

PSI EUROPE

PSI Journal

International Magazine
For Promotional
Products

April 2020

Volume 59



Botanical PaperWorks

Heidi Reimer-Epp
Thoroughly sustainable

Product Guide

Fashion, Workwear, Caps
and Accessoires
Calendars and Packaging

Spring Trend and Newsweek launch

Kick-off in graffiti look

Creartiv

The art of
successful advertising



Sustainable Textiles

Setting a global standard

> WIRELESS

CHARGING KALENDER VYNN®

> > > Verbindet die analoge mit der digitalen Welt < < <



 **Vim**[®]
Solution GmbH
Electronic & Trends

Vim Solution GmbH / Im Eck 5 / 79199 Kirchzarten / Germany
phone: +49 (0) 7661 90 949 - 200 / fax: +49 (0) 7661 90 949 - 249
mail: vertrieb@vim-solution.com / shop: www.vim-solution.com



Editorial

Wake-up call?

The editorial in the March issue was entitled "Now the world has a problem". Yes, and this problem is getting bigger every day. Its name: Sars-CoV-2, the corona virus. In China, the numbers are certainly falling significantly, but in Italy the number of cases of infection, in proportion to the population, is far higher than in China. Our EU partner is being strangled by a tiny, invisible enemy. Vast regions of Bella Italia resemble a ghost country. At this time of the year there is normally a hive of activity on the slopes of South Tyrol, but now there are at most real snow hares and marmots. The country of good taste, fashion and great wines is Germany's fifth largest trading partner, and Germany is Italy's most important trading partner. We are similarly closely connected with our Romanesque sister France.

This virus is particularly dangerous for Italy because the country's economy is chronically ill. In this condition, it affects both country and people. The country with the second highest debt in Europe not only needs our help in light of the refugee crisis. The European family cannot watch when a member stumbles, even if it is not entirely absolved from blame. All European countries are economically interwoven. That is the way we have always wanted it – and it has benefited us all in Europe. A crisis always reveals how strong a family is.

No matter how you feel about the measures that are currently being taken, we will not be able to influence them. When we cannot influence the direction of the wind, we have to set the sails correctly. Perhaps the corona storm is the wake-up call that the world needed. Yes, globalisation and the relocation of workbenches to Asia worked well for many years, made many people rich and massively reduced poverty. This development was always guided by the price. However, this strong fixation on the price not only created supply uncertainty that lies ahead or is already being felt in many places due to the corona virus. In many areas, too, the price has literally stifled creativity. With no shortage of players in our market, this has resulted in too much monotonous uniformity in product ranges – as I said, in some areas. Supply reliability and creativity can therefore benefit from the wake-up call.

In conversations with importers (PSI Business Newsletter), one hears not only in passing remarks that this wake-up call has also been heard. More and more companies are searching around Eastern Europe and in countries close to the EU. Even before the corona virus emerged, since China has become more expensive and other Asians cannot really take its place, neither qualitatively nor quantitatively.

"There is nothing so bad that it is not good for something," says an old proverb. Let us hope it is also true for the corona virus. And we hope for the people and the promotional product industry that the worst will soon be over and that there will not be too much damage.

On this note

Manfred Schlösser | Editor-in-Chief PSI Journal

Your opinion: schloesser@edit-line.de

New QS40 Air



Prodir is a brand of Pagani Pens SA.



**PROMOTIONAL GIFT
AWARD 2020**

prodir®

**Personality pens.
Swiss made.**

Prodir Deutschland
Hotline +49 6762 4069 0

Prodir Schweiz
T +41 91 935 55 55

Prodir Österreich
T +43 2622 40301

www.prodir.com
open.prodir.com

TRENDS & BRANDS

4

MARKET RESEARCH

8

FOCUS

GOTS: A high-level standard 10

PRODUCT GUIDE

Fashion, workwear, caps and accessories 16

INDUSTRY

Companies, events, markets 34

GWW: Annual review 38

Spring TREND and NEWSWEEK launch 40

Plan Concept Promotional Product Trade Show:
Green dominates 42

K+M in-house trade show 2020:
Sustainability concept is well received 46

PRODUCT GUIDE

Calendars and packaging 48

COMPANIES

Botanical PaperWorks:
Sustainable through and through 60

BAGS BY RIEDLE:
Advertising that grows and thrives 64

CREARTIV:
The art of successful advertising 66

PRODUCT GUIDE

Innovative products 68

OPINION

78

PREVIEW – IMPRINT

80



MISTER BAGS®

Our Food Bag Collection

The entire „Food Bag Collection“ from Mister Bags is produced in a particularly ecological way under fair working conditions. Their cotton consists of 100% exclusively organically produced natural fibres and meets the highest standards. This also includes the LFGB certificate from TÜV Rheinland for absolute food safety.

Extremely durable and reusable, each product of the Mister Bags „Food Bag Collection“ is particularly environmentally friendly and 100% recyclable.

- ✓ **GOTS - certified organic cotton**
- ✓ **Fairtrade - certified**
- ✓ **OEKO-Tex - certified**
- ✓ **LFGB tested (food safe)**
- ✓ **Recycled PET mesh**



All of the cotton is Fairtrade certified and sourced from Fairtrade producers.
Visit www.info.fairtrade.net

Adam

N° 2333



Eva

N° 2334



Sissi

N° 2343



Franz

N° 2342



Fritz

N° 2347



GOTS: A high-level standard 10

Sportswear, teamwear, workwear, corporate fashion and textile accessories play a major role in the world of promotional textiles. A special focus: sustainability. But how can sustainability really be evaluated? One point of criticism is the lack of international standards for this. One standard, however, is gaining more and more worldwide recognition: GOTS.

GWG: Annual meeting, spring Trend and Newsweek launch 38

In February, TREND, which had previously only been established as an autumn event, had its premiere as a spring event on the fair-ground of Messe Offenbach am Main. The next day, the opening of NEWSWEEK, the GWG's industry customer trade show, followed. Prior to this, the association members met for their annual association meeting. We report.



It is so green 42

Spring marks the beginning of numerous trade show events in the promotional product industry. We were guests at two exemplary in-house trade shows of well-known promotional product distributors. At Plan Concept in Essen and at K+M in Obertshausen, the colour green stood in the foreground: sustainable product innovations and marketing concepts for a clean advertising future.



Sustainable products through and through 60

Nothing is more permanent than change. This insight also applies to companies in the industry which 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 compelling examples.





Self-experiment with book

Individual special editions

Edition Michael Fischer GmbH

www.emf-verlag.de

PSI 49982



Dopamine fasting is the latest trend from Silicon Valley. Accordingly, mobile phones, laptops, and the like as well as meals and social contacts are taboo for a certain period of time. The idea behind it: to keep the dopamine level as low as possible in order to be able to perceive stimuli even more intensely after "fasting". Dopamine fasting should make people more motivated, focus better and work more productively (gruenderszene.de, „Reizüberflutung: Dopaminfasten ist der neueste Trend aus dem Silicon Valley). For positive feelings that are experienced more intensely after "fasting", the promotional product industry offers very creative analogue solutions.

So far, the Scandinavians have set the tone in terms of lifestyle: the hygge, which stands for balance and comfort, came from Denmark. Sweden embraced the well-being of the community with Lagom. Finland, on the other hand, adopted Sisu, which means to accept challenges and transcend borders. The Dutch are much more relaxed. This is where "niksen" comes from, a trend that celebrates doing nothing. Relax, wait and see over a cup of tea.

Doing nothing
with "niksen"



Smart cup combinations

Römer Lifestyle – Rominox GmbH

www.roemer-lifestyle.de

PSI 43714



**myrtle
beach**

**JAMES &
NICHOLSON**

 **RECYCLED
POLYESTER**

SPORTS

UNSERE ERSTE KOLLEKTION AUS RECYCELTEM POLYESTER

HOTLINE +49 7432 7016-800 | WWW.DAIBER.DE

Move with the times

Watch straps made from apple leftovers

Intermedia Time SPA

www.intermediatime.it

PSI 47758

**Energy mix**

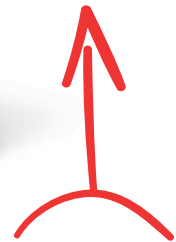
European Football

Championship snack bag

buah GmbH

www.buah.de

PSI 45170



Hardly any other industry produces as many trends as the catering trade.

A trend that has persisted for some time is so-called food pairing in which different flavours should ideally



complement each other to create a new enjoyment experience. Optimal combinations of (or in the broadest sense also with) food can be found in the promotional product industry.

Diverse filling options

Degradable eco paper can

JUNG since 1828 GmbH & Co. KG

www.jung-europe.de

PSI 41545

BIOLOGISCH
ABBAUBAR**Diverse source of protein**

Baking mix fitness bar

Der Zuckerbäcker GmbH

www.suesses-schenken.de

PSI 48449



Alles. Snacks.



NEU

LISA'S CHIPS

NEU

Lisa's
Bio-Kesselchips



NEU



PIZZA SNACK



SNACK DOSE



49

nations trailed Germany in the "Nation Brands Index". In the

study on brand image carried out by Ipsos in cooperation with the political consultant Anhalt, "Brand Germany" took first place, followed by France and Canada. absatzwirtschaft.de

83%

of Americans who have received a promotional product from a company want to continue to do business with it. This emerged from the study "The Confidence to Evolve" by the American promotional product association PPAI.

727.4

billion US dollars is expected to be invested worldwide in advertising by 2022. This was forecast by Zenithmedia in December 2019. statista.com

93 percent

of the companies surveyed for the GWW Promotional Product Monitor 2019 use writing instruments as promotional products. This means that these all-time favourites continue to be the undisputed number 1 and even achieved an increase of 7 percent last year.

3.613 billion

euros was the net turnover of digital display advertising in Germany in 2019. This is indicated by the figures of the Online-Vermarkterkreis (OVK – Online Marketer Group) of the Bundesverband Digitale Wirtschaft (BVDW – German Digital Industry Association). wuv.de

54 percent

of Germans are now listening to podcasts. This is shown by a study by Simon-Kucher & Partners. When it comes to funding, advertising is the most popular form. horizont.net.

2025

is the year for which the deputy editor-in-chief and online strategist of the British business magazine "The Economist" predicts the end of advertising on computers. brandeins.de

retumbler.

Weltmeere würden RETUMBLER empfehlen.



52456
RETUMBLER-GIBALTAR



Im Schnitt verbraucht jeder Deutsche
fast 200 Einweg-Plastikflaschen pro Jahr



Nur aus circa 25 % werden
neue PET-Flaschen recycelt



Müllvermeidung schützt die Tier- und Pflanzenwelt
und verhindert die Entstehung von Mikroplastik



A high-level standard

Global Organic Textile Standard (GOTS)

Sportswear, teamwear, workwear, corporate fashion and textile accessories play a major role in the world of promotional textiles. A special focus is sustainability. But how can sustainability really be evaluated? One point of criticism is the lack of international standards for this. One standard, however, is gaining more and more worldwide recognition: GOTS.

More and more textile companies are following the sustainability trend, for example by using appropriate materials. The McKinsey study "Sustainability is the new must-have" (Fashion's new must-have: sustainable sourcing of scale) has shown that the range of sustainable clothing is growing five-fold each year. Nevertheless, according to the study, the share of the overall market is still small: less than one percent of the products released in the first half of 2019 would have been labelled as "sustainable". There were no international standards for sustainability and clear definitions: According to the McKenzie press release published on the study on 17 October 2019, this sometimes applied to ecological standards, sometimes to social aspects in the production. In the press release, Karl-Hendrik Magnus, partner at McKinsey

& Company and an expert in the fashion industry, said: "There is still a long way to go to objective standards that are internationally binding. Only then will there be an even swifter development."

The entire supply chain at a glance

Standards and certificates in particular are playing an increasingly important role – to the extent that sustainability becomes a sales argument or a new business model. The Global Organic Textile Standard (GOTS) is a label that is gaining in importance for more and more companies based in the textile industry. It is "the world's leading standard for processing textiles made from organically produced natural fibres". GOTS defines the requirements for the entire supply chain for both environmental and wor-



king conditions in textile and clothing production which uses organically produced raw materials. When drafting GOTS, strict and binding requirements regarding ecological and social parameters are laid down. This should take into account the need for a standard “that is suitable for industry and a range of products. Taking both aspects into account, we define organic textiles as textiles that are processed with the least possible impact and minimal use of natural and synthetic chemicals.” The entire supply chain from the perspective of a GOTS certification begins with the first processing step (for example, the ginning of cotton) and ranges from processing companies such as spinning mills and laundries, dyeing shops through to the finished collection and packaging. As a result, in addition to the textile processing companies already mentioned, sewing shops, wholesalers and retailers can also be certified. The GOTS label can also be used for yarns, fabrics, clothing, home textiles and other products made from textile fibres. Organically produced raw materials refers to “organic production based on agriculture that maintains and restores soil fertility without the use of toxic, permanent pesticides and fertilisers (controlled organic cultivation). In addition, organic production is based on appropriate animal husbandry and excludes genetic changes (controlled organic animal husbandry). Only textile products that con-

sist of at least 70 percent organically produced natural fibres can be certified according to GOTS. All chemical additives used, such as dyes and additives, must meet certain environmentally relevant and toxicological criteria. Corresponding requirements also apply to the use of accessories. All processing plants must meet minimum social criteria.”

Increasing recognition worldwide

The GOTS sees its task as being to contribute to sustainable development and to actively cooperate with all relevant stakeholders. It marks an unequivocal draft for the future, according to which “organic textiles become an essential part of everyday life, improve people’s lives and benefit the environment.” According to GOTS, textile processing and manufacturing companies should be able to offer their ecologically produced products with a certification that is recognised in all relevant markets. Ultimately, the GOTS label on the product is intended to provide assurance to end consumers when making their purchase decision. GOTS puts it self-confidently: “The implementation of GOTS combines the desire of the textile industry for a global standard with the desire of the consumer for transparency. The increasing worldwide recognition

and acceptance of GOTS confirm that these wishes are being fulfilled.“ In figures, the world-wide recognition and acceptance of GOTS reads as follows: So far (as of 2019) 7,765 companies have been GOTS certified, of which more than half (4,463) are in the textile-producing strongholds of India (2,411), Bangladesh (1,194) and Turkey (858). In Germany, which ranks fourth, there are 565. For all four nations – and not only limited to them – the following applies: this trend is rising.

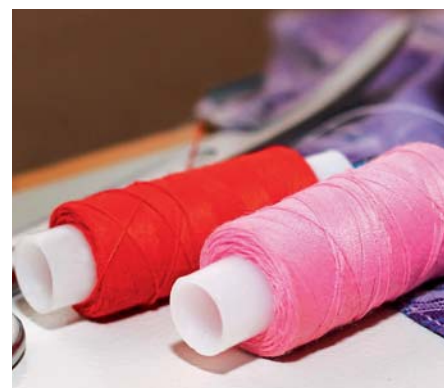
Profound quality assurance system

But why is a standard like GOTS currently experiencing this recognition and acceptance? In order to answer this question, it is necessary to take a closer look at GOTS itself, which consists of four well-known member organisations: the three business associations International Association of the Natural Textile Industry (IVN) in Germany, the Organic Trade Association (OTA) in USA, and the Japan Organic Cotton Association (JOCA) in Japan, as well as the non-profit foundation Soil Association (Great Britain). By their own account, these four organisations – together with other international stakeholder organisations and experts – bring their respective expertise in organic agriculture (raw material production) and environmentally

At a glance

What defines GOTS?

- | **GOTS-certified textiles consist of at least 70 percent natural organic fibres**
- | **Comprehensive environmental and social standards are observed**
- | **A dual protection system through product analysis and on-site inspection**
- | **Transparent criteria for all production levels as well as a GOTS positive list for chemicals**
- | **Holistic approach for the entire supply chain**
- | **Independent certification**
- | **Public database with all certified companies**



friendly and socially responsible textile processing to GOTS. Before GOTS was developed, they each had their own textile standards. This enabled them to contribute their know-how and experience to the joint GOTS project and to develop a corresponding quality assurance system. This system is based on on-site inspections and the certification of the textile processing and commercial chain, which in turn are carried out by specially accredited test institutes based on the GOTS monitoring system. “This guarantees comprehensive security for GOTS-certified textiles,” according to the official wording.

Systematic further development

GOTS-approved certifiers are exclusively selected experts and independent certification bodies. They carry out re-

Sustainable materials

The foundation for how sustainable a textile product can ultimately be is already laid when selecting the resources. The Lead Innovation Blog (lead-innovation.com) writes that, for example, “organically grown cotton, wool from organic animal husbandry, indigenous natural fibres such as flax or hemp and fibres based on cellulose” are alternatives to conventional cotton. Even synthetic fibres offer sustainable options, for example when processing milk proteins. In general, the discovery of new or old types of fibres currently plays a major role. These include nettle, soya, ginger or abaca (banana hemp). New “textiles” made from modified paper or cork also enrich the choice of materials for renewable raw materials. In addition, new production and



dyeing methods such as the dope dyeing process for synthetic fibres are being introduced. There is no need to dye the textiles here because the colour pigments are built into the filaments during the spinning process, which in turn saves energy and, above all, water. Regardless of whether it is recycled fibres, recyclable materials, the important topic of biodegradability, the saving of water, sustainable coatings or the use of natural fibres as functional fibres – there are currently a lot of possibilities for innovative fabric solutions. The product innovations are correspondingly diverse. (www.planet-advertising.com, “Sustainability: the current mega trend for functional materials”, “Sustainability trends at PromoTex Expo 2020”).



