

PSI EUROPE

PSI Journal

International Magazine
For Promotional
Products

May 2020

Volume 59



Dankebox

Alexander Hoyer

The diversity of saying
thank you

Product Guide

Office supplies and writing
instruments

Health, sport and fitness

Industry

PSI members brave the crisis

MyPSI

Michael Freter on the impact
of the corona crisis



**Corona crisis and
Industry Mobilise
all forces together**



PRODUCT FINDER

NEW!

SHARE INDIVIDUAL
PRODUCT LISTS WITH
YOUR CUSTOMERS!



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

**QUALITY PROMOTIONAL
PRODUCTS FROM GERMANY!**

WWW.PSIPRODUCTFINDER.DE/DEUTSCH



Editorial

A lesson to be learned

Whe corona virus is currently turning the world upside down. Almost nothing is like it used to be. Especially not in the trade. Fashion chains are advertising their seasonal products on the Internet at discounts of up to 60 percent. Flowers are being given away before they have to be shredded. A litre of diesel costs less than one euro. In contrast, a cucumber costs over two euros and a litre of disinfectant can sometimes cost more than 20 euros. A simple protective mask is now roughly 20 times more expensive. Some prices are plummeting while others are skyrocketing. Never before in peacetime have prices developed as erratically and as contrastingly as today. In general, however, we can assume that the price curve will trend further downwards. Unemployment and short-time work do not trigger a consumer boom.

But this is not the time to rub salt into the corona wounds. The situation is bad enough. Nevertheless, we have to make it clear that price dumping cannot be the recipe for the future. Too often, including in the promotional product industry, the price alone was decisive for winning or losing the budget pitch – even in good times. After all, there was always someone who knew someone who could still do it cheaper in China. Let us hope that this is finally over. Deglobalisation will also affect the promotional product industry, at least to some extent. Quite a few importers are already trying to establish parallel supply chains, for example in Eastern European countries. In the future, supply reliability will, more than before, be an important criterion alongside price and quality – throughout the economy.

Something is also happening in the trade. “We are currently leaving no stone unturned in our company,” a friend of mine told me recently. “We are sifting through our entire product range. Quality and sustainability are the challenge at hand. We are digitalising as much as possible and we notice that this is good for us because we have discovered potential savings. And we are trying to talk extensively to one major customer every day via video conferencing – we want to look after their needs and learn so that we can emerge from the crisis stronger than before. After all, the initial openings will ensure that our door is at least ajar.” That is our goal that we are all working towards.

In this spirit

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
--	---

FOKUS

Corona crisis affects promotional product industry: Mobilise all forces together	8
--	---

PRODUCT GUIDE

Office supplies and writing instruments	16
---	----

INDUSTRY

Companies, events, markets	32
PSI members brave the corona crisis	36

PRODUCT GUIDE

Health, sport and fitness	44
---------------------------	----

COMPANIES

Dankebox: The diverse ways of saying thank you	54
Bartenbach: Positive results from spring trade show	58

MYPSI

Interview with Michael Freter: Corona crisis and the consequences for the industry	60
Latest news about the corona crisis	61

PRODUCT GUIDE

Innovative products	64
---------------------	----

OPINION

	74
--	----

PREVIEW – IMPRINT

	76
--	----



MISTER BAGS®

N° 2345

Frida



Mister Bags presents Frida, a Fairtrade cotton twill bag with bottom fold and available in up to 12 different colours. With a gram weight of 200 g/m², overlock seams and cross-seam stitching, it is outstanding in its quality.

- ✓ Fairtrade - certified
- ✓ OEKO-Tex - certified
- ✓ 12 colours
- ✓ 200 gram weight



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



www.misterbags.de



Corona crisis and the industry: Mobilising forces together **8**

Within a few weeks, the corona pandemic has spread at an alarming rate with economic forecasts predicting a global recession. The promotional product industry has also been hit hard by the corona crisis. In our survey, suppliers and distributors show great concern and uncertainty – but also courage, creativity and the will to overcome the crisis together.

PSI members brave the corona crisis **36**

The corona crisis has a tight grip on the world. In a networked age like ours, the resulting economic consequences also affect the promotional product industry. At the time of going to press, however, it became clear that „our“ industry is also moving closer together and developing creative ideas, mutual help and solutions to overcome these difficult times. On the following pages, we report on the first swift and effective initiatives.



Health, sport and fitness **44**

On the following pages, we present innovative haptic highlights from the „Health, sport and fitness“ sectors. Well-being includes regular physical activity, but also a healthy, balanced diet. People



who actively keep fit are considered healthier and, statistically speaking, have a longer life expectancy. Such a sporty environment is also ideal for advertising.

Dankebox: The diverse ways of saying THANK YOU **54**

Diversity is trumps with the Rhineland specialists for high-quality gifts and promotional products Made in Germany. Dankebox, founded by Alexander Hoyer in 2016, offers customisable all-in-one gift boxes. The start-up curates the contents for manufacturers and companies steeped in tradition.



