

PS1 EUROPE

PSI Journal

International Magazine

For Promotional

Products

February 2020

Volume 59



Cyber-Wear

Steven Baumgärtner
Sneak preview event

Product Guide

Merchandising and
fan articles
Spring, garden, hobby,
handicraft

FARE – Guenther Fassbender

Kick-off in new premises

Trebes

The future of
product refinement



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Editorial

Successful start to the new decade

According to the unanimous opinion of large, international companies and numerous visitors that I met during the three days of the PSI, that was precisely the case for PSI 2020. More than 500 CEOs were in attendance using the PSI as a platform for contacts, for information, for association work and of course also for placing orders. I also met members

who provocatively asked me: "And does this benefit me?" Quite a lot, I would say. After all, if the PSI were not the PSI as the world perceives its entire image, then State Secretary Elisabeth Winkelmeier-Becker of the Federal Ministry of Economics would not have been so enthusiastic about our industry after her visit to the PSI. Moreover, Dr. Gerd Müller, Federal Minister for Economic Cooperation and Development, would not have assumed the patronage for the PromoTex Expo. No trade show is as impressively convincing as the PSI, no other trade show projects such an enormously positive image for the industry in Germany and Europe. All stakeholders in the promotional product industry benefit from this. In addition, there is no other platform that showcases such a wide variety of products and companies. And which other trade show attracts 16,367 visitors from 81 nations?

Why am I stating this with such explicitness one month after the trade show? Because I still meet people, in real life or on the web, who knock the PSI over and over again as if it were a personal mission. Some of the criticism actually sounds as if it had been fabricated by someone. Mind you, I am open to any factual criticism. In fact, I rather like provoking it as everyone who knows me is aware. I am also not a lawyer of the PSI. I am merely a publisher providing a service, who together with his team creates a new PSI Journal every month and has done so for over 20 years (www.edit-line.de).

So I know the PSI up close. I also know and I constantly experience that constructive criticism is also dealt with in a constructive manner. And believe me, I know how much work is involved on every square metre of this trade show. And I would like to thank everyone who works every day to ensure that the industry has such a presence. Yes, mistakes also happen there, sometimes even very big ones. But don't we all sometimes make mistakes? I certainly do! We then discuss them, try to improve things, rectify those that must never happen again. Harsh words are sometimes exchanged but we never insult one another and never lose respect for one another. That would have been desirable for an issue during PSI 2020. It would have been more gentlemanly to contact the PSI management at an early stage rather than fuel rumours and be the devil's advocate. Those who are concerned know what I mean. The PSI admitted its mistake and promised that this would never happen again. The matter has now been settled. A few other things will also be rectified.

So let us continue to see things in a critical light in 2020 but also help and support each other. The industry, including our own companies, will thank us for it.

In this spirit

Manfred Schlösser | Editor-in-Chief PSI Journal

Your opinion: schloesser@edit-line.de

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THANK YOU!

PSI 2020 is behind us!

Thank you for your visit and the many good talks we had. We are pleased about the great interest in Renata, Fritz and Hanna.

We hope the fair was informative and appealing for you as it was for us.

We are looking forward to a continued good cooperation!

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PSI 2020: Melting pot of an entire industry

8

It was the 58th PSI. And yet this year the leading European trade show for the promotional product industry had a very special significance. After all, the international PSI 2020 network is celebrating its 60th anniversary – and is heading into the next successful decade with a great deal of energy and drive.

cyber-Wear event: The industry reveals its artistic side

34

On the evening of the first day of the PSI Trade Show, cyber-Wear invited its customers to an exclusive sneak preview event in the Paris Club of the 25hours Hotel in Düsseldorf. Around 190 invited guests experienced an extra-class evening in the impressive setting, including a vernissage and a spectacular view of Düsseldorf.



Trebes:

The future of product finishing

52

Trebes GmbH is a medium-sized company in Upper Franconia. Founded in 2002 as a classic advertising agency, the young company was able to expand its expertise in areas such as graphics editing and digital printing techniques in the following years. The latest addition to its machinery is a digital circular printing system.



Promobox: Meticulousness and creativity

58

Publik d.o.o. has been operating in the world of promotional products for 20 years. Originally founded as a graphics workshop, the Serbian company has developed into a regional market leader in its industry. Today, Publik operates in more than 20 countries and is known as Promobox. We present the product portfolio and the diverse services of the company in detail.



ABOUT PSI 2020

AS A MEGATREND, THE TOPIC OF SUSTAINABILITY HAS NOW MOVED UP TO THE TOP OF THE LIST OF PRIORITIES.

NEVER BEFORE HAS SUSTAINABILITY BEEN MORE CONSPICUOUS THAN THIS YEAR.

SUSTAINABILITY CAN STRENGTHEN BOTH THE CORPORATE IDENTITY AS WELL AS THE MARKET POSITION.

IN SHORT

"Megatrends mark changes that have shaped us for a long time and will continue to do so for a long time. As development constants of global society, they span several decades. A megatrend affects everyone and spans all levels of society."
(zukunftsinstitut.de)



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OPPOSITES ATTRACT

Opposites attract when people or things harmonise with each other even though they contradict each other in their nature and characteristics or appear incompatible. PSI 2020 had some noteworthy examples.



DIGITAL
MEETS
ANALOGUE





PSI 2020: Successful start to the new decade

Melting pot of an entire industry

It was the 58th PSI. And yet this year the leading European trade show for the promotional product industry had a very special significance. After all, the international PSI 2020 network is celebrating its 60th anniversary – and is heading into the next decade with a great deal of energy and drive.



In its anniversary year, the PSI impressively underlined its role as the world's most important industry meeting point and international network in Europe. 720 exhibitors presented their new products and trends to 16,367 visitors from 81 nations, including 500 CEOs and high-ranking association representatives. These figures speak for themselves, although the number of visitors and exhibitors was not quite at the previous year's level (17,602 visitors, 772 exhibitors). "The PSI is the global melting pot of an entire industry. It drives people, global markets and billions of euros in sales. That makes it unique worldwide," concludes PSI Managing Director Michael Freter. Steven Baumgärtner, CEO of cyber-Wear, also agrees with this statement: "The PSI is the only global trade show of this format and the only platform on which this industry shows what it really is. Here companies invest large sums of money to present their new products, their trends and themselves with the highest level of quality which is unparalleled in this form. The PSI is becoming more and more international, which is really impressive and underlines the relevance and importance of this trade show for the industry, also in a global context."

Trade show concept was well received

This is also confirmed by the statistics: Every second PSI exhibitor came from abroad (55.7 percent). The PromoTex Expo was even more international: Over three quarters (80 percent) of the 110 suppliers came from abroad. After the successful premiere last year, the PromoTex Expo again took place in cooperation with the PSI and the viscom in 2020. Once again a "central platform was created as a combination of haptic, textile and visual advertising which covers important below-the-line aspects", confirmed trade show director Petra Lassahn. This trade show concept was well received. After all, according to the exhibi-





tors the market has long been thinking more holistically as small-scale segmentation from the past is no longer in keeping with the times.

Mega trend: Sustainability

Having said this, sustainability has become the top theme of the trade show. As a mega trend – or as an exhibitor said “as the future of the industry” – the topic of sustainability has now moved up to the top of the list of priorities. A look around the halls confirmed that. Regardless of whether it is the choice of material, the manufacturing process or the form of up- and recycling of products, the topic has never been more conspicuous than this year. “Just like the entire global economy, our industry is in a state of change. New ways of thinking, new approaches and new visions are necessary. Only together will we be able to make a difference and change the way the industry perceives our trade,” emphasised Steven Baumgärtner during the opening. A process that is already in progress. PSI has been emphatically promoting the topic of sustainability and that, not least, could be seen in the halls. “The willingness of the advertising in-

dustry to dig deeper into their pockets for sustainable promotional products has increased significantly,” said Petra Lassahn.

Industry figures illustrate trend

An assessment that is also reflected in the latest industry data which is traditionally published by the German Promotional Product Association (GWW) for the PSI. Accordingly, sustainability plays a role for two thirds of companies when purchasing promotional products. Companies are willing to spend up to ten percent more on average. It is a good thing that the topic has long since gained a foothold in the promotional product industry as otherwise the industry would have suffered sustained damage,” stated Michael Freter. “Today, the topic of sustainability plays a major role despite several shitstorms at the beginning,” recalls the PSI Managing Director. The PSI Sustainability Awards demonstrate how important the PSI itself assesses sustainability. In order to raise this to an even higher level in the future and to move even closer to the PSI, the industry sustainability award will be presented directly at the trade show from 2021.



Textiles in all their facets

The fact that sustainability is also in vogue in the fashion industry could be seen and experienced at the PromoTex Expo. Anyone who walked through the international trade show for promotional wear, sportswear and workwear could not oversee the topic of sustainability. "Three quarters of Germans value sustainable fashion. They rightly want to know how their clothes are made. That is why I am pleased that the PromoTex Expo is focusing on the topic of sustainability 2020," said Dr. Gerd Müller, Federal Minister for Economic Cooperation and Development, who assumed the patronage for the PromoTex Expo 2020. The fact that the topic of sustainability ran like a "green" thread through all three trade shows was also strongly underlined in the Textile Campus. As a central point of contact, it offered an overview of sustainable opportunities and best practices in the textile industry and invited visitors to exchange ideas with experts about fair and sustainable textile production, labels and certifications. Textiles from their most vivid and entertaining side were once again presented by professional models on the catwalk this year. During four daily shows, they showed the latest collections and accessories of the exhibitors and celebrated fashion shows of new products, trend colours and styles in 2020.

Choose new approaches

In addition to the tried and tested, the overall picture of the trade shows also reflected new approaches. "The DNA of trade shows has changed. Visitors want to experience more and try out more," explained Petra Lassahn. "Emotions need to be released." In order to meet the demands,



a few changes were made this year. For instance, there was a new space concept, different pathways and lighting constellations. The new space concept at the PSI included the completely redesigned PSI Members Only Lounge which, as the name implies, is reserved exclusively for PSI members. The PSI Lounge with an adjoining café invited guests to linger, relax and network, while the directly adjacent PSI Members Only Lounge Forum offered practical lectures on topics that impact the industry in an exclusive supporting programme. Also new was the GUSTO Tasting embedded in the PSI GUSTO. The live concept impressed the visitors who not only were able to taste the products on offer, but were also able to experience infotainment. The PSI Product Presentations also got a fresh new look, presenting themselves this year as a boulevard of possibilities. There were innovations, best-sellers and special designs from the exhibitors to see in a condensed special show format.

Pole position for promotional products

Timothy M. Andrews, President and CEO of ASI, the American industry counterpart, summed up what was repeatedly heard at the PSI: "I look forward to travelling to Europe every year for the PSI Trade Show because it always impresses me. It is a must-attend trade show for everyone



Meaningful words at the opening:
Mike Seidensticker, Michael Freter,
Elisabeth Winkelmeier-Becker,
Frank Dangmann, Petra Lassahn
(picture above from the left) and Ste-
ven Baumgärtner (picture below on
the left)

in the promotional product industry who is looking for the latest trends and hottest products.” Frank Dangmann once again emphasised the importance of promotional products in marketing during the official opening. For 2019, the CEO of GWW attested stable growth of the industry in Germany. According to the GWW Monitor, the turnover of promotional products rose last year by a good two percent to 3,648 million euros. “A new high,” said Dangmann, who confirmed the positive trend line of the past years. “Promotional products thus underscore their pole position as the advertising medium with the broadest reach,” emphasised Dangmann, who also pointed out that “promotional products reach 89 percent of the population aged 14 and over – more than any other medium. With this reach, they are the undisputed leader.” A development that is in line with the results of the Europe-wide market analysis. According to the Techconsult study “Industry Structure Analysis 2017-19”, which was created in cooperation with the PSI and supported by a total of 13 partners and associations, 14.9 billion euros is generated annually by the promotional product industry in Europe. The study shows that more than a third of total European turnover is achieved by small companies with less than ten employees. Together with large companies with over 250 employees, they form the main source of revenue for the industry. Together they account for more than half of sales revenue.

