

# PS1 EUROPE

**PSI Journal**

International Magazine  
For Promotional  
Products

March 2020

Volume 59

-Advert-

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beach**

**JAMES &  
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**PSI Journal**

International Magazine  
For Promotional  
Products

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## **Trends & Brands**

PSI Trade show impressions

## **Market Research**

Facts and figures

## **Product Guide**

Brand and design products,  
fair trade

Bags and luggage,  
leather goods

## **Industry**

Companies, events,  
markets

# PSI 2020

# TRADE SHOW

# SPECIAL

# PRODUCT FINDER

**NEW!**

SHARE INDIVIDUAL  
PRODUCT LISTS WITH  
YOUR CUSTOMERS!



**I LOOK AT THE BLACK (RED  
& GOLD) SIDE OF THINGS!**

**QUALITY PROMOTIONAL  
PRODUCTS FROM GERMANY!**

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## Editorial

# Now the world has a problem



he situation in China is becoming critical. The number of infected people is dramatically increasing every day. There is no doubt that this affects consumption, production and trade. The SARS virus cost the Chinese economy a good one percent growth 17 years ago.

The second largest economy and largest workbench in the world is likely to lose a lot more this time. The worldwide interdependencies and obligations are much greater today. China is now the largest trading partner for Germany and for many European countries. Logically also for the European promotional product industry.

If the corona virus is not stopped quickly, there will also be signs of a slowdown in our industry. Many trips to trade shows in China may then be cancelled or not booked at all. If you listen to importers, there is great uncertainty. In the digital era, you can certainly dispense with direct contact for a certain time, but when it comes to sourcing and new relations, personal impressions and encounters count in the beginning. Why else do the bosses of the major importers never miss the opportunity to be in Hong Kong and elsewhere.

Once again a virus has shown that China is still largely a developing country. Its capitalist-communist leadership structures are extremely hindering in such situations. Initially, if it is not allowed it is not possible, then rigorous measures are taken that bring all business to a standstill. Fear determines action, but that has never been a good thing. In addition to political unrest, such as in Hong Kong, a virus can also shake the structures of governance of those in power. China's growth has slowed considerably since the SARS virus crisis. The country is heavily in debt and can no longer continuously pump liquidity into the market. If inflation and unemployment rise, Xi Jinping will have a problem.

All major trading nations have already lowered their expectations for the growth of world trade. The Canton Fair has been postponed indefinitely. Business worth \$ 29.7 billion was traded there last year alone. Trade shows in Shanghai have also been cancelled without a reason or a new date. If the virus is not stopped quickly, the trade shows for promotional products will also be cancelled – or take place without visitors.

Let us hope that international medical science will soon find a solution and defeat the virus to prevent even more people from dying. Despite all the problems facing the economy, this is our primary concern.

In this spirit

**Manfred Schlösser | Editor-in-Chief PSI Journal**

**Your opinion: [schloesser@edit-line.de](mailto:schloesser@edit-line.de)**

# New QS40 Air



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MISTER BAGS®

# New Stuff

N° 2347

# Renata

[re'na:ta]

Der Name kommt aus dem Lateinischen und bedeutet „die Wiedergeborene“.

Renata ist eine ganz besondere Tasche, da sie aus 70 % Baumwollresten und 30 % rPET hergestellt wird. Sie hat somit einen ganz besonderen Auftrag, nämlich Gutes für unsere Umwelt zu tun.

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CONFIDENCE IN TEXTILES

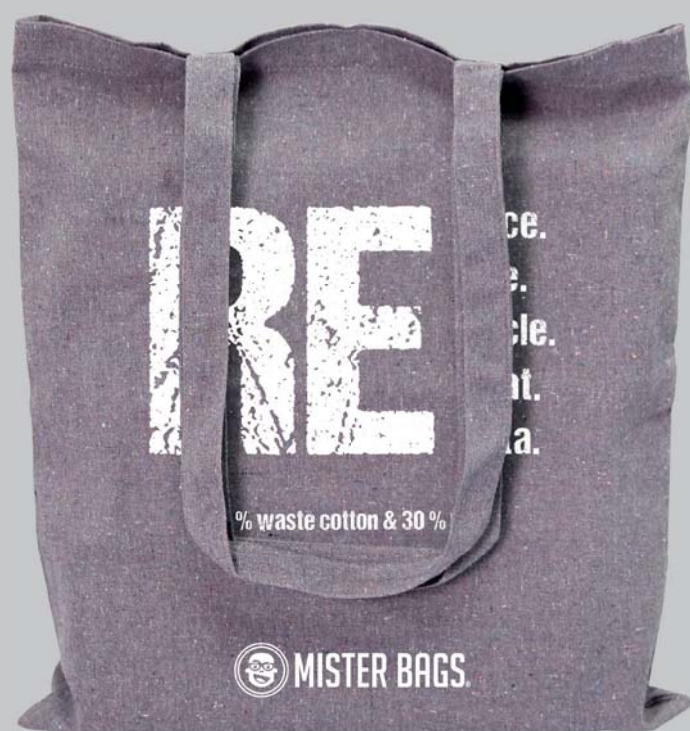
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## PSI 2020: Here the industry shows what it is capable of

8

At Europe's most important trade show for haptic advertising, the industry presents itself in all its diversity, colour and creativity. Here you can see and feel what promotional products are and what they can achieve. We were there in Düsseldorf and captured special moments for you, collected information and discovered new things.

## Brand and design products, fair trade

42



Brands provide impulses, arouse feelings, occupy positions. As advertising media they also create trust and convey values, thereby creating credible identities and enabling lasting customer relations. We present new and beautiful products from the brand advertising world and the fair trade sector.

## Industry news

58

The industry is more alive than ever and always keeps pace with the times. In "Companies, events, markets" we keep you up to date on new developments and events. This also includes customer events, personnel changes and other notable news from our member companies.



## Companies heading into the future

80

Nothing is more permanent than change. This insight also applies to companies in the industry that meet the constantly changing requirements of the market with new strategies, concepts, ideas and goals in order to guide the promotional product into a successful and sustainable future. In our current issue we present three significant examples.



**Football** is the **ballet** of the **masses**, they say. One could say in relation to the industry: **Promotional products** are the **ballet** of **advertising** – **creative, expressive, fascinating** and **perfectly designed**. The **top five positions** in the **ballet** of the most common **promotional products** are occupied by

**writing instruments, notebooks, bags, calendars, cups and sweets\*.**

\*Werbeartikel-Monitor 2019 of Gesamtverband der Werbeartikel-Wirtschaft e.V. (GWW)

Position 1



**Writing instruments** –  
the undisputed leader among  
the advertising favourites.

On **pages 4**  
**and 6** it reads:  
**Stage clear** for  
a selection of  
exemplary (trade  
show) players.



Position 2

**Notebooks** –  
analogue reminders are  
still in demand.



**myrtle  
beach**

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Position 3



**Bags –**  
fundamental elements  
of haptic advertising.

**Calendars –**  
timeless when it comes  
to coordinating schedules.

Position 4



**Cups and sweets –**  
the pas de deux for  
the eyes and palate.

Position 5







PROMOTIONAL GIFT  
AWARD 2020

# Bayamo Corporate

Innovativ, individuell, immer wieder anders – unser Lieblings Thermobecher ist nun in schier endlosen Varianten konfigurierbar, das mix and match Prinzip macht es möglich. Zusätzlich kann der doppelwandige Thermobecher nun auch nach Ihren Vorstellungen gestaltet werden.

Mit dem **BAYAMO CORPORATE** stehen Ihnen drei Korpusse zur Auswahl. Zusätzlich sind Ringe und Manschetten in 15 attraktiven Farben in Köln lagernd verfügbar. So können Sie gemäß Ihres CIs einen Wunschbecher konfigurieren und schon kleine Serien (ab 1 Stück) realisieren !



1

Becher  
wählen

Powder  
Coating



52525-MBK

Powder  
Coating



52525-MWE

Anti-  
Finger-  
print



52525-MSR

2

Ringfarbe  
wählen



WE BK LGN DBE BE DGY RD YW

MT TE BN OE LMG MG PE OGN GN

3

Sleeve-  
farbe  
wählen



WE BK LGN DBE BE DGY RD YW

MT TE BN OE LMG MG PE OGN GN

4

Logo

IHR WUNSCHLOGO



5

Verpackung

gegen Aufpreis



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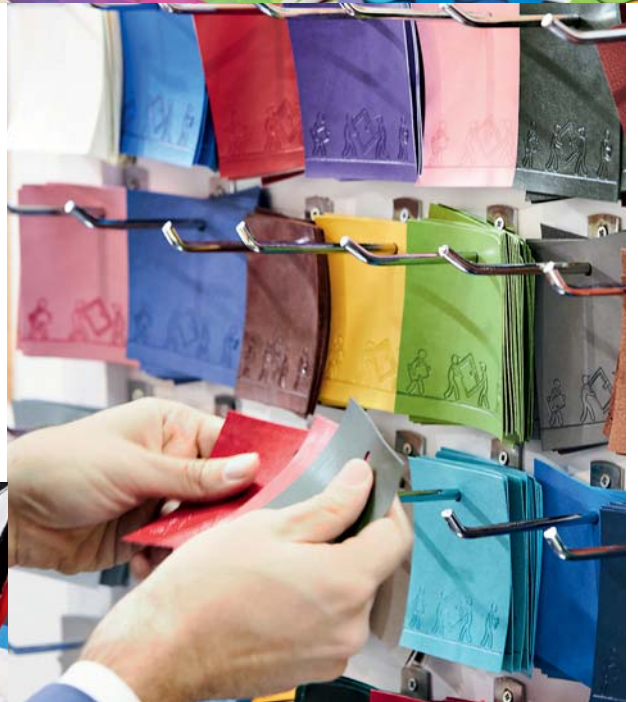
**PSI 2020: Unique international meeting point**

# Here the industry shows what it is capable of





Promotional products have a future. The industry data traditionally presented at the PSI leaves no doubt about this again this year: in Germany alone, 3.65 billion euros was generated with promotional products last year, and just under 15 billion euros in Europe. This means that the advertising medium with the verifiably greatest reach has been able to further consolidate its growing importance in the marketing mix. What makes promotional products so attractive apart from identifiable factors such as optimal price-performance ratio and targeted impact is nowhere as impressively clear as at the PSI. It is here at Europe's most important trade show for haptic advertising where the industry presents itself in all its diversity, colour and creativity. Here you can see and feel what promotional products are and what they can achieve. The portfolio that has now been expanded through the PromoTex Expo and viscom has made this platform even more exciting. We were there in Düsseldorf and captured special moments for you, collected information and discovered new things.







Travelled all the way from Canada: Heidi Reimer-Epp (Botanical PaperWorks and Chair-Elect of the PPPC National Board) and Kayla Thiessen (left to right).

Solidarity when it comes to promotional products: Jon Birrell (left), CEO British Promotional Merchandise Association, and John Michael Swaab, Het Portaal Uitgevers.



Strong American presence: How much the American promotional product industry feels connected to Europe was clearly felt this evening. PSI Managing Director Michael Freter with Jonathan Isaacson (left), Paul Bellantone, Charlie Taublieb (right), an institution of the PSI.

## PSI welcome dinner

### Atmospheric pre-party

The "riva" in Düsseldorf's Medienhafen is a good place to start the evening or to end it. Both applied to the welcome dinner initiated and organised by the PSI. Numerous European and non-European association representatives accepted the invitation. "Visiting friends" was the motto of the evening in this trendy location of the Rhine metropolis, where the latest industry trends were discussed over several glasses of fine wine in a relaxed atmosphere accompanied by a lot of laughter. And Lukullus also greeted guests with very tasty international delicacies. Networking at its best before the gates opened to the 58th PSI as the industry platform.

#### Kjell Harbom, SBPR (Swedish Promotional Product Association)

#### "The PSI is a meeting point for all important persons."



The PSI has always been the largest promotional product trade show in Europe and the major meeting point for all important persons in the industry. For me and certainly for many colleagues it is a very nice event which I enjoy attending. Sweden and all of Scandinavia particularly appreciate and need foreign contacts, and the PSI offers an excellent platform for this.





With optimism into the new promotional product year: The guests of the evening posed for a group photo in a show of solidarity.



Paul Bellantone (left), CEO of Promotional Products Association International, proved a real singing talent and entertainer late in the evening.

### **Rod Brown, MadeToOrder**

#### **“The PSI offers numerous facets.”**



The PSI is a good start to the year. It has so many facets: It is a network, it is a learning platform, it offers lots of trends and fashion and a great deal more. It's about creating brand awareness, looking outside the box and gaining experience. When I come to the PSI, I want to see what's going on. I have also made really good friends here. All I can say is: Come to the PSI because otherwise you will not know what you missed out on.

## BPMA and PromZ reception

# International connections

International promotional product expertise came together in Hall 11. Paul Bellantone, President of the Promotional Products Association International, provided advice and insights into the American market together with his colleagues. The European associations and trade associations also showed that the promotional product industry is strongly networked across Europe and globally. At the International Partners Area, promotional product manufacturers and distributors met under the umbrella of the associations AIMFAP, AVIRSU, BPMA, FYVAR, IAPP and SBPR to find out about the local regulations, trends and developments. The Netherlands, which is among the top 10 in the European promotional product industry, was once again represented with its own stand. At the PSI it was represented at the PromZ Pavilion by Het Portaal with members of their association called Platform Promotional Products. Of course, the sociable moment – the so-called networking – was not neglected in a communicative, internationally networked industry. In the areas of BPMA and PromZ, the first day of the trade show was brought to a relaxing close over a glass of beer or wine.



In the areas of BPMA and PromZ, the first day of the trade show was brought to a relaxing close over a glass of beer or wine.



### Jon Birrell, BPMA (British industry association) “Main platform of the industry.”



The PSI is the main platform for the promotional product industry. Many experts meet here. I came to the PSI as a distributor for many years because I found the latest products and trends here. As CEO of BPMA, I would like to encourage our members to bring British exhibitors and European distributors together. The PSI is also the ideal place for this. It is the first event in the promotional product year and is therefore fantastic for the industry.





## Logolini® Präsente

# Nutrition from the chicory root

The Logolini® Präsente team, a division of Fickenschers Backhaus, also looked forward to welcoming visitors to its stand in Hall 9. The family-owned company with more than 300 years of history and proven expertise in producing baked goods, pastries, chocolates and

(promotional) sweets came to the PSI with lots of new ideas, inspirations and taste experiences including: Biscuits in compostable cellulose film. This plastic-free alternative to conventional packaging offers the same advantages as a conventional film and is also industrial and home compostable. Moreover, there were muesli bars and balls with fibre syrup instead of sugar syrup, which is made with ingredients from the chicory root. The sugar content drops to approx. 3.5g/bar and the fibre content increases to approx. 20 percent. Also new: In addition to many advantages, a partner programme



**Managing Director Florian Fickenschers presents the new muesli bar with fibre syrup.**

provides distributors, for example, with product information about new products before publication, sales aids and other benefits. A central feature is also the distributor database and the recognition as a Logolini premium partner on the company's website. The brand new 2020 catalogue with all new information, products and numerous innovations was also available at the stand. "We also provide the catalogue as a neutral version or as a flip catalogue with the distributor logo (as a premium partner). Corresponding to the catalogue, trade customers receive a neutral price list with industrial prices," says Managing Director Florian Fickenschers. [www.logolini.com](http://www.logolini.com)

### Jens Ackermann, Ja Werbeartikel

**"The PSI is a beautiful trade show and an asset to the industry."**



Attending the PSI is a no-brainer. For information, inspiration and also as a meeting point for small talk. All of our suppliers are here, you can see the innovations and start the year with new ideas. It is a nice trade show and an asset to the industry. I cannot understand the pessimism of some distributors. I certainly see no reason for it.