TRULY "SHOE" RELIABLE

The world of shoe fashion often brings out astonishing trends: After clunky Ugly sneakers were "in" last year, the trend forecasts this year focus on the "statement shoe" trekking sandals with twists, writes the magazine "Bunte". For people who prefer timeless elegance, there are classics that can be refined.

Fancy embroidery

Textile finishing embroidery

KLAM MARKETING

www.klam.de

PSI 49110



REINVENT THE WHEEL?

There are innumerable idioms that have a figurative meaning, such as the saying: "Reinvent the wheel." It roughly means to re-create or redevelop something that already exists. In the truest and figurative sense, this also applies to the gravel bike: a racing bike with wide tires for comfortable as well as fast riding on normal roads and dirt roads. Whether or not it is actually a cyclocross is a matter of debate. In contrast, crossbags are undisputed, as our example shows.

Incidentally, bags made of linen also offer sustainable comfort. The material is sturdy, resistant and also entirely biodegradable, assures the supplier Boogie Design.



Urban bag

CrossBag Country

Halfar System GmbH

www.halfar.com

PSI 45666



Multi-faceted all-round material

Linen collection

Boogie Design

www.boogie-design.com

PSI 49348



Highly functional

Richartz Key Tool® Plus snack

Richartz GmbH

www.richartz.com

PSI 40884

TRENDY MULTITASKING

Portmanteau words are also very trendy. Such words contain parts of two or more words that come together to form a new expression, such as brunch or Brexit. The long list of portmanteau words includes sporkknife which is made up of the words spoon, fork and knife. The real multitool consisting of fork, spoon, the patented combination of bottle opener and shopping trolley token and other functions such as a screwdriver, bicycle spoke key and hexagon key from Richartz can do much more than a sporkknife.

**myrtle
beach**

**JAMES &
NICHOLSON**



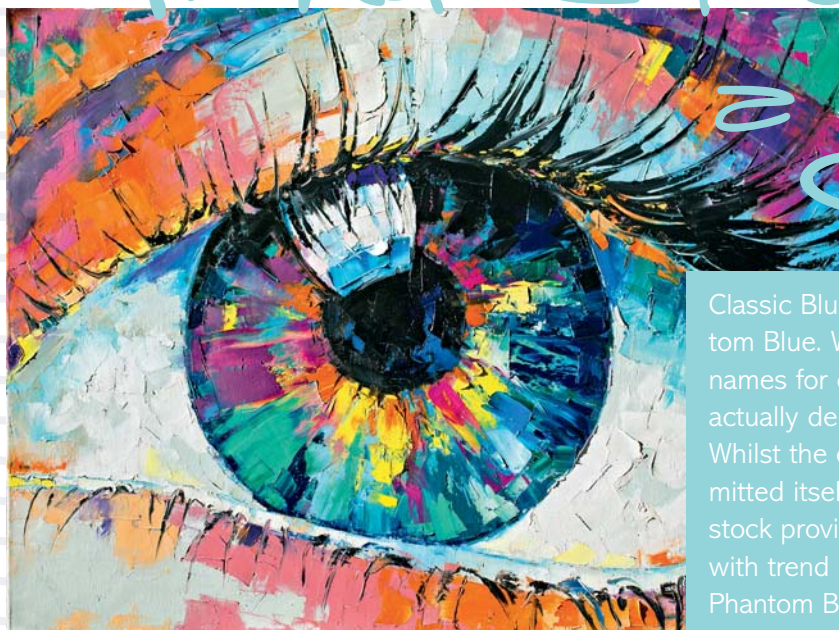
 **RECYCLED
POLYESTER**

SPORTS

OUR FIRST COLLECTION MADE OF RECYCLED POLYESTER

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

Trend colours at glance



Classic Blue, Lush Lava, Aqua Menthe, Phantom Blue. What reads like a list of trendy first names for children of American celebrities actually depicts trends – the colours of 2020. Whilst the colour company Pantone has committed itself to Classic Blue, the American stock provider Shutterstock sees a colour trio with trend potential: Lush Lava, Aqua Menthe, Phantom Blue.

TRUE BLUE



Attractive touch

Rubberised ballpoint pen
"Formentera"
Giving Europe GmbH
www.givingeurope.de
PSI 45737



Defy the rain

Functional rain poncho
"Keep dry"
Inspirion GmbH
www.promotiontops.eu
PSI 42907

Whether it be classic or phantom: blue is considered soothing and relaxing, harmonious and confidence-building and is therefore the undisputed favourite colour for many people. It is also blueing in the promotional product industry – gracefully designed and with an eye-catching effect.

Protected nature

H1904® ECO Safe ballpoint pen
Kaldenbach GmbH
www.kaldenbach.com
PSI 46149





CD LUX



STAY IN CONTACT!

Use our individual direct-shipping-service



SUSTAINABLE ADVENT-CALENDARS

Early-Bird discounts available!

