Pantone references. This conversion usually takes place in the artwork studio, with back and forth between customer and studio to decide the correct colour. Customers can visually inspect matches and choose the closest Pantone reference to their input colour. Pantones cannot be replicated on-screen with 100% certainty due to differences in screen settings, however this is a quick and easy method for customers who don't have Pantone references to begin with. The tool can be accessed at: <https://www.printkick.com/tools/image-colour-match> PANTONE® and other Pantone trademarks are the property of Pantone LLC.

PSI 15814 • Printkick Limited
Tel +44 845 4818090 • inder@printkick.com
www.printkick.com

Right for any weather

Such a bandana scarf is a universal clothing gadget for almost any purpose and any weather. **A reflective tape** can even be added to TGL Poland's bandana for even greater safety on the go. This not only ensures recognisability in the dark, but also a unique appearance through the combination of reflection with high-resolution printing. Elastic and seamless bandanas are branded with permanent and washable sublimation printing without colour restriction.

PSI 48418 • TGL Poland sp. z o.o.
Tel +48 61 3072345 • info@tedgifted.com
www.tedgifted.com



New life for old bottles

SL Bags **gives used bottles a new lease of life** with the foldable RPET Cross Bag. The perfect transport container for trade shows, festivals and promotional events is light yet strong. According to the manufacturer, it can carry at least ten kilograms thanks to its reinforced shoulder strap. The bag can be used over and over again. Sewn into the bag is also a practical folding bag made from three recycled bottles.

PSI 48301 • SL Bags - SL Lederwaren BV
Tel +31 575 510077 • info@slbags.com
www.slbags.com



Pack and stand out

As creative packaging or a printed advertising medium, **promotional cups** from Gebas with an individual design immediately attract attention. Optionally as a gift box, promotional packaging or as a give-away, they convince in all aspects and in various formats. Christiane Annegarn assists with the cup selection and development of the eye-catching design. Thus the chips bag becomes the eye-catching merchandising packaging and the organic coffee mug becomes a promotional product with a lasting effect.

PSI 43860 • Gebas GmbH
Tel +49 2271 5688-65 • c.annegarn@gebas24.de
www.gebas24.de

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Copy deadline: 17.5.2019
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8/9
2019
ECOLOGICAL AND SUSTAINABLE PRODUCTS, VEGAN and FASHION, WORKWEAR, CAPS
Copy deadline: 21.6.2019
Deadline for ads: 5.8.2019

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2019
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Deadline for ads: 5.9.2019

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

PSI



The perfect duo

Hardly anything goes better with a printed pencil than an originally designed eraser. In addition to the basic function of an eraser, the Reidinger **slip-on eraser** provides an additional advertising space that allows the article to be personalised and the advertising message to directly attract attention. The eraser can be printed on one or both sides. Custom-made products can be produced in almost any shape and are individually developed by Reidinger GmbH.

PSI 42938 • Reidinger GmbH
Tel +49 9732 91050 • info@reidinger.de
www.reidinger.de



Shimmering elegance

The new **“Ceod Shiny” fountain pen** from Schneider is just right for anyone for whom writing with a fountain pen is still part of sophisticated writing culture and who appreciates the emotional value of handwriting. It is straightforward and combines simple elegance with minimalist yet striking lines and design. Its elegant faceting of sharp edges which softly taper off in combination with a subtly glossy matte surface give the Ceod Shiny an elegant look which makes it an eye-catcher in an unobtrusive way. The shiny stainless-steel clip completes the look of the matte shimmering shaft and reflects the high quality of this writing instrument.

PSI 43416 • Schneider Schreibgeräte GmbH
Tel +49 7729 888124 • klaus.broghammer@schneiderpen.de
www.schneiderpen-promotion.com

Square, practical, innovative

PowerCube's multifunctional PowerCube Rewirable Duo USB sets new travel adapter standards. The compact cube with four power and two USB ports (2.1 A) in combination with the supplied travel plugs can be used as a **travel socket all over the world**.

Particularly practical: A standard IEC cable for computers, printers, monitors, scanners and the like can be connected to the back of the multiple socket – the PowerCube Rewirable Duo-USB can also be used as an extension cable, thus assisting the further use of old power cables.

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



The flying advertising classic

Anyone can become a pilot with the **Jupiter flight glider** from HEPLA. It appeals to virtually every target group and impresses with its particularly large print area. At trade shows or other events, this glider can be stacked to save space. The glider is manufactured at HEPLA in Germany and is thus also available in large quantities at short notice. Special colours are possible on request. The manufacturer offers a wide range of glider models in various sizes and designs, all of which can be finished on request in screen or digital printing at the in-house printing shop.

PSI 41583 • HEPLA-Kunststofftechnik GmbH & Co KG
Tel +49 5681 9966 • info@hepla.de
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PSI Product Finder |

Easier product data management thanks to new tool

Making work easier and saving time for suppliers: For this purpose, PSI has developed the new Product Management Tool (PMT) Beta for the Product Finder, the largest promotional product database in Europe. It is the result of many discussions in which suppliers expressed their ideas and suggestions. These have flowed into the new tool. The PMT Beta helps suppliers to enter their product data more easily and quickly in the Product Finder. In addition, the new data model contains

only two mandatory fields, but many free text fields for presenting products even better. The code list has been reduced to a minimum. Product data can be individually and independently edited and imported into the database of the Product Finder. In addition, PSI has developed a modern, standardised API interface via which data import can be automated. The new PMT Beta can be found in the PSI Product Finder under "Account – Manage Product Data". It is a dynamic tool that is constantly evolving. In the process, wishes and suggestions from suppliers will continue to be considered.