## Premiere at the PSI

# The CHOICE Experience

At the PSI, the CHOICE Group presented itself at a new exhibition stand in Hall 12. Under the motto CHOICE Experience, it not only made the shared understanding of brands visible, but also tangible. The five members of the CHOICE family – Daiber, FARE, Halfar, mbw and SND – have been participating at the PSI for years. From caps to promotional textiles, umbrellas, bags, cuddly toys, squeaky ducklings to porcelain, the novelties and best-sellers of the promotional product specialists could now be experienced in a new ambience: the design of the stand is clear and straightforward. The colour white dominates on the outside. The spacious stand on around 650 square metres provides five independent appearances for the companies under a harmonised framework. The message: The CHOICE family operates under one roof – and not only symbolically but also very concretely. Each partner has its own area which it uses individually with products and messages. There are connections to the others everywhere, passageways and vistas open up the stand. The wide entrance area of each company area invites and welcomes the trade show visitors. Textiles, bags, cuddly toys, umbrellas, porcelain – the products of the CHOICE family are extremely diverse. The new stand offers many technical and design solutions to stage them. Nevertheless, everything appears to be from a single source: Theme areas and presenters are designed in a uniform design language for specific products. With lighting and graphics, they create forms of presentation that make the variety of products and brand values tangible for customers. Inside is the core of the CHOICE Group: Here all the positions of the otherwise multi-faceted promotional product specialists come together to form a large community of values. The lounge in the middle of the stand is therefore deliberately designed differently from the product areas outside – warm



Almost a tradition: The CHOICE family evening in the “Zum Schiffchen” brewery ensures a lively and cheerful interaction between international customers and the company teams.

### Andreas Schumann, FARE

#### “We are committed to the PSI.”



The Choice Group can only present itself so cohesively and comprehensively at the PSI. Only here can we demonstrate the concentrated expertise of our specialists and show customers the advantages we can offer them. We can also bring the topics of innovation, quality and sustainability closer to customers here. We are committed to the PSI.

ity and sustainability closer to customers here. We are committed to the PSI.





colours create a feel-good atmosphere for breaks and discussions. Sustainability, quality, innovation, service, partnership – these are just some of the CHOICE values that were also evident in the statements of the respective company personalities and in product and image photos. The new exhibition stand skilfully bridges the gap between independent products and shared values. Above all, it fulfils what good promotional products promise: a haptic experience, a CHOICE Experience.

For the common good of the shared values of the CHOICE Group (from left to right): Rolf Daiber, Armin Halfar, Kathrin Stühmeyer-Halfar, Silke Eckstein, Jan Breuer, Kai Gminder, Volker Griesel.

#### **Achim Halfar, Halfar**

**“The undisputed major trade show and crucial for export.”**



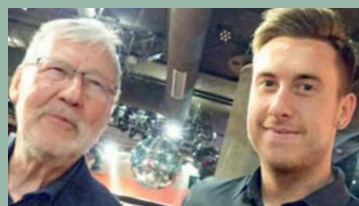
The PSI is the undisputed main trade show for us. This is where all European foreign agencies meet and communicate in 12 languages. Due to its international character, the PSI plays a very important role for exports, not just for us, but for the entire Choice Group.





**Werner and Oliver Gebhart, McGreen Textil**

**“The PSI stands for a huge assortment, trends, ideas and contacts.”**



You won't find such a huge range anywhere else. Here is where I look for and find trends and ideas, inspiration and orientation. The PSI is also an excellent contact platform. That's why I've been coming here on a regular basis since 2007, and Oliver for the past seven years. Being textile specialists, we are of course also interested in the PromoTex Expo. Anyone who doesn't take advantage of the possibilities offered by the PSI and the textile trade show has only himself to blame!





**elasto**

## Green and convivial

The stand of elasto, the specialists for original and promotionally effective plastic items from Sulzbach-Rosenberg, was also an outstanding meeting point during the 58th edition of the PSI Trade Show. The products in the new organic plastic collection, the so-called Do it Green product line, were the focus of increased attention. "The pollution of our environment due to careless use and the suboptimal disposal of disposable plastic can no longer be trivialised, let alone ignored. elasto has declared war on this problem and is actively involved in protecting our environment with its new Do it Green product line," says Managing Director Marcus Sperber. Made with renewable raw materials, the reusable items ensure more sustainability. The line currently has 10 items that are available in the natural colours of mint, hazelnut, lilac and slate, and it is constantly being expanded with further products. All are made from organic plastic and finished in Germany. They are entirely recyclable, BPA-free and without plasticisers.

The fact that the Bavarian producer is also very convivial about the intensive exchange of information about marketing-effective plastic products was demonstrated once again at the hearty evening stand parties which are also very popular with the many guests from abroad. [www.elasto.de](http://www.elasto.de)







## Mahlwerck Porzellan

### Enjoy sustainably

The appearance of Mahlwerck Porzellan, premium manufacturer of printed porcelain in Germany, was once again striking and fascinating. At the most recent PSI, visitors were given a comprehensive insight into the literally “tangible” Mahlwerck cosmos in which there are always new designs, colours and finishing methods with a lasting brand effect to be discovered. In great demand among companies throughout Europe, the individually printable coffee-to-go mugs, cups and dishes attracted a lot of attention from international stand visitors. On one side of the two-part stand there was space for tried-and-tested products and new items from the range of indispensable promotional products, on the other side there was space for in-depth discussions at one of the tables where the guests also enjoyed excellent catering with very tasty small dishes served on in-house porcelain products: The way to one’s love for beautiful and sustainable promotional products is sometimes through one’s stomach. [www.mahlwerck.de](http://www.mahlwerck.de)



#### Tobias Köckert, Mahlwerck

**“The PSI is fundamental towards promoting exports.”**



The PSI is the most extensive contact platform for us in order to meet customers, potential new customers as well as old friends. The PSI is of fundamental importance with regard to growth opportunities in exports. That is why our focus here at the PSI is again on acquiring new foreign customers. So far, this has worked well at every trade show because every year after the PSI we receive good orders from abroad. Our new stand concept also reflects the division of our range into two segments: Cups on one side and branded tableware for companies on the other. The branded catering segment in particular is becoming more important because every company needs representative and practical tableware for catering to customers or for conferences.



## 100 years of meterex

# A reason to celebrate

meterex, a specialist in the field of measuring tapes and folding rules, started its anniversary year under the motto "1920-2020 – 100 years of measurable success". On the occasion of a century-old history of the company, there is of course every reason to celebrate. Founded in 1920 as a galvanising company for the refinement of cutlery and steel measuring tapes by Karl Kuntze in Solingen, the company has continuously developed into an internationally operating and respected player in the industry. The Langenfeld-based measurement specialists have one of the largest ranges in Europe in their core segment and always score with new product interpretations in their field. The high demands on quality, workmanship, utility and customisability make meterex products in their segment truly precise and lastingly effective, and thus also extremely sought-after promotional products that numerous renowned customers all over Europe consistently rely on.

At the PSI, where the guests were welcomed with a glass of sparkling wine to celebrate the anniversary, four new folding rule models were displayed as well as a European innovation, a laser distance meter. In addition, visitors to the stand received the "Centenary Work", a folding rule with the company's history, as a gift. PSI Managing Director Michael Freter and trade show director Petra Lassahn also took the opportunity to convey their congratulations on the 100th anniversary directly at the stand. Another highlight this year is an anniversary event on 19 June with an "open day" where visitors can experience production live and will be guided through 100 years of contemporary and product history along a "museum mile". This will be followed by a grand celebration with a supporting programme and show. [www.meterex.com](http://www.meterex.com)



The trade show highlight for the measurement specialists was the handover of the birthday cake (from left): Oliver Kuntze, Ralf Uwe Schneider (Head of Distributor Sales PSI), trade show director Petra Lassahn, meterex senior manager Richard Kuntze.

### Jürgen T. Lücke, Hörsteler Interior Design

## "Participating for many years now."



We have been participating at the PSI for many years now in order to establish national and international contacts and to give visitors an immediate overview of the diverse uses of our logo and promotional mats. They not only serve as dirt traps, but also provide a representative welcome to visitors in the entrance area. In fan shops or at events, mats are used as merchandising articles. Carpets in special shapes and individual colours enhance the CI of a company or brand. Customised products can also be created as individual pieces. A new focus of our range is sustainable coconut floor mats that have already generated great interest.

### Dagmar Kornhaas, Maxx Factory

## "If you don't participate, you only harm yourself."



We have been a staunch exhibitor at the PSI for 13 years. We meet almost all of our distributors here and find out how they completed the year. It's like a guide for us to help us plan the new year. And here we can show the customer everything at once. If you don't participate, you harm yourself and make life unnecessarily difficult. Over and over again I see satisfied customers who remain loyal to us. I also expect a nice stand space from the PSI and hope that we can get one again.

## Promoswiss apéro

# Communicative interaction

It is almost impossible to imagine the international receptions at the PSI without the apéro offered by Promoswiss, the Association of the Swiss Promotional Product Industry. This time, however, the Swiss did not ask their guests to come to the stand of a supplier partner, but to the new PSI Members Only Lounge. With exquisite drinks and tasty finger food, the focus was on communicative interaction. On behalf of the Promoswiss Association, board member Nadine Schneider welcomed the numerous guests and announced the rescheduling of the PSF Forum – the traditional annual trade show of Promoswiss – to 23 September 2020. The venue will once again be Umweltarena Spreitenbach near Zurich. The Swiss edition of the GWW Newsweek (Association of the German Promotional Product Industry) will take place at the same place the day before. Representing the host PSI, Head of Distributor Sales Ralf Uwe Schneider welcomed the attendees who spontaneously sang Happy Birthday for him. [www.promoswiss.ch](http://www.promoswiss.ch)



Nadine Schneider for Promoswiss and Ralf Uwe Schneider for PSI welcomed the guests.



High spirits prevailed in the PSI Members Only Lounge.

### Xavier Canton, burger pen

## “Ideal forum to present yourself in a professional manner”



The PSI is the only trade show of its kind with such an international clientele. It is enormously important for us as a meeting point for our Europe-wide customers because it releases us from the time-consuming work of visiting our foreign trading partners in the promotional product industry individually. In addition, with its marvellous organisation, it offers an ideal and unmistakable forum for presenting our company and our products in a professional manner. We are participating for the 27th time and will continue to come.



## testme

## Breathalyser with (promotional) impact

A new member of the PSI network is the Berlin-based company testme which manufactures high-quality breathalysers for all road users. testme demonstrated their effectiveness for the first time at the PSI. The idea came up during a stay in France where the current managing director of testme first came into contact with disposable breathalysers which vehicle drivers have had to carry with them since 2012. The breathalysers there were neither very precise nor easy to use. With the aim of developing safe and qualitative breathalysers that enable self-monitoring to be carried out easily, quickly and at any time, testme GmbH was founded in 2017 to reduce the number of accidents caused by alcohol at the wheel. All product components of the new breathalysers are produced in the EU and annually checked by TÜV Rheinland. In this way, testme guarantees a constantly high product

quality as well as an accuracy of the test results of over 98 percent. In addition to quality, fairness and sustainability are paramount. From the very outset, testme has been working with workshops for people with disabilities who carry out the final assembly, packaging and warehousing. The eye-catching breathalysers have already won two industry awards and are ideal as promotional products for companies and associations that want to customise their advertising and brand messages. <https://testme.de>



**Striking and useful:** The breathalysers are ideal as promotional products for companies and associations that want to customise their advertising and brand messages.

### Matthias Huff, Macma

#### “We will continue to participate at the PSI.”



Here at the PSI we once again see that the advertising industry continues to rely on promotional products: All our workplaces are occupied, the atmosphere is good as always and I'm not worried. In any case, we will continue to participate at the PSI. Anyone who doesn't come to this trade show is shooting himself in the foot!

### Klaus Dittkrist, Cargo Seal and Michael Maday, Keller Medien

#### “At the PSI we can demonstrate our consulting and problem-solving expertise.”



As a professional logistics partner, we have been offering optimised shipping logistics to the promotional product industry for over 15 years. Thanks to substantial advisory skills and over 40 years of experience, we can deal individually with the customer's problems and develop tailor-made solutions. We are supported by our cooperation partner Keller Medien, a specialist for cardboard and packaging. For example, we find the optimal positioning of boxes on the Euro pallet as well as the right packaging material and the most clever transport solution, such as ship and truck. There are many ways to transport goods in a safer, faster and cheaper way. We can explain this at the PSI, as well as our commitment to the social project “Die Arche”: For every cubic metre of freight loaded, two euros is donated to the youth welfare project which we also support through our activities in billiards. In addition to the trade show, I also like networking at the PSI.

## Nestler-matho

### “We go green”

The fact that the industry is gradually grasping the great rethink regarding an ecologically and socially responsible future was clearly felt and seen at the PSI. Major players in their segment are setting a good example, including Nestler-matho. “We discussed and decided that we want to do something. But not only printing or finishing a little here and there with as much publicity as possible, but rather comprehensively and rigorously,” said the managing directors Karin and Peter Pfrommer. The specialists for electronic promotional products “had to recognise that the nature of our products and their path to the recipient makes an active reduction in CO2 emissions almost impossible. In search of opportunities, we came across natureOffice.” Through naturOffice, the company is now investing worldwide in projects that have a lasting positive impact on the carbon footprint, including reforestation programmes and alternative energy generation projects. And even more: “Our new products are largely packed without plastics. We check all of our articles for this and avoid unnecessary plastics directly at the source,” explain the Pfrommers. Every single item from Nestler-matho is now entirely climate-neutral – certified and traceable. Every single step of finishing, such as printing or laser engraving, is also climate neutral. The catalogues are also printed carbon-neutrally on FSC-certified paper. „We see climate protection as an obligation and would be happy if our customers could be inspired by us and together with us change the world of commerce sustainably so that the footprints we leave behind for our descendants will be large and green,” add the managing directors. The enormous interest in Nestler-matho’s products was an indication that customers share this desire and common sense that comes with it. [www.nestler-matho.de](http://www.nestler-matho.de)



#### Karin Pfrommer, Nestler-matho

**“The PSI is important for new customer acquisition, also internationally.”**



As always, the PSI is very important for the acquisition of new customers: We can establish contacts here and also show our new products to those distributors who do not yet know us. We are also happy to have familiar customers here whom we advise in detail. Our foreign agencies also bring along distributors whom we can get to know personally. We remain positive!