Within a few weeks, the corona pandemic has spread at an alarming pace, with economic forecasts predicting a global recession. The promotional product industry has also been hit hard by the corona crisis. In our survey, suppliers and distributors show great concern and uncertainty – but also courage, creativity and the will to overcome the crisis together.

The corona crisis also affects the industry

Mobilise all forces together

Ut is with good reason that the corona crisis is described as the most serious occurrence since World War II. In the past few weeks, economic experts who expect a deep crisis have had their say in the media. According to Süddeutsche Zeitung, in the worst case the Institute for the World Economy expects an economic downturn of up to nine percent in 2020. The Ifo Institute expects a decline of up to six percent, with a short crisis and a quick recovery, whereby the downturn will still be 1.5 percent. Much higher values would also be possible because each additional week of shutdown would cost one percent of the gross domestic product (GDP), i.e. around 35 billion euros. According to Ifo, companies' expecta-

tions for the coming months have also deteriorated, and the sentiment of the managers surveyed in March fell to its lowest level since mid-2009.

High risk of bankruptcy

In view of these gloomy forecasts, let us look back at the financial crisis in 2009: At that time, the gross domestic product (GDP) in Germany fell by almost six percent. However, we are faced with a different situation today since the widespread shutdown of public life affects many more companies whose sales have practically dropped from one day to the next, with costs continuing to flow. Small businesses and the self-employed are being quickly de-





prived of their livelihood. The consequences, whether direct or indirect, are serious in almost all industries and across all company sizes, worldwide. This will cost a lot of jobs and livelihoods, which in turn will put additional strain on the social systems. In Germany alone, every fifth company sees itself at risk of bankruptcy, as a survey by the German Chamber of Industry and Commerce (DIHK) at the beginning of April revealed. The immediate danger can be at least partially offset by short-time work, an option that more and more companies are choosing. Half a million applications had been submitted by mid-April, which according to mediapioneer is as many as in the past 12 years combined.

Surge of bankruptcies also in China

The damage is also enormous in China, which is now slowly returning to normal. Here, too, a surge of bankruptcies which will particularly affect small and medium-sized companies is foreseeable. Corporations are more likely to benefit from government aid and loans. High unemployment is expected in China, which is already at an unusually high rate of 6.2 percent. To what extent and when importers will have to face delivery problems will soon become apparent.

Huge rescue programme

Germany has fast-tracked a gigantic rescue programme. Of the total of 600 billion euros, 100 billion is available for capital measures, 400 billion for guarantees, 100 billion for government equity investments and 50 billion for emergency aid for self-employed sole-traders and small businesses. The immense scope of these measures has not

been entirely without criticism, especially as they push up the debt ceiling by 100 billion euros and guarantees by 357 billion euros. Repayment is scheduled to begin in 2023 and is set to run for 19 years. The use of public finances is similarly generous in other European countries, and the long-term consequences are still not foreseeable. On the downside, critics are increasingly warning of a scenario that sustains the health system but triggers an economic collapse. We can only hope that the one will succeed without jeopardising the other. After all, health and human life are the highest good of man.

Securing a company's existence despite a slump in sales

The crisis does not stop at the promotional product industry, the entire advertising industry is affected. Wherever the industry is concerned about sales and livelihoods, it will cut budgets or rededicate them to immediate measures. With such enormous uncertainty, savings are made, and first and foremost in advertising. In this situation, in which we do not know how long the crisis will last or which surprises still await companies and people, we talked to suppliers and distributors. What are the specific effects of the crisis on your company, how are you now positioning yourself and how do you see the future? Everyone is taking the crisis very seriously, they are experiencing declining sales and expect rebuilding of their business to be lengthy and difficult. The first priority is to stabilise the company, for example through internal adjustments and securing liquidity.

Creative crisis management

Crisis management is the order of the day. This also includes becoming more flexible and considering alternatives: the key elements here are shifting the focus of our portfolio, improving service, pushing ahead with digitalisation and switching to digital communication and processes. Try to adapt to the uncertain situation with its many unknowns through creativity, courage and sound judgement. It is important to trust in your own problem-solving skills, partnership within the industry and the communicative potential of promotional products. Because at some point there will be advertising again, and promotional products should then also be at the forefront again. <





**Wolfram Mümmeler,
e+m Holzprodukte**

**“The severity of the
consequences depends on the
duration of the crisis.”**



.....

We are also feeling the impact of the crisis: In addition to the general uncertainty about the further course of the crisis and the internal reorganisation of work processes, incoming orders in week number 12 fell dramatically.

No restrictions thanks to autonomous production

e+m Holzprodukte is currently working without any restrictions because we manufacture here relatively independently in our own production. As timber requires a long time to dry, we always have a good stock of materials. We are independent of international supply chains, we manufacture our products exclusively in Germany, and we source our components from suppliers in the local region. Due to our high level of in-house manufacturing, we can also implement custom-made products quickly and reliably.