Additional information:

At www.global-standard.org, interested companies will find the complete licensing and labelling guide. Frequently asked questions about company and product certification are also listed on this website, as are certification bodies that are approved worldwide, including the areas of application that they can certify.

gular checks on all parties involved in the production of GOTS-certified textiles to ensure that all environmental and social requirements of GOTS are met. They apply the standard, the procedures and the tools of the GOTS programme. The extensive knowledge gathered in this work is important in order to establish and develop a practical system for the market. This makes a very decisive aspect clear: GOTS is not a static but rather a dynamic standard which also and, in particular, involves the continuous and systematic further development of better textile processing methods. As part of this continuous improvement, GOTS works with international stakeholders such as the textile and clothing industry, chemical suppliers, organic agriculture and environmental organisations, labour rights groups and unions. The international approach plays a crucial role in this because: “In contrast to purely natio-

nal standards, it also helps to remove the hurdles for international trade.” And that too can only be achieved to the extent that the standard is credible. To ensure this credibility, GOTS uses a two-stage system. On the one hand with the aid of the described certification procedures, on the other hand by protecting the label. “If there is evidence of misuse of the GOTS label or reference to a GOTS certification, we carry out investigations and impose sanctions,” is the unequivocal announcement. This brings us back to the clear goal for GOTS already defined at the beginning, that textile processing and manufacturing companies can offer their ecologically produced products with a certification that is recognised in all relevant markets and thus ultimately gives end consumers assurance when making their purchase decision.

<

Proper Labelling: Subvision into two label-grades

Label-grade 1: using 95 – 100 % organic fibres:



Organic
Certified by [certifier's ref.]
Licence no 12345

Label-grade 2: using 70 – 94 % organic fibres:



Made with [x] % organic materials
Certified by [certifier's ref.]
Licence no 12345

Only textiles produced and certified according to the provisions of the standard can carry the GOTS label. The standard provides for a subdivision into two label-grades:

- **Label-grade 1 'organic':** ≥ 95% certified organic fibres, ≤ 5% non-organic natural or synthetic fibres
- **Label-grade 2 'made with X% organic':** ≥ 70% certified organic fibres, ≤ 30% non-organic fibres, but a maximum of 10% synthetic fibres (respective 25% for socks, leggings and sportswear), as long as the raw materials used are not from certified organic origin, a sustainable forestry management program or recycled.
- **In addition there is the specification of the certifier and the licence number of the certified company.**



stilolinea[®]
WRITING INSTRUMENTS SINCE 1972

Recycled

RECYCLING PLASTICS FROM
END-OF-LIFE DURABLE GOODS

IT REQUIRES LESS THEN 20% OF THE
ENERGY NEEDED TO PRODUCE VIRGIN
MATERIAL FROM PETROLCHEMICALS

GUARANTEED SAVING OF HUGE
QUANTITIES OF GREENHOUSE
GASES

★ OLD THINGS TURNED
INTO NEW PENS ★

r-Pet

RECYCLING OF PLASTIC FROM BOTTLES

PET CAN BE TRANSFORMED REPEATEDLY
FOR THE PRODUCTION OF VALUABLE
PRODUCTS

THE TRANSFORMATION OF PET SAVES 50%
OF ENERGY COMPARED TO THE
PRODUCTION OF NEW PET

Bio-degradable

GAS EMISSIONS REDUCTION

NON-RENEWABLE
RESOURCE SAVINGS

LOWER ENERGY CONSUMPTION

FROM BIODEGRADABLE
NON-TOXIC MATERIALS



A TREE AS
A GIFT BUYING STILOLINEA
ECO-PENS



compostable
7H0033

★ PLA MATERIAL ★



Did you know
that silver ions are
potentially harmful?



iPROTECT ZINC IONS,

THE UNIQUE PEN WITH
A NATURAL ACTIVE
PRINCIPLE

NO BIOCIDES ➤ NON TOXIC

NON-OXIDATION ➤ PROTECTION NO LIMITS

MICROBIOLOGICAL TESTS CERTIFICATION



100% MADE IN ITALY

STILOLINEA - Via Toscana, 26
10099 San Mauro T.se (TO) ITALY
Ph +39 011 2236350 - Fax +39 011 2236337
info@stilolinea.it - www.stilolinea.it



Whether it be for work or the diverse facets of leisure: **Chic and trendy** from tip to toe, the manufacturers and finishers of the industry supply **truly attractive products** for almost any situation in life.



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

Airy sun protection

Breezy, the 5-panel baseball cap from Inspirion, is available in four colours and is something that nobody should be without in summer. Four segments are made of an air-permeable mesh so that the wearer stays cool even on hot days. The cap can be flexibly adjusted thanks to the size-adjustable head closure. The reinforced front segment in white is ideal for an eye-catching advertising space for a customer logo.



PSI 40807 • Gabriele Bühring
Tel +49 4154 79540-0
vertrieb@buehring-shop.com
www.buehring-shop.com

Strong organisational talent

The new Multi-Snap cable holder from Bühring is made of PU or fine cowhide nappa and catches the eye with its almost round shape. The Multi-Snap is a multi-talent and can cover the camera on a notebook, tablet or smartphone if it is not being used to arrange cables. The product can also be produced in individual shapes or sizes from numerous materials and colours and discreetly embossed inside or out. The delivery time is approximately five to six weeks after approval of the sample and logo, depending on the quantity, material and colour. Gabriele Bühring's long-standing Indian supplier partner is certified by SGS in accordance with OHSAS 18001:2007. Multi Snap can also be produced in Germany, which means a shorter delivery time. The products are packed loosely in a box.



40 Jahre Kompetenz in Plüsch

Wählen Sie Ihre Favoriten
aus mehr als
500 SEMO-Plüschtieren!



- Jährliche Neuheiten
- Premium Edition
- Sonderanfertigungen nach Kundenwunsch
- Veredelungen



TRIGON Deutschland GmbH
Kränkelsweg 28 • D - 41748 Viersen
Tel. 02162 - 53008-0 • Fax - 53008-20
E-mail: info@semo.de • www.semo.de



Contrasting colour accents

The birdiepal seasons W209 from Euroschild Eberhard Goebel is a modern lifestyle city automatic umbrella with an intense colour effect for him and her. This quality product with a fibreglass shaft is entirely wind-resistant because its sturdy frame is made of fibreglass. The shaft, the grip elements and the inside of the canopy are bright orange. All other elements come in matte black, thus ensuring that the orange tone comes into its own even more. The frame contains eight extra reinforced fibreglass ribs. The reliable automatic opening is triggered by a button integrated into the handle. The ergonomic handle is made of EVA hard foam and creates a dry, non-slip feeling when wet. The high-quality polyester canopy is black on the outside, PU-coated on the inside in bright orange and offers a UV protection factor of 50+. Last but not least, the automatic umbrella has a modern and practical nylon protective cover for hanging somewhere with a mesh insert for optimal ventilation. There is a brand label on the sleeve and on the cover.

Black Forest cherry delight

As a company located on the edge of the Black Forest, it is a matter of course that Kalfany Süße Werbung cooperates with regional confectionery partners and develops new sweet delicacies that inspire the promotional product market beyond regional borders. This led to a filled Black Forest cherry praline from the Schwarzwald Chocolate brand, without alcohol, but with lots of Black Forest feeling. The packaging can be designed in a chic design depending on the company. The filled milk chocolate pralines, with at least 32 percent cocoa, are individually packaged in promotional flow packs and captivate customers with a soft melting taste of Black Forest cherry cake.



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

NEU

emsa

JETZT **DREHT SICH**
DER EMSA BESTSELLER
NOCH **EINFACHER!**



+

NEU

FÜR NOCH
**LEICHTERES
AUFDREHEN**

TRAVEL MUG
Easy Twist



Better with the Blue Angel eco label

The natural-coloured memo bags and pouches made from organic cotton are unique. Not only because they are made from GOTS- and Fairtrade-certified organic cotton, but also because they are the only ones worldwide that are allowed to bear the Blue Angel eco label. They thus meet particularly high ecological and social standards, and harm humans, the climate and the environment as little as possible with pollutants – and that is much more than most comparable products on the market can claim. Another advantage is that when cultivating organic cotton, enormous amounts of water are saved: a bag made of conventional cotton requires around 2,200 litres of water to manufacture, the bag made of organic cotton almost 90 % less.



Entirely sustainable

Advertising companies are investing in the future with Alta Seta's OceanTowels. For the individually woven OceanTowels, the long-standing company from Lower Saxony preferably uses plastics that are collected in the oceans – for a better environment. For this reason, the specialists offer light, pleasantly soft and vegan OceanTowels made from recycled yarns. Two percent of the profit from the sale of these recycled polyester towels goes to One Earth One Ocean e. V. The environmental protection organisation is financed exclusively through donations.



PSI 42874 • Brecht Profashion GmbH
Tel +49 7252 7900
info@brecht-profashion.de
www.brecht-profashion.de

Antistatic wardrobe

The new ESD articles made of micropolyester from Brecht Profashion have a particularly soft structure yet are nevertheless extremely shape-retaining. ESD stands for electrostatic discharge. The special two-layer structure of the knitted fabric enables a mix of skin-friendly cotton on the inside and durable, colour-intensive micropolyester on the outside. Thanks to the polyester fibre, the colour remains brilliant even after many washes and the shirts always look neat. New technologies enable the production of breathable ESD textiles made of micropolyester and Coolmax® All Season: Thanks to the use of technologically innovative fibres, the textiles are extremely comfortable to wear and comply with the applicable safety regulations. ESD protective clothing is certified according to DIN EN 61340-5-1.

FACT

by FARE®

waterSAVE

Jeder Tropfen zählt: Das neue Bezugsmaterial macht aus FARE®-Schirmen wahre Umweltschützer. #FAREfact



» Weitere Facts finden Sie unter

www.fare.de/feed



PSI 45666 • Halfar System GmbH
Tel +49 521 98244-0
info@halfar.com
www.halfar.com

Recycling Circle

The upper material of the new Circle bag series with backpack, shopper and shoulder bag from Halfar® consists of rPET, i.e. fibres that are obtained from recycled PET bottles. These practical transport helpers impress with their clear, tidy design. Urban and minimalist, the three bags come in mottled light grey, mottled blue-grey and mottled black. The courier shape with a plug-style closure and a zipped main compartment is characteristic of the Circle backpack. A padded pocket and an organiser provide plenty of space. A side zipped front pocket and two side compartments stow smaller things, drinking bottles and more. Shoppers and shoulder bags also have practical compartments on the outside. Its spacious zipped main compartments and handles or straps make everyday life more comfortable. The fact that the bags do not require PVC also contributes to the sustainability of the series.



PSI 49767 • J.S. Fashion GmbH
Tel +49 2871 241650
info@js-fashion-gmbh.de
www.js-fashion-gmbh.de

Fresh corporate workwear

The current set from J.S. Fashion, consisting of braces, socks and bow, optionally with a tie, appeals to the fashion-conscious man or stylish employee. The range can be ordered immediately from stock and is made exclusively from the best materials to ensure comfort, quality and fit. The set is certified according to the Oeko-Tex Standard 100 and is packed in a gift box. On request, it can also be used as a give-away, customized with the customer's logo. Always ahead of the times, the design and development department of J.S. Fashion also creates new models made from recycled polyester. Many of the items are also available individually and in many other colours.

PRODUCT FINDER

NEU!

TEILEN SIE
INDIVIDUALISIERTE
PRODUKTLISTEN
MIT IHREN KUNDEN!



**ICH SEH' SCHWARZ...
ROT, GOLD!**

**QUALITÄTSWERBEMITTEL
AUS DEUTSCHLAND!**

WWW.PSIPRODUCTFINDER.DE/DEUTSCH



PSI 46918 • Filanti S.R.L.
Tel +39 031 563668
info@filanti.com
www.filanti.com

Attractive and cuddly

The attractive, soft and cuddly scarves from Filanti are made of organic cotton and certified with the GOTS environmental seal. Made in Italy, the pretty scarves can be created neutrally in different colours and sizes as well as with a woven logo, from a minimum quantity of 100 pieces. The packaging is also made in Italy and consists of completely recycled Fedrigoni paper. Plastic sleeves are no longer used: the scarves arrive at the customer wrapped in tissue paper.

Colourful shirt worlds

The T-shirt collection from Stiefel with the cheerful title "The world is colourful ..." contains six motifs and is made of 180 grammes/square metre cotton in premium quality. The textile classics are comfortable, regular-cut T-shirts with a classic short-sleeved cut and a round neck collar. They are available in black and in sizes XS to XXL. The shirts are available in three different versions. With a print of a glowing figure of the world, whereby the individual continents of the earth are shown in bright colours. Below in the middle is the white lettering "The world is colourful". Developed for all fun-loving globetrotters and travel enthusiasts. Also with imprinted colourful continents, arranged vertically, with English names in white letters. Last but not least, the T-Shirt model called Bavaria is intended for all those who associate with their homeland or have enjoyed a nice holiday in the Free State of Bavaria: printed with white "BAVARIA" lettering, whereby the letter "A" serves as the contour of the map representing the Free State of Bavaria.

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





PSI 60144 • Slimpuro / EDCE Ventures Ltd.
Tel + 49 3062938977
info@slimpuro.com
www.slimpuro.com

Practical and safe

The ZNAP Slim Wallet from slimpuro combines the convenience of a classic wallet with a fully-fledged note compartment and a removable coin compartment with the advantages of a purely ultra-slim card case. It has been milled with the greatest care from a piece of aluminium. High-quality and durable materials, such as genuine leather and cork fabric, perfectly complement the case. The case is also RFID protected and thus prevents unwanted data reading. The compact design with rounded edges allows easy placement in the front pocket. slimpuro is a young start-up specialising in innovative slim wallets and matching accessories. They creatively and tirelessly strive to continuously develop their products and optimise them.

Spitzenqualität!

besondere Regenschirme



Jetzt aktuelle
Produktkataloge
anfordern!
www.euroschirm.com

Fon +49 (0)731-140130 • info@euroschirm.com

E.L. CRAVATTE

E-TAIL • DISTRIBUTOR • WHOLESALE

**Ihr Spezialist für Damen-, Kinder-
und Herrenaccessoires**

Bedruckung möglich ab 10 Stück

**Maßgeschneiderte Accessoires
schon ab 30 Stück**

Krawattenspezialist.de
Fliegenspezialist.de
Ledergürtelspezialist.de

Hosenträgerspezialist.de
Accessoirespezialist.de
Manschettenknöpspezialist.de

All weather

Trendy, the multifunctional scarf from Inspirion, is a multifunctional accessory that nobody should be without at any time of the year. It offers protection from heat, cold and wind. No matter whether as a headband, scarf or braid, this trend article is available in eight different colours, comes as a true unisex product and offers a prominent advertising space for a logo.



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



PSI 46786 • Merkel GmbH
Tel +49 7121 69926-70
lindamerkel@stickereimerkel.de
www.stickereimerkel.de

Textile finishing by laser

Merkel offers surface finishing by laser, the latest trend in textile finishing that boasts the advantage of quick and uncomplicated implementation. This extremely modern type of textile finishing by engraving is a permanent type of finishing that changes the structure of the fabric and cannot be washed out. The motif is engraved into the textiles with a laser beam.

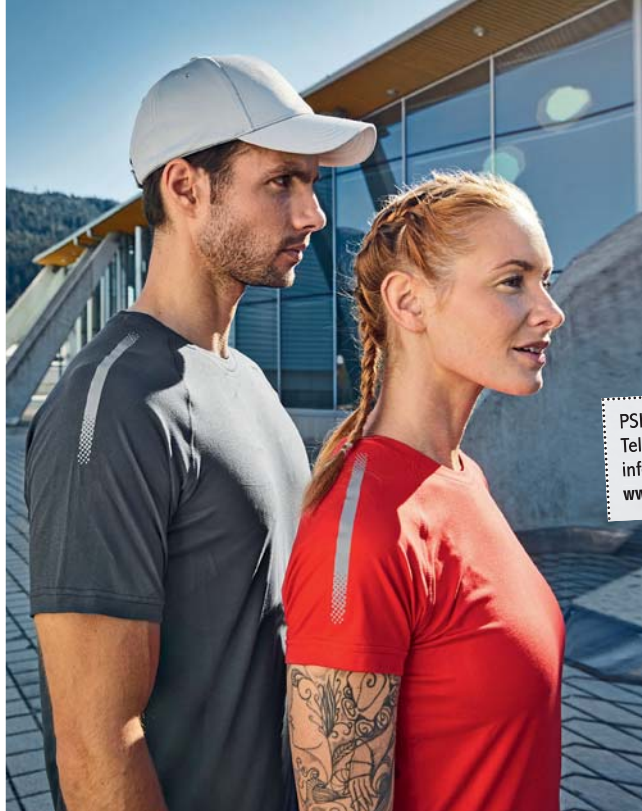
Permanent presence

Regardless of whether you are at work, climbing, driving a car or doing other activities on the go indoors or outdoors, the promotionally efficient hardhat key fobs from Anda Present ensure a constantly present, eye-catching highlight on the waistband or keychain. The small, detailed plastic hardhat miniatures are available in various colours and are ideal as brand ambassadors. Of course, not only on the construction site, but everywhere where there are people and customer contacts. UV LED printing ensures lasting customisation in photo quality.