Impressive what makes the industry tick

42 percent of German companies rely on promotional products. At the same time, spending on promotional products in medium-sized and large companies rose significantly. At the same time, however, the proportion of higher-quality promotional products declined slightly again last year. Dangmann also blamed “excessive bureaucracy”, an “obstacle that needs to be removed”. Parliamentary State Secretary Elisabeth Winkelmeier-Becker, who came to the trade show from Berlin, also agreed. She pledged to support the promotional product industry when it comes to relieving the industry of bureaucratic burdens. This includes, in particular, the documentation requirement for promotional products that exceed a value threshold of 10 euros. “The bureaucratic effort involved here is disproportionate. It is definitely worth scrutinising this,” said the State Secretary who was impressed by the performance of the industry and the figures “which are so often overlooked”. It is impressive what makes this industry special and what makes it tick. As a representative of the Federal Ministry of Economics, she also noted with interest that there are 4,000 companies in the promotional product industry in Germany alone that offer no fewer than 60,000 people a job. With a view to production, she called the “Made in Germany/Europe” an “aspect that you have to



emphasise.” When it came to sustainability, Ms Winkelmeier-Becker became more explicit: “Anyone who does not consider this topic to be so relevant has not been listening.” “Sustainability is an issue that can no longer go away, and must not go away,” said the State Secretary, who added that promotional products are also used in the election campaign. Finally, she was able to convince herself of the variety of products and the many possible uses during a tour of the trade show. <



Elisabeth Winkelmeier-Becker, Parliamentary State Secretary Sustainability tour impresses politician

Impressive words and figures at the opening of the trade show were followed by haptic impressions. And there was no shortage of them for Parliamentary State Secretary Elisabeth Winkelmeier-Becker during an exclusive tour of the trade show with Michael Freter, Managing Director of PSI, and Viola Proietti, Project Manager of the PSI Trade Show, which was also all about sustainability. No sooner had the tour started, there was the first stop for tasting at the Chocolissimo stand. Along the sustainability path were representative manufacturers who reported on the measures taken by their own company. The very interested Parliamentary State Secretary was able to take a look behind the scenes of such renowned writing instrument manufacturers as Schwan-STABILO and Klio-Eterna, the international premium ceramic manufacturer Villeroy & Boch, the long-standing measuring tool company meterex and the multifaceted bag specialist Halfar. She learned that Schwan-STABILO is already in the fifth generation and still entirely family-owned, that Klio-Eterna still produces pen refills today, that the 80-year-old son of the founder of meterex is still actively involved and that at Halfar inclusion is one of the many important sustained activities. Elisabeth Winkelmeier-Becker did not treat the tour of the trade show as a unidirectional intake of information. She used the tour very specifically to make direct inquiries and enter into an active dialogue with the exhibitors in order to gain further impulses for her work at the political level.

The Parliamentary State Secretary Elisabeth Winkelmeier-Becker got herself informed on-site.



6.1

percent more will have to be paid by advertisers

in 2020 to reach their target group through the media. This is the finding of Zenith's "Advertising Expenditure Forecast". Reason: The media reach fewer people, reports horizont.net.

60:40

is the budget rule of thumb of balanced marketing according to leading marketing scientists: 60 percent for brand maintenance and image advertising in classic advertising media and online media, 40 percent for short-term, sales-promoting measures. wuv.de

Three quarters

of the companies (73 percent) surveyed for the Promotional Product Monitor 2020 published by the GWW stated that they would accept additional costs of ten percent for sustainable products.

2.5

seconds

was the **attention span** of consumers when it comes to advertising, reports horizont.net. Another argument for promotional products that are verifiably of more and longer attention.

21.42 billion

euros net will be invested in advertising by companies in Germany in 2020. This emerges from a forecast by Group M. Compared to 2019, growth would be manageable, according to horizont.net.

16,367

visitors from 81 nations came to PSI 2020, thereby underlining the role of the trade show as the world's most important meeting place for the industry.

20 years

placing first: In the USA, wearables belong to the most popular promotional products according to PPAI.




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One primary focus of our selection this month is the approaching **European Football Championship** which revolves not only around the football but also **merchandising** off the pitch. The focus is on classic and new products.



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Let's go! Ole!

12m, the Polish promotional product specialist, has highly effective promotional clappers that can also be used as a cooling fan on hot days at sporting events. The product can be fully customised on both sides and is ideal for eye-catching use at football matches, athletics or marathons and many other events. Made of coated cardboard, the foldable object is delivered to the customer completely personalised, from small quantities.



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info@ballprint.de
<https://www.ballprint.de>

Ready for kick-off

Personalised footballs manufactured by ballprint are the ideal gift for the upcoming top event, the 2020 European Football Championship. The matches will be played for the first time in twelve different European countries. The company from northern Germany offers a wide range of products: from promotional to top-match footballs and mini footballs in many different versions. Further information is available on request.

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Promotional squad in football mood

mbw® kicks off the European Championship and promotion year 2020 with a promising team line-up. Soccer Bert®, a member of the now more than eleven-strong Bert® team, convinces with an opportune look and optimum material features: Squeeze, press, crumple – and just a blink of an eye later Soccer Bert® returns to its original shape. If you want to keep your customers in the European Championship mood in the office, the Schmoozies® football from the MiniFeet® series is the ideal playmaker. With a microfibre underside, the cool footballs are also perfect for cleaning smooth surfaces such as mobile phone displays or screens. The Schnabels® squeaky duck “Football Fan” is a football-mad platypus that comes with a cool fan look with rattle and ball and also ensures the best European Championship atmosphere between matches. Particularly cosy: the mbw® favourites from monkey to zebra which can even be designed as a personal European Championship mascot. mbw® offers strong combination options for the desired European Championship outfit for a large number of its cuddly toys in order to cheer on your own team.

Master embroidery

The most important ingredients for winning the title at the 2020 European Football Championship are passion, team spirit and an irrepressible desire to always do your best. All these attributes are also reflected in good embroidery. For more than 30 years, the textile finishing company Klam Stickerei has been synonymous with embroideries that meet the highest quality standards due to their attention to detail. The site in Lichtenstein not only finishes third-party products, it also offers a large range of textiles from well-known brands. Small minimum order quantities, short delivery times and the production of special textile products ensure reliable customer relations.



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Merchandising bag

The CrossBag Flow from Halfar® stands for good merchandising and is perfectly made to be used anywhere in 2020. Whether it be in the football stadiums of the European Championship, at the summer music festivals or simply as youthful merchandising for city marketing, events and brands. This small, inexpensive bag is available in many green, white, red, orange, royal blue, navy, anthracite or black and is absolutely in vogue. The format is handy, uncomplicated and made for the essentials. Thanks to two zip pockets, the most important belongings are organised. It also offers freedom when worn, whether it be over the shoulder or crossbody, in front or behind. Finishing is done by screen printing, doming or metal emblem. More smart merchandising bags from backpacks to CrossBags can be found in the new Halfar® bag catalogue Best of Bags 2020.



PSI 48449
 Der Zuckerbäcker GmbH
 Tel +49 7131 8996146
 werbeartikel@der-zuckerbaecker.de
www.suesses-schenken.de

Rules for those with a sweet tooth

Brand new to Der Zuckerbäcker is the edible offside explanation aid packaged in biodegradable bags. This provides a logical, tasty and lasting clarity about the offside rule. With the edible offside explanation aid, the confectioner has created a likeable solution to the offside problem and communicated the topic with humour and a large advertising space. The standing bag is filled with small fruit gum balls with vitamin C in two different colours and flavours as well as a chewing gum football. This give-away makes it easy to explain and understand the offside rule and ultimately to chew on it. Available individually printed from 250 pieces. A promotional product that is guaranteed to get people talking.

Football widely spread

The give-aways from Promowolsch – The Customer Factory that are suitable for the upcoming European Football Championship are Made in Germany, feature large advertising spaces and are available at low prices. Promowolsch has always specialised in the production of high-quality plastic products for the advertising and sales promotion sector. Manufacturing in Germany ensures lots of cost-saving factors such as skilled employees, partners, quality of the raw material, logistics, language and payment compared to Asian productions. Short and reliable delivery times, the best qualities at budget-friendly prices are further quality features. The product range includes the give-away sector as well as throwing disks, ice scrapers, bottle openers, fly swatters, sharpeners, note boxes, money trays, buckets, shoehorns, cups, key rings, parking disks and much more.



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Book to kick off

It is finally time to celebrate together, cheer and experience football: For a successful European Championship evening, you definitely need a delicious meal, appropriate party decorations and refreshing drinks. Everything for such a culinary-sporting experience can be found in the book that Edition Michael Fischer (EMF) has in store for the promotional product sector. Whether it be for companies or customers, EMF Verlag can design a custom-made special edition for the desired purpose. A logo can be integrated on the cover, and the company's own products or services can be integrated. There is also the option of having the issue completely designed in your own corporate design.



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Crunchy stamping

The patented biscuit stamp from Global Innovations features a flexible handle and can be used in a variety of ways for baking biscuits, decorating cakes or modelling clay. Ideal as a gift, an inexpensive on-pack or a mailing item. Theme-related motif sets can also be implemented. The in-house development and production team in China can create eight biscuit stamps during a single production process. A total of eight different motifs are possible with the help of interchangeable inserts. An individual design is possible from 315 euros per special motif. The stock items available in Germany include Christmas and football sets as well as licence sets from Princess Lillifée and Capt'n Sharky.



PSI 48295 • Relags GmbH
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Exquisite drinking vessel

The Origin Outdoors drinking bottle 'Active' Loop Cap features a filling volume of 0.75 litres and can be ordered from Relags. The light, environmentally friendly drinking bottle with a robust loop closure is made of durable, high-quality stainless steel. The drinking vessel is easy to clean thanks to its large opening. The practical loop enables easy attachment to a backpack, for example. In addition, the Active Loop is entirely leak-proof for non-carbonated beverages and is available in matt blue and stainless steel.

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Mats made to measure

The PromoMat Basic advertising mat for presentations on football pitches is available from emco Bautechnik and is ideally suited as floor advertising. The PromoMat Basic impresses with the possibility to print and stage high-resolution, photo-realistic motifs. In this way, the design can be individualised with customer-specific logos, slogans or product advertising. This product can be used in the trade, for European Championship promotion campaigns or as a company event during the European Championship: the PromoMat Basic is a clever solution. In addition to the high-resolution printing process, the advantages of the advertising mat available with or without a surrounding edge also include the complimentary use of Pantone colours and the creation of individual dimensions and special shapes.

Individual balls for EURO 2020

Even after 18 years in the market, SOCCER FIRST successfully remains on the ball with innovations and unusual design ideas. The Nuremberg-based ball specialists offer the advertising specialist trade high-quality finishing and reliable qualities without plasticisers and thus hit the bull's eye for the marketing and promotional purposes of end customers. For EURO 2020, there is already an individual design that can be made available to distributors as a 3D link for their customers. Not only balls but also other emotionally positive promotional products such as caps, shirts, jerseys and boxing gloves can be found at SOCCER FIRST. Due to the high customer focus and close cooperation with the certified production company in Pakistan, SOCCER FIRST guarantees a quick and reliable completion of projects.



Handcrafted eye-catchers

Ding-a-ling: The passion of company founder Matthias Lange for the bicycle, coupled with creativity and convincing workmanship is the unmistakable original tone of the bell manufacturer: high-quality bells, meticulously customised, suitable for all common handlebars. An original give-away and merchandising item for companies, as a gift for anniversaries or events or many other occasions. The bells are lovingly handcrafted in a special design in the Bremen workshop – even in small series. Only products made of distinctively high-quality materials characterised by particularly high abrasion resistance, durability, weather and gloss stability are used. Real eye-catchers for all to see and hear.



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x
oscar wilde
x

creativverpacken.de



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 maria@arpebarcelona.com
 www.arpebarcelona.com

Eco-friendly merchandising

Arpe, the Oeko-Tex 100 and GRS certified promotional product specialist from Barcelona, offers environmentally friendly towels made from RPET yarn obtained from recycled plastic bottles in its portfolio. The Spaniards thus reduce the ecological carbon footprint by 76 percent compared to conventional textile towels. The wellness articles are ideal for everyone who is on the move and who does all kinds of sports activities and at the same time wants to protect the environment. Not only logos or slogans but also merchandising images in full-colour photo quality can be created on the surface of the towels.

Fan reflexes

In keeping with the European Championship 2020, reflAktiv presents its new collection of reflectors in national colours. Whether it be red, gold and black or other national colours, thanks to digital printing under the film, the reflectors can be printed over the entire surface and still meet all the requirements of EN 13356. They are perfect as promotional products because these popular promotional products unite fan enthusiasm and your own advertising message. So the advertising company is guaranteed to leave fans with positive memories.



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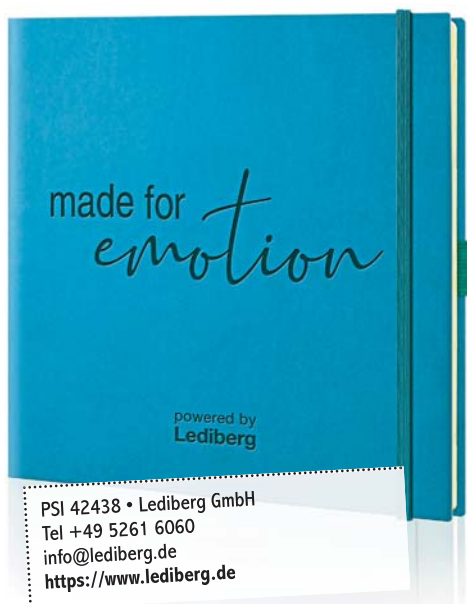


For softies and the playful

Public viewing is part of the standard programme at a European Championship. Nobody likes to sit on hard, wet or dirty seating. The foldable Sportplatz cushion from team-d Import-Export Warenvertriebs GmbH guarantees a high level of seating comfort: it is held together with a rubber band, measures 24.5 x 28.5 x 1 cm and is available in black, red and blue from stock. Balls wherever you look: The ball available from this Baden-Württemberg company is easy on the head because it is soft and supple. The soft and cuddly football is made of washable vinyl, filled with polyester fibre and is suitable for children under three years of age.

Guaranteed anticipation

The 2020 European Football Championship is guaranteed to be a smash hit in almost every target group. On the occasion of the 2020 European Football Championship, Lediberg has again launched its popular and successful Info Planner. This provides information about all important facts, fixtures, locations and background information. Anticipation is guaranteed: Perfectly combined with the Ivory notebook collection, customers are once again provided with accurate, creative impulses. The team at Lediberg can help you with ideas and visualisation.