Fewer orders, internal adjustments

Our production is currently split into two shifts to enable us to run a backup in case of an emergency. Some office employees work from their home office. Easter holidays were reduced to compensate for the lower order volume. After the confusion caused by the shutdown in the first few days, the mood among distributors is again cautiously optimistic that business will resume after the Corona crisis.

Solidarity helps

The crisis can be overcome, but the longer it lasts, the greater the economic consequences become. At the moment, nobody can predict how long these measures will last, so it is also difficult to assess what impact this crisis will have for us and for many other companies. Solidarity in the crisis is always a good remedy. Solidarity among customers and suppliers, employers and employees, society and politics is probably the order of the day.

**Tobias Bartenbach,
Bartenbach Werbemittel**

**“Adjust offers, secure liquidity,
limit damage – and remain
optimistic.”**



.....

The period beginning around 20 March was marked by the inaccessibility of companies and contact persons and their efforts to go REMOTE [At Bartenbach we deliberately speak of „remote“ and not of „home office“]. We hope that there will be some stabilisation and improved communication – and that after the shutdown has ended, inquiries and business will normalise again step by step or at least pick up noticeably again.

Massive drop in sales

As all events and trade shows have been cancelled, the short-term and medium-term business for these events has also been cancelled and there are no new inquiries. This has caused a massive drop in sales. Our partner suppliers continue to guarantee service and delivery capability. However, the switch to remote is also causing delays on their side. We currently expect delays in deliveries from Europe due to border controls. As for the Asian business,

even if the restrictions there are gradually lifted and production slowly starts up again, deliveries are still only possible to a very limited extent – and with significantly higher transport costs. The air freight costs have meanwhile more than doubled. There is a certain degree of uncertainty because so far many goods are also being transported by passenger aircraft. However, there are fewer and fewer alternative options to deliver quickly and cheaply by air freight.

Delayed delivery

As for delivery dates, the dates for current orders that were scheduled to be processed after the Spring Festival in China (25 January 2020) have generally been postponed by around four weeks. We communicated these delays to our customers in good time. Since this is clearly a case of „force majeure“, most customers can understand this delay. Nobody is happy about it, neither the customers nor the distributors or manufacturers. The consequence of this: In order to be able to deliver on time, new projects have to be planned and placed early.

Extension of services and offers

In the current situation, we are adapting our offers and our communication to the changed conditions:



**Franjka Plesa,
Maximex**

“We are experiencing drastic losses in revenue, increased costs and delays.”



.....

We have been feeling the effects of the corona crisis since January because we import a lot from China. In the meantime, the situation has deteriorated further: Orders have been cancelled since week number 12, there are few inquiries and hardly any new orders – also because many events and trade shows have been cancelled. In times of crisis, budgets are simply not spent on promotional products.

Uncertainty and fear of the future

The entire situation is causing great uncertainty and fear of the future in the industry. We have prepared ourselves for the crisis with home office and short-time work. We

already have drastic losses in revenue and expect further losses. There are also increased freight costs (around 50 percent more costs) and delays in logistics.

Pitching in internally

What we can and must do now: think positively, strengthen team spirit and use the time for internal company matters. So tackle everything you otherwise do not have time for. After the crisis, we have to be willing to buy and have the courage to invest so that the whole economy can be revived.

- Increased communication
- Expansion of services and offers, such as: Video messages with product suggestions as well as a digital presentation of the highlights of our Promotional Product Day on 5 March, one of the last promotional product trade shows BEFORE the shutdown.
- Supporting customers with communication issues, increasingly also outside of haptics – i.e. in the areas of crisis communication, PR and content marketing.
- We provide services for customers such as sending e-mails, telefax campaigns etc. We are completely set up for this and can act quickly and professionally even with our remote team. Reacting quickly and efficiently internally

Here in our own company, we reacted quickly and efficiently: 95 percent of our employees work remotely, and our reception is staffed as usual from 8 am to 6 pm. We work internally, but also via video conferences with our customers, and our key account meetings are also digital. This works very well! We have not only reacted organisationally but also financially by increasing our liquidity and through tax deferrals. What has to be said very emphatically in this uncertain overall situation: 2020 will be a difficult year for our industry and also for our customers.

Impact until 2021

What happens next depends crucially on how long the shutdown will last: four weeks, eight weeks? We don't know, but regardless of that, we will still feel the effects until 2021! It is important that economic life is not completely undermined. People have to abide by the new government-mandated rules – even those who have so far ridiculed them. Everyone has to play their part here. The answer to this pandemic can only be one for the whole of society. As few as two percent dissenters can destabilise the system.

Recovery will be laborious

The ramp-up, the recovery AFTER the shutdown, will be laborious, extremely incremental and will happen step by step. At the moment, nobody can say how exactly, when and with what means. We hope and count on damage limitation, optimism and ultimately also on responsible customers who do not „exploit“ the situation. The greatest need for action at present is to secure liquidity.

Marco Kaldenbach, Kaldenbach Group

"We are severely affected due to our customer structure."