**Gerlinde Thelen and Dr. Corinna Schreieck,  
Gutting Pfalznuudel**

**“The PSI simply conveys a special feeling.”**



We have maintained good contacts with distributors here for 18 years and keep winning new customers. We are always happy to meet customers personally, whom we otherwise only know from emails or on the phone. The PSI is fine, it simply conveys a special feeling. We are very attached to the trade show and have created pasta for the PSI's 60th anniversary. We would very much like to keep this stand because our customers easily locate us here.

**Ralf Fehrenbacher, Karl Knauer**

**“The PSI is a must for us.”**



The PSI is the leading trade show for promotional products. Here we meet national and international customers and make a direct comparison with our competitors. As a specialist for paper promotional products, the trade show is an ideal presentation platform for us, which is why we are regularly here. In other words: the PSI is a must for us. We are always amazed at how international the audience is here. Of course, as a German manufacturer, we are also grateful that the trade show is centrally located in Germany.

**Edeltraut Syllwasschy, Klio-Eterna**

**“Unique platform to meet foreign customers.”**



For us, the PSI is the optimal start to the new year: Here we can show customers all our new products and give them concise information about everything that is important. We also take the time to provide in-depth advice. The PSI is also essential as the leading trade show for our foreign customers (around 55 percent). We cannot meet these international customers anywhere else, which is why the PSI is a unique platform for maintaining and generating foreign contacts. It is remarkable this year that there was a significant increase in new customers and interested parties who even made specific inquiries. The foundation stone is laid at the PSI for many contacts and business deals that we can develop and expand over the year. The PSI is simply indispensable for us!

## ASI reception

# Let's hear it for solidarity

As a forum for the European promotional product industry, the PSI Trade Show is traditionally also a meeting point for the international association landscape. This prominent setting is always a welcome occasion for New Year receptions. The reception of the American industry service provider ASI (Advertising Specialty Institute) has become a lovely tradition in the reception calendar during the PSI. Together with the British service provider Sourcing City and PSI, it has formed the PromoAlliance for almost a decade. The reception once again offered an ideal platform this year to exchange ideas with industry colleagues. Friends and partners met in the PSI living room within the PSI Members Only Lounge to take a closer look at the current market environment, to review the events at the trade show and to end the day in a relaxed and sociable atmosphere. The numerous guests in the late afternoon were a clear statement of how well and closely ASI, Sourcing City and PSI are linked. As far as the eye could see, there were invariably cheerful faces to be seen at the reception.



**Katharina Staudacher, Foodloose**

**"The PSI was recommended to us and we are very satisfied."**



As a first-time exhibitor in the Gusto zone, we are presenting vegan, sugar-free organic snacks and fruit gums made from natural, high-quality ingredients. Our nut fruit bars appeal with quality and imaginative recipes under the motto "Naturally sumptuous". Whether it be with almond physalis, dragon fruit and ginger or cashews, plums, poppy seeds and lemon – our bars are very popular. We also received increasingly more inquiries as to whether we can also customise our products. We came to the PSI Trade Show at the recommendation of another company. We are very satisfied here because we meet enthusiastic, prospective buyers who want to advertise with healthy, extraordinary and delicious organic products.



## Jubilarians

# Honorary pin for long-standing members

Year after year, the PSI proves to be a real magnet – for exhibitors and visitors alike. A conclusive figure proves that the PSI itself has lost none of its attractiveness for many members: in 2019, a total of 153 members celebrated anniversaries lasting several years. Of these, a total of 66 manufacturers and distributors celebrated their 25th anniversary as members of the PSI, 56 manufacturers and distributors have been an integral part of the international network of the promotional product industry for 30 years. 19 manufacturers and distributors can look back on 40 years and at least eleven members have been an integral



**Noteworthy anniversary:** John C. Vermeulen visited the PSI for the 50th time this year.



The jubilarians who managed to attend received an honorary pin from PSI Managing Director Michael Freter on the first day of the trade show.



A very special kind of anniversary cake: The PSI is celebrating its 60th anniversary this year. As befits the international network of the promotional product industry, a cake made of promotional products was presented to celebrate the occasion – very haptic and for all senses.

### Frank Jansen, Niederegger

#### “A must for which there is no alternative.”



The PSI is a must for Niederegger and the perfect stage to present ourselves with a brand-appropriate appearance and to show what we are capable of. Therefore, the PSI is an exclusive start to the year for which there is no alternative. It is also the main meeting point in the industry with a high networking factor and the most effective PR for promotional products that one could wish for.

## EWIMA

# Concentrated writing instrument competence

Every year members of the "Promotional Product Section" of the European Writing Instrument Manufacturer's Association (EWIMA) gather at the PSI to meet at the Industry Association for Writing, Drawing, Creative Design (ISZ) at the PSI for a relaxed industry exchange. The informal meeting took place again at the stand of Schweizer burger pen AG. The guests had been invited by ISZ Managing Director Manfred Meller who traditionally uses the concentrated expertise of the international players at the trade show to look back at the past financial year and to look ahead to the future development forecasts of the promotional writing instrument industry. EWIMA represents the interests of around 60 leading writing instrument manufacturers in 10 European countries. <https://ewima-isz.de>



Concentrated writing instrument competence at the table (from left to right): Harry Saffer (Schwan-STABILO), Alexander Pfeuffer, Oliver Leykam (both STAEDTLER Mars), Xavier Canton (burger pen), Manfred Meller (EWIMA), Dirk Peppmüller (A.W. Faber-Castell).

## GSE

# Social commitment that advertises

Corporate social responsibility is spot on here, and has been for a long time. The origins of GSE gGmbH go back to the "local association against the plight of vagabonds" founded in Essen in 1884. As the leading provider of diverse social services in Essen, which also employs 1,700 people with disabilities, the company also offers useful services for the promotional product industry on its 18,000 square metres of production and storage space. There was a stand at the PSI for the eighth time, this time with a six-person team, including seamstresses from a workshop who demonstrated their skills live. The appearance of the GSE was again well received and rewarded with "plenty of inquiries". So they not only advertised with social commitment, but also presented social commitment that advertises. The PSI is an ideal place for the GSE, which is why they have already booked for next year. [www.gse-essen.de](http://www.gse-essen.de)



A seamstress from a GSE workshop demonstrates her skills.



## Quartier 63

# Waste containers for beach chairs

In Hall 9, there were again lots of different stands adjacent to the PSI Members Only Lounge, some with curious promotional product ideas. Among them were representatives of Herforder Werkstätten who had compiled a lot of beautiful things under the label Quartier 63. The shape, material, design and sometimes just a little something extra make everyday objects quite extraordinary. For instance, an eye-catcher was a lounge sofa and a beach chair, both of which are made from waste containers, available from a single unit in the customer's design. The curious products are created in close cooperation with Herforder Werkstätten where disabled people experience work as a source of self-affirmation, social contacts and integration into society. [www.quartier63.de](http://www.quartier63.de)



### Sönke Hinrichs, Inspirion

**“The PSI is a great event that I don’t want to miss.”**



“The world becomes small” at the PSI. Here you can meet as many people from all over the world as you would only do in Hong Kong. The PSI is a great event that I don’t want to miss. We feel the effects of digitalisation but I’m still happy because nothing can replace a personal conversation and advice. That is why the PSI is also the best platform for employees to get to know customers personally and to develop their own consulting skills.

## Inkcups

# Sustainable printing solutions

The US company Inkcups presented versatile digital and analogue printing solutions for promotional products at the PSI 2020. Inkcups is participating as an exhibitor at the PSI for the fourth time in a row in order to further expand its presence in the European market. Inkcups is currently expanding its service technician team in Germany as part of its intensified European activities. At the stand in Hall 11, the company presented advanced solutions for direct printing of promotional products. According to the company, Inkcups technologies are characterised by a higher sustainability and conservation of resources compared to other printing processes such as screen printing and sublimation printing. Inkcups brought along two powerful industrial inkjet digital printing systems (Helix® and X360) to Düsseldorf for 360° all-round printing on cylindrical (straight-walled) and conical objects made of plastic, metal, glass and other materials. Both systems work with UV-LED curing of the inks and are equipped with a tilt mechanism for adjustable angles when printing on conical parts. Drinking glasses and drinking cups made of plastic and metal, glass and plastic bottles, candle holders, vases and much more can therefore be printed.

The X5 flatbed UV inkjet system for full-colour printing of objects and products up to a height of 152 mm was showcased as another highly productive digital printing solution that offers perfect versatility and flexibility. With the X5, a format of 1,100 x 610 mm can be printed in two minutes. Inkcups exhibited the 2200-PS and B100 models from its extensive range of pad printing machines. The 2200-PS is a two-colour machine with a closed ink system that almost doubles the number of printing processes compared to a typical pad printing machine of this type. The B100 is a fast, single-colour pad printing machine that is suitable for printing on tagless garments such as T-shirts and sportswear. The B100 also prints promotional products such as silicone wristbands, napkins and sweet tins. Inkcups also demonstrated the production of printing plates for pad printing with the Cobalt 2000 laser engraving system at the PSI Trade Show.

All Inkcups printing systems exhibited were shown live in action and produced a number of typical promotional products and give-away applications. [www.inkcups.com](http://www.inkcups.com)



### Wilhelm Meyer and Alexander Hoyer, Dankebox

**“Even as a start-up, it quickly became clear to us that the PSI was the right choice for us.”**



Right from the early stage of our company, we noticed that the PSI was the right trade show for us, particularly in view of the international aspect. Even last year – still in the inventor zone of the PSI – we had an excellent response to our high-quality, customisable gift boxes which we offer in numerous versions complete with content and a card. This time we are also looking forward to establishing very good international contacts. To this end, we also

prepared properly and used our own marketing tools as well as those available within the PSI network and arranged appointments prior to the PSI Trade Show. Personally, I (Hoyer) really like the feeling of the trade show and I really enjoy presenting our exclusive products here.





Visitors showed great interest in the printing systems from Inkcups. In the foreground is the X5 flatbed UV inkjet system.

### Heidi Reimer-Epp, Botanical PaperWorks “Meeting of the best”



Europe and the world come together at the PSI. This is where the best of the promotional product industry come together. In today's hectic and digital world, we at Botanical PaperWorks greatly appreciate meeting existing and new customers face to face. Emails and phone calls are great in everyday life, but once a year it is also wonderful to meet everyone in person. Last but not least, the industry is characterised by relations, contacts and great products that you simply have to experience haptically. And as a Canadian company, it is an opportunity for us to see our European customers. In addition, a high-quality event like the PSI helps us to expand our business, find new customers, keep tabs on our competition and get to know and understand trends. We exhibited at the PSI for the first time last year and were surprised by the size of the trade show, the quality of the exhibitors and the interest shown by visitors. The PSI is a real asset for us.

## Mobile massage

# Relax in the hustle and bustle of the trade show

Three days of trade show can mean quite a few kilometres for the eager visitor. The constant stop-and-go, inspecting products, intensive discussions about effective advertising campaigns, possibly increasingly heavy trade show bags – sometimes a short pause is just the right thing. The skilful hands of a mobile Renuova physiotherapy team provided relaxation, adapting each massage individually to the needs of the visitors seeking relief during a break. The Renuova Massage services are also available worldwide. [www.renuovamassage.com](http://www.renuovamassage.com)



Recharging batteries for the next walk through the trade show.

## Meinhard and Marc Mombauer

### “Ideal for communicating new things.”



The PSI is the ideal platform to communicate new things. And we have a lot of new developments: After a thorough analysis, we formulated a new corporate strategy last year, which we are now implementing. New products and sub-brands, a new positioning, a new appearance, a newly designed marketing and sales concept as well as changes in our management system – this is how we want to further develop our company and make it even more efficient. We can present all of this to our customers here at the PSI. We are also satisfied with other aspects of the trade show.



## Kalfany Süße Werbung

# Fruit gum tasting

In addition to many new as well as tried and tested exquisitely sweet promotional delicacies, there was further “input” for visitors at the Süße Werbung stand. An experienced master confectioner, for example, demonstrated how fruit gums are made. When it came to these popular delights, the taste buds of the stand guests were also called for: During tasting, the Fruit Gum of 2020 had to be selected from 10 different varieties. Those who voted took part in a raffle in which the main prize was 500 promotional sachets of the winning fruit gum with their own advertising. The enthusiasm of the participants who were unable to resist the temptation was correspondingly large. [www.ksw24.com](http://www.ksw24.com)



### Fritz Haasen, Kalfany Süße Werbung

#### “Sustainability is one of our current themes.”



At our trade show appearance, we are currently focusing on the topic of sustainability: In concrete terms, this means the use of paper packaging, recyclable foils and metal cans. As a manufacturer and packaging specialist, however, we also show that we are committed to a very high quality standard: We are certified every year according to IFS (International Food Standard) and that means significant investments in audits, inspections and personnel. Only certified companies are allowed to fill unpackaged goods from brand manufacturers. The third current topic is our new free offer called “Web2Print”: This enables customers to design fruit gum packs and sweet tins online themselves. When it comes to small quantities, this is a quick, easy and inexpensive way for the distributor to order: the delivery time is reduced by six days and the printing costs are eliminated. As you can see, all of this is interesting for trade show visitors.

## Mid Ocean Brands: Promotion for the launch of Festibax

# Famous guests present exclusive Bodybag

Visitors to the Mid Ocean Brands stand were able to meet two celebrities on the second day of the trade show: Bobby Burns, a well-known versatile music and video producer, and Rahima Dirkse, Miss Universe Netherlands, jointly presented the innovative Bodybag Festibax. The high-quality shoulder bag with its unconventional design and numerous functional and trendy details is a stylish and useful accessory for festival goers and everyone who likes to celebrate. The origin of the top product lies in the music and festival scene itself and was created by designers of well-known brands. Exclusive distribution: Mid Ocean Brands.



### Christof Achhammer, Mid Ocean Brands

#### "The PSI was worth it for us."



The PSI is the most important trade show for Europe. The fact that we have so many visitors here shows me that promotional products are still attractive for many industries. The trade show was definitely worth it for us. The discussions that arise every so often do not affect us. We don't have a problem.





## Major topic of sustainability

# Green is trumps

In order to ensure that sustainability is not merely paid lip service, knowledge, skills and imagination are required to convert the claim to environmental compatibility into marketable products. At the PSI as well as at the Promo-Tex Expo, exhibitors presented countless ideas and initiatives that lead in this direction: Fabrics, plush and filling material from recycled PET bottles, textiles from old clothes, novel materials from recycled raw materials, sustainable printing and finishing processes and much more could be seen in Düsseldorf. So anyone who is seriously concerned with this topic was able to obtain comprehensive information at the trade show.