-Advert-

Farbenfroh werben

mit den rasanten Ablegespielen
von ASS Altenburger

- 33, 55 oder 110 Blatt Varianten
- Verschiedene Themen für alle Altersklassen
- Kundenindividuelle Entwicklungen möglich

www.assaltenburger.de



Cheer enhancer

Sports events affect Germany like no other event. The positive emotions in fan blocks, at expert parties and public viewing events can be ideally used for self-marketing. Customers, employees or business partners can support and cheer the German national football team with the right accessories from Römer Wellness: Each set of fan tattoos as a cheer enhancer contains eight tattoos: two times two German hearts, two Germany flags, two times three black, red and gold stars and two Germany star wristbands. Made in Europe, the tattoos are skin-friendly, easy to remove and dermatologically tested. From a quantity of 500 pieces, you can also design your own cardboard case. In addition, a very individual tattoo arch can be designed.



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www.reflects.de

Quick-change artist

Thanks to the unique mix 'n' match principle, Reflects is launching the first CI thermo mug in the promotional product industry with its Bayamo Corporate. The Retumbler-Bayamo from the drinkware range of the Cologne-based promotional product manufacturer offers the customer a variety of design options. 3 body colours and 15 colours for rings and grip collars are available. Thanks to its double-walled design, the vacuum mug keeps liquids warm for up to four to eight hours. A lid with a practical flip closure prevents the contents from leaking. So far, the cup has been offered in seven standard colours. In the future, the customer can use an interactive online configurator to put together the thermo mug even more individually according to his own wishes. For example, the body of the mug is available in three versions: in stainless steel silver with anti-fingerprint coating, matt powder-coated in white and black. 15 colours are possible for the rings and collars, from white and black to various shades of blue to pink and violet. The mug can be configured according to the customer's corporate identity from 50 pieces. Additional special colours, an individual grip collar and individual packaging are possible from a quantity of 500 pieces.



Reusable drinking bottles

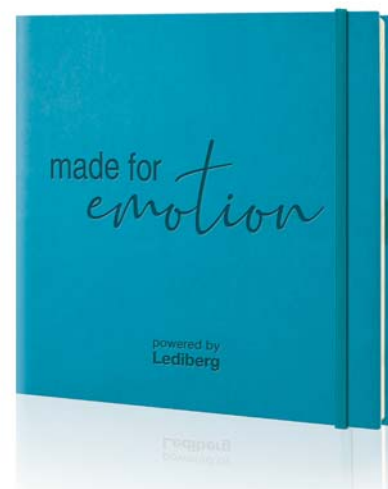
Bottle Promotions has taken account of the sharp rise in environmental awareness among people by launching an environmentally friendly small series of drinking bottles on the market. The highlights of the Dutch company include the Shiva O₂ and Shiva Bio, both available with filling volumes of 500 and 750 millilitres. The attractive, powerful design stands out. The Shiva O₂ is entirely bio-based as it is made from sugar cane. The Shiva Bio is completely biodegradable after the final use. Another member of the series is the Fuse Fruit Fusion model that is available in transparent with a filling volume of 450 millilitres, 75 percent biodegradable and, like all Bottle Promotions products, customisable. More information is available from the manufacturer.



Clip Hooray!

The Jona retractable ballpoint pen made of covered plastic impresses with its variety of colours and almost countless combination options, especially with its unusual clip. The special clip in the shape of a football or heart can be designed and customised using digital or pad printing in the national colours of your personal favourite team. All other ballpoint pens manufactured by Klio-Eterna can also be combined in the national colours of the respective favourite team using the “mix it, match it” modular system. And if the right colour is missing, the PMS colour service offers the optimal solution for implementing the promotional pen in the desired colour according to PMS, RAL or HKS.

2020 VORFREUDE



Setzen Sie mit der IVORY Notizbuchkollektion wieder die richtigen kreativen Impulse.

Die Fußball-EM 2020 garantiert einen Volltreffer in Ihrer Zielgruppe. Anlässlich der Fußball-EM 2020 haben wir wieder unseren beliebten und erfolgreichen Infoplaner aufgelegt. Dieser informiert Sie über alle wichtigen Fakten, Spielpaarungen, Spielorte und Hintergründe. Vorfreude garantiert!

Lediberg – made for emotion.



Der Infoplaner zur
Fußball-EM 2020!



Lediberg
made for *emotion*

Acquisition of ETS Express

Polyconcept, the parent company to Polyconcept North America (PCNA), of which PF Concept International is also part, has acquired ETS Express (ETS) with effect from November 29, 2019. ETS Express, with headquarters in Oxnard, (California), and an additional location in Concord, (North Carolina), is the largest supplier of promotional drinkware in North America and is a recognized leader in product design and innovative decoration. Polyconcept is the world's largest multi-category supplier of promotional products with distribution to over 100 countries worldwide. The addition of ETS to the PCNA portfolio will extend its presence and leadership within drinkware, the fastest-growing category in the promotional products industry. "ETS's demonstrated leadership in design and decoration creates exciting new opportunities for PCNA and our distributor partners. Its culture, values, and service philosophy are in strong alignment with our own," said Neil Ringel, CEO Group Polyconcept. "We welcome the addition of the ETS team and are excited to work together to ensure that this strategic alliance capitalizes on their leadership position while also ensuring that each of our individual brands remains highly differentiated in the marketplace." ETS will continue to operate independently out of its Oxnard headquarters and be led by current CEO Sharon Eyal, who will also join PCNA's executive leadership team. All ETS operations, sales, and marketing will remain independent, enabling it to stay exclusively focused on the drinkware category. "I have personally known the PCNA team for many years, and because they strongly share our commitment to service and excellence, I couldn't be happier that they will be our partner," said Eyal. "This transaction is a testament to ETS's employees and all that we've accomplished together over the last 34 years."

www.polyconcept.com – www.pcna.com – www.pfconcept.com – www.etsexpress.com



Polyconcept USA

polyconcept
NORTH AMERICA



New name

High moods at the Board of WER (from the left): Marc Strickrodt, Mirco Häblich und Alex Heinecke.

MOLL-GRUPPE has become WER GmbH

MOLL-GRUPPE has merged its two companies and will operate in the market as WER GmbH. For this purpose, WER GmbH was merged into MOLL logistik GmbH in the first step. MOLL logistik GmbH was subsequently renamed WER GmbH. "In the future, the merger will enable us to operate on the market even more efficiently with a uniform appearance and continue our expansion course," comments Mirco Häblich, one of the three managing directors of WER GmbH alongside Alex Heinecke and Marc Strickrodt, each of whom also holds a third of the shares in the company. WER GmbH can be found on the Internet at:

www.presit.de



Roadshow with tradition

NEWSWEEK, the traditional roadshow of the German promotional product association (GWW), will also start earlier than usual in 2020 with two earlier dates. The opening of the NEWSWEEK will take place on 14 February 2020 in Offenbach am Main on the exhibition grounds, immediately after the spring Trend the day before. On 3 March, the exhibitors will then travel to the Dortmund event. Between 12th and 14th May and 26th and 28th May, the NEWSWEEK

will tour through six other cities in Germany: Bielefeld, Berlin and Hamburg as well as Stuttgart, Nuremberg and Munich. As the NEWSWEEK is an industry customer trade show, access is only permitted to distributors and consulting agents who visit the trade show together with the customers they have invited. Promotional product consultants who would like to participate in the NEWSWEEK together with industry customers can register on the GWW website: www.gww.de

Cartamundi takes over USPC

The Belgian private group Cartamundi has announced the completion of its takeover of United States Playing Card Company (USPC). This takeover complements the Cartamundi brand portfolio with the cult brands Bicycle®, Bee®, Hoyle® and Fournier® and, by its own account, thus confirms Cartamundi's role as the "leading supplier in the global gaming and entertainment industry". Stefaan Merckx, CEO of Cartamundi: "With USPC we can immediately benefit from the growing playing card sales in the USA. USPC's leading position in Spain perfectly complements our European presence and fits perfectly into our strategic growth plans." USPC employs over 350 people and has manufacturing facilities in the US city of Erlanger (Kentucky) and the Spanish city of Vitoria (Álava). In 2018, USPC generated a net turnover of approximately \$112 million.

USPC CEO Michael Slaughter has joined the Cartamundi Executive Committee. He says: "Our commitment to inspire consumers, card players, magicians and casino players with world-class quality remains our mission."

Cartamundi, which also wholly owns its subsidiary Spielkartenfabrik ASS Altenburger, will be celebrating its 50th anniversary in 2020. Fournier has existed for 150 years and Bicycle can look back on 135 years of brand history. With the acquisition of USPC and Fournier, the Cartamundi Group operates 13 production sites worldwide and expects sales of over \$550 million. The Cartamundi Group currently employs over 2,500 people on four continents. "This network enables Cartamundi to strengthen its local presence. Cartamundi is closer to its customers, strengthens the local economy and is environmentally friendly," explains Stefaan Merckx. "You can only discover the trends that enable growth when you are very close to the market."

www.cartamundi.com



Cartamundi

Change in management

The supervisory board of Faber-Castell AG – one of the world's leading companies specialising in high-quality products for writing, drawing and creative design as well as decorative cosmetic products – has appointed Stefan Leitz (55) to succeed Daniel Rogger (51). The current CEO had previously informed the supervisory board that he would not renew his contract expiring next year for family reasons. Stefan Leitz will begin working for the family-owned company on 16 March 2020. He was most recently the head of management of Carl Kühne KG (GmbH & Co.) in Hamburg – one of Europe's largest manufacturers and marketers of delicatessen and vinegar. His previous professional positions include long-standing management positions at Unilever, Procter & Gamble, Gillette/Braun and the family-owned business Wella. Mary, Countess of Faber-Castell: "The experience Mr. Leitz has gained at Carl Kühne is an ideal prerequisite for understanding the requirements, processes and values in a family-owned business like Faber-Castell. The family looks forward to working together with Mr. Leitz." With over two billion graphite and colour pencils a year and around 8,000 employees, Faber-Castell is the most important manufacturer of wood-cased pencils worldwide. Today, the company is represented in over 120 countries and has its own production facilities in 10 countries and sales companies in 22 countries worldwide.

www.faber-castell.de



Stefan Leitz

Faber-Castell

25 years celebrated in style

cyber-Wear recently celebrated its 25th anniversary with an exclusive party in Heidelberg Castle. With the festive event in one of Europe's once most magnificent castles, the two managing directors Roman Weiss and Steven Baumgärtner thanked their team for their tireless commitment and dedication. At the same time, they recalled the rapid development of the company from their childhood dream to today's globally operating holding company. "We are a fantastic team, we help each other and we always pitch in, and this is something we should maintain. Despite all the euphoria and pride, we should also be aware of our tasks and role model – in ethical as well as ecological terms. We want to maintain the respectful interaction with each other in the company as well as with our customers and suppliers. This also means that we must repeatedly question whether we can handle our natural resources even more carefully and conscientiously. "Steven Baumgärtner also emphasised the responsibility that cyber-Wear wants to continue to assume as a modern, successful company. As an expression of their gratitude to the two managing directors, three long-standing cyber-Wear employees recalled the company's history, covering the founding of the company in 1994 in the parental basement, the first employees, the initial orders, historical and political events as well as the re-

location into the large new headquarters this year. As a memento of the splendid evening with a guided tour of the castle, a festive dinner and many moving moments, the employees presented their bosses with a large photo album that brings the past 25 years to life and is complemented by personal messages from the team. www.mycybergroup.com



cyber-Wear



CLUB
CRAWATTE
CREFELD

Trendsetter also when it comes to sustainability

Club Crawatte Crefeld, the Krefeld-based specialist for fashionable textile accessories in the promotional product market, is also a trendsetter in its field in terms of sustainability. Proof of sustainable production conditions as an additional quality feature, especially of textile articles, is becoming increasingly important for companies and consumers. Ecological and social manufacturing conditions are attracting increasing attention and are increasingly being used by customers as decision criteria. The STANDARD 100 by OEKO-TEX® seal is one of the world's best-known quality

certificates and applies to textile raw, intermediate and end products at all processing stages. It stands for customer trust and high product safety.

Appropriately certified raw materials such as recycled PES filament yarns, which are obtained from recycled PET bottles and meet the highest requirements, are used in the production facilities of the Krefeld-based textile specialist Club Crawatte Crefeld (CCC).

Whilst the production conditions of non-European production facilities cannot always be rigorously assessed, production in this country guarantees a systematically ecological and socially fair production. Short transport routes from production to the customer are further evidence of sustainable and responsible entrepreneurial behaviour.