The pandemic has heavily hit our industry and particularly us as we primarily supply the automotive and technical industries. Other customers including Diakonie, AIDA and NIVEA cannot help us much here either. We rely on the trickles of news from a wide variety of media and closely monitor every change. Always hopeful hope that everything will pass quickly. Which, if we are realistic, is currently not foreseeable.

Measures taken quickly

We quickly took action, registered short-time work and entered into discussions with the bank. The fact that we have always maintained an open, honest dialogue with

our bank is now paying off. Thanks to the possibilities announced by the government, such as a KfW loan, short-term liquidity is not a problem. The operating result will most likely be very unpleasant this year. And any new loans have to be repaid at some point.

Finding solutions for employees

Our employees are currently experiencing notable financial losses because they are either alone (single parent) or their partner is also affected by short-time work. We are trying at least to cushion existential problems and are available for discussions to find solutions or short-term funds.

Health is the highest good in life

Despite everything, the most important thing is to stay healthy and not to infect older people (even through third parties). As my aunt from America used to say, at the end of the day business is ultimately „just money“. Against this background, the economic problems appear very small and not quite as important.



Kai Gminder, Daiber:

"We have pulled out all the stops."

We are feeling the impact of the crisis considerably because orders have already dropped by 50 percent and the decline is certain to continue. However, we are not worried about our supply chains: Firstly, China is no longer our main supplier country and secondly, life in China is increasingly returning to normality. The question is rather, when can economic and social life return to normality?

Shift work and short-time work

The sentiment in the trade and industry is very gloomy, as is the case with all of us: the uncertainty about how long this may take and the associated concerns are already a huge burden. At the moment everyone is concerned with themselves in order to take the most necessary measures. We have pulled out all the stops for our company: We are currently working in two shifts to remain able to act even in the event of infection. Wherever

possible, employees are working from home. In all other departments, we will be introducing short-time work as of April.

Digitalisation is now extremely important

The economic consequences of the crisis cannot yet be fully assessed. I think it also depends on how long the situation actually lasts. Fortunately, there are still enough orders coming in through our web shop. It is now becoming clear that digitalisation is more necessary than ever. There must and will be an enormous boost here. Everything else lies in the future.

Webinars and special promotions

In order to ensure that our customers can make good use of the time wherever possible, we now offer webinars to encourage customers for the „time after“. We present practical topics such as the use of article data and images, individual marketing, interfaces and Daiber Cloud as well as visualisations. Our decision to opt for digitalisation at an early stage is paying off here. Right now it is important to stay in touch with customers, which is why there are occasional special promotions.



**Lasse Lauritzen,
IDÉ House of Brands, Norway**
**“Our industry
can cope
with this crisis.”**



Of course, the impact of the corona crisis is also noticeable at IDÉ House of Brands. However, deliveries are not affected too much.

Functioning partnerships

We work with good companies and freight carriers who are mustering all their forces to meet the promised deadlines. It has always been IDÉ's philosophy to form partnerships – not only with customers but also with suppliers, manufacturing companies and freight carriers. And in times of crisis like now, we see how important these functioning partnerships are and that this strategy has proven us right for 33 years.

Adapting to market conditions

First of all, we implement all government policies and guidelines. We have created appropriate opportunities for employees to be able to work at home as well as in the office if they want to. It is about quickly adapting to the market conditions and the needs of our customers and being even more efficient. We have to summon all our strength to do this.

Clear strategy

We use in-depth cost monitoring and a clearly regulated strategy that should support us in the post-crisis period. We are geared towards digital changes and more core business. IDÉ is not simply a company for give-aways.

Generally speaking, our industry can overcome this crisis if we have the necessary basis in terms of strategy and plans – and that cannot be a price war nor any give-aways.



**Armin Rigoni, Heri-Rigoni,
emotion factory**
**“The industry will also
overcome this crisis
through its creativity.”**

We have already had a few order cancellations relating to Easter business, and some orders have also been postponed until later. Fortunately, our products can be used for different occasions: We work a lot with paper packaging which can be reprinted for another occasion quite quickly and inexpensively.

Trade is very cooperative

As before the crisis, the trade is very cooperative. The majority of distributors are trying to find solutions for ongoing orders and projects with us. We can see from this that industry customers are also reacting with prudence. In addition, our natural products in the advertise&grow series are very popular items that radiate confidence and trust. That is why they are suitable in the crisis right now as a little encouragement and token of gratitude for employees and customers. There is always a tomorrow!

Flexibility helps

So far, our supply chains remain intact and the fact that we are a family business with a solid financial base and the ability to keep a good stock of many raw materials is paying off. We do not see any problems within the company because our mostly long-standing employees trust us and we have confidence in them. The great flexibility in our everyday work will help us to overcome this crisis. After all, working-time accounts and extremely flexible working hours have been standard with us for decades.

Whoever does not advertise will go under

We are more concerned about external influences, especially logistics and the restricted flow of goods. How severely the crisis will affect us ultimately depends on how long it lasts and how long the restrictions remain in place. As always, the industry will overcome this crisis through its creativity. New products will be created or existing products will be modified. And as always, „whoever does not advertise will go under“.