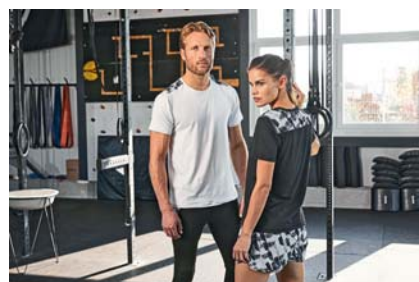


PSI 45753 • Anda Present Ltd.
Tel +36 1 210 0758
export@andapresent.com
www.andapresent.com





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



Sporty made from recycled polyester

Every year Daiber adds numerous new products to its James & Nicholson and myrtle beach range. The two brands offer one of the broadest ranges for fashionable corporate fashion and workwear. Currently in focus: the new Solid Style workwear line and the innovative Sport Collection made from recycled polyester. The 2020 Sport Collection is characterised by the innovative use of recycled polyester and a modern look. Reduced in colour, such as titanium, black, white, bright-red, with plenty of space for individual finishing. The functional shirts are breathable, moisture-regulating and quick-drying, making them ideal for sports and leisure. By producing a sports T-shirt, for example, 25 half-litre PET bottles are recycled. There is also a multifunctional long-sleeve version that is also suitable as an undergarment. Shorts and running tights in different lengths as well as fashionable jackets with a cut hood complete the casual sports outfit. In addition, new jackets, accessories and headwear complement the extensive range of the two brands.



Chic for the head

Chic caps are currently back in fashion. This trend is also part of the Macma assortment: the company from Franconia has hit the mark with its various, attractive cap models. The chic headwear has a polyester net and a practical quick-release fastener. In addition, the products are available at short notice and are AZO-free dyed. An embroidery on the front of the cap is recommended as advertising.

PSI 40909 • Macma Werbeartikel oHG
Tel +49 911 9818133
verkauf@macma.de
www.macma.de

Fashion accessories

Promo-House, the Polish manufacturer of fashionable textile accessories for women and men, is presenting its new collection of customised ties, bow ties and ribbons with a chequered look for this season. With a wealth of experience in textile production and finishing, Promo-House guarantees the precise, tailor-made implementation of textiles that can also be ordered in small quantities, regardless of whether it involves finishing with a logo or a fashionable accessory in the colour of the CI of the customer. In keeping with the latest trends, promotional textiles made from silk, wool, modal or a combination of different fabrics can be finished using either digital or screen printing.



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



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

Cool caps

To this day, caps as a sign of nonchalance have become an integral part of the wardrobe as headgear. The caps from L&S are practical all-rounders that give every outfit individuality. A cap always works. L&S offers a large, high-quality range of caps made of polyester, nylon or cotton. The cool accessories can be printed or embroidered in high quality according to customer requirements. Other features such as mesh elements, snapback closures or rivet decorations can also be selected. The advertising message is placed on the cap in a clearly visible manner. More information can be found at www.lunds-gmbh.com.

-Advert-

BUMPCAPS

ACCORDING TO
EU-STANDARD

CERTIFIED SAFETY IN
HEAD PROTECTION!

VOSS-Cap neo,
Corn blue



SAFETY
MADE IN
GERMANY

VOSS
HELM E

www.VOSS-HELM E.de

Sicherheit durch

Qualität ✓



LED baseball caps

Lumitoys offers two new, unmistakable baseball caps that cleverly highlight individual advertising messages or logos. The Basecap Screen has a wide LED display that can be programmed with various texts, either on the cap itself or alternatively via an app. In addition to the conventional character set with upper and lower case letters and numbers, various symbols are also available. The baseball cap model called Multicolour scores with an individually manufactured logo which is illuminated over the entire surface by LEDs. Depending on requirements, both single-colour and colour-changing LEDs can be used. Both caps are adjustable in size. There are various LED and material colours to choose from. Additional individual embroidery is possible.



PSI 46095 • Lumitoys-GmbH
Tel +49 2331 3775450
info@lumitoys.de
www.lumitoys.de



A fan full of ideas

The Spanish company Joseblay supplies fans in almost any desired design. The handmade air fresheners are designed for the effective marketing of small and large companies. The ideal advertising products for use at individual customer events can be individually printed all-over in full colour from a quantity of 48 pieces. This turns Joseblay's attractive fans into promotionally effective eye-catchers during a theatre visit or at a major sporting or other event.

PSI 47670 • Abanicos Jose Blay S.A.
Tel +34 961 513097
info@joseblay.com
www.joseblay.com



Majestic finish

LoopNation offers a wide range of caps from the classic six-panel cap with 3D embroidery to the playfully unstructured canvas cap with all-over sublimation print. Individually designed with your own logo. Whether it be 3D embroidery, an imitation leather patch with an embossed logo or web label in your own design, at LoopNation, the customer can design his cap entirely according to his own specifications from 100 pieces.



Workwear with embroidery

Passion, reliability and aesthetics are values that have been given particular priority by the textile finishing company Klam Stickerei for more than 30 years. Klam embroiders all kinds of textiles with logos, mission statements or names, from a minimum quantity of only one unit. Short delivery times are guaranteed due to direct finishing on site. In addition, the Swabians also create designs for individual corporate collections and implement special productions.



PSI 49354 • Fifty Five oHG
 Tel +49 2738 30540
 info@fiftyfive.eu
 www.fiftyfive.eu

Sophisticated and easy to wear

If you are looking for a light, all-round jacket that meets the highest demands, the Hazel softshell jackets for women and Labrador softshell jackets for men, which are available from Fifty Five, are ideal for you: In addition to breathability of 3,000g/m² and waterproofness of 8,000 millimetres, they are also entirely free of PFOA/PFOS. Useful details include the three outer and two inner pockets, the removable, rollable and adjustable hood as well as a hem and sleeve cuff adjustment. An advertising message can be attached to the jacket by print or embroidery, stock items are available from one piece. Custom productions are possible from 500 pieces per style or colour with logo. Women's jackets in the colour combination violet-yellow and black stone are available in sizes 36 to 48, men's models in black stone or light blue-dark blue in sizes S to 6XL.

Perfect head protection

You can be injured not only by falling or swinging objects if you do not wear a protective helmet according to EN 397. You can even bump or graze your head on protruding devices and machines. A bump cap according to EN 812 from Voss-Helme protects against that. Voss caps close the gap in the range of helmets for those areas of application for which legislation does not provide for a protective helmet, but in which everyday work always shows us the need. A fashionable baseball cap that provides safety, comfort and design is increasingly being worn on assembly lines as well as in the warehouse, in agriculture, by forklift drivers, crane operators, train workers, welders, airport staff, in slaughterhouses and in the leisure area.

PSI 48682 • Voll-Helme GmbH & Co. KG
 Tel +49 5139 959530
 info@voll-helme.de
 www.voll-helme.de



"EINER FÜR HUNDERTE"



- ✓ HOCHWERTIGER EDELSTAHL, SPÜLMASCHINENGEEIGNET
- ✓ NACHHALTIG UND IMMER WIEDER VERWENDBAR
- ✓ KEINE VERLETZUNGSGEFAHR WIE BEI GLAS STROHHALMEN
- ✓ ROBUST UND ANGENEHMER ALS BAMBUS, PAPIER ODER STROH
- ✓ VOLLSTÄNDIG RECYCLEBAR
- ✓ KEIN AUFSCHWIMMEN WIE BEI PLASTIK, PAPIER ODER STROH

Einzeln oder als individuelles Set mit attraktiven Verpackungsmöglichkeiten.
Nur bei uns: Praktischer Spülmaschinenhalter optional.
Kurze Lieferzeiten. Mindestmenge: 100 Stück.



"GENUSS OHNE VERWÄSSERN"

- ✓ HOCHWERTIGER EDELSTAHL, SPÜLMASCHINENGEEIGNET
- ✓ IMMER WIEDER VERWENDBAR
- ✓ HERVORRAGENDE KÜHLUNG OHNE DAS GETRÄNK ZU VERWÄSSERN
- ✓ ANSPRECHENDE UND EDLE OPTIK



Kühlen ohne zu verwässern dadurch z.B. auch für Wein, Bier und Milch geeignet.
Lasergravur auf bis zu vier Seiten möglich.
Einzeln oder in attraktiven, nachhaltigen Set Verpackungen.
Kurze Lieferzeiten. Mindestmenge: 100 Stück.

Cookie Cutter®
WE SHAPE THE WORLD!
ASSCA GmbH
Cookie Cutter®
Heinrich-Hertz-Str. 28
78052 Villingen-Schwenningen
☎ +49 (0) 7721 68091-50
☎ +49 (0) 7721 68091-50
✉ info@cookiecutter.de

www.cookiecutter.de

REFLECTS takes over GOPROM

As recently announced, Bochum-based goprom Handelsgesellschaft mbH will not cease its business operations, but will accept and process all new orders through REFLECTS GmbH. "A big plus for the customers", says Tobias Gotwald, managing director and owner of GOPROM Handelsgesellschaft mbH, and Meinhard Mombauer, managing partner of REFLECTS GmbH, who are

delighted that operations will continue. In order to enable an optimal transition for the customers, all previous production partners are of course also available. This means that the customary assortment will be retained for customers with the exception of cotton bags and hats which will be discontinued. In addition, customers now have the opportunity to access the extensive range of REFLECTS and its brands. The GOPROM website will remain accessible. As the two companies emphasise, the offer "is of course reserved exclusively for promotional product distributors".

REFLECTS boasts more than 30 years of experience in the product range of GOPROM. After all, the company which was founded in Cologne in 1988 has its roots in small, attachable advertising messages made of metal. A solid cornerstone of the five core competencies of REFLECTS are individual concepts such as pins, lanyards, shopping trolley tokens, key fobs and reusable bags. As a specialist for lanyards, Mein Johann, shopping trolley tokens, key fobs, Digi-Cleaner, pins and the like, GOPROM thus places its business into the capable hands of the experienced team at REFLECTS.

The Cologne-based company REFLECTS is a multi-specialist for haptic promotional products. As a manufacturer and importer of promotional products, REFLECTS has made messages tangible and companies visible since it was founded in 1988. Its range includes well over 1,000 products from the fields of electronics, metal articles, drinkware, office accessories and watches. More than 100 employ-

ees at the site in the Rhine metropolis of Cologne and the partner REFLECTS Hong Kong use finishing techniques such as laser engraving, pad printing, UV printing and doming to optimally present advertising messages.

Contact: www.goprom.de • www.reflects.com

reflects.
goprom



REFLECTS



Employees collect donations for children

Social commitment has long been part of everyday working life at Gustav Daiber GmbH. At the end of last year, the employees again eagerly donated under the motto "Doing good together". The total amount of 1,000 euros will benefit the Evangelic holiday forest home in Tailfin-gen this time. Donations were recently handed over at the

Daiber headquarters. It is not yet certain whether balls, handicraft material or new kitchen utensils will be purchased from the money. But one thing is certain: the schoolchildren will again enjoy the new utensils. www.daiber.de

Delighted at handing over the cheque: Daiber Managing Director Kai Gminder hands over the symbolic cheque to the representative of the holiday forest home.



FestiwalMarketingu.pl

Festival of inspiration

On 9 and 10 September 2020, the “Marketing Festival” will take place at the EXPO XXI Exhibition and Trade Centre in Warsaw. According to the organiser OOH magazine in Katowice, Poland, the largest Polish event in the second half of the year is a “unique combination of trade show, training, presentations and conferences”. Last year, 5,600 visitors met 270 exhibitors. They include promotional product suppliers, printers and event organisers. The festival is aimed at a select group of visitors. People who are not from the advertising industry are expressly denied access. The organiser attaches great importance to the quality of the contacts and less to the quantity. Two conferences will be taking place during the trade show: “Marketing Mix” and “Event Mix”. The “Marketing Mix” conference is aimed at representatives from advertising agencies and marketing departments. The focus this year is on business relations (www.marketingmix.com.pl). The “Event Mix” conference is dedicated to the efficiency of event marketing, current trends and sought-after suppliers for the industry (www.eventmix.com.pl). In addition to the conferences, “Super Gift” competitions will again be held to determine the best promotional products and “POS STARS” this year. In the case of the latter, the best displays are chosen. Practical examples are shown. www.festiwalmarketingu.pl.

Jon Birrell steps down as BPMA CEO

The BPMA has announced that Jon Birrell has decided to step down as CEO of the BPMA in April this year, with a desire to return to commercial life. His knowledge, input and passion for the promotional merchandise industry has been a great asset to the BPMA during his tenure. This move comes in the midst of significant progressive work being undertaken by the BPMA centred around sustainability and end-user research linking both with industry standards.

The BPMA has recruited Carey Trevill as Interim CEO for the coming year to manage these critical projects and with a strong marketing and industry body background, utilising her skills and experience to oversee this period of change. Carey has been a long-time supporter of the BPMA through her previous roles which include leading a marketing trade association. Jon Birrell will be working closely with Carey Trevill during the transition until his departure in April.

BPMA Chair Angela Wagstaff said “Jon has taken the organisation through a tricky economic period of change for our Members and we wish him well on the next step on his journey. The Board welcomes Carey to the role and feels our Members will benefit from her expertise during the changing business climate as we deliver significant resource to help the industry grow”. www.bpma.co.uk



BPMA

Jon Birrell

Supplier of promotional signs and displays

Showdown Displays Europe, producer and supplier of signage, display and promotional products, is introducing themselves to the promotional products industry. They are ranging from exhibition related products, as counters, textile walls and POS items like digital Totem textile banners, to outdoor signs like A-boards, chalkboards, beach flags and much more. In short: all the products for visual communication and promotions. Showdown Displays is able to provide their customers with the right products to make it all possible. From reliable lightweight mobile systems with beautiful full color prints, to moving images on digital display systems. Showdown Displays can offer a wide range of illuminated displays, flags, textile walls, counters and digital displays. All which is needed for promotional advertisement and communication. With their own manufactural facility they are also able to provide customized solutions.

Showdown Displays Europe is the result of a promising and enforcing formation of two well-established companies within the Display and Signage and POS Industry: Jansen Display (1995) and Promic Display Systems (2005). With a combined total of almost 40 years of experience, the company is ready to provide their customers with the knowledge and expertise to take 3D advertisement to the next stage. As of May this year, Jansen Display & Promic Display Systems will serve their customers under the new name Showdown Displays Europe. But right now, all Showdown product are available to order. Showdown Displays Europe is ready to take any orders or requests. Just turn to:

**orders@showdowndisplays.eu –
www.showdowndisplays.eu/PSI**

Showdown Displays Europe



B2B partner of Rituals expanding in France

As from 2004 Trendfactory and Rituals work closely together. Trendfactory is the exclusive B2B partner of Rituals, the fastest growing cosmetics brand in Europe. Trendfactory has now become a household name in the corporate gift market in Benelux, Germany, Austria and Switzerland. From 2020, the B2B partnership with Rituals has been expanded to France. Rituals allows you to find happiness in the smallest of things. Inspired by the wisdom and ancient traditions of Asian cultures, Rituals created an extensive collection of luxurious yet affordable products for home and body: "We hope to enrich your life using unique signature fragrances that are carefully designed and composed by the world's finest perfumers." **info@trendfactory.fr – www.trendfactory.fr**

Trendfactory

Exclusive Gifts represents LAMY in the B2B market

The Hamburg-based company Exclusive Gifts B2B GmbH, which specialises in the distribution of foreign brands for resellers, will in future exclusively represent the Heidelberg premium brand LAMY. Managing Director Marco Kröhn comments: "With the more intensive cooperation in the future, we would like to work with LAMY to further develop the service quality for our customers in the promotional product trade. In addition to Germany and Switzerland, we will now also demonstrate our expertise and knowledge in Denmark, France and Italy. In order to be able to serve the new markets, we expanded our team accordingly at the start of the year."



The new B2B team of Exclusive Gifts (from left): Dana Giebeke, Denny Wong, Homa Bösch, Lucas Kalauch, Victoria Gutsmedl, Marco Kröhn.

In the writing instrument range, such as the LAMY AL-Star black EMR for digital writing as well as on paper, this year sees the introduction of LAMY's first own notebook series called LAMY paper. "We are expecting an exciting year in 2020 and are looking forward to the new challenges together with LAMY", says Marco Kröhn.