These are reasons why CCC has been manufacturing its textile accessories in Germany for over 40 years. The production site in Germany not only allows for high-quality designs from polyester to pure silk, but also guarantees short response times and



Club Crawatte Crefeld

low error rates with "Made in Germany". As the Krefeld company develops, produces and assembles mainly at its traditional location in Krefeld, it is clearly committed to Germany as a location and the values associated with it. At the heart of its corporate philosophy are the highest quality standards and the satisfaction of its customers and employees. Specialising in textiles to consolidate the company's CI, the long-standing Krefeld company with individualised ties offers bespoke customised products in a corporate design. Club Crawatte Crefeld's portfolio includes ties, fine scarves and shawls as well as shirts and blouses.

www.club-crawatte.de

m.e.s. Marketingservices acquires ideenreich Nele Buggert

m.e.s. Marketingservices GmbH acquired the Ratingen-based company ideenreich Nele Buggert on 1 January. This was the wish of the owner Nele Buggert who unfortunately died before her time at the end of last year. Owing to an analysis carried out by m.e.s. last year and the takeover of the associate company

there will be a change of name. According to information provided by m.e.s., the future company name and other details will be announced as soon as the formalities with the authorities have been finalised. Ralf Hesse has been advising companies, organisations and institutions on the selection and use of promotional products for 41 years, including the past 20 years with m.e.s.

mes-marketingservices.de

► **m.e.s.**
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Ihre Werbemittelagentur, wenn Vertrauen zählt!

m.e.s.

On the evening of the first day of the PSI trade show, cyber-Wear invited its customers to an exclusive sneak preview event in the Paris Club of the 25hours Hotel in Düsseldorf. In the impressive setting of the trendy bar on the 17th floor, around 190 invited guests experienced an evening of the extra class – including a vernissage and a spectacular view of Düsseldorf.

cyber-Wear: Exclusive sneak preview event

The industry unveils its artistic side

Industry



Under the motto "Welcome to Paris", cyber-Wear welcomed its guests to a VIP event with a vernissage high above the rooftops of Düsseldorf.



The Paris Club Art Experience – a unique event concept that combines a party with French flair with a vernissage of a special kind: With its VIP event, cyber-Wear has succeeded in presenting an event highlight that enchanted customers, team and friends one evening long with a lasting effect in the true sense of the word. What is behind this?



The PSI was also invited.

The printed catalogue was carefully studied.



Industry uses its creative skills

The idea for the event came from Steven Baumgärtner, CEO of cyber-Wear: "My aim is to present the industry in a completely different light and to show that we approach our business every day with a lot of passion, creativity and high quality standards. That is why we asked our partners to create works of art that reflect exactly that – innovation, quality and attention to detail. And where could the results be presented more appropriately than on the occasion of the PSI, the largest and most important innovation platform in the industry?"

Versatile, original presentations

The response to the campaign far exceeded expectations: the suppliers were enthusiastic about the idea and invested a lot of time, energy and resources to present their products, their message or their company. 34 companies submitted a total of 42 works of art which were presented during the event. As the artists were free to choose the technology with which they would like to implement their theme, there were no limits to creativity. The installations, paintings, collages and objects carefully positioned in the room by the cyber-Wear team were so versatile, subtle and original that the guests could only be amazed. Everyone seized the opportunity to study the extraordinary works of art during the evening and to share their impressions with others.

Exceeded expectations

In his witty speech, Steven Baumgärtner thanked everyone who contributed to this extraordinary event – the artist teams and company representatives, the crew of cyber-Wear and everyone who was there that evening. "The fact that so many took part cannot be taken for granted and we are delighted that our idea has been so well received. We and hopefully all of you are impressed to see what we are capable of as an industry", he concluded, a view certainly shared by everyone in the room. He also provided an answer to the question of what was to happen to the works of art: the works of art can be auctioned on a specially created online platform.

Auction proceeds to go to project

The proceeds will go to the so-called "Heidelberg Project" in Detroit, which successfully re-socialises young people at risk through art campaigns. The international Cyber-



It is incredible with how much creativity the industry has translated its values into works of art. Whether it be filigree, colourful, symbolic or original – one could only be amazed.

group is also very active in North America and launched the project there years ago. Accordingly, cyber-Wear will call up a minimum bid and increase the result. "As an international company, it is a matter of course for us to be sensitive to and considerate of different cultures in different countries. In addition, the Cybergroup is also aware of its general responsibility towards society and sees its success linked to the intact environment of the individual sites," says the company in a statement.

A perfect affair – digitally and haptically

The art experience is complemented by a high-quality, printed catalogue with photos of each exhibit taken in the in-house photo studio. This closes the circle between the digital and haptic interaction or documentation of The Paris Club Art Experience. Our personal impression: A customer and partner event that was perfectly organised and carried out down to the smallest detail, which also included the team and offered the guests a stylish, entertaining networking evening in an elegant atmosphere. As it was right at the start of the PSI, PSI Managing Director Michael Freter, Exhibition Director Petra Lassahn and numerous PSI colleagues were among the invited guests. <



Steven Baumgärtner thanked everyone who contributed to the success of the event and explained the auction.

Every year during the Advent season, the group of meanwhile 25 A&O suppliers tours the country and offers its customers roast goose in a relaxed, convivial atmosphere on 10 evenings after the product show. A roadshow format that scores with its high networking factor. Review and outlook.

A&O Advent Tour 2019

Uninterrupted run on the goose



The goose has been calling for 12 years with resounding success. This year alone, around 1000 registered guests from the promotional product industry answered its call. The A&O Advent Tour took in a total of 10 cities. It started in Vienna and Linz and then headed north via Mainz, Stuttgart, Munich and Nuremberg to Hamburg, Berlin and Gütersloh before finally landing in Moers.

Product show plus entertainment

The 25 suppliers were on the road for two weeks to present new products and classics from the current and upcoming season. The fact that only a section of their repertoire of new products was shown whets the appetite for more at the PSI, Europe's largest innovation platform, which started on 7 January 2020. According to the organising



The goose is calling: The A&O Advent Tour is a popular combination of a trade show and networking event. We attended the event in Mainz.

team which alternatingly plans the A&O Advent Tour, the event is particularly beneficial for the exhibitors due to its communicative aspect: Personal conversations in manageable groups, which can sometimes go beyond the professional context, consolidate the relations between the distributors and the trade and leave room to discuss individual questions live and at once. The invitation to the pre-Christmas goose menu, which awaits the guests after the trade show, is gladly accepted, as evidenced by the growing number of registrations. And if you know your way around a little and look around the same place for a few years in succession, you will meet many familiar faces who enjoy maintaining this tradition from year to year. The Christmas music played by trumpeter Harald Vath from team-d and Uwe Horstmann from Nestler-matho, who were musically supported this year by singer Joep Raanhuis, also has a long tradition. The constructive and happy cooperation among the supplier colleagues is also very evident in this entertaining programme highlight.

Vegan towel collection

Presenting new products, innovative technology and creative ideas associated with promotional products is the declared aim of the roadshow, which every exhibitor implemented in his own way. With "Vossen Respect – for our future", brand manufacturer Vossen, for example, emphasised its commitment to sustainability: The focus here is on the "Vegan Life" line, the world's first certified vegan towel collection. "This collection does not use any additives of animal origin that are normally used in production. The completely vegan collection has been certified accordingly by the European Vegetarian Union," explains Andrea Palsherm. The contemporary newcomers are in no way inferior to the traditional towels from Vossen. Ve-

gan Life products combine urban, timeless design in 15 stylish colours from sustainable production in Austria with the usual high absorbency and dermatologically tested skin tolerance. If you want to know more, Vossen can be found at the PromoTex Expo in Hall 12 K31.

Excellent in technology, design and price

Of course, Nester-matho is again in step with the times this year by offering its new DAB radio, an excellent technical product with an outstanding price-performance ratio. Sales expert Danilo Linoria explains what distinguishes this product: "Our handy digital radio receives all stations that are broadcast digitally in Germany and impresses with interference-free, crystal-clear sound." As usual from Nestler, the technology and design of this DAB radio interact impressively and promotionally effectively.

Demeter certification: Advertise with confidence

Betz, the traditional distillery renowned as a creative quality supplier of gift sets, brandies, liqueurs, vinegars and oils as well as chocolates, also continues resolutely on the path towards sustainability. The manufacturer, which now even produces its own single malt whiskey, is a partner of Demeter, the organisation synonymous with reputable ecological, bio-dynamic and sustainable production methods. "More and more of our products are Demeter-certified," explains Manfred Nieder and shows us examples from all product groups. So if you are looking for a special culinary experience for your customers, you will definitely find what you are looking for, especially as the Betz manufactory has also made a name for itself as a partner for exclusive custom-made products.



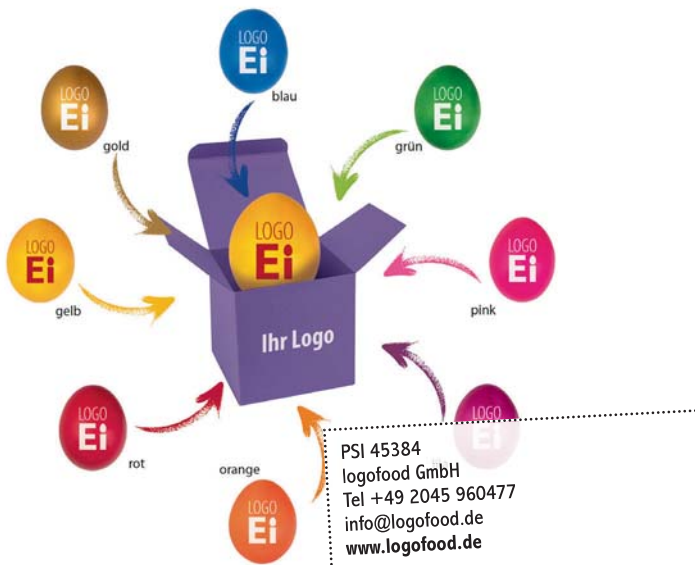
Spring is looming closer and closer. The focal point of springtime and our selection is **naturally promotionally effective products** that make pottering about more beautiful and, of course, **happy (promotional) Easter!**



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For planning and construction sites

There must be a reason why this team-d import-export handicraftsman folder has been a best-seller for years. A chic, robust and handy folder in which everyone packs whatever delights the heart for the current (construction) project. Depending on your wishes, the handicraftsman folder can be ordered without content or optionally with accessories. A pocket rule, carpenter pencil, cutter knife, a writing pad with 30 or 50 A5 sheets and a ballpoint pen are available. The COB lamp in the construction spotlight design with a robust housing and a rubber finish surface provides a clear view of the planning. Four AAA batteries are included in the gift box.



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www.logofood.de

The logo to eat

Which gift would be more suitable for Easter than the classic Easter egg? At logofood, you can go one step further and turn the egg into the LogoEi. For this purpose, quality class A eggs from alternative animal husbandry certified by the Association for Controlled Animal Husbandry (KAT) are boiled perfectly and provided with the customer's company logo. Both the colours of the eggs and the packaging boxes are freely selectable. The boxes can also be printed in one colour or customized in 4c using a label or sleeve.

Easter 2020 Seed-paper

... aus dem Schwarzwald
ef
emotion
factory



Colour-card five - egg coloring tablets-



Green-mix box





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Cool tools for go-getters

Schmoozies® from the collections of the long-standing company mbw® are also a popular means of creating customer loyalty in the construction and handicraft trades. Cool tools in cheeky tool optics make this series a popular give-away. While the Schmoozies® are extremely popular with their practical microfibre underside for cleaning smooth surfaces such as screens and tablets, there are also a few suitable newcomers in the collection for the handicraft trade. The Schnabels® are now available in over 50 suitable professional groups. The illustrious duck family has now received further talented additions with the new squeaky duck called Tiler.



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Pens for makers

Hobby and handicraft combine well together. In both activities, you create something new and unique with your own hands, tools and ideas. The carpenter pencils from Reidinger are as unique as your own project. Shape, lead, paint colour, protective cap and decorative ring can be combined as desired. The desired print motif can be implemented as embossing, in screen and pad printing or in full-surface digital printing. The unique advertising ambassador can be playfully designed in the configurator.

New

Design Highlight Shape

100% „Made in Germany“



ELEGANT. AESTHETIC. 100% MADE IN GERMANY.

The graceful retractable ballpoint pen Shape impresses with 6 harmoniously curved barrel surfaces and a particularly aesthetic design. Glossy and matt areas on the body combine to form a beautifully shaped writing instrument. The modern cuff clip, which gently surrounds the barrel, is particularly eye-catching. The pen ends with a pusher in a geometric triangular shape.



HIGHLIGHT! Like all other in-house high gloss ballpoint pens of Klio-Eterna, the new Shape is also available as a sustainable „recyclingpen“ on request.



SILKTECH L QUALITY REFILL

Equipped with the in-house Silktech L refill and sustainable 3,000 m writing length, the new Shape guarantees durability and lasting writing pleasure. The option of a refill upgrade to 5,000 m is also available.



UNBELIEVABLE VARIETY OF DESIGNS

Based on the „Mix it, match it“ modular system, the 4 components can be combined in material and colour. With the PMS service, the new shape can also be manufactured in special colours according to PMS, RAL or HKS from an order quantity of 5,000 pieces.



New

Klio-Eterna
Est. 1900



Trias recycling

Sustainable giveaway „Made in Germany“



EXTRAORDINARY. SUSTAINABLE. PROMOTIONALLY EFFECTIVE.

1 product, 3 highlights. The new Trias recycling has character, which it knows how to use. But what is so special? Its **impressive edge structure**, the **resource-saving production** and an **attractive price-performance ratio**. With these highlights, our sustainable giveaway provides a unique writing experience and a „green footprint“.



CLEAR STATEMENT

For **identification**, the new Trias recycling is printed with the label „recyclingpen“ like all other recycling models of the brand klio eco.