## Jung since 1828

### Non-stop sweets

Jung since 1828, the long-standing trusty producer of promotional sweets, is always very popular among visitors to the PSI. This time, the specialists for special taste experiences put special emphasis on sustainable promotional innovations – also evident in the design of the stand where the colour green dominated. Since the beginning of the year, Jung has switched its entire process chain and its entire assortment of sweets, snacks & more to climate-neutral (see our report in this issue). The green, sweet offering met with great demand and there were a lot of fascinating ideas in terms of design. A slightly different sushi conveyor with a delicious, sweet, individual selection from the wide collection of the Vaihingen-based company circled in one corner of the presentation. [www.jung-europe.de](http://www.jung-europe.de)





## PSI distributor meeting

# Atmospheric evening

One of the attributes that essentially characterises the PSI is its internationality – among exhibitors and visitors alike. And this year, this aspect was by no means limited to the trade show opening hours from 9 am to 6 pm. Even after the general hustle and bustle of the trade show, there were numerous opportunities to intensify contacts made during the day or even to find completely new ones that might not have arisen during the day. A prime example of this was the meeting of German and international distributor members, initiated and organised by the PSI, at the traditional Schumacher brewery in Düsseldorf's old town, which has itself become something of a cherished tradition. In the rustic ambience of the family-owned brewery, you could relax and enjoy hearty dishes, caloric sweet temptations and traditional Altbier. The main thing was to simply say "thank you", as host Ralf Uwe Schneider, Head of PSI Distributor Sales, did to his guests, and to spend time with each other away from the daily pressure of deadlines. And it was excellently utilised for networking in good spirits. There were always common topics that were discussed with each other and of course the fun factor was not neglected. As the evening progressed, the positive atmosphere and the group's high spirits were unmistakable. And the satisfied, radiant faces and positive feedback also confirmed that it was a thoroughly successful get-together for everyone involved.



**Jeroen Sölner, Arne Meerman,  
The Proud Company, Netherlands**  
"It is a mistake not to come."



The question is not so much why you are visiting the PSI, but rather why others are not coming? It is a mistake not to come. The PSI is a wonderful way to launch the year. You meet a lot of interesting people. How could you miss out on such a trade show? It is particularly pleasing that there are now so many sustainable products. We tell everyone to come to the PSI.

**Lars Michaelsen,  
CALLAS, Denmark**  
"An awesome trade show."



I've been coming to the PSI for over twenty years. It is an awesome trade show with many really interesting exhibitors. It's great that so many of them operate in a sustainable manner. You can really say that the industry has embraced this topic. Business has recognised the signs of the times and this is easy to see. The PSI is clearly proof of this.



## Senator get-together for centenary celebration

# Communicative after-work event

To kick off the anniversary year, Senator invited customers to a get-together at its stand on Wednesday evening. There was no space left even before the end of the trade show as many partners had already arrived. That came as no surprise because there was not only the company anniversary to celebrate, but also the successful, holistic development that the company has witnessed since Daniel Jeschonowski took over management four years ago. In his speech to the guests, Jeschonowski, who has also been the owner of Senator for around a year, focused on the three aspects of respect, gratitude and self-confidence: Respect for the performance of the employees, partners and agencies that have achieved a lot and made success possible. Gratitude for the openness and willingness of all market participants and the team who immediately welcomed the "industry newcomer" at the time. A big thank you to his wife Stefanie Jeschonowski who is responsible for the online sector and e-commerce at Senator. And finally, Senator can also be proud of its achievements and partnership-based cooperation inside and outside the company, according to the managing director. Overall, a communicative customer event in high spirits and with good conversations. A big anniversary in summer was also announced.



Daniel and Stefanie Jeschonowski cut the cake for the 100th anniversary.

### Daniel Jeschonowski, Senator

## "The PSI is by far the most important trade show for us."



The PSI is by far the most important trade show for us. It enables us to have a brand presence with which we can optimally present ourselves. This was very successful at our new stand. The trade show also supports our trusting cooperation with distributors. We can only be successful together with the distributor and to achieve that we want to build a relationship on equal terms. So both sides have to ask themselves: "How can we contribute to success and what do we have to do to achieve it?" The PSI is also both an incentive and recognition for our employees: They experience for themselves that the market is enthusiastic about our products and that is a reason for all of us to be happy and it motivates us to do even better.



## Advanced training opportunities and hands-on activities

### Knowledge platform trade show

The PSI supporting programme has a long tradition and was thematically tailored to the requirements of the various target groups as part of the three-part trade show concept. At the New World of Advertising and Selling 2020, numerous experts from a wide range of disciplines once again imparted valuable practical knowledge on all three days of the trade show: A lecture programme aimed exclusively at PSI members under the heading “Merchandising and Special Markets” was held in the Members Only Lounge in Halle 9. Forum 13 dealt with topics such as sustainability in the textile industry, new solutions in digital and textile printing as well as applications in advertising technology and illuminated advertising. Numerous hands-on activities rounded off the offering.



Always a welcome guest: Charlie Taublieb, the PSI-savvy specialist for screen printing and textile finishing, demonstrated how motifs appear on a shirt – including instructions for trying it out yourself.





## QTRADO shipping point

### Collect, pack, send

The shipping point of logistics expert QTRADO Logistics is an integral part of the PSI. The company (formerly ztv Logistik) has been an official partner of the PSI since 2014 and meticulously provides its services to grateful trade show visitors. There are usually lots of samples and catalogues to be collected at the trade show, which have to be dispatched home to your company. Due to the many international addresses of the visitors, it is obvious that the heavy sample and catalogue luggage is not taken on the plane. The best way to send it is directly to your office desk. After all, that is where it is needed. This is exactly the task reliably carried out by QTRADO Logistics. If the materials collected have already become too heavy during your walk through the trade show, the company also provides temporary storage at the PSI shipping point. Of course, with its extensive expertise in the field of sustainable promotional product logistics, QTRADO Logistics is also available to PSI members beyond the trade show. [www.qtrado-logistics.de](http://www.qtrado-logistics.de)



Always a popular point of contact:  
the PSI shipping point of QTRADO  
Logistics.

Post to browse through: News and  
new products from the company.



## Ritter-Pen

### Post for ballpoint pen freaks

Write and be remembered – a well-known dictum that remains valid even in digital times. The ballpoint pen is still the classic among promotional products. And it will remain so. This is also borne out by the numerous writing instrument manufacturers who present themselves at the PSI year after year. One of the most renowned among them is Ritter Pen. The company manufactures in Germany, combines tradition and innovation, speaks a clear design language with its products, and has always been flexible and reliable towards its customers. In addition to tried-and-tested, new and sustainable writing instrument ideas, there was also post for writing instrument freaks at the Ritter-Pen stand: The "Ritter-Pen Post", the company's own gazette which summarised the latest news and new products from the company and which visitors enjoyed "browsing through". [www.ritter-pen.de](http://www.ritter-pen.de)



## Textildruck Europa

### Attractive prize draw

In the true sense of the word, the feel-good atmosphere at the stand of Textildruck Europa, experienced specialists in textile finishing, was attractive. Customers visiting the stand took a lot of time to examine the diverse possibilities, qualities and services of the company from Halle an der Saale. Of particular interest was a slipcase with four folders specially designed for demonstration purposes, which uses examples to clearly and tangibly illustrate the numerous options, techniques and combination variations of textile individualisation. In addition, the finishing specialists initiated a prize draw that met with lively participation. Attractive prizes included an "OnDemand Online Shop Creation" worth 5,000 euros as well as other printing services. [www.textildruck-europa.de](http://www.textildruck-europa.de)

Actively involved in the prize draw (left to right): Sandra Schmidt (Sales Management Textildruck Europa), Ralf Uwe Schneider and Viola Proietti from PSI.



A welcome source of inspiration and ideas: the finishing encyclopaedia from Textildruck Europa.

### Sandra Schmidt, Textildruck Europa "The ideal location"



Although we are located on the PromoTex Expo site with our wide range of textile finishing options, as a PSI member we also benefit significantly from the synergies of the neighbouring PSI and its clientele. The presentation of our stand with its feel-good, living room atmosphere is very well received. Accordingly, the visitors take the time to familiarise themselves with our collection and services. As a full-service provider in the field of textiles, this trade show is therefore the ideal location for us.

**4.5** .....  
on a scale  
from 1  
(threaten-  
ing) to 8  
(excellent)

is the current sentiment in the advertising industry. This is the result of a ZAW trend survey among 45 member organisations and associations. [zaw.de](http://zaw.de)

**70%**

.....  
of the advertising expenditure of online platform MyHammer is to be invested in classic offline advertising in the future, an enormous increase in the offline budget (currently 50 percent). [wuv.de](http://wuv.de)

**85 percent**

.....  
of marketing managers rate the importance of customer experience management in the future as high. This was the result of a survey carried out by Quadriga Hochschule Berlin among around 1,250 marketing managers. [absatzwirtschaft.de](http://absatzwirtschaft.de)

**8.3**

.....  
e-mails on average are sent by marketing departments to their customers each month. According to a Twilio study, 14.5 percent of them are opened. [horizont.net](http://horizont.net)

**795 million**

.....  
**dollars** will be spent by companies this year on sponsorship in the e-sports sector, according to advertising researchers WARC. [horizont.net](http://horizont.net)

**59%**

.....  
of EU members interviewed in a special trend survey at the 2019 European elections believe that the EU will not strengthen the competitiveness of European companies. [zaw.de](http://zaw.de)

**thirteen**

.....  
ideas for greener promotional products that will remain in your memory and not end up in the bin have been listed by the magazine impulse. [impulse.de](http://impulse.de)





# CD LUX



**Sweet Give-Aways with eye-catching guarantee!**  
[www.cd-lux.de](http://www.cd-lux.de)





**Brands** generate  
**impulses**, arouse feelings,  
occupy positions.  
As advertising media they  
also create **trust** and  
convey values, thereby  
creating credible  
**identities** and enabling  
lasting **customer**  
**relations.**





PSI 48277 • Green Earth Products  
Tel +31 88 7739339  
info@greenearthproducts.eu  
www.greenearthproducts.eu

## Sustainable conscience

The original shoulder bags from the range of promotional product specialist Green Earth Products are produced by a Guaranteed Fairtrade member of the World Fair Trade Organization (WFTO) in Cambodia: sustainable and environmentally friendly from recycled polypropylene bags from cement factories and fish farms. The 100 percent Fairtrade shoulder bags are ideal as a give-away because these transport companions are frequently used. The bags are made of durable material and are proven to be produced in an honest, responsible manner.



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

## Share with pleasure

For a better world: With the new organic whole milk chocolate from the sustainable Share brand, Jung since 1828 has been offering an environmentally friendly and fair promotional product that makes many people happy. After all, the delicately melting delicacy, a delicious example of Swiss chocolate art made from high-quality, natural organic ingredients and without climate-critical palm oil, not only benefits the recipient: With every bar given away, a meal is donated to a person in need. This knowledge also sweetens the enjoyment for the recipient with the pleasant feeling of doing something good. Share is a well-known quality brand that stands for social justice and sustainability. With this promotional product, companies impressively demonstrate that they care about an ecologically and socially better world.

## Spring Products

... aus dem Schwarzwald  
**ef**  
emotion  
factory

### Seedbags

grass recycling natron paper



### Seed-papers



### Green-mix box



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info@arpe.es  
www.arpebarcelona.com

ARPE Barcelona is launching a new sustainable product line: The series contains customer-specific, environmentally friendly microfibre products certified according to Oeko-Tex Standard and GRS, which can be designed in four-colour printing. The advertising options for the attention-grabbing presentation of customer messages are almost limitless due to finishing with digital printing in photo quality. With its creative design department, Arpe Barcelona supplies a variety of ideas for resellers, such as towels for marathon events, cosmetic bags for the pharmaceutical industry, covers for tablets, smartphones and the like, or cleaning apparel for automotive companies. During the entire production process of their products, the Spaniards attach great importance to the protection of environmental resources, as evidenced by a reduced carbon footprint.

The three-piece set of chocolates from Ferrero Rocher constantly reminds one of the fascinating sheen of gold. It is the symbol of imperishable values worldwide. With its new offering of three exquisite, gold-clad Ferrero Rocher balls, Jung since 1828 ensures very personal, golden moments of pleasure. The crispy, delicious nut chocolates are filled with the finest hazelnut cream in premium milk chocolate and the sustainable FSC-certified cardboard packaging offers plenty of opportunities for irresistible advertising moments. In this way, relationships with one's own target groups can be gilded with a promotional product, the magical effect of which no one can escape.



PSI 41545  
Jung since 1828 GmbH & Co. KG  
Tel +49 7042 9070  
zentrale@jung-europe.de  
[www.jung-europe.de](http://www.jung-europe.de)



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**NEW**



KINDER CHOCOLATE  
EASTER BUNNY MINI



**Climate neutral**  
Product  
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PSI 49025  
Porzellanfabriken Christian Seltmann GmbH  
Tel +49 961 204141  
n.lehner@seltmann.com  
www.seltmann.com

## Shapely drinking vessel

The new mug to go from Porzellanfabriken Christian Seltmann GmbH is at home in the brand and design products segment. The mug is made of branded porcelain, entirely Made in Germany, dishwasher-safe and printable all round. In addition, the drinking vessel has a capacity of 0.45 litres and an appealingly modern design language.



PSI 46596 • Polyclean International GmbH  
Tel +49 2561 865580  
psi@polyclean.com  
www.polyclean.com

## Streak-free cleanliness

With its new HFX® display sponge, Polyclean, a specialist for innovative P-9000® microfibre products, presents a new product for cleaning displays. In the course of digitalisation, more and more cars feature digital cockpits. Navigation, air conditioning, telephone and sound system are mostly controlled and operated using specially coated, highly sensitive touchscreens. The consequences of operation are fingerprints and streaks. These legacies can be reliably removed with the HFX® display sponge, without water and chemical cleaning agents. This ensures flawless menu functions and a clear view of the display. The elegant design, the high-quality finishing made of real leather and the cleaning performance of the P-9000® microfibre distinguish this product Made in Germany. The product is available including a stylishly embossed logo from a minimum quantity of 50 pieces.





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

## Smartly illuminated

The cordless and foldable camarc® Transformer LED light from Kaldenbach can be used as a wall and table lamp as well as a mobile phone holder. It features a solid aluminium frame and a lamp head that can be rotated through 360 degrees. The rechargeable lithium-polymer battery provides up to eight hours of operation, depending on the brightness level. The LEDs have a low blue content to minimise risk to the eyes of the user. Different brightness levels can be chosen.



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PSI 41108  
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 Tel +49 911 9365514  
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 www.staedtler-promotional.de

## Must-have for design lovers

Pencils are the hallmark of the writing instrument manufacturer Staedtler. It is therefore no surprise that a real eye-catcher now enriches the range: the design pencil made of Wopex® material. The sawdust used in the wood-based material is a by-product of the timber industry, which is created when sawing and planing. Small parts of the tree which cannot be used in traditional pencil production are also processed. The wood content comes from PEFC-certified German forests. A contribution to environmental protection is made thanks to the special production process and the short transport routes. This elegant pencil impresses with its clear design language and characteristic design lines. Finishing is done by laser engraving from 1,000 pieces.