Exclusive Gifts B2B

Contact:

Official LAMY B2B Distribution DE, CH, DK, FR, IT
Exclusive Gifts B2B GmbH, www.exclusive-gifts.com,
LAMY@exclusive-gifts.com, Tel. +49 40 228679400

A fresh start in France

BrandCharger has appointed John Del Rosario as an agent for France. Del Rosario has experience in representing and building global brands such as Rubik's cube promo and Plastoria and his team will lead the distributor sales in France that BrandCharger was lacking. Del Rosario will be responsible for the management and development of existing and new accounts and regional relationships for BrandCharger. "We are very happy to have John Del Rosario aboard for France a market that is known as a top 3 European country for sales turnover" said Ethan Ung, Vice President of BrandCharger Limited. "This was a logical next step after establishing our subsidiary office in Rotterdam, The Netherlands mid 2019 and further European expansion beyond Northern Europe in 2020. Given John's track record in the industry, and with someone right on top of the French market, we are very exciting about this."

BrandCharger, a renowned player in the corporate gifts Industry. By winning 19 Industry awards and being nominated many times around the world in just 8 years BrandCharger has proven to be a serious player. Apart from the Netherlands BrandCharger has offices in Hong Kong, China, and The United States of America.

www.brandcharger.com



From left: Mike Stas (Sales Director Europe), John Del Rosario (Sales Agent France Brandcharger), Fleur Vernet (Sales Assistant France), Ethan Ung (Vice President Brandcharger).

In mid-February, the German promotional product association (GWW) invited participants to its annual general meeting in Offenbach. During the meeting, the board informed the members about the association's work in the past year, the trade shows and the current projects. There was nothing surprising about the election of the board which merely resulted in a single change of position.

GWW Annual Review

Out and about for the promotional product

GWW members met in centrally located Offenbach for the annual general meeting the day before the spring Trend and the start of the Newsweek. To begin with, CEO Frank Dangmann welcomed the participants and, supported by Managing Director Ralf Samuel, summarised the activities of the umbrella organisation in the current year. A look at the number of members revealed 67 new members and 20 departing members. With an increase of almost 50 companies, the GWW sees an endorsement of its previous strategy of recruiting members which is to be continued. This includes, for example, the distribution of a brochure that clearly illustrates the benefits of membership.

Industry sales grew again

In order to continuously provide the industry with relevant arguments for the use of promotional products, the Promotional Product Monitor is reissued every year. The

results once again show that promotional products are becoming increasingly important in the digital age. Sales of promotional products rose slightly to 3.65 billion euros in the year under review. This puts haptic advertising behind television advertising in second place among the advertising media surveyed. Overall, the use of promotional products in companies remains almost constant compared to the previous year. The topic of sustainability is now not only reflected in the product ranges of suppliers, it also plays a role for around two thirds of users when buying promotional products. For three quarters of the companies, additional costs of 10 percent are acceptable. If one takes into account the long service life and the low wastage of promotional products, this alone makes them sustainable and therefore particularly effective. The Advertising Impact Study provides detailed information on this, the results of which have already been incorporated into a brochure that GWW members can use for their acquisition. The image and awareness campaign also takes up key messages from



the Impact Study to provide information about the effectiveness of haptic advertising.

Efforts to relieve the burden of bureaucracy

An important field of activity of the GWW is political work in which multipliers and decision-makers are specifically addressed. The key word under which the GWW's most important requirements can be subsumed is bureaucracy relief. Disproportionate bureaucratic effort, such as that which arises as a result of the recipient's obligation to keep record as well as flat-rate taxation, hinders the advertising activities of medium-sized companies and ultimately comes at the expense of the industry. During a large number of talks, including with central associations, various committees and members of parliament, the requirements for simplified record-keeping and the introduction of an object-related exemption limit were formulated. The results of the study were once again helpful in adequately outlining the relevance for the industry and underpinning suggestions. The requirements had been taken into account in the "position paper on the bureaucracy relief law" of the Federal Ministry of Economics (BMWi), but unfortunately this had no further consequences. However, the path chosen is to be continued. The industry managed to draw attention to itself, said Frank Dangmann, who once again asked members to establish contacts at the regional level with those responsible and to campaign for the concerns of the industry.

Advantageous agreements

The GWW has been successful in terms of the Packaging Act: Here, the ZSVR has accepted the suggestion that the person placing a product on the market shall only be identified using his registration number (in the LUCID packaging register). In addition, an agreement was reached with the ZPÜ to regulate the copyright remuneration obligation: GWW members can join the agreement of the entire association and thus benefit from a 20 percent discount on the remuneration fees.



Swift election of board

The chairman emphasised that the economic report which was presented next underlines the solid financial basis of the association. Following the subsequent explanation of the budget for the coming year and the discharge of the board and management, the decision was taken under the direction of lawyer Kai Koschorreck to elect the new board. With the exception of Sven Weiss, who was no longer a candidate, the previous board stood for election and was confirmed as expected. Frank Jansen replaced Sven Weiß to fill the vacant post of Section Spokesman for "Brands". The new board now comprises: Frank Dangmann (Chairman of the Board), Ronald Eckert (Section Spokesman for Consultants), Jürgen Geiger (Section Spokesman for Suppliers), Frank Jansen (Section Spokesman for Brands) and Martin Heinemann (Section Spokesman for Business Partners).



New GWW data standard presented

On behalf of the Digitalisation Working Group, Daniel Jeschonowski presented the GWW-defined standard for the automated exchange of movement data. The standard completely covers the classic content of offers and orders and is intended to speed up business processes and make them more efficient. The format, which is reported to be fairly simple, should be easy to understand for companies (not just IT experts) and, depending on the system landscape, be ready to run in one or two man weeks. Almost 50 suppliers can already deliver the *gww format. A list of these companies, further information and the complete definition can be found on the GWW website in the members area.



Frank Dangmann,
Ronald Eckert,
Daniel Jeschonowski
(from above).

GWW Academy in planning

In the further course of the meeting, Ronald Eckert explained the planned industry-specific further training offer of the GWW. The "GWW Academy" is aimed at all market participants in the promotional product industry. Due to the modular structure, the offerings can be tailored very individually to the target group.

The new board: Ronald Eckert, Martin Heinemann, Frank Dangmann, Frank Jansen and Jürgen Geiger (from left).

On 13 February, the TREND, which was previously only established as an autumn event, had its premiere as a spring event on the fairground of Messe Offenbach/Main. The next day, the NEWSWEEK, the GWW industry customer trade show, was launched.

Spring TREND and NEWSWEEK launch

Kick-off in graffiti look



The venue for the spring Trend was the fairground of Messe Offenbach/Main.

The organiser's first spring TREND of the German promotional product association (GWW) aroused great expectations. In the run-up, GWW had expected a record attendance at the trade show for the promotional product trade due to a high level of inquiries. In addition to an increase in exhibitors, a further increase in visitor numbers was expected. By moving from the previous location, the RheinMain CongressCenter in Wiesbaden, to the fairground in Offenbach am Main, the hosts had now gained additional exhibition space. Ultimately, however, the anticipated peak values of the past autumn TREND could not be achieved. The GWW registered a total of 523 trade visitors (619 in the previous year) from the promotional product distributor and consultant scene, who

obtained information from 150 exhibitors (156 previously) about their collections and new products.

Exhibition location with "patina"

This decline may have been due to the date chosen around a month after the PSI, the leading European trade show, and/or the 'new' event location as the fairgrounds of Messe Offenbach no longer appear to be up-to-date in terms of appearance and technology. However, this did not detract from the interest of the visitors and the motivation of the exhibitors. According to the organiser, the participants of TREND "almost only gave top marks". However, the organisers also admitted the deficits in terms of ambience: "The only downside was that the aging Offenbach fair-

ground, compared to the location of the autumn TREND, revealed several shortcomings in addition to a certain lack of clarity. Eye-catchers in a graffiti look and various street food locations that consciously took up the 'style' but were able to make up for it", says GWW.

NEWSWEEK kick-off

The starting signal for this year's GWW NEWSWEEK was given on the following day. Marketers from the Rhine/Main region who had been invited by local promotional product specialists were able to get an up-to-date overview of the new products and trends in representational advertising. This time, too, the visitors were catered for at numerous catering locations – and, with Valentine's Day in mind, were farewelled with a bouquet of flowers. "Even though the 504 visitors counted represented a decrease compared to the previous event in Offenbach – 557 industry customers seized the opportunity in 2019 – the expectations of everyone involved were almost entirely met. In some cases, agencies received lucrative orders on the day of the event – one of the many

advantages of this trade show concept which has been tried and tested over many years," comments GWW Managing Director Ralf Samuel. On 3 March, the exhibitors will be travelling to the Dortmund event which is already fully booked. "Distributors and consultants who want to utilise NEWSWEEK for themselves and their customers have the opportunity to do so in the cities of Berlin, Bielefeld, Hamburg, Munich, Nuremberg and Stuttgart from 12 to 28 May," he adds, pointing out the other stages of the tour plan, details of which can be found on the GWW website.

Registrations for this mobile promotional product roadshow are also possible on the website. <

Promotional products whose special taste will surely be remembered: Delicacies from the Brennerei Betz distillery.



Joep Raanhuis, an experienced supplier representative, in his element.



Advertising with brands is effective – especially with sweet ones.



As was the case with the accessories specialists from Alta Seta, the Trend also focused on many ecologically compatible articles.

THE topic of the present day was also the focus of the traditional annual promotional product trade show of Plan Concept GmbH: The Essen-based creative agency with its two managing directors Christoph Ruhrmann and Stephan Speckbruck also demonstrated responsibility towards the environment by placing sustainability at the centre of their promotionally effective presentation.

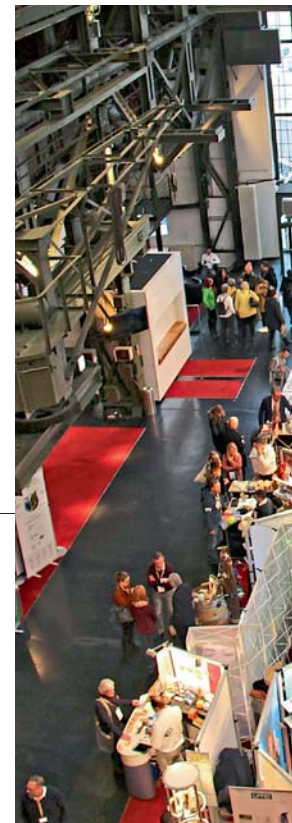
Plan Concept promotional product trade show

The colour green dominates

Advice on effective advertising concepts from a rather unusual perspective.



Even "young" companies rely on the power of the promotional product.





Once again the ideal “venue” for the Plan Concept promotional product trade show was the imposing Colosseum Theater in the heart of Essen, a former Krupp factory hall with cathedral-like dimensions.

It was the 14th edition of the Plan Concept promotional product trade show which took place at the Colosseum Theater Essen in February. The fact that it was to be a successful show again was due to the professional preparation of the experienced Essen promotional product ensemble. The main theme of the event with 50 well-known stakeholders from the Plan Concept supplier group was the global topic of the present day: Climate change and the associated responsibility towards future generations. Hence the motto formulated in line with the musical hit from Frederic Loewe’s “My Fair Lady”: “Sustainability – it is so green”. In line with this slogan, the exhibitors from all areas of representational advertising put ecologically accentuated articles in the foreground of their collections. >>

Interview with Stephan Speckbruck

Mr. Speckbruck, that was the 14th promotional product trade show of Plan Concept. How would you rate it?

The outcome was absolutely positive! We have only received praise from both our customers and the exhibitors! Well organised, good support from the exhibitors and from the PC team. More inquiries than in the years before.

The Colosseum Theater has been a reliable location for your trade show in recent years. What will it look like in the future?

The Colosseum will no longer be available to us in 2021. The event operator “Stage” has sold the theatre. We have already contacted several venues. In addition to the location, the atmosphere is a very important aspect.

This time the product focus is clearly on sustainable promotional products. Do you think this trend will continue?

Yes! We believe that it is actually more than just a trend! Sustainable promotional products are in increasing demand. It is a social concern. Sustainability is becoming the standard. We also see opportunities here. The customer must be trained and informed. We had two lectures on this topic at our trade show and our customers were interested and grateful for the valuable information.

How do you assess the current situation of the overall promotional product market? Are developments recognisable?

Excellent! Of course, we have to offer additional added value in addition to the promotional products. We are well positioned here with our company divisions. As already mentioned, customers are increasingly relying on sustainable and socially responsible products. And this ‘trend’ will soon become the standard.

What is the sentiment like on the part of industry customers?

We have consistently received positive vibes from our customers at our trade show. The high number of inquiries proves this. Of course, the customer side is also being optimised and sometimes costs are also being saved, but overall we anticipate a stable sales market with an upward trend.

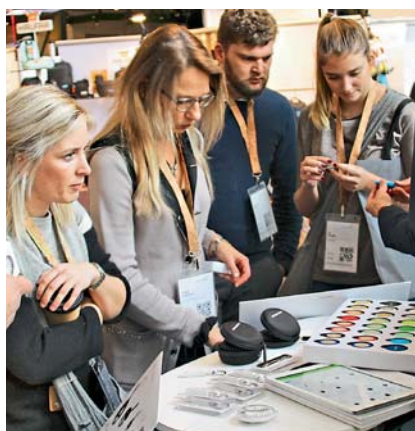
Now what about your company? Do you have specific plans or ideas with Plan Concept that you would like to implement this year (or in the future)?

I can give you some keywords: stability with growth, optimisation of our processes, consolidation, digitalisation.

Mr. Speckbruck, thank you for this interview.

>>

Inspirational moments



Already in the morning the great response from the “audience” confirmed that the “directors” – managing directors Christoph Ruhrmann, Stephan Speckbruck and Ulf Paschwitz – had their finger on the pulse of the times with their green clothed team: Taking responsibility for the environment and thus the livelihoods of the next generations through sustainable and socially responsible action. A total of 358 visitors from numerous companies from a wide range of industries were welcomed in the imposing factory hall of the former Krupp city, which had been converted into a theatre and event location – even more than in the previous year. Once again, the exhibits of the participating supplier partners created inspiring moments for the advertising and marketing projects of the Plan Concept guests in this historic atmosphere. The hall with its cathedral-like dimensions, once the production site for locomotive frames and crankshafts for ships, had once again become a melting pot for new products for promotional products for one day, now with an ecological accent.

Ecology as a success factor

In keeping with this, there were two vivid and at the same time impressive lectures on the theme of the trade show: First of all, three children of the school initiative “Plant-for-the-Planet” campaigned for their initiative and their projects. Founded in 2007 by 9-year-old Felix Finkbeiner, Plant-for-the-Planet is now a global movement of 88,000 ambassadors – children and youth from 74 countries – with one major goal: to motivate mankind to plant 1,000 billion trees to combat the climate crisis. In the afternoon, Manfred Janek from the company kw open then spoke about “opportunities, possibilities and challenges of a sustainable promotional product industry”. In his lecture, he showed usable ways of how promotional products and ecology fit together, and how ecology can even become a success factor for promotional products. He also gave examples of “eco swindle” products.

Long stay

The pleasant “green” atmosphere of this trade show day was one of the reasons for the long stay of the visitors, some of whom had also appeared in larger company groups, to explore and test the new products. They could always count on the in-depth advice provided by the competent Plan Concept team and their well-prepared exhibitors who were able to give their customers a lot of impulses with their advertising ideas. Excellent catering on the gallery with a view of the hall tastefully rounded off the successful presentation.

<



Drinking vessels are individualised live using sublimation printing.






Die europäische Leitmesse der
Werbeartikelwirtschaft

12–14 JANUAR 2021
MESSE DÜSSELDORF

SAVE
THE
DATE

WWW.PSI-MESSE.COM

Organised by
 Reed Exhibitions

DIE WELT
DES WERBENS
UND VERKAUFENS



 PromoTex
Expo

 viscom



Despite a large construction site nearby, the K+M in-house trade show in Obertshausen was a success for the organiser and the 67 participating exhibitors: A good 300 customers found their way into the showroom of the Rhein-Main promotional product centre to learn about the trends and innovations of the new season.



Successful K+M in-house trade show 2020

Sustainability concept is well received by customers



The K+M team and the exhibitors introduced the visitors to the major topic of sustainability, which has been the focal point of the trade show for the third year now.

Whe in-house trade show of K+M Werbemittel GmbH in Obertshausen has not only been a well-attended event for many years, it has become indispensable for marketing decision-makers from nearby and far afield. Despite the almost constant high number of exhibitors – this year there were 67 – the trade show is clearly structured and can be managed in one day without any stress. If you also take into account the communicative, relaxed atmosphere and exquisite catering, it is not surprising that 304 customers also used the trade show on this February day to inform themselves about the latest haptic advertising trends. As usual, they were carefully and competently looked after by the approximately 20-strong K+M sales team. Some ideas were born during the tours, and even concrete details were discussed during the day. Managing Director Roland Liederbach called it a productive “working trade show” attended by motivated suppliers and inquisitive customers.