Plastic residues



Recycled plastic granulate

RESOURCE-SAVING PRODUCTION

When we produce recycled products, the focus is on the **reuse of plastics**. In addition to our own regenerated material, we mainly use purchased, sorted and recycled granulate. Besides to the **housing**, we also manufacture the **mechanics from recycled plastic**.

SILKTECH S QUALITY REFILL

Equipped with the in-house Silktech S refill and **sustainable 2,000 m writing length**, the new Trias recycling guarantees **lasting writing pleasure**. The option of a **refill upgrade to 5,000 m** is also available. The **steel refill tip**, available on request, offers a **lead-free alternative** to the conventional refill.



ENORMOUS COLOUR DIVERSITY

Based on the „Mix it, match it“ modular system, the components of the sustainable retractable ballpoint pen can be combined in material and colour. With the **PMS service**, the new Trias recycling can also be manufactured in **special colours** according to PMS, RAL or HKS from an order quantity of 5,000 pieces.

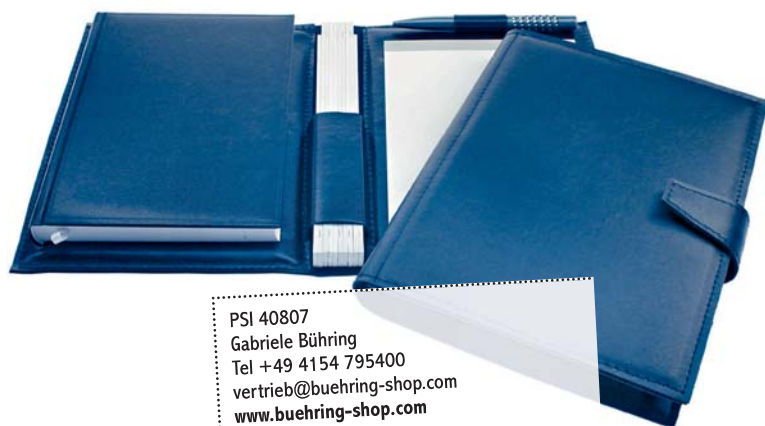




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<https://business.fiftyfive.eu>

Hiking season can come

The hiking season is just around the corner and many people who love to be active are pursuing their favourite hobby. Optimally equipped with light Fifty Five hiking pants and a windproof and waterproof softshell vest, tours are much easier. The softshell vests are available for women up to size 52 and for men up to 6XL in various colours. The hiking pants can be ordered in the versions long, short or zip-off. Individual labelling is possible from a quantity of 500 pieces.



PSI 40807
 Gabriele Bühring
 Tel +49 4154 795400
 vertrieb@buehring-shop.com
www.buehring-shop.com

Individually made to measure

The Gabriele Bühring team can create handicraft folders from robust synthetic leather for your customers. The handy A5 format is standard. The features can be modified according to customer requirements, whether it be a book calendar or compartment for an iPad or other tablet. Compartments for laser measuring devices and other utensils can be implemented in larger formats. A version with a zip is recommended for extensive content. Depending on the motif, advertising can be applied as blind or colour embossing or as screen printing.

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



Colour for the heart, freedom for the hands

With its Monostrap Trend backpack model, Halfar presents a bag that leaves your hands free for everything that is important in spring. When gardening, it is an ideal companion on your back and ensures everything is at hand, from a mobile phone to flower seeds. For small handicraft work, it does a great job as a small material bag and is also ideal for sporting activities from bike tours to skate nights. It meets every taste in the colours dusky pink, mint, off-white, grey-melange, blue and black. The padded belt can be attached on both sides.



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

PSI 46478
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Tel +49 5228 9570
info@hultaforsgroup.de
www.hultaforsgroup.de



Made for longer distances

A new addition to the Hultafors range is a folding rule with a length of 240 cm. It enables precise measurements even for longer distances without shifting the scale. To this day, folding rulers have been made from birch at Hultafors in Sweden, fully automatically and certified according to ISO 9001. Each link on a folding rule is checked several times with a high-speed camera to monitor the shape and position of the scale. The accuracy corresponds to EU class III. The Hultafors folding rule has been a classic since 1883 – as a tool and in design. In September 2019, the product was awarded the “Sustainability product recommended by PSI” at the PSI Sustainability Awards 2019.



PSI 48078
Wera Werkzeuge GmbH
Tel +49 202 4045-198
waurich@wera.de
www.wera.de

High screwing speed

The Wera Kraftform Kompakt 20A transforms into a short or long screwdriver at lightning speed depending on the application scenario, and at the same time provides the right bits for machine screwdrivers. The ergonomic Kraftform handle with its hard and soft zones ensures fatigue-free working and a high screwing speed. A magazine with six different 25-millimetre bits is integrated in the handle. They are equipped with the Wera Tool Finder "Take it easy" which makes it easy and convenient to identify the correct bit size.



PSI 41016
Heri-Rigoni GmbH
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armin.rigoni@heri.de • www.heri.de
www.emotion-factory.de

Egg carton has it all

Meister Lampe brings the promotional product customers of emotion factory everything the yellow or green egg is cracked up to be in a box. The egg carton of the "yellow" version lures with Easter surprises in five variations. The advertising company can combine delicious chocolate Easter bunnies with baking cups, Nutella or plant pots. The "green" counterpart is really natural and renewable. With this creative basket, customers can expect four so-called flowerballs – small balls consisting of egg tree seeds, soil and clay powder which can be distributed anywhere and directly on the ground and thus bring a little green to bees and butterflies in everyday life. Alternatively, the seed bombs are available with poppy seeds or a sunflower mixture.



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PSI 2043 • Kaldenbach GmbH
Tel +49 9151 817850
info@kaldenbach.com
www.kaldenbach.com

Multifunctional and brightly coloured

The multifunctional scarf from Kaldenbach is probably the most versatile promotional item in the Bronson® range. The choice of colours alone offers unlimited freedom. From classic black, navy blue, royal blue, red and bright colours such as yellow, green, orange, rose to sublimation printing, everything is possible. Just as varied as the colours is its use as a bandana, hairband, mouth protection, headband, sweatband and much more. It is thus ideal for motorcyclists and cyclists, ski fans, joggers and other outdoor enthusiasts.

Power in mini format

With its Metmaxx® MiniPowerTool, Spranz is introducing a particularly innovative micro all-in-one tool for the household and work. The company's slogan "Design products without a design surcharge" takes on a special meaning here. The mega-compact, yet powerful cordless screwdriver with integrated chrome vanadium bit set gleams thanks to the built-in LED work light. The powerful rechargeable lithium-ion battery ensures that it is always ready for use.



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PSI 47992
Henosa-Plantanas Group GmbH
Tel +49 7306 926230
info@plantanas.com
www.werben-mit-tee.de

Flowers in the cup

What is special about the artfully bound balls of white tea from Henosa Plantanas is the fact that they unfold into magnificent flowers in hot water. Only white and green tea from the best, selected plantations are used as teas. The aroma is sweet, light and unmistakably fruity – with a marigold flower inside. A closely guarded secret is the manufacture of the balls. They are manufactured exclusively in China in a secret process based on old tradition. They are delivered to the recipient packed in sachets with a card printed according to customer requirements or as three pieces in a gift box.



PSI 2020

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PSI 48277
Green Earth Products
Tel +31 88 7739330
info@greeneearthproducts.eu
www.greeneearthproducts.eu

Fruit trees in the pot

The Baby Tree fruit tree package from Green Earth Products is sure to surprise any customer. The sustainable and educational product in a DIY packaging including bamboo cane, soil tablet, plant fertilizer and a birth certificate demonstrates sustainable action to the recipient. With little care and a little love, the tree can grow into a proud fruit tree. You can choose from apple, cherry, pear and plum. The baby tree can be planted in the garden, on the terrace or in a flowerpot.



Cult flower in Beetle style

The colourful and deceptively real-looking selection of silk flowers guarantees a good mood and spring feeling when on the go, even in snow and ice. Sandini presents the decorative and high-quality acrylic vase with flexible metal clips for every car. It is quick and easy to attach to any ventilation slot. The included transparent plastic disc gives the flower a firm hold in the vase. The car vase including artificial silk flower of your choice is delivered in an organza bag and can be provided with a logo sticker.

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PSI 41617 • MAGNA sweets GmbH
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Delicious surprises

The ingenious power of superheroes is a particular focus at Magna sweets in 2020. The Power of Sweets is demonstrated, among other things, by the Magna-MAN specially developed for Magna sweets. In addition to many new brands, products and packaging solutions, there are of course also delicious new surprises from the Easter bunny workshop for the coming season. The Lindt Mini Gold Bunny in an Easter egg advertising cardboard is waiting to appear. In addition, there is the chocolate Easter bunny with its customisable design options in terms of colour and advertising, and finally the Lindt Lindor Easter eggs in individually printed cardboard packaging.



Die Handschrift der Werbung



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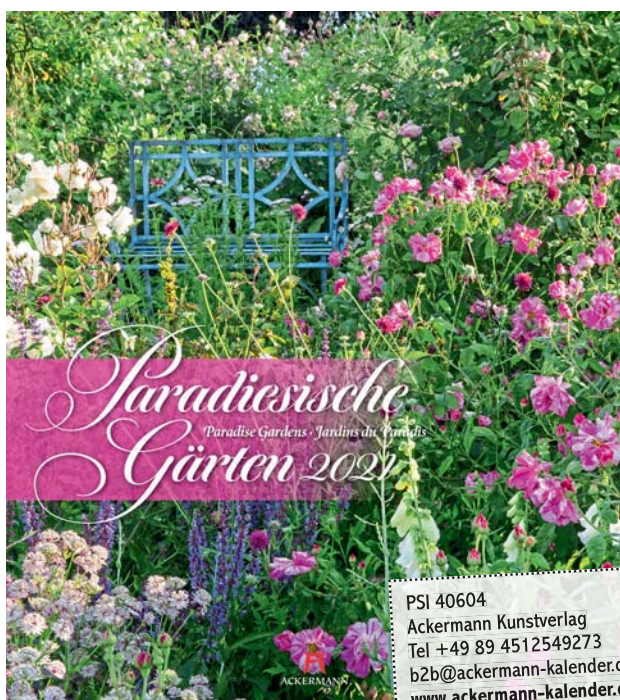
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PSI 47555
Vim Solution GmbH
Tel +49 7661 909490
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www.trader.vim-solution.com

Music taken outside

Vim Solution offers the Matthias loudspeaker in its range for anyone who does not want to be without their favourite music outside and on the go. This means that you can also enjoy late evening hours in the garden. The loudspeaker also offers dimmed party light, the colour of which can be changed by touching the loudspeaker grille. The battery life is ten hours and the loudspeaker connects via Bluetooth v2.1, a Micro SD card slot or a 3.5 mm jack cable.



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Heavenly gardens

Beautiful gardens inspire again and again with their diversity. This is also the case with the Ackermann calendar "Heavenly Gardens 2021". A lush English garden design is lovingly highlighted by the renowned garden photographers Marianne Majerus and Bennet Smith. The magic of cultivated nature through all seasons. Like all Ackermann calendars, this is also produced exclusively in Germany and is printed on paper from sustainable forestry in a climate-neutral manner in cooperation with NatureOffice. Advertising imprints are possible from 50 pieces.



Click and away

When it gets hot, it gets really long: The three grilling tools in the Troika Germany set can be telescopically extended.

There is also a small knife hidden in the handle of the grill brush, and a bottle opener in the spatula. And after grilling? One click is all it takes and all parts of the set stick together magnetically again. This ensures order and saves space in the cutlery drawer. The set is made of high-quality stainless steel and particularly heat-resistant plastic. The food-safe grill cutlery comes with five functions: grill turner with bottle opener, grill fork plus grill brush made of silicone with a serrated knife.



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Good mood moments

The happy Easter bunny of the Kinder brand from Ferrero brings snack treats in anticipation of the surprise it hides in its chocolate belly. At Jung, they are also aware of the collector's value of the content which enhances the delicious whole milk chocolate with a delicate layer of milk cream and ensures lasting impressions. With 15 grammes of chocolate and its happy smile, this cute mini bunny also ensures good mood moments. The punched packaging made of white cardboard can be printed on request, effectively highlighting individual brand messages.



Pen with a surprise effect

The completely customisable concept of the Clip4you pens from DreamPen ensures a special kind of surprise effect for the user. As the name suggests, the clip can be made in any desired shape for the customer. Using advanced technologies, the clip can be created in 2D, 2D+ or 3D. In the case of fertilizer products for plants, a company logo can even appear on the clip in combination with a flower clip or a gardening machine with finished advertising for the product.

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www.dreampen.com



PSI 48449
Der Zuckerbäcker GmbH
Tel +49 7131 8996146
werbeartikel@der-zuckerbaecker.de
www.der-zuckerbaecker.de

It doesn't get any greener

The green marshmallow balls in a biodegradable bag with an individual paper label from Der Zuckerbäcker are lastingly delicious. The marshmallows can be eaten straight from the bag or grilled on a stick. The sweet content is also available in eight other colours. For example, company or national colours can also be created. They are also available as colourful edible rabbit tassels for Easter or as creamy red reindeer noses for Christmas.

EASTER HIGHLIGHTS 2020

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my Logo

SUSTAINABLE
sweet promotional impact!



www.ksw24.eu

Trebes GmbH is a medium-sized company in Upper Franconia. The company was founded as a classic advertising agency in 2002. In the years that followed, the young company expanded its expertise in areas such as graphics editing and digital printing.