**Bas Lensen,
Toppoint**
“Together we will
get through this
rough period.”



However, our health and safety is top priority and that is why we have to take the measures that we get imposed by the government very seriously. Every employee of Toppoint works from home in accordance with the advice of the national government and national public health authorities. A safe work space for our employees but also for our partners is key. That is why we try to have contact through digital communication solutions and by phone instead of a visit.

Thinking in innovations, improvisations and flexibility

At the moment our business is ‘on-hold’, there is a lot of insecurity about the duration of this period. But luckily, we as an organization can handle setbacks really well. We try not to think in disappointments and limitations but in innovations, improvisations and flexibility. For example, our production employees are getting trained to operate more than one machine just to make us a bit more flexible.

Tremendous insecurity

The demands of the end customer decreases because they want to save on budget and there is tremendous insecurity about the duration of this period. Promotional products and gifts are getting scrapped from that budget. But we don’t want to forget about the positivity and opportunities of promotional products. Together with the dealers we try to excite the end customers with ideas to re-activate the market as much as possible. We won’t let us get down, that is not something that fits our corporate culture. Together we will get through this rough period.

Toppoint definitely feels the consequences of the coronavirus just like other companies. The order intake decreased a lot and many campaigns and projects are postponed or canceled. The business decreased to a minimum, especially in the countries who are in total lockdown.

Supply chains are still intact

The supply chains are still intact. Our people from the purchase and product management department have intensive daily contact with our suppliers. We were facing some delays during the peak of the coronavirus in the Far East but luckily most of our factories are up and running again and there is enough capacity to process our purchase orders. Besides our purchase with suppliers, we produce a considerable part of our collection by ourselves. Our production facilities in Germany and Poland are running on full capacity but of course with the needed precautions.

Health and safety is top priority

Of course we are worried about the economic consequences of the coronavirus. But not only we are facing a challenging time, the whole industry is facing hard times right now.



**Ralf Oster,
PF Concept**
“Together
we can make
the difference!”

At PF Concept our priority is ensuring the safety and health of our colleagues and customers, as well as the continuity of our operations. In line with national regulations we have decided to implement work from home in all our offices. We have also asked our account managers to stop visiting. We understand that these measures are changing the way we like to do business in the promotional industry, with intense interactions and frequent contacts. Therefore, we took special care to stay available as much as possible over the phone, even when working from home. However, this crisis is maybe also the right

moment to accelerate the transition towards new channels of communication, and we ask you to prioritize digital contact, either via mail or the PF Store, at www.pf-concept.com, where you can find all answers related to products, prices, inventory levels as well as placing your orders and following them up.

Lead times are constantly updated on PF Store

Our factories are still operating to ensure we process orders. We are doing everything to keep our factories running. Developments go quick, so we assess day-by-day the situation. The best way to stay informed on production lead times is also on the PF Store, where live lead times are constantly updated for each products and decoration techniques. Our admiration goes to everyone who cares for one another under these difficult circumstances. Whether at home, at work or in the hospitals. Together we can make the difference!



**Roger Riwar, PROMOSWISS,
Switzerland**

**“Those who act with foresight
can emerge from the crisis
stronger than before.”**



.....

The economy is currently preoccupied with internal changes and processes. Those companies that adopted digital processes in time have a clear advantage. In my opinion, the inventory levels of importers is not the main problem. Political interventions in the economy and the understandable reluctance of buyers are more problematic.

Customers react with understanding

The impact of the crisis on the Swiss promotional product industry will be challenging. As mentioned above, we do not consider delivery bottlenecks or transport capacities to be the main problem, at least not at the moment. There have been isolated delays in delivery. As a rule, customers react more understandingly than in „normal“ times. The lockdown in China was shorter than expected, and production has been resumed in many places. It was of course a blessing, if I may say so, that the crisis in China was during the Christmas holidays. Due to the many cancellations and postponements of large and medium-sized events, a decline in demand can of course be expected. However, postponements envisage that orders may be placed with a delay. If we take into account the statements of economists who predict a so-called V-course, the up-

swing after the crisis will also be quick and strong. This scenario seems plausible to us and raises our hope for the near future. Swiss promotional product companies are generally very innovative and able to react quickly. Home office work is almost standard. The support that the Swiss Confederation has promised will also benefit companies. In addition, the short-time working solution was also extended to small, independently managed companies.

Duration of the crisis is crucial

The current situation will definitely cause an economic slowdown. Whether the situation returns to normal by summer will be decisive for the outcome. Unfortunately, companies in our industry are also likely to go under. At least so far we have not been faced with government-mandated business closures like other industries. But economic upheavals always take their toll. This corona crisis is unprecedented in our economic system in modern times. Companies that were financially well positioned before the crisis, act with foresight and draw the right conclusions can emerge from this crisis stronger than before. I strongly believe this and hope so, and as you know, hope is the last to die.



**Rainer Klitsch,
Parzeller**

**“Depending on the duration of
the crisis, the situation may
become very serious.”**

.....