Sustainability remains the main theme in the third year

Together with the K+M team, exhibitors introduced the visitors to the major topic of sustainability, which has been the focal point of the trade show for the third year now. In the meantime there has also been a growing awareness that companies must and can make their contribution to environmental and climate protection through responsible action and business. It was impressive to see how suppliers are adapting more and more to the topic of sustainability with their range and showing customers courses of action beyond the norm. The professional consultants at K+M ensure that everything fits in the end. “Sustainability is the mega trend. At the same time, we feel a clear tendency on the part of our customers to digitalise and automate our business processes. Even though this endeavour also covers sustainable aspects, closer digital networking of business processes also increases the potential for reducing costs and increases the efficiency of collaboration,” says Liederbach.

Raising customers' awareness of sustainable concepts

The topic of sustainability was reflected in many trade show conversations and discussions – as we were also able to observe at the PSI. Managing Director Stéphane Hennig explains that it is not a question of giving a particular promotional product a “green shell”, but rather of intensively examining the concept of sustainability and developing a coherent, sustainable overall concept. “We try to convey this in each of our consultations and it is nice to see that more and more customers are interested in it and follow our recommendations.” Social and eco-

logical aspects in production and transport are just as important to him as avoiding packaging and a long service life of products, which in turn requires a certain level of quality. However, promotional products can only have a long-term impact if they achieve the classic advertising goals such as attracting attention and enhancing communication and are perfectly integrated into the overall advertising concept, emphasises Hennig.

K+M is setting a good example

Companies that sell sustainable products and advise customers with this in mind are expected to align their own actions accordingly. K+M, for example, has been making it easier for trade show visitors to travel by train by offering a shuttle service for many years, now also using electric vehicles. The offer is being used more and more often and was particularly welcome this year. Despite the large construction site near the company, the guests travelled to the trade show in a pleasant, environmentally friendly way.

Thanks to supplier partners

The trade show traditionally includes the “supplier evening” during which the supplier partners once again explain their innovations to the K+M sales team. Reflects, Dom and Orcas were honoured as “Supplier of the Year” for excellent cooperation and innovative products. The evening also provided many good conversations, at dinner as well as at the table football tournament that followed. “We are happy and proud to have so many motivated and reliable suppliers as partners and we are looking forward to the trade show and our joint projects”, says Roland Liederbach.





Even in the age of smartphones and tablets, **calendars** remain an integral part of the world of promotional products. And **“concealment is a promise”**, says the artist Christo – and thus also describes the purpose of beautiful packaging of beautiful things.



PSI 42706 • Kalfany Süße Werbung GmbH
Tel +49 7643 8010
info@kalfany-suesse-werbung.de
www.kalfany-suesse-werbung.de

Super Mini is rich in content

The sturdy Super Mini promotional display boxes from Kalfany Süße Werbung with their integrated folding chute are a convincing appearance on any reception or sales counter. They are ideal in a travel agency, at trade shows, in hotels, in the outer office or as small consolations in the waiting room of the doctor. Depending on your preference or desired advertising message, they can be filled with a variety of sweet promotional delicacies and reused several times. While your company or practice logo always remains visible to all public traffic.

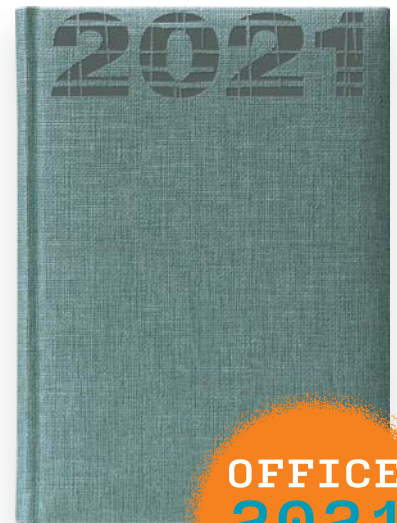


PSI 40604
Ackermann Kunstverlag
Tel +49 89 4512549273
b2b@ackermann-kalender.de
www.ackermann-kalender.de

Fantastic landscapes

The Ackermann calendar "Fantastic Landscapes 2021" shows extraordinary and fascinating landscape photos from five continents. It offers a journey to the most impressive pristine places on earth. The expressive photographs and special lighting moods testify to the magnificence and diversity of our earth. Like all Ackermann calendars, it is produced exclusively in Germany and, in cooperation with NatureOffice, is printed climate-neutrally on paper from sustainable forestry. Advertising impressions are possible from 50 pieces.

IMPULSE FÜR JEDEN TAG



OFFICE
2021
TRENDS

Mit der Lediberg Kalenderkollektion setzen Sie täglich neue Impulse. Viele kreative Einbände, klare Typografien und die richtigen Werbebotschaften machen die treuen Wegbegleiter einzigartig. Durch herausragende Branding-Lösungen werden die Kalender Ausdruck einer ganz persönlichen Stilnote.

Lediberg – made for emotion.



Lediberg
made for *emotion*



Full of novelties

Sustainable, individual and of premium quality: This is how the sweet advertising ideas from CD-LUX are presented. The company presents its new year-round catalogue in an unobtrusive, personable and suitable manner for every budget. It is jam-packed with exclusive new products, innovative product ideas and products for every target group. For all products manufactured by CD-LUX, there is a CO₂ offset that remains free of charge for the customer. Individual premium chocolate, promotional fruit gums, new products on the topic of "Healthy & Fit", sustainable advertising ideas and fresh summer products are awaiting explorers.

2021 Jahresplaner

Platz für Ihren Logoeindruck 60 x 4 cm

December	Januar	Februar	März	April	Mai	Juni	Juli	August	September	Oktober	November	Dezember	Januar
01.12.	01.01.	01.02.	01.03.	01.04.	01.05.	01.06.	01.07.	01.08.	01.09.	01.10.	01.11.	01.12.	01.01.
02.12.	02.01.	02.02.	02.03.	02.04.	02.05.	02.06.	02.07.	02.08.	02.09.	02.10.	02.11.	02.12.	02.01.
03.12.	03.01.	03.02.	03.03.	03.04.	03.05.	03.06.	03.07.	03.08.	03.09.	03.10.	03.11.	03.12.	03.01.
04.12.	04.01.	04.02.	04.03.	04.04.	04.05.	04.06.	04.07.	04.08.	04.09.	04.10.	04.11.	04.12.	04.01.
05.12.	05.01.	05.02.	05.03.	05.04.	05.05.	05.06.	05.07.	05.08.	05.09.	05.10.	05.11.	05.12.	05.01.
06.12.	06.01.	06.02.	06.03.	06.04.	06.05.	06.06.	06.07.	06.08.	06.09.	06.10.	06.11.	06.12.	06.01.
07.12.	07.01.	07.02.	07.03.	07.04.	07.05.	07.06.	07.07.	07.08.	07.09.	07.10.	07.11.	07.12.	07.01.
08.12.	08.01.	08.02.	08.03.	08.04.	08.05.	08.06.	08.07.	08.08.	08.09.	08.10.	08.11.	08.12.	08.01.
09.12.	09.01.	09.02.	09.03.	09.04.	09.05.	09.06.	09.07.	09.08.	09.09.	09.10.	09.11.	09.12.	09.01.
10.12.	10.01.	10.02.	10.03.	10.04.	10.05.	10.06.	10.07.	10.08.	10.09.	10.10.	10.11.	10.12.	10.01.
11.12.	11.01.	11.02.	11.03.	11.04.	11.05.	11.06.	11.07.	11.08.	11.09.	11.10.	11.11.	11.12.	11.01.
12.12.	12.01.	12.02.	12.03.	12.04.	12.05.	12.06.	12.07.	12.08.	12.09.	12.10.	12.11.	12.12.	12.01.
13.12.	13.01.	13.02.	13.03.	13.04.	13.05.	13.06.	13.07.	13.08.	13.09.	13.10.	13.11.	13.12.	13.01.
14.12.	14.01.	14.02.	14.03.	14.04.	14.05.	14.06.	14.07.	14.08.	14.09.	14.10.	14.11.	14.12.	14.01.
15.12.	15.01.	15.02.	15.03.	15.04.	15.05.	15.06.	15.07.	15.08.	15.09.	15.10.	15.11.	15.12.	15.01.
16.12.	16.01.	16.02.	16.03.	16.04.	16.05.	16.06.	16.07.	16.08.	16.09.	16.10.	16.11.	16.12.	16.01.
17.12.	17.01.	17.02.	17.03.	17.04.	17.05.	17.06.	17.07.	17.08.	17.09.	17.10.	17.11.	17.12.	17.01.
18.12.	18.01.	18.02.	18.03.	18.04.	18.05.	18.06.	18.07.	18.08.	18.09.	18.10.	18.11.	18.12.	18.01.
19.12.	19.01.	19.02.	19.03.	19.04.	19.05.	19.06.	19.07.	19.08.	19.09.	19.10.	19.11.	19.12.	19.01.
20.12.	20.01.	20.02.	20.03.	20.04.	20.05.	20.06.	20.07.	20.08.	20.09.	20.10.	20.11.	20.12.	20.01.
21.12.	21.01.	21.02.	21.03.	21.04.	21.05.	21.06.	21.07.	21.08.	21.09.	21.10.	21.11.	21.12.	21.01.
22.12.	22.01.	22.02.	22.03.	22.04.	22.05.	22.06.	22.07.	22.08.	22.09.	22.10.	22.11.	22.12.	22.01.
23.12.	23.01.	23.02.	23.03.	23.04.	23.05.	23.06.	23.07.	23.08.	23.09.	23.10.	23.11.	23.12.	23.01.
24.12.	24.01.	24.02.	24.03.	24.04.	24.05.	24.06.	24.07.	24.08.	24.09.	24.10.	24.11.	24.12.	24.01.
25.12.	25.01.	25.02.	25.03.	25.04.	25.05.	25.06.	25.07.	25.08.	25.09.	25.10.	25.11.	25.12.	25.01.
26.12.	26.01.	26.02.	26.03.	26.04.	26.05.	26.06.	26.07.	26.08.	26.09.	26.10.	26.11.	26.12.	26.01.
27.12.	27.01.	27.02.	27.03.	27.04.	27.05.	27.06.	27.07.	27.08.	27.09.	27.10.	27.11.	27.12.	27.01.
28.12.	28.01.	28.02.	28.03.	28.04.	28.05.	28.06.	28.07.	28.08.	28.09.	28.10.	28.11.	28.12.	28.01.
29.12.	29.01.	29.02.	29.03.	29.04.	29.05.	29.06.	29.07.	29.08.	29.09.	29.10.	29.11.	29.12.	29.01.
30.12.	30.01.	30.02.	30.03.	30.04.	30.05.	30.06.	30.07.	30.08.	30.09.	30.10.	30.11.	30.12.	30.01.
31.12.	31.01.	31.02.	31.03.	31.04.	31.05.	31.06.	31.07.	31.08.	31.09.	31.10.	31.11.	31.12.	31.01.



Postponing without problems

The Lumocolor® annual planner from Staedtler is an extremely flexible office assistant that handles the organisation in the office for 14 months at a time. The rewritable wall calendar in DIN A1 format has a residue-free, dry-wipeable surface made of hard PVC and thus enables flexible scheduling. Always catching the eye are a logo and advertising message which are applied on an impressive surface of 60 x 4 cm using digital printing. The scope of delivery includes a whiteboard pen and a self-adhesive pen holder.

PSI 41108
STAEDTLER MARS GmbH & Co. KG
Tel +49 911 9365514
info@staedtler-promotional.de
www.staedtler-promotional.de

Die anderen haben sie nicht alle, wir schon!



www.blauer-engel.de/uz154



Die weltweit ersten
Bio-Baumwolltaschen
und -beutel mit dem
Blauen Engel

Jetzt auch für
Wiederverkäufer zu
Sonderkonditionen

Viele verschiedene
Modelle zur Auswahl

Kostenlose
Muster
anfordern

Kontaktdaten

memo AG
Am Biotop 6 • 97259 Greußenheim
Tel. +49 9369 905-410 • info@memo-promotion.de
www.memo-promotion.de

memo
promotion



A Glass Full of Sun

Multiflower offers a very special spring greeting for nature lovers. The company presents its Glass Full of Sun and brings a touch of sunshine into the home with this advertising message. There is a logo on the standard motif on the glass with the soil tablet and the seed of the dwarf sunflower. An individual design of the label is possible from a purchase quantity of 250 pieces.

PSI 45974 • Multiflower GmbH
Tel +49 6226 927980
info@multiflower.de
www.multiflower.de

Handy and stylish

Stamps are not just for serious letters or official forms. This is proven by the new Woodies stamps in the box and Woodies stamp pads from Heri Rigoni in the Black Forest. They give the classic wooden stamp product a fresh image. As the name suggests, Woodies and Mini Woodies are made of FSC-certified beech wood and give the product a natural look. The colour-coordinated grey rubber plates of the stamp are made of natural rubber and underline the noble character. Customer-specific stamp motifs can be implemented individually.



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

Always catching the eye

The Mousepad with Calendar from 12M is a practical calendar version that always catches the eye. The top foil cover protects notes and is folded up for labelling. Usually the calendar has twelve sheets (one sheet per month), but other versions or completely individual calendars can also be ordered. The standard calendar is available in English, Italian, French and German and can be freely modified.



PSI 49009 • 12M
Tel +48 77 4413500
agnieszka@12m.eu
www.12m.eu



Incentive for every day

Planning is fun with the Lediberg calendar collection. Creative cover materials, clear typographies and the right advertising messages make these daily companions unique. "With excellent branding solutions, the calendars are an expression of a very personal style," promises the manufacturer. Lediberg's planners stand for successful advertising in a coordinated communication process. The combination of functionality, lifestyle and advertising impact make the books the perfect ambassador.



Zero waste packaging as an option

To minimise the environmental impact of packaging, Arpe Barcelona offers its customers a new sustainable option for the packaging of all promotional products. Zero waste and eco-design refers to a packaging system in which all materials are used according to sustainable criteria, so that no product waste or unnecessary packaging arises. Arpe Barcelona proposes minimising disposable containers and plastics by adding a useful extra, thus avoiding additional packaging.

COSMO
NEUES KLIMA
BESSER LEBEN

Preislupe

Preiserhöhungen
müssen Sie bei
COSMO lange suchen

Selbst mit einer guten Lupe müssen
Sie Preiserhöhungen bei COSMO ganz
lange suchen. Denn wir erhöhen un-
sere Preise nur einmal im Jahr.

Das garantieren wir für all unsere Produkte, z.B.:

- Solar Kollektoren
- Flachheizkörper
- Gegenheizkörper
- Fußbodenheizung
- Klimageräte
- Deckenluftdurchlässe
- Belüftungssysteme
- Ventilatoren
- Brandschutzsysteme
- Trinkwassererwärmer
- Frischwasserspeicher
- und vieles mehr.

COSMO
NEUES KLIMA
BESSER LEBEN

Brandstücken 31 · 22459 Hamburg
info@cosmo-info.de · www.cosmo-info.de

PSI 47814 • Lupenmaxx GmbH
Tel +49 7661 9099880
info@lupenmaxx.de
www.lupenmaxx.de

Advertising message under the microscope

A particularly useful mailing companion in standard letter format is the magnifying glass card from Lupenmaxx. The magnifying glass card in DIN long format offers a lot of space for advertising messages on two sides. Thanks to the integrated magnifying glass, you also have a very practical helper that allows everyone to decipher even the smallest of fonts. Package inserts for medicines, timetables and much more are hardly readable with the naked eye these days. The card can also be scaled and then also serves as a ruler.



Something fancy for sparkling drinks

If an advertising bottle with sparkling content is not quite the “complete present”, you can choose from various individual packaging at Römer Drinks: from the classic decorative wave for 0.75 litre bottles to modern black tube packaging. The decorative waves are available in different colours with the appropriate filling material. With a matte black round sleeve, on the other hand, even small piccolo bottles are given a suitable presentable character. The round sleeves can also be finished with an individual label from 120 pieces.



PSI 43892
Römer Wein & Sekt GmbH, Römer Präsente
Tel +49 6541 81290
info@roemer-praesente.de
www.roemer-praesente.de

Wine boxes with a surprise effect

Upcycling is the key word with which Römer presents its wine boxes with a surprise effect. Rackpacks® are high-quality, sustainably produced, convertible wine packaging which remains usable after the wine bottle has been removed. This turns the wine boxes into a practical desk organiser, a tray or a champagne cooler. Rackpacks® are available from Römer Drinks without content and ready-packed as gift sets with content from Römer Präsente. Of course, non-alcoholic versions can also be packed. An advertising message can be attached by engraving or hot-branded.



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

Creative covers for fine wines

The "Chirping House" gift box from team-d Import-Export is exceptional, environmentally friendly and offers a double benefit. First of all, it is a gift box for a fine wine, suitable for 0.75 litre bottles. Then it becomes a new home for birds looking for a home. The "Back to nature" series delivers real cork from Portugal combined with cotton. First of all, the case serves as a chic packaging for small bottles and then houses pens or utensils. The "keep cool" bottle bag with integrated cooling gel eventually becomes a bottle cooler.