Expertise in graphics editing and digital printing techniques

The future of product refinement



A lunchbox finished with photo print.



This is how 3D printing looks in detail on a lunch box.



Examples of 3D printing on caps.

In 2012, the company decided to buy its first direct printer. From this point on, its expertise in digital refinement began to develop. Thanks to the profound knowledge acquired in the founding years, it was possible to optimise and expand its direct printing capacity within a short time so that just 2 years later it was capable of refining more than 50,000 parts in one working week. Unfortunately, in January 2016, the company building which had been built only a year earlier was completely destroyed by fire. Despite all odds, they decided to rebuild the company and reorient their corporate focus.

“Digital manufacturing and refining”

Managing Director Dominik Trebes likes to refer to the core business as “digital manufacturing and refining”. True to this principle, only manufacturing and finishing techniques that are digital in nature are used – above all digi-

tal direct printing as well as CNC-controlled engraving and cutting lasers or milling machines are used. “We are the children of a digital world,” says Dominik Trebes. “Analogue production and decoration techniques are sluggish,



Digital print on disposable cups.

Digital print on a cosmetic dispenser.

inflexible and sometimes simply out of date. We have set ourselves the task of changing the market and raising awareness that modern refining techniques are in no way inferior to existing ones and will replace or supplement them in some instances. We exclusively use modern computer-controlled printing techniques (digital direct printing) which offer the highest level of quality as well as flexibility. But the technical component is only one key – another is a broad and in-depth knowledge in various professional fields. Starting with the processing of graphic data up to the perfectly adjusted printing press, these difficult tasks require our core competence in order to be solved.”

3-dimensional imprints

A special highlight in the refining process is the application of 3-dimensional imprints. These can only be simple,

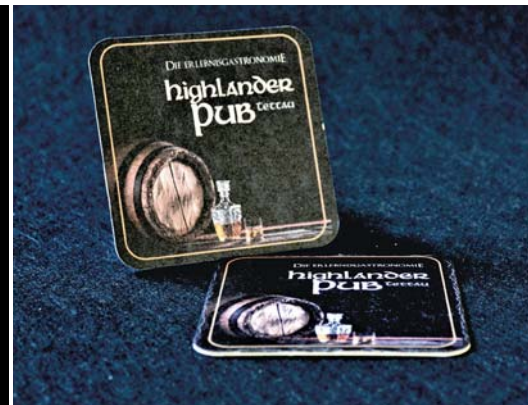


A bottle of water with a photorealistic imprint.

always and ends with high-quality and ornate imprints of stainless steel bottles or drinking glasses. Individualisation is no problem. Digital printing offers a wide range



Very effective due to its raised structure: a cream jar with relief printing.



raised logos, but complex surface structures are possible. Thus, for example, faces can be represented in 3D on a bottle or a cap. The simulation of surface structures such as wood or stone is also possible and almost indistinguishable from a natural substance. “Of course, 3D printing is nothing new in this day and age. As far as I know, however, we may be the first company to offer this technology to a mass market. In the past, we have already applied 3D printing to well over a million products,” says the managing director.

Modern machinery

After the devastating fire, the company quickly regained momentum and acquired new machines. At present, the focus of refining is on the cosmetics industry and promotional product industry where quite different refinements can be offered. “This begins with inexpensive imprints on lighters, ice scrapers, coffee-to-go mugs or give-

of products that are suitable for virtually any purpose,” says Trebes.

Digital rotary printing system

The most recent addition to the machinery is a digital rotary printing system to refine bottles, jars and crucibles. “Today it is possible for us to create both small series consisting of a few parts as well as large-scale series consisting of several million parts,” underlines Dominik Trebes. With its 22 employees, Trebes GmbH is ideally positioned to meet the requirements and wishes of its customers and ultimately create an impressive product that is second to none on the market.

<

The companies Halfar, Koziol, Daiber, FARE, Geiger-Notes, JUNG, Reflects, mbw and UMA invited their promotional product partners to the Welcome Home Tour for the ninth time. Under the motto "The best. At home.", the hosts accentuated not only product innovations, new ideas and trends, but above all the topic of "sustainability".

Motto: "The best. At. home."

Stopovers of sustainability



The bright frontage of the new Fare company building which connects the two existing buildings and combines them into one unit.



Annika Beyersdorff explained the Fare sustainability strategy to the guests.

Against the backdrop of ubiquitous climate change, ecological hazards and the associated future scenarios, acting and living sustainably is now logical and highly necessary. The nine companies in the Welcome Home group are also aware of this and show responsibility for ensuring a liveable planet in the future. "The topic of sustainability has ensured a positive rethink among consumers and is increasingly becoming the focus of purchase decisions at all economic levels. Sustainabil-

ity is therefore a topic at all of the Welcome Home locations and provides interested distributors with the best possible knowledge on the subject of „sustainable advertising“, announced the tour organisers in advance and sent out an additional signal by making the Welcome Home Tour the "first climate-neutral series of events in the promotional product industry". In cooperation with Climate Partner, the CO₂ emissions of the tour were measured and the determined value was invested in climate protection projects by means of a compensation payment.

Kick-off in new premises

It was evident at all stopovers of the tour that sustainable advertising and action is also actively practiced by all Welcome Home members. At the start of the series of events, Fare, the manufacturer of quality umbrellas, invited the representatives of the promotional product trade to its company headquarters in Remscheid. The fact that the home of the promotional umbrella experts was once again part of the six-part tour schedule was due to the completion of the brand new Fare company building which was also the focus of multiple plant tours.

New and old harmoniously combined

Managing Director Volker Griesel gave the guests an explanatory tour through the approx. 1,000 square metre modern building which now harmoniously connects the two older parts of the company. You cannot see from the elegantly curved construction that (among other things due to its location on sloping terrain) a large logistical effort had to be mastered when it was built. In addition, a separate access road had to be created. Large window areas now ensure bright working conditions. The diversely designed levels and their rooms enhance the work-life balance. This also includes contemporary furnishings and height-adjustable desks. In the new building there is a spacious showroom which „represents the heart of Fare“ with the sometimes complex custom-made products, a conference room and a spacious cafeteria with a terrace in which the guests are served regional specialties. In the course of construction of the new building, the existing buildings were also renovated.

„Clean“ concepts

Annika Beyersdorff, an employee in the company's quality management, provided information on the sustainability concept of Fare, which manifests itself among other things in „green“ products such as the „Ökobrella“ family and in the brand new dyeing process called FARE®water-SAVE during which, to a large extent, water, chemicals, sewage sludge and carbon dioxide are saved. In the long term, Fare wants to apply this process to all of its products. „Setting sustainable accents“ also means „careful selection and resource-saving use of materials“, explained Beyersdorff. In addition to strict quality management in modern production facilities as well as durable, high-quality and regularly certified products, consolidated transport in full containers, climate-neutral shipping of packages and sustainable finishing options such as the new FARE®water-SAVE, qualified employees contribute to the company process with their know-how. Fare also wants to contin-

The Fare warehouse in Remscheid was the ideal “catwalk” for the new products from the Welcome Home group.



Managing Director Volker Griesel (right) guided visitors through the new Fare company building.



Umbrellas show the way through the product show.

This display case shows how many individual parts an umbrella is sometimes composed of.



Presentation of several exceptional custom-made models in the new, modern showroom.



ue to develop under the premise of „sustainable success instead of short-term profits“ that combines economic, ecological and social responsibility.

Concentrated consulting expertise

The Welcome Home partner companies had meanwhile set up their stands in the Fare warehouse area. At the beginning of the tour there was already a lot of activity and enormous interest in the new products, including the 10 most used promotional products of each specialist. Concentrated consulting expertise was naturally included as the nine suppliers currently boast 713 years of market experience.

Enormous interest

The other stopovers – at the hosts Halfar in Bielefeld, mbw in Edelfettwerk Hamburg, Geiger Notes in the event location Alte Gärtnerei in Munich, JUNG in Vaihingen and Koziol in Erbach – all focussed on sustainable products and marketing concepts. During the tour, it was once again evident that sustainable advertising and action had caught on in the industry. Specifically for this purpose, the Welcome Home members had published the brochure „Benefit sustainably from the best“, the suggestions of which were gladly received by the visitors. With 845 persons from approx. 315 companies, the number of visitors was roughly on the previous year's level. Among those interested were once again numerous guests from established companies in the promotional product sector. <

Welcome Home dates 2020

01.12.2020	Hamburg
02.12.2020	Bielefeld
03.12.2020	Cologne
07.12.2020	Vienna
08.12.2020	Munich
09.12.2020	Albstadt
10.12.2020	Mainz-Kastel


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Publik d.o.o. has been operating in the world of promotional products for 20 years. Originally founded as a graphics workshop, the Serbian company, by its own account, has developed into a regional market leader in its industry. Today, Publik operates in more than 20 countries and it is well known as Promobox.

All-rounder offers everything from a single source

With meticulousness and creativity



Publik manufactures its own notebooks, agendas and calendars.

Valjevo is located about 100 kilometres southwest of the Serbian capital of Belgrade. Publik is headquartered in this city of around 70,000 inhabitants. The hub of all its activities is here. Everything from a single source – everything under one roof is roughly the motto of the company which employs a good 150 people. Publik is a real all-rounder that on the one hand creates and manufactures products and on the other hand also imports and distributes promotional products.

Entire production process in own hand

Publik manufactures its own notebooks, agendas and calendars. According to the Valjevo-based company, almost 100 new products are launched onto the market every year – conceived in the in-house design studio and produced in the in-house print shop which is equipped with high-quality machinery. In short: “The complete production process – from the first step to finalisation – is entirely in our hands,” emphasise the Serbs.

Meticulous product selection

In addition to its own products, Promobox also imports and distributes promotional products. Here, too, the company has high quality standards. “We are very meticulous when choosing the products that we want to include in our portfolio. For us, this means that we work closely with manufacturers because this way we can react directly to changing market requirements and implement them accordingly, always geared to an optimal price-performance ratio. In addition, we make sure that all products can be easily branded. In order to be informed about the latest trends in promotional products at all times, we participate in all relevant trade shows worldwide and spend several months a year abroad. We work closely with manufacturers from Europe and the Far East and coordinate every item with them with a view to the specific requirements of the markets we supply,” is the clearly defined corporate strategy. “The most important trade show for us as an exhibitor is without a doubt the PSI in Düsseldorf. We have been a member since 2008 and have been exhibiting since 2015. We will defi-

www.promobox.com – www.publik.net

nately continue to do so because we have been able to record increasing export figures since we presented ourselves at the PSI.” In addition to the European market, Promobox brand also wants to make its mark in the Middle East and North Africa. For this purpose, new offers and an expansion of the product portfolio are continuously being worked on in Valjevo. Moreover, “we concentrate on constantly improving the quality of our services and our products as well as their appearance. That would be inconceivable without a regular interaction with our partners.” For the Serbian promotional product professionals, this naturally means that their partners are actively involved with suggestions, comments, reviews and opinions. After all, “a good partnership is based on trust and we want to consistently achieve this kind of relationship”, says the Promobox team.

Visible brand features

Even though Publik places great emphasis on trust, there is still a guideline and standards that are mandatory for all suppliers during the production process. This technical documentation covers the research, development and design of all products down to the smallest detail. All products have clearly visible brand features and are furnished with all important brand information. Publik sees its brands as “outstanding in the market thanks to their typical design, carefully selected materials that are subject to strict standards, the high quality in terms of production and packaging, the attractive design of the trading and transport containers and the flawless shipping process.”

B2B portal for perfect service

Quality is one thing, quantity the other. To ensure this, Publik maintains adequate stocks of products in its modern, well-organised and well-equipped warehouse that covers 12,000 square metres and provides space for more than 6,000 items (product of number of models, colours and sizes). According to the company, the logistics IT is also state of the art. With this all-round package, Publik ensures that its partners can be adequately supplied at all times. For the Serbian promotional product professionals, this is just as much an essential part of service as the aspect of proximity. And that is reflected in a variety of ways: The competent, professional sales team is available at all times. In addition, the team members pay regular visits to the partners or invite them to the premises of Publik. The company also provides a B2B portal to ensure perfect service. All software systems are linked to each other and flow into this portal. And with great success: By its own account, of the more than 40,000 orders that Publik re-



Backpacks, bags, textiles and drinkware also belong to the wide product range.



ceives each year, 85 percent are processed through the B2B portal alone. Not least because of this, it is continuously being expanded with new features. After all, more than 900 models from 14 product groups are managed here. These groups include notebooks, technology, USB, writing instruments, lighters, office & accessories, keyrings, tools, home & gastronomy, sports & beauty, umbrellas, backpacks & bags, caps & scarves as well as textiles. This product range can also be found in the always up-to-date online catalogue tailored to the requirements of business partners, which can be accessed on the specially designed website www.promobox.com.

Numerous awards

Publik has already received numerous gold and silver awards for its products and services at the Grafima (international trade show of the graphics, paper and creative industries) in Belgrade. Through these awards, the company sees itself on the right track and motivated to continue to supply the promotional product industry with the highest possible quality and, above all, to clearly signal one thing: “We are a reliable partner and always strive to offer maximum support.”

The motivated Promobox team showcased the whole variety of products at the PSI 2020.