If you have any questions, suggestions or feedback, please do not hesitate to contact the eBusiness Team – either by e-mail: importe-productfinder@reedexpo.de or by phone: +49 (0)211 90191-721.



The advantages for PSI suppliers

Easier: With the improved user interface and streamlined import process, suppliers can import and edit products online more easily and quickly. At the same time, they are independent of the PSI eBusiness Team.

Faster: More efficient product management because the existing data in the tool can be exported, updated and re-imported with just a few clicks.

More understandable: Detailed guidelines and explanatory texts in the online form help to publish products in the PSI Product Finder individually and independently.

PSI FIRST 2019 |

Exclusive product portrayal

At the award ceremony, Michael Freter described the articles that were competing for the People's Choice Award PSI FIRST 2019 as a "select circle of innovative products within the PSI". In the run-up to the leading European trade show for the promotional product industry, an advisory board had considered all applications to determine the level of innovation and product novelty. Innovative products from ten exhibitors convinced with their sustainability, cost savings and durability combined with high quality.

These ten innovations were then presented exclusively at the PSI 2019. The PSI has now compiled all the nominated as well as the three prize-winning products of the competition in a special. At <https://psiproductfinder.de/psi-first-2019> all ten products can now be viewed at leisure – including all important details with links to the PSI Product Finder.



Wir freuen uns über folgende neue Mitglieder im PSI Netzwerk:

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

PSI Händler / Distributor

PSI No. 18860	advars network Alexander Schulze- van der Veek, GERMANY	www.advars.de
PSI No. 19013	AGENCYNL BV The Giftmakers, NETHERLANDS	www.thegiftmaker.nl
PSI No. 18830	AGRAF Rafal Sadowski, POLAND	www.promostars.pl
PSI No. 18986	Avant Print Merchandising Avant Print Services, MALTA	www.avantprint.eu
PSI No. 18992	Axis Media & Print Ltd., IRELAND	www.axisppm.com
PSI No. 18875	BELOW THE SIGN srl, ITALY	www.belowthesign.it
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PSI No. 19000	Cesa Création Enseignes SA, SWITZERLAND	www.gravotyp.ch
PSI No. 15046	Cimo GmbH, AUSTRIA	www.cimo.at
PSI No. 18883	Cortesa s.r.o., SLOVAKIA (SLOVAK REPUBLIC)	www.cortesa.sk
PSI No. 19034	Custodian Print Management Consultancy Ltd., IRELAND	www.custodian-consultancy.ie
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PSI No. 18847	DK Group Inh. Dirk Klein, GERMANY	
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A nice spring vision

I would like to thank everyone once again for your reactions to my recent comments. Especially Stephan Koziol who not only wished me a wonderful spring but also underlined once again how often consumers are deceived by false labels or marketing statements. Allow me to quote at this point: "Whilst we are familiar with the hazardous bamboo waste that is sold as organic products and often offered in organic shops, where there is no plaintiff, there is also no judge ... Basically, regulatory agencies are simply not interested. The "eco" guise is an effective shield ... More than 2,000 years ago, the Greek philosopher Epiktet knew that not facts but rather opinions about facts determine co-existence. Our perception is not determined by what is actually the case in this world, but by the reality we construct ourselves."

The gloomy thing about these messages: There are still many understandable and verifiable cases for this and similar topics. Conscious selling of non-marketable products is widespread. However, usually the buyer is unaware of that. The Scania case in Scandinavia, which ended with a fine of 200,000 euros and a bankrupt distributor, is one of the few cases that has become known. It is whispered that there are further cases.

The positive news is the increasing demand for and increased discussions about "green promotional products". We have been receiving an ever-increasing number of inquiries on this topic. The PSI Sustainability Awards are also to be further developed in this direction. Awareness of environmental responsibility goes one step further. A group consisting of major suppliers, associations and the PSI has just developed a vision: "A fully compliant, ethical and sustainable European product media industry along the whole value chain by 2023." We can only achieve this together!

Best regards,



Michael Freter
Publisher of PSI Journal
Managing Director PSI
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Advertising companies can keep abreast of the times with electronic promotional products because the future is becoming more and more digital and networked. The selection today is already huge – there is a wide variety of electronic promotional products. The spectrum ranges from Bluetooth technology in headphones and speakers to accessories for smartphones such as cables and scratch-resistant plastic covers to storage media such as USB sticks. Of course, we should not forget the ever-popular powerbanks and the new virtual reality trend. We are presenting a selection of the latest gadgets and accessories from this segment. The direct enjoyment factor is the subject of our second product category which we are presenting to you as truly tasty items from the “sweets and drinks” sectors.

Please give some thought to the product themes of the July 2019 issue with the topic groups “Christmas and gift sets” as well as “Automobile, traffic and safety” and send your product presentations (image and text) by no later than 17 May 2019 to: Edit Line GmbH, Redaktion PSI Journal, e-mail: hoechemer@edit-line.de

Successful customer event in Weimar



The promotional product trade show of the company Werbemittel Rüppner is steeped in tradition – and is already a permanent fixture in its 12th consecutive year at the same venue in Weimar. In this artistic city of literature, music and architecture, the consultant professionals of the specialist from central Germany successfully foster the culture of haptic advertising each spring.

Stabila celebrates its 130th anniversary

In 2019 Stabila, the specialist for measuring tools from Annweiler in the Palatinate, is celebrating its 130th anniversary. In 1889 Gustav Ullrich founded the “Meterfabrik” in Annweiler in the Palatinate and started producing folding rules and spirit levels. The use of the products ranges from promotional products to high-quality premiums. The company implements the entire process chain from the idea to production with a high vertical range of manufacture and sophisticated material management. Many products are “Made in Germany” and all enjoy an excellent reputation.



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