We are not yet experiencing any delivery bottlenecks or transport difficulties, and we have not yet encountered any scheduling difficulties.

Hardly any more orders

We managed to process all orders without any issues. However, order intake has come to a complete standstill since the end of March and there have also been a few order cancellations. Most companies have now stopped all unnecessary spending – and unfortunately that includes spend-

ing on promotional products. Three quarters of our team are now working from home and that is working quite well. Of course, other than that it is all about cost savings and all issues related to crisis management. Depending on the duration of the crisis, the situation may become very serious.

Preparing well for the time afterwards

It is difficult to answer how things will go because nobody knows how high the damage may be and because we do not know whether and to what extent the government can really help. If the crisis lasts only a short time, it may even be possible to make up a lot of ground afterwards. If companies find themselves in hardship, there will be bankruptcies and it may take a long time before investments are made again in promotional products. We would not be able to make a living from the few profiteers of the crisis. It is therefore important to prepare as well as possible for the time after the crisis.

Companies currently see themselves in a state of emergency that confronts them with completely new requirements. There is great uncertainty, how to cope with the consequences of the crisis, but also in many situations that used to be dealt with routinely. Now it is time to apply existing rules and obligations in line with the changed circumstances.

Trade restrictions and product conformity

Crisis does not release from obligations



Even in times of crisis, companies must ensure the conformity and safety of their products and expect inspections.

The spread of the corona virus currently poses enormous challenges for the industry. As a result of plant closings, interrupted transport routes and export bans (cf. Implementing Regulation (EU) 2020/402) there are severe delays in delivery and breakdowns along the entire supply chain. This raises significant legal questions.

Force majeure

For affected companies, the question arises as to whether such corona-related delivery bottlenecks are „force ma-

jeure“. The starting point for answering this question is the existing contracts which often contain provisions for the definition of „force majeure“ and its consequences. If there are no provisions or they are insufficient, the applicable statutory provisions must be applied. However, the term „force majeure“ is not uniformly regulated in the various legal systems. In Germany, cases of „force majeure“ are resolved, for example, by the terms „impossibility“ of the provision of services or the „frustration of contract“. In general, it can be said that an external, unpredictable and unavoidable event should, as a rule, eliminate the parties' performance obligations and claims for damages. However, this may not apply, for example, if a company volun-



tarily interrupts its own production for its own protection. Thus, the circumstances of the individual case are always important when assessing a “force majeure” constellation.

Product conformity even under time pressure

As the pandemic progresses, the demand for certain products such as respirators, protective suits and examination gloves has grown exponentially. Many companies are switching their production to these products or trying to import them in large quantities. And time is short. For manufacturing or importing companies, the question arises as to how they can guarantee the conformity of these products in the short time available. As a general rule, product conformity must be maintained even in times of the corona crisis.

Extended obligations and more inspections

The new Market Surveillance Ordinance (EU) 2019/1020, which will be binding in its entirety on 21 July 2021, regulates the requirements for significantly stricter EU-wide standardised inspections of all products made available through brick-and-mortar retail or online. In addition to the classic economic stakeholders such as manufacturers and importers, fulfilment service providers who sometimes only store and ship the products are also classified as persons responsible. In addition, cooperation obligations have been imposed on providers of information society services, which in particular will hold platform and website operators accountable in the future. Products associated with risks should be reported in the EU's Rapid Information System (RAPEX) – regardless of whether the products are traded in B2B or B2C channels.

Fulfilling contractual obligations

To what extent corona-related delivery disruptions and delays affect the obligations of manufacturers and suppliers must be assessed in each individual case. In addition to the drafting of contracts, the applicable law, the extent of the impairments and the contractual risk distribution are decisive. In view of the potential for dispute and with a focus on the time after the corona crisis, transparent and trustful communication with the customer should be main-

tained and the contractual obligations should be met as far as possible with reasonable effort.

Crisis-related goodwill in respect of mandatory labelling

In order to eliminate bottlenecks, the Commission currently recommends making medical devices and personal protective equipment (PPE) products available on the market in a timely manner (Recommendation (EU) 2020/403). This also applies if they are not formally compliant, for example because they do not have a CE label. However, the prerequisite is that these products offer an adequate level of protection and must be safe to use. Industry stakeholders who sell personal protective equipment or medical devices can currently proactively approach the responsible authorities and have their products checked in respect of the aforementioned recommendation. Despite the corona crisis, companies should pay particular attention to the conformity and safety of their products which they place on the market because market surveillance and competition are active despite SARS CoV-2. <

In any case, have it checked in advance: There may be restricted labelling requirements for companies that launch protective equipment or medical devices onto the market at short notice during the crisis.



Current information on product safety and product liability: Intertek webinars

Product Liability, the joint webinar and seminar series by Intertek and Reusch-law Legal Consultants, regularly examines current developments in the area of product safety law as well as corresponding requirements for companies. Dates are available at: <https://www.intertek.de/veranstaltungskalender>



Writing instruments were and still are the **timeless classics** in the area of representational advertising. Together with useful articles for the office, they **effectively spread the image of the advertiser** throughout the working world.