Great sound

The T5 is the latest model of the QCY headphones from Mr DISC. In addition to the excellent sound, an extremely stable connection thanks to aptX Codec and a special design for a perfect fit in the ear, the **new gaming mode** ensures that there is no longer any delay between image and sound. The individual headphones are equipped with a battery for up to four hours of uninterrupted use. The charging box recharges the headphones anytime, anywhere. Versatile functions can be controlled at the touch of a button. The ergonomic design was specially developed for everyday and sport situations. The special shape of the microphone has been significantly optimised, thus making phone calls very pleasant and clearly understandable. As soon as the headphones are removed from the charging case, they automatically connect to the desired device. The latest Realtek chipset is installed in the T5 series. This ensures a clean bass, clear highs and an all-round brilliant sound.

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www.mrdisc.de



Oval cult object

Not only do children's eyes light up with this iconic promotional product: The Kinder surprise egg of the Ferrero brand is loved by those with a sweet tooth and passionate collectors across generations. Just in time for the Easter give-away high season, Jung since 1828 is offering the **delicious chocolate egg** with the surprise bag effect in its range of promotional products. First shake and then guess in order to fully enjoy the excitement – this established ritual of all "Kinder surprise egg" fans awakens happy childhood memories even among the somewhat older target groups. The original packaging approaches this game with curiosity and promise. The highlight: The promotional packaging made of FSC-certified cardboard has a cut-out that allows a "keyhole view" of the coveted content and thus increases anticipation. Ideal for the creative design of extraordinary advertising messages that touch people emotionally.

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



Scarves and knitwear

In terms of headwear and accessories from myrtle beach, a brand of Gustav Daiber GmbH, the new colour "olive" completes the range of the popular **Knitted Cap Thinsulate™** (MB7551). Especially suited to this is the Knitted Loop (MB7314), a casual loop scarf with a coarse knitted look. The inside with fleece ensures a comfortable fit. If you want to make it even softer, you can choose the Fleece Loop (MB7313), finished in muted colours with decorative embroidery on both ends of the scarf. The new, extra-wide Headband (MB7136) with a coarse knitted look and also effectively twisted in itself can be combined with jackets from James & Nicholson, for example.

PSI 42819 • Gustav Daiber GmbH
Tel +49 7432 7016-800 • info@daiber.de
www.daiber.de



Delicate pastel shades

Schneider Schreibgeräte offers a new highlight for bullet journaling and pastel colour fans: Job, the award-winning highlighter, is now available in **five new delicate, pastel colours**. In combination with distinctive handwriting with the fountain pen, roller or ballpoint pen, the words highlighted with pastel tones are really refreshing. As in the neon colour variations, the new pastel colours of the Job family appear in the usual colour brilliance. Not only is this outstanding, so is the design of the pen. The highlighter has already won the Red Dot and the IF Design Award. The new highlighters are available in turquoise, mint, vanilla, peach, lilac and rose. The newly built ink laboratory including ink production has been part of Schneider's core expertise since February. From now on, both the bright neon colours and the new delicate colours will be produced in-house. All inks in the Job family comply with the toy standard EN 713. The colours are also bright and lightfast and they work on normal, copy and fax paper. The highlighters mark with the chisel tip in two line widths of one and five millimetres and are available in the display and in the case with four or six markers.

PSI 43416 • Schneider Schreibgeräte GmbH
Tel +49 7729 888-0 • klaus.broghammer@schneiderpen.de
www.schneiderpen-promotion.com



Slim bears

As one of the leading companies in the field of confectionery as an advertising medium, Magna Sweets has a lot to offer again for the current season, especially when it comes to superheroes in 2020: The Power of Sweets is shown, among other things, by the Magna-Man, who also decorates the cover of the current Candy Book 2020. When irresistible sweets are combined with unforgettable messages, optimal customer loyalty is created. Great for staying in shape and a great taste: the new products include the **fruit gummy bear with a sugar content reduced by 30 percent**, in the individually printed promotional bag. This promotional product can also be used with the sustainable packaging solutions from Magna Sweets.

PSI 41617 • Magna Sweets GmbH
Tel +49 8146 99660 • info@magna-sweets.de
www.magna-sweets.de



Thank mother!

Nothing works without mum: emotion factory presents suitable gifts that are designed to say thank you for the many things that working mothers often do for the family as unpaid full-time event managers, taxi drivers or cooks. A chance to really relax ... mums can do that with the Lovely Heart Mother's Day gift from emotion factory. The **bath confetti** is delivered in the shape of a heart in white and pink and has a pleasant scent of vanilla. The foaming bathing fun is delivered in a flat bag with a printable cardboard tab. You can relax better than with a soothing bubble bath. Also available: Stylish heart-shaped sparklers suitable for Mother's Day on which the sparkler sheds special light on the most important woman in the family. The Wondercandle is supplied in a heart shape packed in cellophane and provided with the Wondercard, a printed insert for advertising or as a greeting. This product is produced in cooperation with workshops for the disabled in Germany, which means that the advertising company also makes a contribution to society.

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

“Medicines” for snacking

Customised delicacies for the pharmacy sector are just as available from i.p.a. Sweets as are eye-catching sales pitch appetizers for advertisers. All delicacies such as chocolate drops, delicious liquorice or fruit gums can be obtained in different and naturally individualised packaging with various fill quantities. In addition to the classic promotional bags, there is an extensive selection of attention-grabbing boxes, blisters, mini-bonbons, test tubes and cork glasses, capsules, transparent or tin cans as well as other attractive packaging options such as the Candy Mans Can – **the Candy Bottle**. With up to 60 grammes, which can be filled with either ammonium chloride splinters, mint pastilles or chocolate drops, the Candy Bottle is a companion for all occasions. Printable in four colours, it offers plenty of space for powerful slogans, even if the advertising message might get a little more detailed.

PSI 45893 • i.p.a. Sweets GmbH
Tel +49 4242 961200 • info@ipasweets.de
www.ipasweets.de



Less plastic – more air

Prodir's new QS40 Air offers a visible and tangible increase in sustainability: its form practically floats, it is light as a feather and “breathes”. Designer Christoph Schnug dissolved a large portion of the casing surface of the new QS40 into thin air. Thanks to its fine perforation the QS40 requires **up to 60% less plastic** than other models. What's more, 30% of the residual plastic used also comes from Prodir's own recycled waste. It's hard to imagine an airier situation. Another special detail is the view into the interior of the writing instrument: The perforated surface renders the refill visible, thereby turning it into a striking component of the writing instrument. And the refill itself, a low-pollutant Floating Ball® Lead Free, now standard at Prodir, is available with a white or black surface, as an extra option also in shiny metal. In this way, exciting effects can be achieved in combination with the casing colour. Prodir is offering the new QS40 with an elegant matt or velvety Soft Touch surface. In addition, customers can choose from the full range of versatile QS Series personalization options: this extends from high-quality metal clips and metal push buttons in refined finishes on colour-contrasted clip holders through to a surface in quietly soothing Purist Blue, the Designer's Choice 2020.

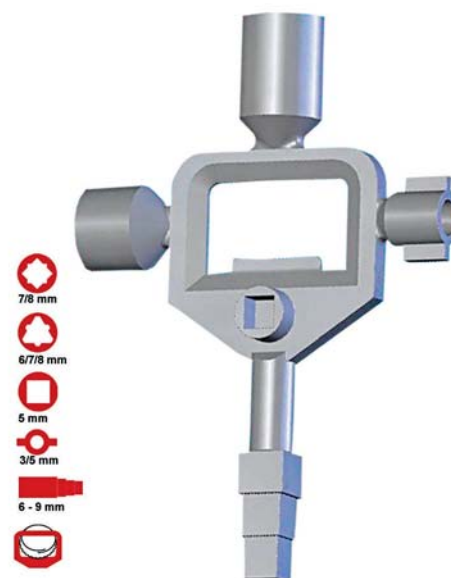
PSI 43417 • Prodir
sales@prodir.ch
www.prodir.com



Practical new addition

A practical multifunctional key is the new addition to the range of Schünke. **Small and handy**, it can be used wherever a key is needed for technical locks. It also serves well as a bottle opener for all bottles.

PSI 44106 • Schünke GmbH
Tel +49 2733 8925889 • info@schuenke.gmbh
www.schuenke.gmbh



Individual Easter nests

The new Easter nests from CD-Lux are great fun for everyone who loves to give a little token of appreciation: The persons giving start the new advertising year in a friendly way with sweet Easter greetings for customers and employees. Anyone who gives for Easter does so counter-cyclically and leaves a lasting impression. The new Easter nests offer something for every taste and delight customers, individually printed with an Easter greeting, lovingly decorated with Easter grass and with fine branded chocolate from Lindt, Milka or Ferrero. The **sustainable nests and egg sets** are produced in a climate-neutral manner and on FSC material, either entirely from cardboard or predominantly from recycling material. These and many other innovations can be found in the brand new CD-Lux catalogue "Easter & Spring 2020".

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



Warming headwear

The headwear and accessories brand myrtle beach from Gustav Daiber makes every outfit unique with a knitted hat, headband or scarf. These modern, pleasantly **warm beanies or knitted hats** come in different shapes, colours and patterns and are recommended for cold and bad hair days. The Striped Winter Beanie (MB7138) in four different colour combinations is suitable for the classic type. It is double-knitted and very comfortable to wear thanks to the wide turn-up. For darker winter days, the Reflective Beanie (MB7141) with a reflective stripe is particularly recommended to be seen well in winter. The playfully new Striped Winter Beanie (MB7140) and the Knitted Winter Beanie (MB7144) set fashionable accents in a contrasting colour with a multi-coloured pompom and internal fleece band. myrtle beach has something very special for all women: the Ladies' Metallic Beanie (MB7143) in a fashionable metallic look in gold, bronze and silver, including a pompom made of synthetic fur.

PSI 42819 • Gustav Daiber GmbH
Tel +49 7432 7016-800 • info@daiber.de
www.daiber.de

In the bag

Not only are there green products in the bag, the packaging itself is produced with green thoughts: Having been used millions of times as a popular promotional product, emotion factory now offers the seed bag as a special highlight with four different types of paper and ensures that the advertising company can send a completely ecological mailing article. For example, emotion factory will be presenting **brand new seeds made of grass paper** in the coming year. The material is made entirely from renewable raw material, namely green grass. The seed bag is still completely coloured and printable.

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



Fun for dog and master

In addition to normal tennis balls with transfer printing, Albene also offers **rubber balls made of natural rubber** for pet owners and dog fans. The dog balls can also be provided with an embossing to ensure that the logo printing does not disappear too quickly when playing. The balls are available in different sizes both as a solid rubber ball and as a hollow spring ball. Customers can also choose from a range of different basic colours or, depending on the quantity, they can also order a special Pantone colour.

PSI 44533 • Albene GmbH Marketing Handel
Tel +49 89 47078600 • info@albene.de
www.albene.de



Preventing data theft

The new security package from Schärfer Werben protects data in all situations. The RFID block card prevents credit cards from being read out. Data theft while charging the smartphone is impossible, notebooks or tablet PCs are **protected by the USB data blocker** and spying while surfing the Internet is averted through the webcam cover. All items in this set can be individually printed – the RFID block card, webcam cover, USB data blocker and gift box.

PSI 47514 • Schärfer Werben GmbH
Tel +49 7664 4056690 • vertrieb@schaerfer-werben.de
www.schaerfer-werben.com





Creative cardboard building sets

Whether it be at the POS, at customer events, promotional events or as a supplement in publications, as a brand ambassador, a give-away or a popular souvenir: Calafant designs **creative cardboard building sets** with an individual design for figures, symbols, machines and vehicles. Pre-cut on DIN A4 or DIN A5, the sturdy parts can be simply pushed out and put together without glue or scissors. They are printed with food-safe colours and are produced in Germany. Calafant is synonymous with sustainable creativity and short delivery times.

PSI 49785 • Calafant Store UG
Tel +49 421 483911 • boris@calafant.de
www.calafant.de



Keep up with the times

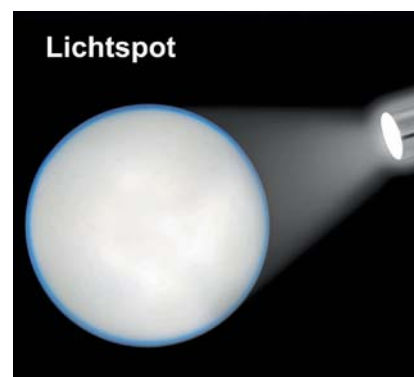
More and more people are aware that protecting the environment also serves to safeguard one's own future. The new wooden promotional watches from Intermedia are a perfect match for this theme as the wristbands are made from a completely new raw material that consists of **food waste from the apple industry**. Thus, an ecologically sustainable and biodegradable alternative to conventional leather products has been created. The idea for this material was born in northern Italy where the cultivation of apples has a long tradition. Meanwhile, an industry-wide application in different imprints, textures, thicknesses and laser printing is unproblematic.

PSI 47758 • Intermedia Time SPA
Tel +39 0421 492106 • info@intermediatime.it
www.intermediatime.it

Powerful

A high-quality, exclusive penlight with innovative chip technology and a focused lens for concentrated light is available from Cermak under the name Spotlight. The modern technology ensures a constant, long-lasting light output. Like all Cermak penlights, the Spotlight is also Made in Germany. This guarantees fair working conditions, a high environmental standard and short delivery routes. The supplier applies advertising messages through printing or engraving. The diameter of the Spotlight is only 11.5 mm, the length 150 mm.