PSI 40865  
 A. W. Faber-Castell Vertrieb GmbH  
 Tel +49 911 99655324  
 corporategift@faber-castell.de  
 www.faber-castell.com

## Write in style

For all fans of the traditional, handwritten word and personal lines to valued friends, Faber-Castell now offers a new stylish writing instrument series called Grip Edition All Black and Gold. The Grip Edition includes the Grip fountain pen and Grip ballpoint pen with a matte surface and sturdy stainless steel clip in chic gold or matte black. Both writing instruments have a chic design and are comfortable to hold. With its characteristic soft grip zone and sophisticated ink and nib combination, the fountain pen glides silkily across the page. An optical highlight in both colour options is the black stainless steel nib. The Grip ballpoint pen comes with a refillable large XB permanent ink cartridge which ensures writing comfort even during intensive writing phases. These elegant writing instruments are also available as a duo in a chic metal case which can be discreetly and effectively finished with laser engraving.



PSI 40823  
Klio-Eterna Schreibgeräte GmbH & Co. KG  
Tel +49 7834 973-0  
klio@klio.com  
www.klio.com

## Exceptional design

When it comes to writing instruments at Klio Eterna, the more than 30 product families, consisting of a total of 180 model variants divided into 5 independent brands, stand for exceptional and functional design. And that has been the case for 120 years. The assortment ranges from the classic plastic writing instrument and best-seller Boa high gloss Mn, the versatile Zeno as well as sustainable models for a green footprint to the innovative and triple-award-winning multitalented cycle, which in addition to its core use of writing also includes a USB stick for storing data. This year's product innovations include the design highlight called Shape with six harmoniously curved shaft surfaces and an aesthetic shape. Shiny and matte areas on the base body combine to form a graceful writing instrument. The modern cuff clip which gently surrounds the shaft is particularly eye-catching. At the end is a push button in a geometric triangular shape.



## Natural and exquisite

Pencils with crystals from Swarovski®. This natural and at the same time very special accessory is available from Reidinger. The combination of wood and glass makes the pencil, especially refined with Swarovski® crystals, a very special promotional pencil. Whether it be on black coloured, colour-varnished or natural pencils, the sparkling crystals enhance the climate-friendly pencil and thus highlight the printed advertising message and exude a natural and subtle form of luxury. The individual jewellery creation can be easily generated in the configurator. Articles and prices are displayed in real time. Finally, an individual offer can be requested using the "distributor inquiry button".



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

-Advert-



Gifts with **Impact**

## SUSTAINABLE GIFTS WITH A UNIQUE STORY

Gifts with Impact wants to make the (promotional) world a bit more beautiful and create impact. Not adding plastics but offering products that add value. Therefore we are a Dutch agency for sustainable brands for the promotional industry. We exclusively offer products from suppliers who work with people with poor job prospects, helping to combat poverty or ensuring that children can go back to school. There is more attention and care for the products and products are handmade.

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INFO@GIFTSWITHIMPACT.NL | T +31(0) 627 071 560

**WWW.GIFTSWITHIMPACT.NL**



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

## Sweet environmental ambassador

Promotional sachets made from 99.9 percent FSC®-certified, food-compliant paper, filled with chewing gum, mentos or mentos gum, are available from Kalfany Süße Werbung. With this eye-catching promotional sachet, the customer also promotes “ecological correctness” when it comes to promotional sachets and demonstrates his environmental awareness. The newly developed paper bags made from renewable raw materials can be disposed of in the paper waste and are thus fed into the recycling cycle for the recovery of wastepaper. In IFS-certified production, paper with a very thin, heat-sealable coating that enables processing on conventional packaging systems is turned into a small promotional sachet measuring 85 x 60 millimetres. When filled with delicious contents such as chewing gum, mentos or mentos gum chewing gum it creates a promotional product that tastes and at the same time contributes to environmental protection. The sachets have a high barrier property which is why a shelf life of nine months can be guaranteed.



PSI 46131 • KHK GmbH  
Tel +49 221 9854730  
sales@lipcare.de  
www.lipcare.de

## Fairtrade lip care

A sustainable alternative to the classic lip care stick is Lipcare Recycled Plastic from the specialist KHK: The cover of the lip care stick is made from recycled plastic, the content is entirely vegetable or vegan and contains a high proportion of Fairtrade raw materials (58 percent). The high-quality formula called Lip-Nature Fair is produced in the in-house laboratory in accordance with the high requirements of the recognised natural cosmetics seal Natrue. On request, the Fairtrade seal can be printed in black and white. Lipcare Recycled Plastic can be ordered from 300 pieces in the colours white, sand, natural green and black, with a Fairtrade formula from 1,000 pieces. All lip care products are produced in Germany in accordance with the new Cosmetics Ordinance and GMP Cosmetics and are registered in the CPNP portal. Institut Fresenius constantly carries out a formula check according to European guidelines.



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**memo**  
promotion



PSI 42487 • Reflects GmbH  
Tel +49 2234 9900-0  
info@reflects.de  
www.reflects.de

## The better mug

Thanks to its unique mix 'n' match principle, the Cologne-based promotional product manufacturer Reflects® has introduced the Bayamo Corporate, the first CI thermo mug in the promotional product industry. The customer can choose from a variety of design options. 3 body colours and 15 colours for rings and grip cuffs are available. There are therefore many ways to create your own dream mug. The thermo mug is an integral part of the range from the drinkware brand Retumbler. The double-walled design keeps liquids warm for up to four to eight hours. A lid with a practical flip closure prevents the contents from leaking. Using an interactive online configurator, the drinking vessel can be individually configured according to your own wishes. The body is available in stainless steel silver with anti-fingerprint coating, powder-coated in matte white and black. 15 colours are possible for the rings and cuffs, from white and black to various shades of blue to pink and violet. Additional special colours, an individual grip cuff and individual packaging can be offered from a quantity of 500 pieces.

## Musical cap

The Earebel Bluetooth® headphones with sound from JBL® offer pure sound and can be easily integrated into all Earebel headgear. The splash-proof headphones are available from Heka Werbeartikel and feature Bluetooth® connectivity: They can be connected to all smartphones, MP3 players or other Bluetooth®-compatible devices. The soft-touch control panel on the left headphone adjusts the volume, selects songs and answers calls. The integrated microphone has a hands-free function and works as a Bluetooth® headset. In combination with the stylish Earebel Slim Beanie made entirely of soft acrylic, the user enjoys a unique sound experience and maximum comfort.



PSI 43064 • Heka Werbeartikel GmbH  
Tel +49 7139 484812  
he@heka-werbeartikel.de  
www.heka-werbeartikel.de





## Master of the moment

The compact, stylish instant cameras from Fujifilm Instax, sought-after accessories of Instagram and fashion lovers, are available exclusively for promotional product distributors from Die Markenvertretung. They offer enormous freedom for creativity in everyday life as well as funny snapshots that can be highlighted. An instant picture provides an unadulterated moment, is exciting and surprising at the same time. The variety of models of the cameras impresses with chic colours, lovely details and pleasant surface structures and is complemented by numerous creative and playful functions. There is a choice of a retro model such as the Instax Mini 90 Neo Classic and the hybrid Instax Mini LiPlay: the latter is the first instant camera with an innovative sound function. Both models are perfect instruments to enhance customer loyalty and promote sales in a young target group which appreciates the analogue features.



# EUR 2020

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PSI 44519

## UPCYCLING! meets Promotion

### Der OGeB® ObstundGemüseBeutel

Ein perfektes Beispiel für nachhaltiges Upcycling. Aus alten PET-Flaschen wird ein OGeB®, der im Bio-, Super- oder Wochenmarkt viele Wegwerfbeutel (egal aus welchem Material) ersetzen kann. Individuell gestaltbar, 4c bedruckbar, einfach wunderbar.





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

## Shopping with a clear conscience

The small NET shopping string bag from Inspirion is ideal for weekly shopping. The product features two handles and is available in three sizes. From now on, fruit, vegetables, bread and much more can be transported home without unnecessary packaging. This not only protects the environment but also increases awareness among fellow human beings. Advertising can be attached to the label inside the bag.

## Stylish transport assistant

The gym bag from Jute statt Plastik is made of strong 220 GSM Fairtrade cotton, processed in a beautiful, light natural white tone in a harmonious combination with fine jute fabric and cotton lacing in jute colour. The product is not simply an advertising medium but rather a real trendsetter. The gym bag impresses with a beautiful material contrast and also keeps its shape due to the coated jute in the lower section. The bottom of this small transport helper is made of coated natural jute.



PSI 47998 • Jute statt Plastik e. K.  
Tel +49 431 97997510  
info@jute-statt-plastik.de  
www.jute-statt-plastik.de

## Shrill guardian

The TS01 alarm door stopper from Indexa ensures security at every door in a simple but effective manner. The wedge-shaped product with anti-slip coating is simply placed behind the door to be secured. When trying to open the door, a shrill alarm tone sounds with 100 dB(A). Burglars are thus driven away and neighbours are warned. The wedge also prevents the door from opening. The alarm door stopper is perfect for use at home and also when travelling, for example in a hotel. The simple installation makes it ready for use in a matter of seconds. The housing can be individually printed.



PSI 44531 • Indexa GmbH  
Tel +49 7136 98100  
info@indexa.de  
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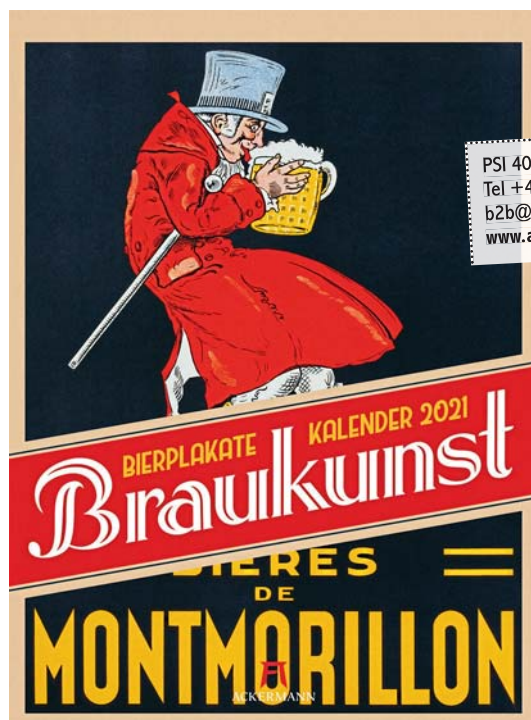
PSI 42706  
Kalfany Süße Werbung GmbH & Co KG  
Tel +49 7643 801-0  
info@ksw24.com  
www.ksw24.com

### Sweet hit

In the middle of a stressful working day or during a well-deserved break, chocolate is perfect for revitalising nerves and muscles. Chocolate tastes even better when it is produced in a fair manner, as in the case of Gubor chocolate with Fairtrade-certified cocoa which is freshly poured into promotional bars by Kalfany Süße Werbung. Fairtrade promotes better working and living conditions for certified producers as well as environmental protection. Forty grammes of the finest, vegetarian milk chocolate arrive at the customer in a MAXI promotional flow pack. The flowpack is made of aluminium-steamed, transparent or white film measuring approx. 133 x 65 x 10 millimetres and offers space for individually designed advertising.



**TRAMONTINA GERMANY GMBH**  
info@tramontina.de · www.tramontina.de



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

## Twelve times art of brewing

Beer is one of the oldest culinary cultural assets in human history. In the golden age of poster art, beer inspired poster painters and artists to create fascinatingly multifaceted designs, some of which were spiced with humour, and produced quite a few icons of the history of advertising. The calendar from Ackermann Kunstverlag shows twelve historical beer posters from all over the world, from Bavarian Oktoberfest beer to the classic from Ireland to the Tjap Kembang from Japan. Like all Ackermann calendars, it is exclusively produced in Germany and, in cooperation with NatureOffice, printed climate-neutral on paper from sustainable forestry. Promotional prints are possible from 50 pieces.



PSI 49747 • Cookie Cutter  
Tel +49 7721 6809150  
info@cookiecutter.de  
www.cookiecutter.de

## Automatic straw cleaning

The mechanical cleaning of reusable drinking straws made of stainless steel, glass or other dishwasher-safe materials was previously almost impossible. Cleaning by hand also requires considerable effort. Cookie Cutter®, a specialist for stainless steel drinking straws, has developed a smart solution for this. The silicone holder, protected by utility model law, ensures an upright and therefore ideal position in any dishwasher without blocking rotating parts. The straws are also washed from the inside. According to the manufacturer, damage or scratching of the straws is eliminated. The model is currently available for up to four straws but can be produced for more straws if required.



# Sustainable cosmetics

## Eco-Lip balm „Made in Germany“



PROMOTIONAL GIFT  
AWARD 2018



### Lipcare Recycled Plastics

Casing made with recycled plastics

Lip balm

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



### Lipcare Eco

Made of FSC-certified,  
environmentally friendly  
cardboard

Lip balm

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



### LipJar Bio

Bio-based, low in CO<sub>2</sub>,  
more than 90% renewable  
raw materials

Lip balm

„LipNature Vanilla Soft“:  
Natural cosmetics,  
100% plant-based, vegan,  
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LIPCARE BY KHK

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- Compliance with European Cosmetics Legislation
- Notification of all products in CPNP

[www.lipcare.de](http://www.lipcare.de)

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[www.lipcare.de](http://www.lipcare.de)

## SCX.design at PF Concept



PF Concept is delighted to announce an expansion in its technology category, by launching the new partnership with the light-up technology brand SCX.design. The premium products strike with an exclusive design and various light-up decoration possibilities. SCX.design high-end range, has an exclusive and patented design with a stylish rubber coating and shines with a special eye-catcher. The high quality of these promotional gifts is emphasized by the light-up logo decoration technique. "At PF Concept we believe in partnerships and to co-operate with external specialists to find excellent solutions. In order to be able to always offer the widest and best possible portfolio to our customers in all categories. We're constantly looking for new developments and opportunities. With SCX.design we're excited to partner up with a fast-growing company of high standards and quality that meets our requirements," Pieter Boonekamp, Senior Vice President Sales & Marketing at PF Concept, explains. SCX.design offers not only popular promotional gifts such as powerbanks, Bluetooth® speakers, wireless chargers and notebooks with integrated powerbanks but also state-of-the-art decoration possibilities to present every logo in the best light. Every piece is delivered in an appealing package like a gift box made from recycled carton. For all products fast delivery options are available. All SCX.design products are available exclusively by PF Concept in all European countries besides in DACH and France. [www.pfconcept.com](http://www.pfconcept.com)

**PF Concept**

### New addition to the sales



**team-d**

Johannes Horstmann

Johannes Horstmann has reinforced team-d GmbH as Sales Director North as of January 2020. The new area sales manager for the postcode areas 0-6, 98 and 99 is an expert in the industry. Horstmann successfully completed his vocational training as a promotional product agent at Creativ Werbemittel and subsequently worked in sales at Promostore Greven. "Our team is delighted to welcome a professional in the promotional product market," says Harald Vath, Managing Director of team-d GmbH. [www.team-d.de](http://www.team-d.de)

### New CEO appointed



**Brands Fashion**

Mathias Diestelmann

Brands Fashion GmbH, the Buchholz/Northern Germany-based European supplier of sustainable workwear and merchandising articles, started the year 2020 with a change in management. Mathias Diestelmann, who has been working as COO for the textile specialist for three years, succeeds co-founder Dr. Ulrich Hofmann, who has been appointed Chairman of the Advisory Board. Diestelmann has very extensive textile expertise. Hofmann co-founded the company in 2002. [www.brands-fashion.com](http://www.brands-fashion.com)

## Mypromo becomes an independent public limited company



**Mypromo**

The Board of Mypromo AG: Heike Lübeck and Jürgen Geiger.