-Advert-

ZNAP - DAS SLIM WALLET



Individuell
personalisierbar



Geldbörse und Kreditkartenetui in Einem!

- > vollwertiges Geldscheinfach
- > schnelle Kartenauswahl
- > entfernbares Münzfach
- > RFID Schutz

Designed in Germany.
Made in Europe.

slimpuro

www.slimpuro.com
info@slimpuro.com



2019	Dezember · December · Décembre · Diciembre													
Wochentag Weekend Samstag Sonntag	Montag Monday	Dienstag Tuesday	Mittwoch Wednesday	Donnerstag Thursday	Freitag Friday	Samstag Saturday	Sonntag Sunday	Montag Monday	Dienstag Tuesday	Mittwoch Wednesday	Donnerstag Thursday	Freitag Friday	Samstag Saturday	Sonntag Sunday
48.	4. 1. Musik Engländer in ca. 20.12. Wochentag													
49.	2	3	4	5	6	7	8	9	10	11	12	13	14	15
50.	9	10	11	12	13	14	15	16	17	18	19	20	21	22
51.	16	17	18	19	20	21	22	23	24	25	26	27	28	29
52.	23/30	24/31	25	26	27	28	29	30	31	1	2	3	4	5

Carrier Transcold Austria GmbH

Tagerbachstraße 6 • A-4490 St. Florian bei Linz

Tel: 07224 / 674050 • Fax: 07224 / 67405106

Carrier Transicold Austria GmbH
Tagerbachstraße 6 • A-4490 St. Florian bei Linz
Tel: 07224 / 674050 • Fax: 07224 / 67405106

2020	Januar · January · Janvier · Enero																													
Wochentag Weekend Samstag Sonntag	Montag Tuesday Lundi Martedì	Dienstag Wednesday Mardi Mercoledì	Mittwoch Thursday Mercredi Giovedì	Donnerstag Friday Jeudi Venerdì	Freitag Saturday Vendredi Sabato	Samstag Sunday Dimanche Domenica																								
1.	2.	3.	4.	5.	6.	7.	8.	9.	10.	11.	12.	13.	14.	15.	16.	17.	18.	19.	20.	21.	22.	23.	24.	25.	26.	27.	28.	29.	30.	31.

Carrier Transicold Deutschland GmbH
Lübecker Str. 5 • D-49124 Georgsmarienhütte
Tel: 05401 / 4850 • Fax: 05401 / 485111

2020	Februar · February · Février · Febrero											
Wochen- nummer Weekend Samstag Sonntag	Montag Monday Lundi	Dienstag Tuesday Mardi	Mittwoch Wednesday Mercredi	Donnerstag Thursday Jeudi	Freitag Friday Vendredi	Samstag Saturday Samedi	Sonntag Sunday Dimanche					
5.	U.S. Presidents											
6.	3	4	5	6	7	8	1					
7.	10	11	12	13	14	15	2					
8.	17	18	19	20	21	22	3					
9.	24	25	26	27	28	29	4					

Serviceleitzentrale 365 Tage / Jahr - 24h / Tag
00800 / 22774371 (CARRIER 1)

2020	März · March · Mars · Marzo															
Wochentag Weekend Samstag Sonntag	Montag Dienstag Mittwoch Donnerstag Freitag Samstag Sonntag	Montag Dienstag Mittwoch Donnerstag Freitag Samstag Sonntag	Mittwoch Donnerstag Freitag Samstag Sonntag	Donnerstag Freitag Samstag Sonntag	Freitag Samstag Sonntag	Samstag Sonntag	Sonntag Montag Dienstag Mittwoch Donnerstag Freitag Samstag Sonntag									
9.	U.S. President "Joe" Biden															1
10.	2	3	4	5	6	7	8									
11.	9	10	11	12	13	14	15									
12.	16	17	18	19	20	21	22									
13.	23/30	24/31	25	26	27	28	29									

www.carrierttransicold.de

Ecological measure of time

As a manufacturer of individual promotional calendars in various designs, Wilken Verlag naturally also pays attention to the ecological footprint. All calendars are produced using a sustainable printing process and rely on FSC-certified paper, plant dyes and green electricity. The portfolio includes monthly calendars, desk calendars, book and pocket calendars, annual planners and calendars with wire-o binding. The practical promotional product can also be produced in a wide variety of finishes.

PSI 49769
Verlag für Prävention Wilken
Tel +49 5951 9381
info@wilken-verlag.de
www.wilken-verlag.de

A truck full of goodies

With this new means of transport, your advertising is guaranteed to get to the customer in the fast lane: The freely printable, large 3D truck from Jung is made from cardboard that is FSC-certified and entirely climate-neutral. Various sweet and savoury filling variations from popular brands such as mentos, Ritter SPORT, Miniatures Mix, Nic Nac's and Lorenz are available. This original commercial vehicle, individually designed with creative advertising messages, is an absolute eye-catcher, which is fun at first glance and remains a highlight even after unloading.



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



PSI 45898 • JAVRO 2 Sp. zo.o.
Tel +48 32 2026622
biuro@javro.pl
www.javro.pl

Notebook with WOW effect

The classic notebook is often only used to record important information, deadlines and thoughts. However, Javro's colourful notebooks have another important function. Here the book becomes a visual communication element. Thanks to its high quality and almost 50,000 personalisation options, any desired WOW effect can be achieved. The assortment ranges from the type and colour of the cover to various colours for the rubber bands and straps as well as the desired branding method. An online notebook configurator offers an initial overview.

Frohe Ostern



1613
Süßes Ostereckchen



1013-3
Natur-Eierfarben



1614
Ein kleiner Ostergruß



1338
wachsender Hase

Jetzt digital, den Oster-Flyer 2020
anfordern unter info@multiflower.de

MULTIFLOWER

Promotion Ideen für Wachstum

Daimlerstraße 17 • D-74909 Meckesheim
www.multiflower.de • info@multiflower.de
Fon +49 (0) 6226 - 92 79 8 - 0 • Fax +49 (0) 6226 - 92 79 8 - 10



Hunterson RFID

Give a surprising wallet
they will remember...



Easy, fun & delightful!
sales@huntersonwallets.com



Plan better with freedom

The Bullet Journal from Edition Michael Fischer with a logo print and many pages in the trendy hand lettering and watercolour look is a perfect weekly planner. It leaves a lot of space for notes, appointments and projects. Practical to-do and shopping lists are supplemented by motivating quotes and sayings. The supplier adapts the creative companion to the wishes of the customers. They can also find out about the full-service offer for this product or other highlights such as sustainability or offers for the European Football Championship.

A calendar for many years

The perpetual Rolbus calendar is a practical and stylish accessory for the desk. It is part of the ANDA Present Group's GO GREEN collection and is made entirely from bamboo. The calendar consists of four cubes that can be placed in a holder to display the current date in the format month – day – name of the day. The holder has a large surface that can be printed or engraved with the company logo. ANDA Present also offers the option of ordering the calendar with a custom product box and creating a truly unique present.

PSI 45753 • ANDA Present Ltd.
Tel +36 1 210 0758
export@andapresent.com
www.andapresent.com





Cat treats

Cat treat pack



Cat treat reserve



Cat treat in organza



Cat grass



Baking-shapes box



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

Calendar for two worlds

The VYNN® wireless charging calendar from Vim Solution connects the analogue with the digital world. A wireless charger is located below the classic calendar overview with three months. This means that any wireless charging device can be charged. The base plate is available in black or white as standard, and the calendar plates are available in black, blue, red or white. This results in eight different possible combinations. Special colouring is possible from 500 pieces.

Botanical PaperWorks is an example of how adventures in papermaking can make a company successful with sustainable aspirations. The protagonists from the very beginning: Mary Reimer and Heidi Reimer-Epp. What is particularly noteworthy about these two women is the fact that they are mother and daughter.

Canadian seed paper for special messages

Thoroughly sustainable



Today, Botanical PaperWorks produces over 2,000 different items of seed paper.

Like father, like son" is a well-known saying which from a developmental psychological point of view means that sons learn their social behaviour from their fathers. The same applies to daughters and mothers from a scientific point of view. Mary Reimer and her daughter Heidi Reimer-Epp prove that together they can also be very creative. The two women originally wanted to "merely" produce special paper from plants and botanical habitats in their home landscape around Winnipeg in Canada. Today, their company Botanical PaperWorks produces over 2,000 different items of top quality seed

paper, which are continuously being developed. "We are the largest producer of seed paper and we work with numerous other companies including world-famous brands," says Heidi Reimer-Epp with pride and adds: "Botanical PaperWorks is headquartered in Canada, but we supply customers in 35 countries worldwide, quickly and conscientiously. And our customers really appreciate that."

Successful willingness to experiment

But first things first. In 1997 the two women launched Botanical PaperWorks. Their first products included hand-



made flower papers, wedding invitations and keepsakes. “While we were writing our first book entitled ‘300 paper-making recipes’, we experimented with different plant components, including corn and leaves. During this time, we

came up with the idea of incorporating seeds into paper,” says Heidi Reimer-Epp as she reminisces the beginnings. “We did some trials, planted the paper, and flowers actually grew out of it. It was really exciting.” In fact, it was so exciting that over the next three years she and her mother developed processes to produce such paper in large quantities. That turned out to be a somewhat difficult task. “We wanted sturdy yet flat sheets of paper that could be printed with high resolution. At the same time, the seeds should have a high germination capacity, all in the largest possible quantities, in order to be able to meet our customers’ requirements,” say mother and daughter about the quality requirements. And they succeeded. Shortly there-

after, Botanical PaperWorks launched its first series of wedding invitations and keepsakes based on the new seed paper. The success was so overwhelming that they quickly expanded their repertoire, including various promotional products and “Memorial products” that were created to commemorate the deceased.

Part of a recycling economy

Consequently, Botanical PaperWorks changed its name to a seed paper company that today describes itself as the global leader in manufacturing and product design

in this area – both in terms of consumer goods and packaging as well as promotional products. However different the products may be, Botanical PaperWorks has developed a clear, consistent concept. Heidi Reimer-Epp explains the secret of Reimer’s development as follows: “We always offer special, environmentally friendly paper that is made from post-consumer and post-industrial waste and is incorporated into the corresponding seed. When the products are planted, they grow into herbs, flowers and vegetables and in turn do not leave any waste”. Botanical PaperWorks products are part of a recycling economy. They are made from wastepaper that would otherwise have ended up in the landfill. To this day, Heidi Reimer-Epp affirms that the company has avoided the disposal of several hundred tons of wastepaper in this way. Moreover, “Whenever someone chooses a product made from seed paper, they protect the environment from a single-use or non-recycled plastic item. All in all, this leads to around a million objects a year that are not fed into the waste stream. We are really very proud of that.”

Attractive and environmentally friendly

Botanical PaperWorks continues to pursue the same successful strategy twenty years after it was founded: to offer customers an environmentally friendly, sustainable (promotional) product as an alternative to other products. A suitable, cost-effective option that is also good for the environment. The two founders have had high aspirations right from the outset because they want every customer’s decision to buy a Botanical PaperWorks product to help “avoid wastepaper, minimise >>



More than 20 years ago, Heidi Reimer-Epp launched Botanical PaperWorks together with her mother.

the ecological footprint of the manufacturing process, and promote plantings that are important for the ecosystem." Accordingly, the corporate philosophy continues to be to help organisations and companies to celebrate events and to promote initiatives and to be able to use products that are both attractive and environmentally friendly and that are good for the planet and their customers' business.

Environmental efforts

Botanical PaperWorks is a thoroughly sustainable company. When it comes to the environment, several measures have been undertaken. In 2018, for example, "Leave the earth a better place" was chosen as the company-wide theme. In the course of the year, 103 suggestions were collected on how this claim could be implement-

mote their business, communicate their commitment to sustainability and do something good for the environment," reports the company boss, confidently adding: "We can say this with conviction because we develop, design and produce all the articles ourselves. This gives us the opportunity to individualise all the products down to the smallest detail – regardless of the colour of the paper, the type of seeds or the format. We deliver all of this quickly and inexpensively. That makes us an attractive partner." Heidi Reimer-Epp would also like her company to serve the European promotional product market. "Europe is very progressive when it comes to environmentally friendly promotional products. For this reason, we would like to develop business relations with European companies that share our values." This is one of the reasons why Botanical PaperWorks exhibited at the PSI for the second time this year.



Prospering business: When the products are planted, they grow into herbs, flowers and vegetables.

ed in everyday life. 38 ideas have already been implemented, seven are in an ongoing process, 39 are in the planning phase. "All in all," says Heidi Reimer-Epp on the impact on her company, "we have reduced our own waste production by recycling more, reusing more and reducing our consumption of items that would normally end up as waste." The company has also been certified under the Canadian "Climate Smart" programme and is continually working towards reducing its carbon footprint.

Interest in Europe

Botanical PaperWorks also sees its clear commitment to sustainable action as a benefit for promotional product distributors and consultants. "Customers are increasingly asking their distributors and consultants about environmentally friendly promotional products. Botanical PaperWorks offers 375 catalogue products and unlimited customised items. Therefore distributors will always find the right product for their customers with whom they can pro-

Multiple awards

Heidi Reimer-Epp not only founded Botanical PaperWorks with her mother. She is passionate about Botanical PaperWorks and is rightly proud of what she has achieved so far. This also includes numerous awards that her company has won in the past. Botanical PaperWorks has received the "Innovation in Print" award in recognition of its innovative processes for printing seed paper, and has already received the PPPC (Promotional Product Professionals of Canada) "Best in Green" award three times, a prize awarded to sustainable

and environmentally friendly promotional product companies. This honour in particular means a lot to the entire company because "we are very committed to increasing the positive impact of Botanical PaperWorks on the environment." However, Botanical PaperWorks is not only committed to ecological issues. The company also takes its social responsibility in society very seriously and offers immigrants a safe and attractive job, especially for those who have limited English language skills. "We warmly welcome new Canadians to our ranks," emphasises Heidi Reimer-Epp. She also sees Botanical PaperWorks as a career springboard for her employees. "Some of our team members have been working for us for many years. Others gain experience with us by furthering their education, refining their skills and finding other long-term employment," says Heidi Reimer-Epp who is delighted at being "able to play this role within society." After all, everyone can contribute in their own way. And it is precisely this collective energy that helps Botanical PaperWorks achieve something extraordinary. The company has a clear mission: to spread beauty in a sustainable manner. In every sense.


PromoTex Expo

Internationale Fachmesse
für Promotion-,
Sports- und Workwear

12–14 JANUAR 2021
MESSE DÜSSELDORF

SAVE THE DATE

WWW.PROMOTEX-EXPO.COM

Organised by
 Reed Exhibitions

DIE WELT
DES WERBENS
UND VERKAUFENS

 PSI

 PromoTex
Expo

viscom 

This bag is a special kind of advertising carrier. Not only in the double sense of the word, but also an exemplary representative of a time when it is important to secure the future of a planet worth living in: the multisensory grass paper bag from the paper bag professional Bags by Riedle.

Promotional bags made from grass paper – more than just a trend

Advertising that grows and thrives



Anything but greenwashing: RIEDLE Nature made from grass paper. ©BAGS BY RIEDLE

Many companies focus on products made from renewable raw materials. However, the extraction and processing of the material is often not environmentally friendly. Some results seem to be more greenwashing than real sustainability. Not so with the family-owned company Bags by Riedle in Langenbrettach. Since the launch of the promotional bag made from grass paper, the paper bag specialist has already received two awards for the exceptional model from the RIEDLE Nature product range, including the PSI Sustainability Award in the "Sustainable Product" category.

Grass from biotopes

But what exactly are the special features of grass paper and why is sustainability so real here? Grass is the fastest renewable resource that can be used for a paper bag. From

the time of mowing to the completion of the product, the grass is almost ready for harvest again. Availability is nevertheless limited as the grass clippings mainly come from otherwise unused compensation areas which, as biotopes, may only be mowed two to three times a year. This benefits agriculture. The use of compensation areas enables additional sources of income and thus supports jobs in rural areas. Together with flowers and herbs, the grass of these bags grows on wild meadows, free of pesticides and fertilisers. The meadows are in the native biosphere area of the Swabian Alb. Late mowing promotes biodiversity and thus protects the bee. In addition, the grass has already grown so high at this point that it can no longer be used for animal feed. In order to ensure that the grass paper can be used as a material for a bag and withstand the usual load when filled, the grass pulp is mixed with approx. 60% wood pulp or wastepaper. Nevertheless, the figures for the manufacturing process with respect to the ecological balance are impressive: 97% energy savings; 75% less CO2 emissions in raw material production; 99% water saving; 100% absence of process chemicals. Long transport routes are of course taboo here. Whilst an average distance of 4,000 km has to be covered for production, the grass pulp from Baden-Württemberg only needs a few 100 kilometres.