PSI 44668 • R. Cermak - Minitaschenlampen
Tel +49 7231 106105 • info@richard-cermak.de
www.richard-cermak.de



Personalised car fragrance

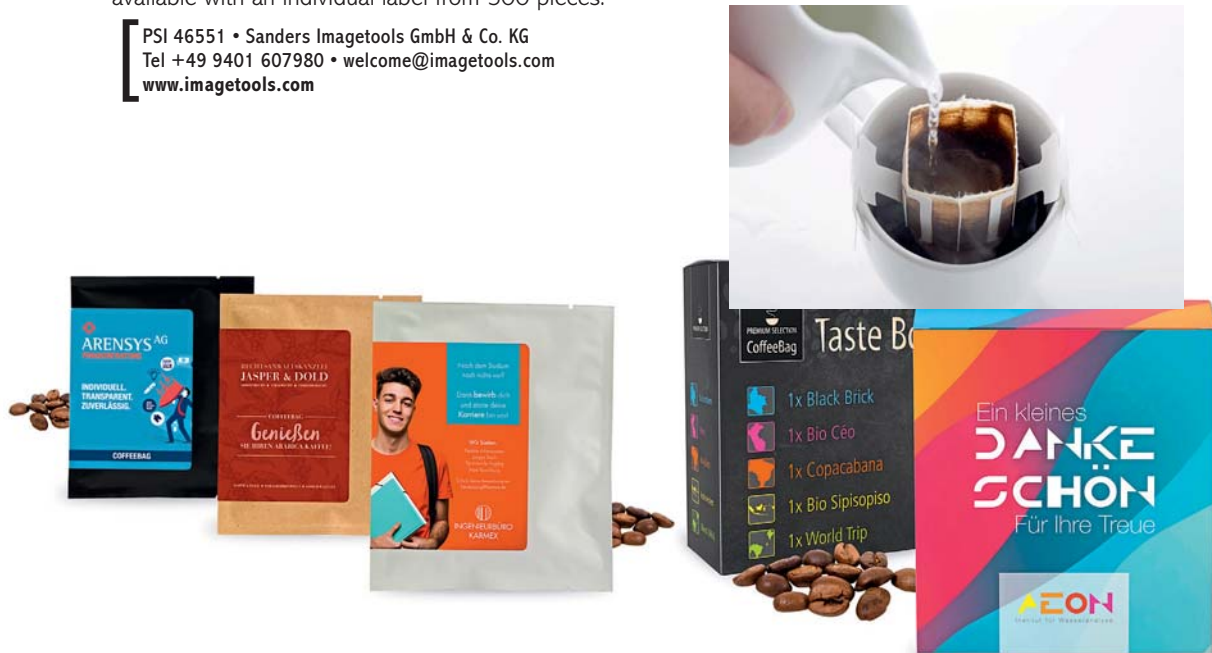
Invame by DreamPen now provides for an exclusive fragrance in the car with its **new car perfumes**. The fragrance carrier ensures a long-lasting fragrance release. A remarkable collection of eight different fragrances for every target group will make driving in the car more enjoyable. The featured products not only impress with their beautiful fragrance, but also with their appearance. The manufacturer offers elegant premium aluminium products with engraving or colourful digital printing as well as Classic Solid or Classic Motion with polymer stickers.

PSI 45720 • INVAME by DreamPen
Tel +48 68 4772230 • invame@invame.eu
www.invame.eu

Coffee alternative and handmade

The "CoffeeBag" from Sanders Imagetools is a natural alternative to traditional coffee capsules. The **miniature coffee filter** does not pollute the environment and is very easy to use. It unfolds by itself when opened and is immediately ready for use: Place it onto the cup, pour hot water over it – and voila. "The best handmade coffee of all time," says the supplier, combining four advantages into one: taste, simplicity, environmental awareness and a fair treatment of the coffee farmers. The CoffeeBags are available with an individual label from 500 pieces.

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



Shoes embroidered locally

The textile finisher KLAM Stickerei has relied on quality Made in Germany for more than 30 years. At the company site in Lichtenstein, the Swabians not only embroider third-party products but also offer a large range of textile products from well-known brands. Temporal flexibility is guaranteed in the implementation of high-quality embroidery on the in-house embroidery machines. Small minimum order quantities, **fast delivery times and special textile productions** complete the profile.

PSI 49110 • KLAM MARKETING
Tel +49 7129 928690 • mail@klam.de
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STELLENANGEBOTE / JOB OFFER



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

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- Preiskalkulation, Angebotserstellung und Nachverfolgung von Angeboten
- Erkennen von Verkaufschancen
- Produkt- und Lieferantenauswahl sowie -bewertung
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Ihr persönlicher Ansprechpartner: Thomas Hülsmann

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WIR SUCHEN:

Verkäufer im Aussendienst (m/w/d) PLZ 1 oder 2/3 oder 4/5 oder 7/8

IHRE AUFGABEN:

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Wenn Sie mit uns zusammen in 2020 durchstarten wollen und eine verantwortungsvolle Aufgabe mit hohem Gestaltungsspielraum in einem großartigen Team suchen, senden Sie bitte Ihre vollständigen Bewerbungsunterlagen unter Angabe des frühesten Eintrittstermins und Ihrer Gehaltsvorstellung an: karriere@trik.de

Ihr persönlicher Ansprechpartner: Thomas Hülsmann

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TOP PRODUCT TOPICS IN PSI JOURNAL

Exclusive promotional articles as brands and design products? Place your promotional products around brands and design products, fair trade, bags and luggage in the March issue of the PSI Journal.



Issue

03

2020

BRAND AND DESIGN PRODUCTS, FAIR TRADE and BAGS, LUGGAGE AND LEATHER GOODS

Copy deadline: 17.1.2020

Deadline for ads: 5.2.2020

Issue

04

2020

FASHION, WORKWEAR, CAPS AND ACCESSORIES and CALENDARS AND PACKAGING

Copy deadline: 14.2.2020

Deadline for ads: 5.3.2020

Issue

05

2020

OFFICE SUPPLIES AND WRITING INSTRUMENTS and HEALTH, SPORT AND FITNESS

Copy deadline: 16.3.2020

Deadline for ads: 6.4.2020

Issue

06

2020

WELLNESS, COSMETICS AND BEAUTY and BEVERAGES, DRINKING VESSELS AND TABLEWARE

Copy deadline: 17.4.2020

Deadline for ads: 5.5.2020

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



Wir freuen uns über folgende neue Mitglieder im PSI Netzwerk:
We are looking forward to welcome the following new members to the PSI network:

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PSI No. 80366	Hans Boller Prägungen, Inh. Johannes Phillip Boller, 40468 Düsseldorf, Germany	
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PSI No. 16394	informa MUSIC & MEDIA GmbH, 33330 Gütersloh, Germany	www.cd-informa.de
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PSI No. 19027	Mi2 GmbH, 8010 Graz, AUSTRIA	www.mi2.at
PSI No. 19020	moewe communication group GmbH, 80802 München, Germany	www.moewe-communication.de
PSI No. 19033	Motif ltd, 220 Hafnafjörður, ICELAND	www.motif.is
PSI No. 19048	NetworXX Promotion - Die Werbemittel- & Marketing- Agentur Inh. Joachim Dollmann, 71384 Weinstadt, Germany	www.networxx-promotion.com
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PSI No. 19059	Pinkcube GmbH, 45141 Essen, Germany	
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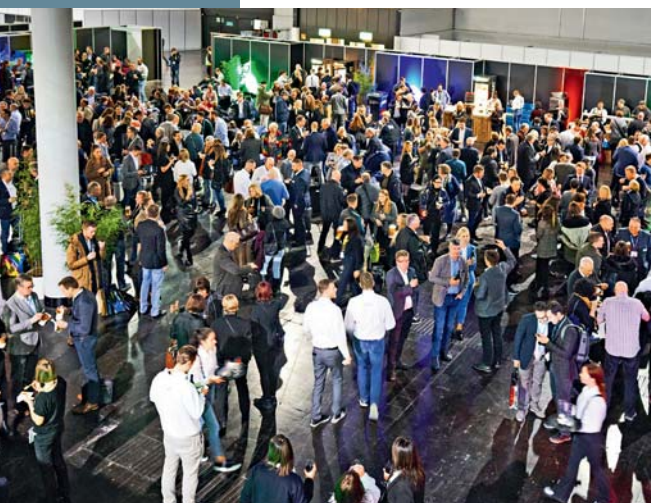
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PSI Networking | Meet, talk, celebrate

The After Work Party has long since become a favourite event in the PSI Trade Show calendar: This year again it took place under the aspect of “meet, talk, celebrate”. The organiser event took place after the first day of the trade show for the seventh time. The party zone in hall 9 turned into a good mood area from 6 pm and quickly filled with exhibitors and visitors and offered enough space for relaxed networking. And if you simply wanted to relax and chill out that evening, you also had plenty of opportunity. There were also refreshing drinks, hearty snacks and lots of toe-tapping music. The classic currywurst and hot dog as well as a vegetarian dish helped to cure growling stomachs. A cool Alt beer, a good glass of wine and a whole range of non-alcoholic drinks were at the ready to quench parched throats. A professional DJ lured the party enthusiasts to the dance floor with a rousing party sound – and then it was time to dance until late in the evening. The perfect start for two more lively trade show days.

Meeting one another, having a conversation and exchanging ideas – this networking triad was consistently prevalent on all days of the trade show. The term “international network of the promotional product industry” lived up to its claim in Düsseldorf and impressively demonstrated what Walter Jung had aimed to do when PSI was founded 60 years ago: to bring an industry together. If you looked around the exhibition halls in the network’s anniversary year you could see that this was a sustainable idea and one that should continue in the future.

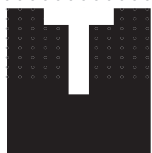


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Anniversaries



he golden twenties are here. Well, hopefully they'll be really golden, you might say. After all, the twenties have started promisingly with a large number of anniversaries, some of which were already celebrated at the PSI. For example, as part of our PSI jubilarian tribute which impressively showed how many companies have been a member of the PSI for 25 and even 50 years. Major company anniversaries also mark the year 2020, for example meterex and Senator turn 100, and Klio-Eterna turns 120. These and many other renowned, successful companies have been loyal to the PSI for decades and are strong pillars of our industry.

The PSI network is also celebrating its anniversary this year: 60 years ago Walter Jung, who remains unforgotten to this day, first founded the PSI network in 1960 and organised the first PSI Trade Show two years later. In doing so, he laid the foundation for a model of success that would be called a business hub and industry portal today.

Early this year, the PSI in Düsseldorf was once again an international meeting point for the industry and innovation centre for the promotional product industry for three days, and it again set benchmarks worldwide. Over 500 CEOs, associations and service providers were in attendance. Business was generated, something new was sought and found, all on the basis of friendly networking and friendly interaction. The sales generated during the three days of the trade show reached an economic dimension. And of course there were celebrations because anniversaries are a time to celebrate.

Anniversaries also make you think about your own age, with the obligatory and important review of one's past. A lot has changed, especially in the last ten years: The industry is more fragmented than ever, market participants are following different paths. We too have changed, we have to change. Not everyone likes that. But one thing has not changed: More than ever, we want to be a partner in the promotional product industry. To do this, it is imperative to exchange ideas in an even more collaborative manner. Last year, we did this more extensively than ever. But it is still too little. That is why we will further intensify the interaction in 2020, with each other and not against each other.

Best regards,

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



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Mobile messages

Today's world is closely interwoven with traffic routes of all kinds, on which people are constantly on the move for various reasons, whether it be for professional or private reasons, with certain intentions or simply for pleasure. Products related to the topics of bags, travel (luggage) and leather goods are always present as beautiful and/or practical companions – and therefore extremely effective as an advertising medium. Whether as a memorable premium or as a concisely personalised give-away, their indispensable function means that the user never loses sight of them. In addition to the innovations among them, our product sections also focus on attractive promotional items from the areas of brand and design products as well as fair trade.

Please give some consideration to your product presentations for the April 2020 issue for the thematic groups "Fashion, workwear, caps and accessories" as well as "Calendars and packaging" and submit your product suggestions (image and text) not later than 14 February 2020 to:
Edit Line GmbH – Redaktion PSI Journal
e-mail: hoechemer@edit-line.de

Advertising world with future potential

The second edition of the new world of advertising and selling also turned out to be an exciting and as it were successful trade show experience with future potential. Together with the PSI, whose network is celebrating its 60th anniversary this year, the Promo-Text Expo and the viscom showed the great synergetic potential that haptic, textile and visual forms of advertising can develop. Our editorial team was in the halls for you on all three days of the trade show to bring you a cross-section of the diverse highlights of the trade show trio in the next issue.

Climate protection that appeals to everyone

JUNG since 1828, a renowned specialist for tasteful promotional innovations, completely changed its entire process chain and its complete product range of sweets, snacks & more to climate neutral at the beginning of 2020. Through a variety of measures, the CO2 footprint at JUNG

has already been significantly reduced in recent years, and the long-standing company will continue to work systematically towards preventing greenhouse gases from being generated in the first place. We shall be reporting in detail.



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