Having begun as a subsidiary of Geiger-Notes AG, Mypromo is now an independent public limited company. This increases the independence of this manufacturer of calendars, sticky notes and notebooks from Mainz-Kastel. As the parent company, the newly founded Mypromo AG thus bundles all mypromo activities of the two subsidiary companies in Germany and Luxembourg. "In the beginning, Mypromo was merely a 'project' of Geiger-Notes, but when Mypromo AG was founded it became an independent company with its own ambitious objectives in the promotional product market," says Jürgen Geiger, CEO of Geiger-Notes and the new Mypromo AG, when explaining this development. Independence under company law with a proven management team is how the quintessence of founding this public limited company can be described. Jürgen Geiger and Heike Lübeck, already active as managing directors in the private limited companies, form the Board of the new public limited company. What is new is that Heike Lübeck is now also a shareholder in the company. "The new structure optimally reflects the rapid growth of Mypromo and the ever new applications of our networking technology," explains Heike Lübeck. "And at the same time, we ensure that our original vision of the digital networking platform for the promotional product industry is present at all times in everyday life and is filled with life." Of course, what will not change are the many commonalities and close ties with Geiger notes.

[www.mypromo.com](http://www.mypromo.com)



## Roll it! – Klio-Eterna writing instruments “Made in Germany” since 1900

Pictures say more than words – they convey emotions – they touch people. For this reason, the writing instrument manufacturer Klio-Eterna produced a powerful, five-minute image video for its 120th company anniversary. The film had its premiere at the company’s stand at the recent trade show in Düsseldorf and was received with enthusiasm and a lot of positive feedback from the visitors. The film has also inspired viewers in digital media. Within a week, over 200 users had watched the video on social media. “This is an enormous success and shows that our decision to make the film was the right one,” says marketing employee Jessica Richter. “We were looking for a suitable opportunity to mark the 120th anniversary and give

**Klio-Eterna**



a broad audience an insight into our long company history and at the same time present the Klio-Eterna brand in the digital media in a contemporary yet traditional way. So what could be better in the digital age than conveying this information with emotional moving images,” says authorised officer and Sales Manager Ralf Richter about the idea behind the film project. The Klio staff often recall the exciting filming days last year. It was a great experience for everyone involved and was a lot of fun, according to the emphatic opinion among employees and management. The new Klio-Eterna image film can be seen on the company’s website. It can also be viewed on Facebook on our YouTube channel, Pinterest and the business network XING. [www.klio.com](http://www.klio.com)

## Plant trees when buying promotional products

Actively doing something for our environment so that our children, grandchildren and great-grandchildren can also enjoy life on earth – that is the vision of CRIMEX. “Plant for the Planet” has been a cooperation partner since 15 January 2020 and supports CRIMEX in its efforts. From now on, a tree will be planted for every promotional product order. Thanks to the increasing number of locally producing suppliers, more and more promotional products from the region can be offered. When selecting its suppliers, CRIMEX not only ensures that the routes are short, the working conditions are also closely examined. This is also confirmed by the Sedex certification of our suppliers. CRIMEX already offers promotional products made from sustainable plastic and biodegradable pens. Nevertheless, at the present time

it cannot be completely ruled out that a promotional product sometimes travels a long way. To compensate for this, CRIMEX wants to give something back to the environment and plant a tree for every incoming order.

[www.crimex.com](http://www.crimex.com)



**Crimex**

## [kuadra:t] 2020: Continuous use!

The motto “continuous use!” was the major theme in Hersbruck on 20 January 2020 for the traditional in-house trade show [kuadra:t] of the Kaldenbach Group. It once again took place in the extraordinary rooms of the Dauphin Speed Event, home to numerous classic cars. The experienced promotional product consultants presented the potential longevity of the promotional products shown in a customer show par excellence. 28 importers, manufacturers and brands once again exhibited numerous inspiring innovations at their stands for the customers of the creative Hersbruck promotional product specialist. According to official information, 106 visitors from almost 70 companies accepted the invitation to the 19th edition of the event. The guests came from all over Germany, but primarily from Bavaria. “There were a lot of interesting conversations with marketing professionals at the gigantic classic car location and the atmosphere was excellent,” said Marco Kaldenbach and Christoph Bauer, both managing directors of the Kaldenbach Group. In addition to the impressive product show, visitors and exhibitors were once again enthusiastic about the hourly tours



Test drives with the new Model X from Tesla made you feel how dynamic and future-oriented “climate neutral” can be.

through the largest private vintage car collection in Europe. According to the organisers, the excellent finger food was also well received. Test drives with the new Model X from Tesla made you feel how dynamic and future-oriented “climate-neutral” can be – one of many measures with which the Kaldenbach Group wants to position itself as a pioneer in ecology and ethics. The company has been completely climate-neutral since 2017 and has also been GOTS certified since 2019 in order to be able to offer ecologically and ethically exemplary textiles. [www.kaldenbach.com](http://www.kaldenbach.com)



Kaldenbach Group

The new products were once again effectively highlighted in the immediate vicinity of Europe's largest private classic car collection.

## Business operations discontinued in favour of Mister Bags

According to a notification sent by the management of Bochum-based goprom Handelsgesellschaft mbH to its customers, goprom will immediately cease its business operations. The reason for this is the transfer of business activities to its affiliate company Mister Bags GmbH, which was founded in 2019, and the associated new strategic direction. “Mister Bags is your specialist and expert for all matters relating to promotional bags, our core business. We are totally committed to continuing to focus on this and to grow,” it says. “All existing (goprom) orders will be reliably processed and delivered. As of now, new orders will no longer be accepted,” the statement added.

Since 2009, goprom has been procuring and organising promotional products for well-known promotional product distributors through direct import. With its own purchasing office in Asia as well as a sourcing and design team, the import company has focused on product identification and development in recent years and maintains a code of conduct with all suppliers and partners that ensures fairness, safety and a safe working environment for employees along the entire value-added chain. “We were able to implement great projects, build solid partnerships and grow together,” says the management. [www.goprom.de](http://www.goprom.de)



## The environment in mind

DreamPen, the largest Polish manufacturer of pens, always focuses on development and the pursuit of perfection. Both in the production and in the personalization of pens uses the latest technologies that allow the provision of services related to the preparation of advertising gadgets at the highest level. In 2019, solar collectors were installed in the new built DreamPen headquarters. It is the largest installation of this type in Zielona Góra. The solar farm has a total area of 1200m<sup>2</sup>, consists of 315 panels. The power of each panel is 320 W. This is the first stage of the investment, the next will be adding another 100 kW, which will cover 90 % of the annual demand of electricity. The company has always made sure that the solutions used in production are environmentally neutral. The entire production of DreamPen is waste-free and emission-free. The installation of solar panels is the next step in this direction.

**www.dreampen.com**

**DreamPen**



Solar collectors were installed in the new built DreamPen headquarters.



**marke[ding] Vienna**

The imposing backdrop of the Vienna Hofburg provides the ideal setting for marke[ding]. Photo: Christoph Endt

## Anniversary event in the Vienna Hofburg

On 2 April 2020, marke[ding] Vienna celebrates its anniversary: Austria's largest B2B promotional product trade show is taking place for the tenth time in the Vienna Hofburg. The trade show once again focuses on the proven mix of exhibiting promotional products and top-class lectures. Motto Catering will provide culinary delights all day long. As the trade show platform for haptic advertising and visual communication, marke[ding] Vienna is supported by seven promotional product agencies. Executives and trade visitors from the areas of purchasing, marketing and communication can find out about the latest trends and innovations as well as best-sellers from the world of promotional products. Detailed information is available at: <http://wien.markeding.at>

## Hörsteler has moved

Hörsteler Interior Design GmbH, the specialists for logo and promotional mats, have moved to a new address with a new telephone number. Hörsteler also uses its decade-long experience in the carpet business to offer promotional mats. Customised mats can even be manufactured as individual pieces. They serve as a dirt trap in the entrance area and surprise guests as a representative welcome. They are also useful as incentive articles for promotions and are sold as merchandising articles in fan shops or at events. Hörsteler works intensively with the promotional product trade. **www.hoersteler.de**

The new address data: Hörsteler Interior Design GmbH,  
Birkenweg 57, D- 48477 Hörstel, Tel. +49 5459 805380

**hörsteler**  
INTERIOR Design

On 22 and 23 January 2020, Promo Event GmbH presented the 22nd edition of the Munich Promotional Product Trade Show (wmm) in Hall 4 of the M,O,C Munich on behalf of the five supporting agencies – the Hagemann Group, admixx, AmedeA, CD Werbemittel and Eidex.

## Promotional Product Trade Show Munich 2020

# Haptic advertising for all senses



The sustainability area was once again a special eye-catcher.

**O**n an area of 4,000 square metres, around 120 supplier partners showed over 1,200 visitors, including managers and marketing decision-makers from the industry and medium-sized companies, creative and innovative promotional products of the latest generation. In addition to trends and innovations in the industry as well as creative and innovative promotional product ideas, the trade show also offered an additional supporting programme which included a sustainability area with environmentally compatible promotional products and background information as well as a lecture forum where four top-class speakers presented current topics from the fields of artificial intelligence and digitalisation.

### Creative approaches and professional advice

Once again, the traditional event impressed its visitors with creative approaches and professional advice. On be-

half of the supporting agencies, Promo Event GmbH from Eichenau designed an ideal platform for the haptic medium “promotional products” on the exhibition area and thus ensured a constructive interaction between customers, promotional product agencies and supplier partners. The attractive stands literally invited visitors to explore the new products and the invitingly designed hall with its many service details and spacious catering area provided the appropriate feel-good setting.

### Focus on sustainability

The sustainability area, installed for the second time on a reusable trade show floor, was once again a special eye-catcher. The profiles of the articles with the degree of their sustainability were “studied” with interest and the associated environmentally friendly products attracted great attention. More than 30 exhibitors showed here that promotional products, sustainability and environmental protec-





The discussions at the stands of the almost 120 exhibitors were intensive and goal-oriented.



The “green” advantages of each of the sustainable products were explained in the form of a “profile”.



A hallmark of communication during the wmm was the ubiquitous good mood that promotional products can spread.



This time, too, the lecture forum with its top-class speakers was an instructive and well-attended attraction.

tion no longer contradict each other and drew attention to values without which there would be no worthwhile future. One result of the visitor survey was the desire to expand the sustainability area in the future.

### Top-class speakers

The always well-attended lecture forum – organized in cooperation with Speakers Excellence – was another highlight with lectures by four top-class speakers. Dr. Katharina Turecek showed new perspectives in her field of applied brain research and enthused with “a slightly different way” of imparting knowledge. Other notable lectures were provided by aerospace technicians Christoph Holz, Markus Petzl (founder of the strategy consultancy “disruptive – beyond your strategy”) and Christian Zepter with the state of research on the topic of “Artificial intelligence for sales, marketing and service”.

### Fewer visitors – more quality

Although the organisers counted around 100 fewer visitors than in the previous year, the exhibitors nevertheless spoke of “great success and very intensive discussions”. This was also reflected in the number of inquiries: 19,000

generated inquiries meant an increase of 8% compared to 2019. “This time too, the wmm was an integral part of the annual planning for the visitors and an exciting event when it came to extraordinary give-aways, advertising media and gifts. For exhibitors, it is a yardstick of what industry customers say about their products and innovations. And whilst it may mean a lot of work for the supporting agencies to process the many inquiries, above all it is an important event and service contribution that clearly underlines the professionalism of the promotional product consultants,” say the organisers.



The counters of the organising promotional product agencies were the contact points for the guests.

The Stahl couple were visibly moved when they received a standing ovation from the 340 participants of the exhibitor evening.



## Emotional farewell

As already announced, the Germering-based company CD Werbemittel GmbH was sold at the end of 2019 to ipm | gruppe, a unity created through the merger of the promotional product distributors Inter Werbung, Präsentia and Mansard. Peter Beichel, the new Managing Director of Sales & Marketing of ipm | gruppe, was introduced to the supplier partners during the exhibitor meeting at the Promotional Product Trade Show in Munich (wmm). The wmm exhibitor evening was used to formally farewell the previous owners of CD Werbemittel, Christine and Dr. Robert Stahl, active co-initiators of the trade show since the beginning.

The previously independently operating promotional product distributors Inter Werbung, Präsenta and Mansard have merged to form ipm | gruppe. The cooperation has been anticipated in industry circles for some time. With the launch of the new joint Internet presence, the three divisions of the company officially emerged on the market as one group.

**ipm | gruppe**

# Strengths consolidated



The key  
visual of  
ipm | gruppe

**T**he merger offers compelling advantages both for our customers and within the group”, says Peter Beichel, Managing Director of ipm | gruppe, and adds. “The three companies bring together around 160 years of experience in the promotional product industry – and that not only makes itself felt in the day-to-day business”. With its more than 50 employees at the three centrally located company locations of Kissing near Augsburg, Solingen and Kronberg im Taunus, the financially sound and highly profitable ipm | gruppe claims to now be “one of the largest promotional product distributors in Germany”.

## Three locations – three core services

The fact that the established names of the three long-standing distributors Inter Werbung, Präsenta and Mansard will not disappear was one of the special challenges of the merger, according to Peter Beichel: “By linking these three

locations to the three core services of the new company ipm | gruppe, we want to make sure that we continue to speak of Präsenta, Inter Werbung and Mansard when it comes to professional services in the promotional product industry”. For example, Präsenta, known as the “inventor” of full service in Germany, will continue to stand for the full-service offering of ipm | gruppe, and Inter Werbung will in future represent the company’s direct business and project business. “Mansard, which from the outset has stood for exclusivity and a systematic focus on customer requirements, now lends its name to the third core service, our incentive and premium system,” explains Peter Beichel. All services of ipm | gruppe are bundled and are equally available at the three locations.