Uniquely multi-sensory

Not only does the unique structure of the grass paper create a haptic and visual highlight, the typical smell of grass remains for a while. It is therefore not surprising that the paper bag specialist and managing director of the company Volker Riedle paired these properties with his strict quality requirements. This grass-green advertising medium is not only one that has a lasting effect, but also an expression of corporate social responsibility. <

**12–14 JANUAR 2021
MESSE DÜSSELDORF**

**SAVE
THE
DATE**

WWW.VISCOM-MESSE.COM

An “enormous appetite for inspiring promotional products” is the driving force behind the promotional product specialist CREARTIV. For more than 20 years, the professionals from Essen have been practicing the art of successful advertising. Reason enough to shed light on these two remarkable decades.

Serving the promotional product industry for over 20 years

The art of successful advertising



The foundation for success was laid at the very outset with a large-scale project that included individual shipments to 200,000 recipients.

If you visit the website of CREARTIV GmbH to search for ideas, products and solutions for a successful marketing of your company, the first thing that stands out is the slogans “We are passionate about what we do” and “We do things differently” – sentences which succinctly underline the philosophy of the Essen-based company. Since 1999, this “genuine passion for creative promotional products” convincingly continues. And this conviction, which is already anchored in the name of the

company, constantly succeeds in finding “unique, surprising and creative promotional products with that certain something” for advertising customers, including appropriate concepts. From the initial contact to purchasing the promotional products right up to punctual delivery, the CREARTIV team always accompanies its customers with know-how, experience and forward-thinking expertise.

Comprehensive service

“Quality and first-class advice are more important than ever”, says company founder and Managing Director Thorsten N.A. Haumann. “We advise individually, fairly and honestly, directly at the customer’s premises, and always flexibly and in an uncomplicated manner,” emphasises Haumann, who together with his team handles all facets of a modern promotional product distributor, from conception to procurement and finishing, shipping, storage and packaging to customer loyalty schemes as well as other extras and individual services such as the production of short runs, special productions and the manufacture of special promotional products.

Continuously growing

Together with three other partners, the company founder established CREARTIV in February 1999 as a partnership constituted under civil law. On 29 February 2000, it was converted into a limited company which Thorsten N.A. Haumann has been running as the sole managing director since 2004. The company started in a 15 sqm apartment office which by 2001 had already grown to 110 sqm. The office space grew with increasing success and today CREARTIV operates with a nine-member team

in its own company building on 300 square metres plus external storage areas, as well as another employee in an office in Hesse.

Off to a flying start

The foundation for success was laid at the very outset with a large-scale project that included individual shipments to 200,000 recipients in Germany, Austria, Switzerland and the Netherlands. According to Thorsten N.A. Haumann, it was “a crash course in discipline, organisation, negotiation, logistics, purchasing, materials management and team spirit”. But it was worth it because eventually the first 7-figure amount was paid into the company account. “Our first year also witnessed the most unusual order to date: A polar bear coat for a luxury hotel. Here, too, we gained a lot of experience because until then we did not know that a tag hidden on the coat revealed everything, from the animal’s habitat to the buyer,” says Haumann.

Gaining experience

In 2001, CREARTIV joined the PSI network. At this time, the company made further giant leaps towards a successful future. “We were commissioned by one of the world’s largest chocolate producers to perfectly position one of its brands at the POS. It involved a tasting campaign, setting up and dismantling a display, stocking, maintenance, etc. What 3 men were capable of doing in the first step literally exploded within a few days and CREARTIV grew to 97 permanent full-time employees. We were so successful with our campaign that the customer wanted to increase the order volume even further. However, the previous area of responsibility, North Rhine-Westphalia, had to be extended to the whole of Germany. In light of our capacity, this was a difficult decision for us. From an economic point of view, it was more than a vein of gold. But I was sure that I could not maintain the quality of our service for the whole of Germany, especially since as a young entrepreneur I did not want to be dependent on a single customer at the beginning. Therefore, I declined to extend the contract,” recalls Haumann, who during this phase was only at home to sleep and shower. But as it turned out just half a year later, the decision was “spot on” because the agency which eventually dared to take on the task “was unable to repeat the quality or the successes of CREARTIV and was eventually down and out after it had been left out on a limb,” said Haumann.

Focus on partnership values

In recent years, the company has strengthened its position in the area of marketing consulting, conception and idea development. “The development and further expansion into partnerships with reliable business partners



CREARTIV founder and CEO Thorsten N.A. Haumann in the showroom of his company.

is always a challenge. Many manufacturers and suppliers lose sight of the service and the reliability and unfortunately focus elsewhere. The awareness that at the end of the day we earn our money from satisfied industry customers often falls into oblivion”, explains the managing director based on negative experience. “Since the outset, the focus of our work has clearly been on an open-minded, partner-like and fair cooperation with our customers. When selecting our suppliers, we place greater emphasis on proven and not just ‘verbal’ service. Reliability, honesty and mutual trust are qualities that we and our partners value. And we have been working together with a number of suppliers since the very beginning, and one thing applies to all of us: A promise is a promise,” emphasises Haumann, adding: “If some of our suppliers had not relied on this maxim in the past few years, several projects would not have run so smoothly or would not have even materialised. This circumstance also fills us with pride as we have never betrayed this trust. “And the fact that this trust is also shared by our customers was proven by a true highlight of our anniversary year: a gift from CREARTIV was handed over to Pope Francis and, as it were, received “higher blessings”.

Continuing to develop to the benefit of the customer

Thorsten N.A. Haumann sees the future path of CREARTIV GmbH in the further intensification of a passionately service-oriented service provider in terms of promotional products. “The positive feedback from our customers encourages us to continue our development in this regard,” emphasises Haumann – thus allowing many companies to benefit from “the art of successful advertising”. <



Now colour comes into play

The Stabilo Palette gel pen brings colour into play. In a cool **two-component look**, the rollerball convinces with a click mechanism and an inspiring colour selection. The upper part offers space for advertising messages and the barrel shows the ink level through a viewing window. The colour palette of the pen ranges from the popular standard colours blue, green and red to the fresh trend colours orange, pink, light blue and grey. The shaft offers special writing comfort thanks to the extra-large, non-slip, soft-grip zone.

PSI 43287 • Schwan-Stabilo Promotion Products GmbH & Co. KG
Tel +49 911 5673455 • service@stabilo-promotion.com
www.stabilo-promotion.com



Significantly less plastic

The new QS40 Air from the Swiss writing instrument manufacturer Prodir offers an equally visible and **tangible increase in sustainability**: its shape floats, it is as light as a feather and it breathes. Its designer, Christoph Schnug from Studio C Milano, has dissolved part of the surface of the housing of the new QS40 into air thanks to its fine, rhythmic perforation structure: As a result, the QS40 uses up to 60 percent less plastic than other models. In addition, 30 percent of the plastic used comes from recycled in-house waste. There is hardly any room for improvement. Prodir offers the new QS40 Air in an elegant matte or velvety soft touch surface. Customers can also choose from the full range of versatile personalisation options in the QS range.

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

Ready for kick-off

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

PSI 48636 • Ballprint GmbH
Tel +49 172 4346500 • info@ballprint.de
www.ballprint.de



Advertise with wood

Wood is one of the most environmentally friendly raw materials in the world. This has long been recognised at Reidinger which has been producing pencils "Made in Europe" for over 35 years. Pencils are not only a **long-lasting natural product** to give away, they also convey a company's ecological orientation. Printed with an individual, desired motif, the advertising message reaches the target group in a "natural" way. The individual promotional pencil can easily be designed by using the configurator.

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

Sweet Promotion

Made in Germany



SUSTAINABLE
sweet promotional impact!



www.ksw24.eu

New colours

Prodir has now introduced **two new colours** for its regeneration pens: red and green. These bright colours, the main colours of many well-known company logos, are the result of careful and continuous sorting of the plastic waste generated during the normal Prodir manufacturing process. That means no additional transport routes and no additional admixture of colours. This makes them the natural choice of companies that want to communicate that they are committed to more sustainability. The regeneration pens are available in five colours: red, green, black, blue and fango for the models DS3, DS5 and DS8.

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



Guaranteed rustproof

Wera tools have always been of the highest quality. Now they have put the **icing on the cake: stainless steel!** This not only looks great, it also prevents rust in a particularly safe way. The two screwdrivers included in the set are also vacuum-hardened, which ensures that the material is particularly strong. Two particularly common Phillips profiles offer a wide range of applications. The "Kraftform" handle is modelled on the human hand, thus ensuring that using it not only leads to good results but is also fun. Wera offers individualisation with a customer logo from 250 pieces.

PSI 48078 • Wera Werkzeuge GmbH
Tel +49 202 4045198 • waurich@wera.de
www.wera.de

No chance for foreign objects

With its **new bottle caps**, Mank Designed Paper Products ensures a hygiene PLUS with dual benefits in the catering industry. The paper covers for beverage bottles and cans are experiencing unrivalled attention in the hospitality industry not only because of the current hygiene discussion. Due to special punching, the cap also stands the test during transport and wind in the outdoor area and effectively blocks out everything that has no place in the drink. On request, an additional star punching can also accommodate a straw. The bottle caps can be individually printed to become a popular advertising medium.

PSI 43707 • Mank GmbH • DESIGNED PAPER PRODUCTS
Tel +49 2689 94150 • info@mank.de
www.mank.de • www.sovieshop.de



Durable, natural and creative

Durable, natural materials, creative design – these are just a few outstanding arguments in favour of the **planting sticks** from emotion factory, which are now available in a wide variety of sizes, designs and packaging. The creative minds behind this product have once again paid attention to the fact that sustainability is not only on the planting stick but above all also in it. The sticks consist of European woods that are PEFC-certified. The sleeve, which can be printed as desired, is also completely “green” and is also sealed with a recycling-friendly, transparent sticker. Only German and European seeds are offered, on request also in organic quality. A substrate tablet as earth is also included.



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

The Power of Sweets

Magna sweets is fully committed to the brilliant power of superheroes for 2020. The Power of Sweets is demonstrated, among other things, by the Magna Man developed especially for Magna, which also adorns the current cover of the “Candy Book 2020” catalogue. **Irresistible sweets** are combined with unforgettable messages to create customer loyalty. You can choose between sweetened and dried pineapple pieces in individually printed promotional sachets. The sugar-reduced fruit gums (30 percent less sugar) are also delicious. The sweets can be used with the sustainable packaging solutions from Magna sweets. Sustainable promotional products that are also delicious for the environment.

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



Recycled bear

The whole world rightly speaks of the fact that one should act with greater awareness and mindfulness. At mbw®, they do not just talk about it, words are followed by deeds! If you not only want to make a long-lasting good impression, but also want to advertise in a way that conserves resources, you should not miss out on this new product: a PET bottle for cuddling and smooching, **made from material that is derived entirely from recycled plastic bottles**. The new recycled bears can therefore be recycled time and time again. The bear's eyes and nose are also embroidered, so no plastic parts are used. mbw® thus makes a valuable contribution to recycling and advertising with a sustainable impact.

PSI 42020 • mbw Vertriebsges. mbH
Tel +49 4606 94020 • info@mbw.sh
www.mbw.sh



Valuable contribution

In order to contribute to the creation of a recycling economy in which plastics are reused, Stilolinea invests in sustainable products. As a result, the use of new plastics is significantly reduced, which has been successfully achieved with the introduction of the new writing instrument collection **made entirely from soft drink bottles**. In order to demonstrate the transparency and reliability of these “r-PET products”, the manufacturer provides its customers with a certificate of origin of this type of plastic. The in-house collection, which is made entirely in Italy, is fully controlled throughout the manufacturing cycle, and all steps and results are documented. Choosing an r-PET ballpoint pen, such as the S45 r-PET, means 50 percent energy savings compared to a ballpoint pen made from new PET. This material does not lose its basic properties during the recycling process and can therefore be repeatedly recast and used to produce valuable products. As a result, the S45 r-PET is both a recycled and a recyclable ballpoint pen, which makes it particularly environmentally friendly.

PSI 45328 • Stilolinea Srl
Tel +39 011 2236350 • info@stilolinea.it
www.stilolinea.it





Kunststoffreste



Granulat



Label recyclingpen△



Farben

Elegant appearance

Zeno, the multi-talent from Klio-Eterna, presents itself as modern, noble and elegant. In addition to a stylishly curved clip and large advertising spaces, this high-quality ballpoint pen particularly impresses with its **strikingly designed push button as well as unusual shape** that flows from a round barrel into an elliptical upper section. The combination of high-quality plastic components paired with an optionally selectable shiny metal tip and clip give this expressive writing instrument a particularly noble character. The four components make the Zeno a true master of metamorphosis that can be reconfigured and put together again and again. Another highlight of the Zeno product range is the attractive and extensive finishing and printing options. The Zeno bio is made from PLA plastic based on vegetable raw materials.



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

Well organised

The days of big, jingling keychains are numbered! At least that is what the experts at the company Einkaufswagenlöser believe and offer the new Key-Organizer.eu. Now you have a **real space miracle** in your hand! Modern minimalism ensures orderliness in every handbag and trouser or jacket pocket. Whether it be elegant, casual or in striking colours, there is always the right design for the desired outfit. Genuine leather encloses the keys and thus ensures a long service life and optimal protection. In addition, the customer can receive the 365-day free finder service from Code24.de. The product can be personalised by stamping a company logo on the front and printing on the gift box. As an extra treat, the supplier includes a shopping trolley token with the Key-Organizer.eu.

PSI 49467 • Einkaufswagenlöser.de
Tel +49 36705 65000 sm@pinkey.de
www.einkaufswagenlöser.de



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

PSI Händler / Distributors

PSI No. 20142	Advanced Materials , GREECE	www.admat.gr
PSI No. 20139	alfcon GmbH, AUSTRIA	www.alfcon.com
PSI No. 20141	AmedeA Werbepräsente GmbH, GERMANY	www.amedea-werbepraesente.de
PSI No. 20137	API.PL SP. zo.o, POLAND	www.api.pl
PSI No. 20150	Boundless Network, Inc., UNITED STATES	www.boundlessnetwork.com
PSI No. 20120	Brands4You Sprl, BELGIUM	www.brands4you.be
PSI No. 20118	Communication Partners B.V., NETHERLANDS	www.communicationpartners.nl
PSI No. 20130	Cremers Werbemittel Agentur GmbH, GERMANY	www.cremers-agentur.de
PSI No. 20121	Darpe Industriedruck GmbH & Co KG , GERMANY	www.agentur-geistreich.de
PSI No. 20148	EKZAKTA EOOD, BULGARIA	www.exacta.hideagifts.com
PSI No. 20116	enve print services GmbH, GERMANY	www.enve-print.de
PSI No. 20132	Freshdesign GmbH & Co KG, GERMANY	www.freshdesign.de
PSI No. 20134	A&G Studios Ltd , UNITED KINGDOM	www.fyldepm.co.uk
PSI No. 20136	Galvi Promotion Products Gesmbh, AUSTRIA	www.galvi.at
PSI No. 20135	GoodiesCoach Werbeartikel - Beratung und Handel e.U., AUSTRIA	www.goodiescoach.com
PSI No. 20128	HELIOPOLIS IMPORT EXPORT S.L.U., SPAIN	www.grupoheliopolis.com
PSI No. 20131	HooTeen Palvelu , FINLAND	www.nootee.fi
PSI No. 20124	Identity Incentives Ltd, UNITED KINGDOM	www.id-i.co.uk
PSI No. 20119	JABS General Trading L.L.C., UNITED ARAB EMIRATES	www.jabs-trading.com
PSI No. 20140	Kaktusblüte- Andrea Schwab, GERMANY	
PSI No. 20127	Ka-La Werbeartikel , GERMANY	
PSI No. 20123	KREAD HUNGARY KFT. LLC, HUNGARY	www.kread.hu
PSI No. 20145	LOOP GmbH & Co. KG, GERMANY	www.nachhaltigwerben.de
PSI No. 20144	MARKOM Gifts S.L., SPAIN	www.markomgifts.com
PSI No. 20146	Mobiles Denken Werbeagentur - Lars Kochbeck, GERMANY	www.mobiles-denken.de
PSI No. 20143	Optima Unternehmens- und Wirtschaftsberatung GmbH, GERMANY	
PSI No. 20147	Société Pom & Cub SAS, FRANCE	www.pometcub.com
PSI No. 20133	Profil & Kontor i Vimmerby AB, SWEDEN	www.profilkontor.se
PSI No. 20125	PRo XX GmbH, GERMANY	www.pro-xx.de
PSI No. 20149	PUBLIX Werbegesellschaft mbH, AUSTRIA	www.publix.at
PSI No. 20126	PWA Pütz König Werbeagentur GmbH, GERMANY	www.pwa-hamburg.de
PSI No. 20129	RCK Finland Oy, FINLAND	www.rckfinland.fi
PSI No. 20122	S.D. THEOFYLAKTOS S.A., GREECE	www.theofylaktos.com.gr
PSI No. 20117	UAB „Agrava“, LITHUANIA	www.agrava.lt
PSI No. 20138	Vereinsbedarf Deitert GmbH, GERMANY	www.deitert.de