## More efficient internal structures

Further benefits for existing customers as well as newly acquired customers of the company through the merg-





ipm | gruppe in Kissing



ipm | gruppe in Solingen

er into ipm | gruppe include more efficient internal structures thanks to a software conversion to SAP, the cooperation with a professional logistics service provider as well as a tried and tested online shop system for the full-service area.



ipm | gruppe in Kronberg

### More freedom for creativity

In addition, ipm | gruppe now competes against its competitors with a product management team as a convincing argument. “We are excited about the changes in our company, which gives us more freedom to be creative and makes work easier for our customers. We use regular proactive product suggestions to maintain dialogue and set trends in order to be able to meet needs as precisely as possible,” explains Beichel.

“With the official merger into ipm | gruppe, we have now taken the decisive step to be able to act as a strong player in Germany’s promotional product landscape now and in the future,” says Beichel. <



Peter Beichel,  
Managing Director  
of Sales and  
Marketing of  
ipm | gruppe

### ipm | gruppe and CD Werbemittel join forces

ipm | gruppe, an entity created through the merger of the promotional product distributors Inter Werbung, Präsentia and Mansard, has acquired the promotional product distributor CD Werbemittel and thus further expanded the performance capability of the group of companies. “CD Werbemittel has proven over decades to understand the brand DNA of its customers and translate it into a perfectly coordinated range of promotional products. For this reason and particularly because of its experienced and professional employees, CD Werbemittel is renowned as a reliable, long-standing partner for well-known customers and has established itself as a strong brand,” says Peter Beichel, Managing Director of Sales & Marketing of ipm | gruppe and adds: “It is therefore self-evident that a merger of ipm | gruppe and CD Werbemittel brings great benefits for both companies. CD Werbemittel becomes part of a financially strong, rapidly growing group of companies and also benefits from access to ipm | gruppe’s long-standing logistics partner. On the other hand, the acquisition of CD Werbemittel enables ipm | gruppe to expand its market position in southern Germany.” The merger of ipm | gruppe and CD Werbemittel will not entail any changes for employees, customers and suppliers.

The CD Werbemittel brand has been retained and along with Inter Werbung, Präsentia and Mansard it becomes part of the strong brand family of ipm | gruppe. The business office of CD Werbemittel in Munich also remains. Customers and suppliers of CD Werbemittel will continue to be looked after by the familiar contact persons in the usual professional manner.





The products of our current theme are constantly on the go as **beautiful** and/or **practical companions** – and therefore extremely effective as an **advertising medium**. No matter whether as a memorable **premium** or as a **distinctly** personalised accessory.





PSI 49707 • Loop Nation  
Tel +49 32 221096513  
info@loop-nation.com  
www.loop-nation.com

## Customised waterproof

Just as LoopNation's gym bags have become eye-catchers, the new, stylish drybags also have this claim. They are a practical, water-repellent alternative to conventional gym bags and are available with a cool screen print and in many stock colours. Competent employees advise on the design of the drybags with your own logo. Taped seams and waterproof zips are further features of the bags which are available in ten colours and five sizes.



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

## Recycling on the side

With the Roadrunner college bag from team-d Import-Export, not only schoolchildren have a shoulder bag on their side that can be carried with a "good feeling". The bag is suitable for A4 documents and has six pockets for writing instruments. The interior and the long shoulder strap are made entirely of black Öko-Tex non-woven, 80 g/m<sup>2</sup>. The large flap and the back are made of particularly robust 150 g/m<sup>2</sup> paper raw fibre.



**VICTORINOX**

## WERKS PROFESSIONAL 2.0 SMART ORGANIZATION PAIRED WITH LIGHTWEIGHT MATERIALS

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

## In high spirits on vacation

The Orlando trolley set from Check.in® by Inspirion impresses with its modern and puristic design and is versatile in use. Whether it be a family vacation, business trip or short trip, travellers can use the hand luggage format and two trolleys in sizes L and XL. With the smooth running chassis, the loaded trolleys roll on their own. The polycarbonate makes the trolleys a feather-light companion. All sizes have a comfortable interior design with partitions and mesh compartments and a TSA combination lock.

## Alarm-secured handbag

The compact PA6 bag alarm from Indexa ensures a high-pitched alarm sound as soon as someone tries to steal the handbag. The housing is simply attached to the bag, the wrist strap is held in the hand or attached to the body. When trying to steal the bag, a small steel pin comes loose from the housing and the 115 decibel alarm is triggered and pickpockets are frightened off. The pin can also be pulled to draw attention to yourself in emergency situations.



PSI 44531 • INDEXA GmbH  
Tel +49 7136 98100  
info@pentatech.de  
www.pentatech.de



PSI 43949 • L&S GmbH  
Tel +49 7141 911-7229  
info@lunds-gmbh.com  
www.lunds-gmbh.com

## Sustainably packaged

Everyone needs a practical, attractive bag that is also robust. With an RPET bag recycled from plastic bottles, users also make an environmentally friendly contribution. L&S GmbH offers a wide range of these bags. Cooler bags, cotton bags and sports bags can also be designed according to customer requirements. All bags are individually made to measure in the desired design. The advertising message can be designed with full-surface sublimation or screen printing. Additional features such as bottom pleats, handle lengths or zips can be implemented.



**NEW!** Always the perfect grinding angle with the diamond grinder. The perfect advertising medium for the discerning customer.

**PSI PREMIERE**

## Diamond grinder

*Always the perfect grinding angle of 15 degree*



*Laser engraving possible!*

### BENEFITS

- Always the perfect grinding angle of 15°
- High quality stainless steel
- Secure grip protection
- Antibacterial
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- Ideal for any indoor and outdoor kitchen
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**Visit us at our  
PSI stand: 9H50**



Always the perfect grinding angle



Secure hold by neodymium magnets for knife



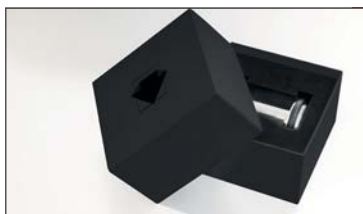
Turbine design deburring plate



High quality stainless steel - antibacterial



Handle protection and secure storage for the diamond grinder



### Gift wrap

incl. noble and high-quality gift packaging

### Application video

Scan the QR code with your mobile phone and see the knife sharpener in action



### Design Diamond grinder

Diamond plate

Turbine design deburring plate

Handle protection

High quality stainless steel

Solid rubber treads

Slot for big knives

Diamond grinder stacker

Neodymium magnets

Slot for small knives

**MOBISET GmbH**

Rösrather Str. 333 | 51107 Cologne

Tel: +49 (0)221 - 98952-0 | kontakt@mobiset.de



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



## Little evolvement artist

It only takes ten seconds for this small bag to become very big. The bag within the Troika bag amazes with a volume of 24 litres and smart functions such as the clever trolley holder. Ideal for travel, sports and leisure. The bag is available in numerous colour combinations such as black/grey, grey/red or the trendy 80s style blue/silver. It is foldable and can be stowed away to save space in the outer bag, has a large main compartment with a zip, a small outer bag with a zip and reflective strips.



PSI 43877 • Fairbags GmbH  
Tel +49 7141 702260  
info@fairbags.de  
[www.fairbags.de](http://www.fairbags.de)

## Sustainable backpack

With the Miami backpack made from rPET, Fairbags GmbH presents a travel companion of the particularly remarkable kind that is sustainably produced from approx. twelve PET bottles. It is also equipped with an anti-theft function and a trolley attachment system. The large padded inner compartment with an organiser and laptop compartment complete this backpack. Of course, it can be individually finished with embroidery or printing and is available in the colours black/grey or black/blue.





PSI 44064 • Zito Lifestyle  
Tel +49 6106 6394786  
info@zitolifestyle.de  
www.zitolifestyle.de • www.jutamo.de

## Small and distinctive

The Q-Slim wallet from Zito Lifestyle is extremely small and very striking. The mini wallet beats any slim wallet in terms of functionality, design and quality. It fits into any trouser or suit pocket and is not bulky. A small coin compartment on the back enables coins and banknotes to be stored without folding. Of course, the mini wallet is equipped with RFID protection. The card slots are designed so that they can be removed quickly with the thumb.

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PSI 46970 • reflAktive Thomas Wassmann  
 Tel +49 4971 923312  
 thorsten.hueber@reflaktive.de  
 www.reflaktive.de

## Safe on vacation

Decorative luggage tags have long been in the reflAktive range. They can be attached to the handle of the case and display the address of the owner. There is now also a brand new model. While the focus has so far been on various motifs (aircraft, ship, train, etc.), another benefit has been added to the new model. A card can be inserted in a transparent compartment on the back, on which the address is noted on both sides. This means that the luggage tag can not only be used if the address changes, it also offers the option of inserting your own business card.



PSI 43877 • Fairbags GmbH  
 Tel +49 7141 702260  
 info@fairbags.de  
 www.fairbags.de

## Perfect for a short trip

Would you like a weekend getaway? Then the Weekender New York from Fairbags is the perfect travel companion. Manufactured from around twelve PET bottles, it offers enough storage space for a short trip. The large main compartment with a two-way zip guarantees easy access to the contents. Embroidery or printing as finishing forms are possible. The manufacturer offers the colour black/blue.





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

## Packers with style

Casual to the office or to the city? With pleasure, but please with style, say the people at Troika. The new Business Roll Top looks good and is very durable. Laptop, documents, files and folders, even oversized. With the Roll Top and the roll-up top with zip and metal plug closure, the wearer determines how much backpack he needs at any given time. It boasts a front pocket with zip, numerous practical inner compartments and a body-hugging secret compartment on the back. With a capacity of around 15 litres and a load capacity of up to 15 kilogrammes, it is a universal genius.



# EASTER HIGHLIGHTS 2020

NEW



Vegan Veggie

IFS Food

Deutsche Markenqualität

Veggie

MIDI Chocolate Easter Bunny

SUSTAINABLE  
Sweet promotional  
impact!



[www.ksw24.eu](http://www.ksw24.eu)



## Filing space in fine wood

Holz Fichtner is now presenting an exclusive briefcase that is sure to catch the eye. The refined models made of elegant woods directly from nature impress with their unusual design, high functionality and very long lifespan. Anyone who chooses a wooden suitcase experiences a unique appearance in the office or when visiting a customer. In addition, documents and accessories are safely stored here. The originals from Holz-Fichtner are available in three different sizes, all of which are Made in Germany.

## Lots of space in the hippo

“Hippo”, the mini wallet made of cowhide, catches the eye with its rounded shape. Hippo from Gabriele Bühring offers space for cards and banknotes. The latter are held by hidden magnets. The Bühring team has an open ear for special material and colour requests and also different design ideas. The long-standing Indian supplier partner is certified by SGS according to OHSAS 18001:2007. The compact card case can be discreetly finished on the outside or inside with blind embossing.



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





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

## Shoe care in leather for leather

The high-quality 485 shoe care set from Frank Bürsten is delivered to the customer in a black cowhide case. The set consists of a cream brush and an exclusive gloss brush which are covered entirely with horsehair. Also included is neutral shoe polish in a glass jar, a polishing cloth and a shoehorn. The leather case can be closed with a push button. Quality, appearance and utility become one with this shoe care set. Upon request, Frank Bürsten can place individual company or advertising logos on the brushes and/or the polishing cloths.

## No chance for pickpockets

Safe, the anti-theft backpack from Vim Solution, protects the belongings of travellers from unwanted access. The zips are attached to the back and can be secured with a three-digit number code on the upper side. There is an opening on the inside to allow a power bank to be connected inside the backpack. Adjustable straps ensure high wearing comfort. The interior of the backpack is divided into several compartments to ensure appropriate order.



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



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

## Versatile toiletry bag

The Inside-Out cosmetic bag from team-d Import-Export has many sides. Black on the outside and grey and white stripes on the inside or would you prefer the other way around? The user is free to choose because the three mesh compartments and three elastic loops can be turned in or out. The upper edge can also be turned upside down. The bag is made of water-repellent polyester and delivered to the recipient with a pull cord and stopper.

## Sleep carefree on the go

TravelFix®, the premium travel pillow from Sandini, is now also available as a hoodie version for more privacy. Thanks to its stabilising fit, the pillow not only prevents the head from tipping over, allowing you to sleep and lean comfortably on the plane, in the bus, train and as a passenger in the car, but also protects the sleeper from prying eyes and at the same time pleasantly darkens. It includes a bag with a fastening function and is available in numerous colours and designs. A logo can be applied to the closure flap and additional embroidery is possible.



PSI 49768 • SANDINI GmbH  
Tel +49 7307 5074310  
office@sandini.de  
www.sandini.de





## Valuables stowed away safely

Vim Solution describes its anti-theft backpack Shield as a "small space miracle". There is enough space inside for everything that needs to be taken on the go. There are additional compartments in the shoulder strap as well as on the back in which valuables can be safely stowed. The backpack is carried like a shoulder bag with only one strap, but still on the back. Outlets for USB and audio cables are attached to the side. Thus a mobile phone can be charged and music can be listened to while the power bank and MP3 player are safely stowed in the backpack.



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



## Souvenir with an individual clip

Clip4you pens from DreamPen is a practical advertising gadget that is very popular. Attention is drawn to the individual clip, which in 3D shape and photographic quality can reflect a monument, a means of transport or a characteristic element of a given place, while the transfer print around the entire barrel can even present the whole landscape. As a result, Clip4you pens are a great tourist souvenir that inspires you to travel again.

PSI 45720  
DreamPen Producer of ballpens  
Tel +48 477 22 32  
sales@dreampen.com • www.dreampen.com  
www.clip4you.com

## On the go on time

Your vacation has been completely planned yet there is stress because you did not wake up in time. In order to ensure your schedule does not get mixed up, Technoline has developed the WT 171 travel companion. This radio alarm clock impresses with its compact design and robustness. The time can be received via radio or set manually. Thanks to the extensive time zone setting and the compact product size, it is also ideal for holidays and business trips. The date, day of the week and room temperature are also displayed.



PSI 43817  
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www.technotrade-berlin.de



## Mirror image i card format

A modern pocket mirror with a matching case in card format can now be found in the Römer Wellness range. The elegant mirror made of modern stainless steel is modelled on the shape and size of a credit card and therefore fits practically into any wallet and smartphone case with a card compartment. The shiny PU leather cover protects the mirror from scratches or dust and also looks particularly exquisite. Römer Wellness offers the cover in the standard colours silver, gold and rose. The mirror and cover can be individually engraved or embossed for advertising purposes. Alternatively, coloured doming can be used for large quantities.



## Leather gets a second chance

The idea of processing leather fibre material arose from the need to dispose of waste from tanneries. The leather remnants are reused at Boogie Design and integrated into the production cycle. The grinding of leather waste from all over the world and the addition of natural fat and latex as a binding agent guarantee that the leather fibre material consists of over 90% natural and renewable raw materials. Bags, backpacks, cosmetic bags, folders, covers, key rings, organisers and much more are made from this recycled leather. Special productions are possible.





JUNG since 1828, a respected specialist for tasteful advertising innovations, changed its entire process chain and its complete product range of sweets, snacks & more to climate-neutral on 1 January 2020.