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

Neue Mitglieder | New Members

PSI Lieferanten / Suppliers

PSI No. 60140	Dias-Gruppe GbR , GERMANY	www.dias-gruppe.de
PSI No. 60145	ECOPACK MAK. VE GIDA SAN.TIC LTD. STI, TURKEY	www.samecopack.com
PSI No. 60144	EDCE Ventures Ltd., CYPRUS	www.edce-ventures.com
PSI No. 60141	FLSK Products GmbH, GERMANY	www.flsk.de
PSI No. 60139	German Bakery Stapper , GERMANY	www.keks-kreator.de
PSI No. 60136	Industriewerbung Promotia GesmbH, AUSTRIA	www.promotia.at
PSI No. 60134	JENLUCA ASSEMBLING ELECTRICAL L.L.C., UNITED ARAB EMIRATES	www.jenluca.com
PSI No. 60142	Klaus Schmidt Kartonagen, GERMANY	www.schmidtkartonagen.de
PSI No. 60138	Kübler-Alfermi GmbH, GERMANY	www.kuebler-alfermi.de
PSI No. 60149	LAKRIDS by Johan Bülow GmbH, GERMANY	www.lakridsbybulow.de
PSI No. 60146	One Target Promotion Inc, UNITED STATES	www.onetargetpromotion.espswebsite.com
PSI No. 60137	PeCeDe GmbH, GERMANY	www.pecede.de
PSI No. 60132	Produktionswerk Merchandising GmbH, GERMANY	www.produktionswerk.com
PSI No. 60148	RettEi , GERMANY	www.rettei.de
PSI No. 60133	schenkYou GmbH, GERMANY	www.schenkyou.com
PSI No. 60143	tdrei GmbH, AUSTRIA	www.tdrei.at
PSI No. 60135	Trendfactory GmbH, GERMANY	www.trendfactory.eu
PSI No. 60147	Turteks Tekstil Etiket San Vetic A.S., TURKEY	www.turteksetiket.com
PSI No. 90100	WILL INTERNATIONAL LIMITED, UNITED KINGDOM	www.willinternational.co.uk

INSERENTEN-VERZEICHNIS / LIST OF ADVERTISERS

PSI No.	Inserent / Advertiser	Seite / Page
49747	Cookie Cutter® ASSCA GmbH	033
18681	B&W Druck und Marketing GmbH	077
45619	CLIPY Artur Begin, S.L.	U4
42819	Gustav Daiber GmbH	005
43450	E.L. Cravatte B.V.	025
43144	FARE - Guenther Fassbender GmbH	021
	FKM e.V.	079
43420	EuroSCHIRM by EBERHARD GÖBEL GmbH + Co. KG	025
41016	Heri-Rigoni GmbH emotion factory	059
41545	JUNG since 1828 GmbH & Co. KG	007
42706	Kalfany Süße Werbung GmbH & Co. KG	069
42438	Lediberg GmbH	049
47814	Lupenmaxx GmbH	076
43927	memo AG	051
43410	Mister Bags GmbH	002+003
45974	Multiflower GmbH	057
46925	Pins & mehr GmbH & Co. KG	076
43417	Prodir GmbH	001
	PromoTex Expo - Reed Exhibitions Deutschland GmbH	063
	PSI - Reed Exhibitions Deutschland GmbH	U3/IBC, 023
42487	REFLECTS GmbH	009
42938	REIDINGER GmbH	053
45328	Stilolinea Srl	014+015
44970	TRIGON Deutschland GmbH (ehemals SEMO Deutschland GmbH)	017
47555	Vim Solution GmbH	U2/IFC
	viscom - Reed Exhibitions Deutschland GmbH	065
48682	VOSS-HELME GmbH & Co. KG	029
Beilage / Insert (*Teilaufgabe / part circulation)		
47123	fides Druck und Medien GmbH	

BRIEF MESSAGE, LOW PRICES, BIG IMPACT+++THE PSI CLASSIFIEDS MARKET+++NOW NEW EVERY MONTH+++EXCLUSIVE IN THE PSI JOURNAL+++BOOK NOW FOR THE NEXT ISSUE+++ TEL.: +49(0)211-90 191-114/-315+++FAX: +49(0)211-90 191-180+++MAIL: PUBLISHING@PSI-NETWORK.DE

FROTTIERWARE / TERRY CLOTH

HERKA frottier

Wir weben Vielfalt

Stick ab 1 Stück

Jacquard-einwebung ab 100 Stück

100% made in Austria

herka-frottier.at

Bordüren-einwebung ab 40 Stück

f i

PSI No. 46235

www.herkat-frottier.at

PSI LOGISTIKPARTNER / PSI LOGISTICS PARTNER

MAKE IT SMART
QTRADO LOGISTICS
FOR ADVERTISING
MATERIAL

QTRADO
LOGISTICS

Tel.: 02151 - 529 200
www.qtrado-logistics.de
info@qtrado-logistics.de

PSI No. 80068

www.qtrado-logistics.de

EINKAUFSWAGENAUSLÖSER / KEY CHAIN

Der Original
TRIGGI
Der Einkaufswagenauslöser

angenehme Haptik
große Formenauswahl
brillianten Farben

ab 300 Stück

teamline
Gemeinde Köngen

Werbeträger · Einkaufswagenauslöser · Flaschenöffner

TRIGGI.de | Tel.: +49 (0)8233 - 79312-0
info@pinsundmehr.de

&mehr Pins

PSI No. 46925

www.pinsundmehr.de

SPIELWAREN / TOYS

SEMO Newbies

Großes Standardsortiment
mit mehr als 500
SEMO Plüschtieren!

SEMO
Plüschtierwelt

Sonderanfertigungen für Promotion, Maskottchen, etc.-nach Ihren Wünschen.

8 verschiedene Tiere im Sortiment.
Größe: 13 cm.

TRIGON Deutschland GmbH
Kränkelsweg 28 · D - 41748 Viersen · Tel. 021 62 - 53008-0
Fax - 53008-20 · E-mail: info@semo.de · www.semo.de

PSI No. 44970

www.semo.de

LESEZEICHENLUPE / BOOKMARK MAGNIFIER

Papier-Lesezeichen-Lupe

- große Werbefläche
- beidseitiger Fotodruck
- Lupenfeld individuell
- kurze Lieferzeit
- Made in Germany

lupenmaxx
...wir machen's größer!

info@lupenmaxx.de Tel.: 07661 909988 0
www.lupenmaxx.de www.mikrofasertuch.de

PSI No. 47814

www.lupenmaxx.de

Additional suppliers can be found in the reference work
PSI Supplier Finder 1/2020 or online in our
PSI Product Finder

www.psiproductfinder.de

STELLENANGEBOTE / JOB OFFER



Tanzen Sie gerne aus der Reihe? Wir versprechen Ihnen einen spannenden Job im Kreis zielorientiert arbeitender Kolleginnen und Kollegen. Für unseren Standort Bochum-Wattenscheid suchen wir Verstärkung für unser Team.

Innendienstmitarbeiter/in für den Werbemittelvertrieb (m/w/d)

- Zu Ihrem Aufgabenbereich zählt die Betreuung von Bestandskunden und die Erstellung von Angeboten sowie deren Verfolgung
- Beratung im Bereich Werbeanbringungsmöglichkeiten sowie Erfassung und Abwicklung eingehender Aufträge
- Teilnahme an fachbezogenen Messen

Voraussetzungen:

- Sie haben eine kaufmännische Ausbildung (zum/zur Groß- und Außenhandelskaufmann/frau, gern auch Quereinsteiger/innen mit Berufserfahrung)
- Erste Berufserfahrung in der Werbemittelbranche und Vertrieb
- Erfahrung mit der Werbemittelsoftware CDH sowie gute Office-Kenntnisse
- Sie haben gute kommunikative Fähigkeiten und sprachliches Ausdrucksvermögen, sowie Freude am Verkauf
- Sie verfügen über gute Englischkenntnisse
- Sie überzeugen durch eine organisierte, strukturierte und selbstständige Arbeitsweise
- Ein hohes Maß an Eigeninitiative, Einsatzbereitschaft sowie Ziel- und Ergebnisorientierung runden Ihr Profil ab

Das bieten wir Ihnen:

- Sie haben die Möglichkeit mit uns zu wachsen und neue Bereiche mit aufzubauen
- Eine abwechslungsreiche, herausfordernde Tätigkeit in einem netten Team
- Eine lebendige Firmenstruktur mit flachen Hierarchien und kurzen Entscheidungswegen

Wenn Sie sich angesprochen fühlen, senden Sie uns bitte Ihre aussagekräftigen Bewerbungsunterlagen mit Ihren Gehaltsvorstellungen an folgende Email-Adresse: bewerbung@buw.com

B&W Druck und Marketing GmbH
Emil-Weitz-Straße 2 · 44866 Bochum
info@buw.com · www.buw.com

TOP-PRODUKTTHEMEN IM PSI JOURNAL

Der Sommer steht vor der Tür – Urlaubszeit in Deutschland. Wichtig dafür: die Strandfigur und der Kugelschreiber zum Postkarten schreiben. Platzieren Sie passend dazu Ihre Werbeartikel rund um die Themen Gesundheit, Sport und Fitness sowie Bürobedarf und Schreibgeräte in der Mai-Ausgabe des PSI Journals.

Ausgabe
05
2020

BÜROBEDARF UND SCHREIBGERÄTE und GESUNDHEIT, SPORT UND FITNESS

Redaktionsschluss: 16.03.2020
Anzeigenschluss: 06.04.2020

Ausgabe
06
2020

WELLNESS, KOSMETIK UND BEAUTY und GETRÄNKE, TRINKGEFÄSSE UND TISCHKULTUR

Redaktionsschluss: 17.04.2020
Anzeigenschluss: 05.05.2020

Ausgabe
07
2020

WEIHNACHTEN UND PRÄSENTSETS und SPIELZEUG UND PLÜSCHPRODUKTE

Redaktionsschluss: 15.05.2020
Anzeigenschluss: 05.06.2020

Ausgabe
8/9
2020

ÖKOLOGISCHE & NACHHALTIGE PRODUKTE, VEGANES und SCHOKOLADE UND SÜSSES

Redaktionsschluss: 22.06.2020
Anzeigenschluss: 05.08.2020



Das Cross-Media Sales Team des PSI berät Sie jederzeit gerne.

Telefon +49 211 90191-114/-150, Fax +49 211 90191-180, E-Mail verlag@psi-network.de

PSI

The epidemic, part 2



he epidemic has now become a scary, paralysing pandemic. It has reached Europe and is hitting us all hard. Trade shows and events have been cancelled or postponed, travel is severely restricted. Meetings are also being cancelled and offices closed, the stock exchanges have collapsed.

Employees are working from home. Me, too, right now. It is a haunting situation. I am sure none of us has ever seen anything like it. Technology is now playing a new role and enabling communication via the Internet in a new form: Meetings are taking place online, video conferences are now one of the most important communication tools, as are telephone calls and emails.

The supply chains in our industry are partially interrupted or only functioning to a limited extent. In our sourcing services, we see a significant increase in specific inquiries for products that are manufactured in Europe. We have already communicated industry voices on the current situation via our newsletter. Intensive communication with each other and along the supply chain is now imperative. Be sure to use our sourcing hotline for inquiries and to be able to better inform your customers. The quickly produced landing pages in the PSI Product Finder are also a central element in communication from supplier to distributor or from distributor to customer. This functionality is very easy to use.

I wish of all of us a revival in business again. Most importantly, however, stay healthy.

Best regards,

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



For planners who leave nothing to chance.

Reliable exhibition data bears this brand:



Explaining what figures mean in plain language – this is our specialty. Because you can trust exhibitions certified by us: How many visitors were there? What were their occupations? How many visitors made buying decisions? We supply the answers. Promptly. Clearly. Precisely. For around 300 exhibitions in Germany and worldwide.

www.fkm.de



Advertise with “healthy and fit”

There are three thematic groups at the centre of the product segments in our May issue. In addition to the ever-young classics in the areas of “office supplies and writing instruments” and quality products “Made in Germany/Europe”, we present new and innovative haptic highlights from the “health, sport and fitness” segment – three terms that amount to the same thing: the well-known “mens sana in corpore sano”, an insight of the ancient Romans that has endured to this day. Regular physical activity is part of the wellbeing of body and mind, but also a healthy, balanced diet. People who actively keep fit are considered healthier and, statistically speaking, have a longer life expectancy. Advertising is most effective in such a vibrant environment.

Please give some consideration to the product presentations of the June 2020 issue with the topic groups “Wellness, cosmetics and beauty” as well as “Beverages, drinkware and tableware” and send your product suggestions (image and text) by no later than 17 April 2020 to:

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



Interview with Paul Bellantone

Paul Bellantone is President and CEO of PPAI. As a representative of the American promotional product industry, he visited the PSI at the beginning of the year and spoke to us about the differences between the North American and the European market, as well as future trends and the benefits of membership in industry networks such as the PSI or PPAI.

A quarter of a century that unites



In 2020, Company 4 Marketing Services GmbH (C4) will be celebrating its 25th anniversary. This is a quarter of a century of “services for marketing and sales promotion” with a focus on the entire supply chain for representational marketing materials. Since being founded, C4 has always placed an emphasis on a sustainable and mutually beneficial relationship with its customers, service providers and partners.

Imprint

Published exclusively for the promotional products industry by PSI Promotional Product Service Institute,
Reed Exhibitions Deutschland GmbH
Völklinger Straße 4, D-40219 Düsseldorf
Tel.: +49 211 90191-0
Fax: +49 211 90191-180
Internet: www.psi-network.de

Publisher: Michael Freter

Management: Hans-Joachim Erbel, André Weijde

Editing: Edit Line Verlags- und Produktions-GmbH
Dekan-Laist-Straße 17, 55129 Mainz
by order of PSI GmbH

Editor-in-chief: Manfred Schlösser

Deputy Chief Editor: Ursula Geppert

Editors: Martin Höchemer, Anke Zimmermann,
Christian Jacob, Jutta Menzel, Christoph Zimmermann

Duty Editor: Martin Höchemer

Head of Publishing: Anja Heidbüchel

Advertising Sales Manager: Lars Kessler

Key Account Manager: Marlene Mendes Ramos,
marlene.amos@reedexpo.de

Cross Media Sales

Senior Sales Manager: Senija Menzel,
senija.menzel@reedexpo.de

Sales Manager:
Martin Metz,
martin.metz@reedexpo.de

Julian Coronato,
julian.coronato@reedexpo.de

Anna Oikonomou,
anna.oikonomou@reedexpo.de

Regional contacts

Belgium and France: Reed Exhibitions
ISG Belgien und Frankreich
Bryan Piscou,
bpiscou@reed-export.fr

Italy: Reed Exhibitions ISG Italy s.r.l.
Luigi Quadrelli
luigi.quadrelli@reedexpo.it

Spain: GPE S.L.
Olga Pons,
gpe@gpexpo.com

Turkey: Istexpo
Ismail Sezen,
ismail@istexpo.com

UK: Reed Exhibitions ISG UK
Daniel Cordock,
daniel.cordock@reedexpo.co.uk

Design: Edit Line GmbH, Mainz
by order of PSI Promotional Product Service Institute,
Reed Exhibitions Deutschland GmbH

Layout: Stephan Weiß, Nina Bertsch, Kerstin Vogtmann,
Stephan Flommersfeld

Photos: Lars Behrendt, Ursula Geppert, Martin Höchemer,
Anke Zimmermann. The title theme and editorial content
include the use of photos from Adobe Stock.

Translations: Translanguage, D-40885 Ratingen

Printing: Kössinger AG
D-84069 Schierling

Advertisement price list no. 51 of 1 January 2019 applies.

ISSN number 1436-6193

Signed articles reflect only the opinion of the author. The publisher shall assume no liability for unsolicited manuscripts, photos and other documents. Return only if return postage has been paid (likewise no liability). For members of the PSI, the subscription price is included in the membership fee.



WirmachenDruck.de

Sie sparen, wir drucken!

Noch ganz dicht?

z.B. 10.000 Standbodenbeutel,
250 ml, schon ab 0,47 €/St.**



Und wie! Unsere individuellen Standbodenbeutel schützen Ihre Produkte zuverlässig und halten sie dicht verschlossen lange frisch. Mit Verpackungen, Drucksachen, Werbeatikeln und mehr in fast fünf Millionen Druckvariationen ist bei WIRMACHENDRUCK mehr für Sie drin. Unsere Garantie: absolute Tiefpreise, schnelle Lieferung und immer **Top-Qualität Made in Germany!**

**Standbodenbeutel, 250ml (13 x 22 x 7 cm), mit individueller Bodenfalte, Zipper und Euroloch, 120 g/m2 hochwertiger weißer Kunststoffverbund, 4-farbig bedruckt, inkl. Versandkosten, inkl. Mehrwertsteuer. Preisänderungen und Irrtümer vorbehalten.



*als Preisdifferenz in Form eines Rabattgutscheins auf Ihren nächsten Einkauf

clippy®

**Advertising
Car sunshades
Manufacturers
since 1987**

*Wir stellen alle
Modelle seit 1987*



Jumbo



Compact



**Chip
Fold**



Textil



Pop Up Fan

Sedex Member

PSI member

euofins

Intertek

913 605 650 | info@clippy.com | clippy.com