## 100 percent climate neutral

# Climate protection that appeals to everyone

**M**anaging Director Dennis Dennig explains the measure: "The fact that we are now entirely carbon neutral is very important to all of us here. We are delighted that this step enables us to make a valuable contribution in the fight against the greatest global challenge. Precisely because we handle food, we always make

sure that our products are given away with a clear conscience and that they can be enjoyed with a good feeling."

### CO2 footprint erased

The CO2 footprint at JUNG has been significantly reduced through a variety of measures in recent years, and the long-standing company will continue to work systematically towards preventing greenhouse gases from being generated in the first place. Emissions that cannot be completely avoided are offset through certified climate protection projects. This emission compensation makes perfect sense as the earth's climate only works as an overall system. The emissions generated at one location can thus be reduced through climate protection measures in other areas of the world.

### Climate protection project is supported

For this purpose, JUNG is supporting a selected climate protection project for the con-

servation of around 300,000 hectares of primary rain-forest in the Amazon region in Peru. The project not only ensures the protection of the habitat of countless animal and plant species, but also supports local people, creates sustainable sources of income and sets an example against illegal deforestation. In this way, climate protection also contributes to better living conditions and prospects for many people. The CO2 offset is certified by the independent organisation ClimatePartner, a globally recognised climate protection expert, and can be transparently viewed at any time using an individual ID number.

### Setting an example

There is also a positive benefit for JUNG customers because the entirely climate-neutral promotional ideas associated with sweets, snacks & more enable advertising companies to assume their responsibility for environmental and climate protection in the future, even when using promotional gifts, and thus set an example. In this way, they also satisfy the growing number of consumers who place increasing emphasis on sustainable and environmentally friendly products.

### Sustainability in practice

Sustainability is also very important to the people at JUNG since 1828: It is lived here in many different ways, be it through innovative packaging solutions made from biodegradable materials, fair trade products or the use of green electricity. They also like taking unusual measures such as settling their own bees on the company roof as a contribution to the protection of ecologically important plant pollinators. "Active involvement against climate change is another important step on this path", assures Dennis Dennig.



Dennis Dennig, Managing Director of JUNG since 1828.




# PromoTex Expo

International Trade Show  
for Promotion,  
Sports and Workwear

12–14 JANUARY 2021  
MESSE DÜSSELDORF

# SAVE THE DATE

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THE WORLD  
OF ADVERTISING  
AND SELLING



PSI

PromoTex  
Expo

viscom



As one of around 1,000 exhibitors, the packaging and promotional product specialist Karl Knauer was also present at the leading trade show for European promotional products, presenting its impressive portfolio of promotional products made from sustainable paper and cardboard materials.

## Impressive presentation at the PSI 2020

# Sustainability and vision



All-round excellence: Note cubes have lost none of their appeal and are – for example in the Design Edition – completely printable and designable.

**U**t is clearly the central theme of “sustainability” that led us to participate at the PSI,” explains Richard Kammerer, spokesperson of the management of Karl Knauer KG. “While many companies have only recently recognised the importance of environmentally friendly and resource-saving solutions, products and processes, we have been offering high-quality cardboard products and paper promotional products for decades. By continuously developing our portfolio in an intelligent way, we meet all the criteria that our customers demand of modern, responsibly manufactured promotional products. We were able to show visitors to our stand that paper and cardboard can be the solution to many issues today.”

### Versatile and modern everyday helpers

In the desire to offer each target group promotional products that are well received and work as a positive image carrier, new products are continuously being launched on the market. With a bit of luck, the new products attract attention for a short period of time before being copied and then forgotten. A lot more successful are the promotional product classics which have topped the best-seller list at Karl Knauer for decades, for example: Note cubes as well as adhesive and hardcover sets with or without paper markers. “In fact, almost every one of us – at work and in our private lives – uses little notes as reminders every day, despite digital gimmicks and apps.





The eco Powerstikkies made entirely from wastepaper also convince with their intrinsic values. The paper has been awarded the “Blue Angel” environmental seal.



With the Design Edition, all desired surface designs can be deceptively real. Here is an example in linen look.

That is what makes our note products so attractive. Everyone needs and uses them and so they are anything but a disposable item that has rightly fallen into disrepute,” says Frederik Zecheus, Key Account Manager at Karl Knauer. How versatile and modern these practical everyday paper helpers can be today was on show at the PSI, for example the “Design Edition” note cubes that look deceptively similar to real bricks, concrete blocks or diced cheese.

### At the top of the list: Environmental awareness

The fact that nature and the environment have always played an elementary role for the packaging and promotional product specialists from the Black Forest is illustrated by their own company logo. The company founder Karl Knauer consciously chose the deer as his native forest animal, thereby expressing his love of nature as well as speed and vigilance towards his “pursuers”, i.e. “competitors”. That is why Karl Knauer is quickly expanding its range of products made from particularly sustainable materials. These include, for example, Powerstikkies, the extremely adhesive sticky notes that are now available as an eco version of recycled paper, as well as the small, narrow, non-plastic markers for marking passages. “Today’s customers have a choice of whether to use cheap plastic items from the Far East or sustainably manufactured products,” says Frederik Zecheus when describing the market situation. “However, we feel that the awareness of environmental issues is increasing and we also see this in our inquiries. More and more customers consider it crucial that we produce exclusively in Europe. This ensures that we can offer the highest level of resource conservation and efficiency in transport routes as well.”

### Personal appreciation

Parallel to growing environmental awareness, another trend is recognisable – promotional products are becoming more and more individual. “Whether it be high-quality gift packaging for an anniversary or a customer present or a mailing containing a small practical promotional note as a present, it is crucial that the customer is not only addressed directly, but that he also feels personally valued,” assures Frederik Zecheus of Karl Knauer. “That’s why we offer our customers the opportunity to customise almost all of our standard products and to design and finish them according to their own ideas. Of course, we have the expertise and experience to completely develop and create our own products for our customers. We also brought along a few impressive samples and supporting documents in our trade show case and were able to convince many visitors to our stand of the qualities of our products,” says Zecheus. <



Frederik Zecheus, Key Account Manager at Karl Knauer.



Paper instead of plastic – the popular hardcover and adhesive sets now feature paper instead of plastic markers.

Cologne-based promotional product manufacturer REFLECTS started 2020 with a new strategic focus, a contemporary corporate design with a modern logo and three innovative brands in its range. This became clear as well as literally tangible on the redesigned stand of this well-known supplier at the recent PSI.

## On the way to becoming a multi-specialist

# New brand strategy presented

**I**n the future, the company plans to position itself with a completely different identity as a “multi-specialist” – with reduced product variety but with newly created proprietary brands: RETUMBLER – Best of drinkware, RETIME – Cool watch concepts and REEVES – Smart electronics.

cally, repositioning means that REFLECTS has significantly reduced its range but, in turn, has significantly expanded its core competencies from generalist to specialist, thereby setting competent priorities. One aspect emerges, for instance, in the form of three new proprietary brands.

### Three brands – more options

RETUMBLER stands for high-quality drinking vessels and a large range of matching utensils. RETIME presents itself as a classic, high-quality watch brand for timeless advertising. And REEVES includes, for example, power banks and USB sticks which are characterised by their attractive design, their practical use and ideal advertising options. The new proprietary brands are complemented by accompanying service offers. These include the “Bayamo Corporate” principle in the RETUMBLER segment. This enables customers to put together their drinking cups individually according to their own wishes.

### Structured management system

At the same time, marketing was completely redesigned and a structured management system was installed, thus enabling rigorous administration of all success-related factors in the company. Managing Director Meinhard Mom-bauer, Marketing Manager Peter Leseberg and Sales Manager Frank Krüger explained the repositioning at PSI 2020 in front of the vivid backdrop of the new trade show appearance.

### Concentration on the core competencies

Since the company was founded 32 years ago, change has been an integral part of REFLECTS. Therefore it is no surprise that consistent with the new year a new course is also being taken in terms of corporate strategy. Specifi-





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## Delicious advertising greetings

Magna sweets once again has a lot to offer for the current season. Irresistible sweets are combined with unforgettable messages, thereby creating optimal customer loyalty. One of the highlights is the promotional sachet or mini tetrahedra **filled with new brands** such as m&m's Peanuts. These are peanuts with delicious milk chocolate combined in a coloured sugar coating. The products in the promotional sachet can also be used with sustainable packaging solutions from Magna sweets. The supplier is committed to sustainability and offers appropriate promotional products that are environmentally friendly.

PSI 41617 • Magna sweets GmbH  
Tel +49 8146 99660 • info@magna-sweets.de  
[www.magna-sweets.de](http://www.magna-sweets.de)



## Sustainable change

The promotional product manufacturer Pins & mehr shoulders its ecological responsibility. It aims to eliminate plastic packaging from the supply chain and to replace it with environmentally friendly alternatives. It has started with pins and badges. In order to protect these small metallic pieces of jewellery during transport, they are currently individually packaged in poly bags during production. Adequate replacement for the non-ecological plastic bags has been found. From now on, **compostable plastic bags** will be used as standard, without additional costs. They protect the sensitive content just as well as the transparent film packaging. The new bags made of compostable and environmentally friendly material are semi-transparent and a great alternative to conventional, environmentally harmful plastic bags.

PSI 46925 • Pins & mehr GmbH & Co. KG  
Tel +49 8233 793120 • info@pinsundmehr.de  
[www.pinsundmehr.de](http://www.pinsundmehr.de)





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## Promotion on velvet paws

emotion factory is now tapping into a completely new target group in the promotional product industry thanks to the **love of pet owners** for their cat: Veterinarians, pet shops, cat breeders and pet shops. The product range extends from cat treats in organza bags to treats packs, baking moulds in matching cat and mouse shapes, and cat grass in a decorative tin can. After the introduction of products for dogs two years ago, the promotional product industry is now focussing on cats.

PSI 41016 • emotion factory - Heri-Rigoni GmbH  
Tel +49 7725 93930 • Armin.Rigoni@heri.de  
[www.emotion-factory.com](http://www.emotion-factory.com)



## For optimal atmosphere

The 2020 European Football Championship is just around the corner! It is high time to buy fan merchandise according to the experts at elasto who offer a complete range of **self-inflating fan merchandise**. So how do these mood-makers, that not only guarantee fun in the stadium, actually work? The inside of the products contains a sachet filled with liquid and a granulate. When the sachet is burst with a light blow or by pressing firmly, the respective article will inflate completely in a short time due to the reaction of the granulate and the liquid. This effect even lasts for several weeks and ensures an optimal European Championship atmosphere. All articles are chemically tested and do not present any health risk.

PSI 41369 • elasto form KG  
Tel +49 9661 8900 • mail@elasto.de  
[www.elasto.de](http://www.elasto.de)





## Fruity popular ambassadors

Skittles, the small coated dragees that are as colourful as a rainbow, with a sweet sugar coating for a crispy bite and a fruity soft core, are used by Jung as popular ambassadors. They surprise with a **real fruit explosion** in the mouth and ensure unique chewing fun. All of this promises great advertising success, according to Jung's experts who recommend the 10-gramme mini bag. On request, the mini bag can be made of white or transparent compostable film which can be individually printed with refreshing advertising messages. It is filled with a delicious Skittles mixture in the popular flavours orange, lime, lemon, strawberry and black currant.

PSI 41545 • JUNG since 1828 GmbH & Co. KG  
Tel +49 7042 9070 • zentrale@jung-europe.de  
[www.jung-europe.de](http://www.jung-europe.de)



## Fans made with passion

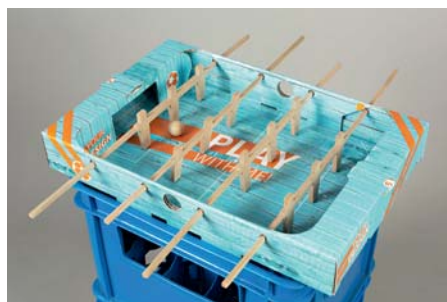
The Spanish company Joseblay has been making **fans** for more than 60 years, a craft that is carried out with great attention to detail and to the highest perfection. Every year new designs and colours are created. Fans are still popular and are therefore ideal as promotional products. Messages can be printed on the frame or the slats. There are an infinite number of possibilities when it comes to colour design.

PSI 47670 • Abanicos JOSEBLAY  
Tel +34 961 513097 • info@joseblay.com  
[www.joseblay.com](http://www.joseblay.com)

## Sustainable table football

Creating football tables without plastic and without metal in various sizes was the goal of b+a Vertriebs GmbH to contribute to sustainability. The company developed three completely new products which have already met with an extremely positive response. Available are: The Kickerland **XS Desk Football Table** which is folded from a sheet and sent as a teaser in a C4 envelope; the Cardboard Beer Crate Football Table which can be printed and fits securely on all common beer crates; the ready-to-assemble Kicker without a playing area, made entirely of wood and fully playable.

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# The epidemic

**A**nyone who has visited Hong Kong in recent years may be familiar with the SARS monument. Above all it commemorates the brave doctors and nurses who were infected during treatment and died. In February 2002, the disease spread from Hong Kong throughout the world. The Corona Virus has already claimed significantly more victims than SARS. China's efforts to contain the virus are drastic. One can only hope that the measures will be successful.

The impact of the epidemic on the global economy is already enormous. China's exports rose 7.9 percent to US\$ 238.3 billion in December 2019, the first significant increase since the beginning of the year. How will the Chinese economy develop in 2020? What impact on the promotional product industry is to be expected? Assuming that imports from Asia remain above 80 percent, idle factories and neglected containers may have dramatic consequences for the supply chain.

With sales of promotional products in Europe totalling 14 billion euros, this is a serious, threatening scenario. "Made in Europe" is therefore becoming increasingly important. However, this is little consolation when in doubt. Another critical point is sourcing in China. What will happen in the next few months? A number of suppliers have already informed me that they will not be travelling to China in April. This is disastrous for Hong Kong as well as the Hong Kong Gifts & Premium Fair. Trade shows in Asia have already been cancelled. Let us hope for all of us that the virus can be contained and that a vaccine will soon be available.

Best regards,



Michael Freter  
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**Please give some consideration to the product presentations of the May 2020 issue with the thematic groups “Office supplies and writing utensils” as well as “Health, sport and fitness” and send your product suggestions (image and text) no later than 16 March 2020 to:**

**Edit Line GmbH – Redaktion PSI Journal**  
e-mail: hoechemer@edit-line.de

## GWW annual general meeting



GWW, the German promotional product association, used the new schedule for the spring TREND and NEWSWEEK kick-off at the Offenbach trade show on 13th and 14th February of this year for its annual general meeting the day before. In addition to a review of the year 2019, the election of the board, a look at future and current projects as well as extensive networking awaited the members. We were there to report.

## Thoroughly sustainable



Botanical PaperWorks is an example of how adventurous papermaking can lead to a successful, sustainable company. The protagonists from the very beginning: Mary Reimer and Heidi Reimer-Epp. This is particularly noteworthy as they are mother and daughter.

## Imprint

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