Cast from concrete

Writing instrument manufacturer Staedtler presents a colourful version of its Concrete ballpoint pen made of hand-cast, high-performance concrete: the Staedtler Concrete graffiti. Advertisers can choose their favourite design from three standard graffiti and also have it finished. Your completely own design and a coloured logo are also possible thanks to digital printing on the concrete shaft. In particular, companies that work with the material concrete, including concrete plants, building material distributors, architects, civil engineers and planning offices as well as building societies, find this writing instrument an ideal haptic component with high communicative potential.



Great duo

The Major Office Set from Vim Solution is an extraordinary eye-catcher on any desk. The set consists of the Major Square USB stick with a capacity of eight GB and a ballpoint pen made of concrete from the Staedtler brand, packed in an elegant, black gift box. Like all products from the Major product series, it is cast and manufactured directly on site in the Black Forest. The surface is made of concrete, which means that the appearance can differ. Available from 25 pieces.

Natur



New

Cobra matt bio & Klix matt bio

Sustainable ballpoint pens „made of biomaterial“



“Made of biomaterial”

In addition to the well-known bio models from Klio-Eterna called Cobra bio, Klix bio and Zeno bio, the Cobra matt bio twist-action ballpoint pen and the Klix matt bio print mechanics model are also the first to offer writing instruments with matt surfaces in the bio segment of the klio eco brand. Like all sustainable models from Klio-Eterna, they also carry the 100% “Made in Germany” seal of quality. Apart from the well-known attributes of the Klio-Eterna brand products, the two newcomers particularly impress with their noble, matt surface and associated silky feel which makes them really pleasant to hold and ensures a lasting impression. Taking into account energy-efficient and resource-saving production techniques, as well as the procurement of raw materials from regional suppliers where possible, the sustainable Klio-Eterna writing instruments are manufactured exclusively in Germany. All models are made from bio-based PLA plastics that are certified according to DIN EN ISO 13432. The raw materials of the special bio-plastic compound are vegetable and thus renewable raw materials. Granulate which can be obtained from domestic plants is used here. To prove the “green” basis, the two writing instruments, like all other Klio-Eterna bio models, carry the “made of biomaterial” label. Featuring the in-house Klio-Eterna Silktech L quality refills and a writing length of 3,000 m as well as an optionally available refill upgrade, the two new additions guarantee longevity and lasting writing pleasure in the font colour blue or black. Available on request, the steel refill tip offers a lead-free alternative to the conventional standard refill from an order quantity of 5,000 pieces. Available in 8 refreshing bio colours, the components of all sustainable bio models can be colour-matched on the basis of the “mix it, match it” modular system. With the PMS service, the pens can be produced in special colours from as little as 5,000 pieces.



Klio-Eterna Schreibgeräte GmbH & Co KG

Glashüttenweg 7
77709 Wolfach

Tel: +49 7834 973-0
Fax: +49 7834 973-137
E-Mail: klio@klio.com

www.klio.com



Kunststoffreste



Granulat



Label recyclingpen



Farben

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

The new Trias recycling

In the recycling product segment, the popular Trias give-away has a permanent place in the klio eco range as Trias recycling. What makes it special? Its impressive edge structure, the resource-saving production and an attractive price-performance ratio. With these highlights, the sustainable give-away ensures a unique writing experience and a "green footprint". Made from recycled, single-origin plastics, it optimally fulfils the concept of resource-saving production. In addition to the "green" outer shell, the model is particularly impressive thanks to the mechanics which are also made from recycled plastic. For identification purposes, the new Trias recycling as well as all other recycling models of the klio eco brand carry the "recyclingpen" label. Featuring the in-house Silktech S refill and a long-lasting writing length of 2,000 m as well as the option of upgrading the refill to 3,000 m, the Trias recycling guarantees lasting writing pleasure. Available on request, the steel refill tip offers a lead-free alternative to the conventional refill. Based on the "mix it, match it" modular system, the components of the sustainable retractable ballpoint pen can be combined in any colour. With the PMS service, Trias recycling can be produced in special colours from as little as 5,000 pieces.

New

Trias recycling

Sustainable giveaway 100% „Made in Germany“



42667 Trias recycling



42667 Trias recycling


Klio-Eterna Schreibgeräte GmbH & Co KG

Glashüttenweg 7
 77709 Wolfach

Tel: +49 7834 973-0
 Fax: +49 7834 973-137
 E-Mail: klio@klio.com

www.klio.com



Grown sustainably

uma has set the standard for sustainable writing with its Recycled Pet Pen series. Drink, recycle, start writing: Upcycling turns empty PET bottles into long-lasting advertising media. The Black Forest family-owned company won several awards for this idea that is still unique in the world of promotional writing instruments. The Pet Pen Pro is an unpretentious ballpoint pen with a glossy or transparent housing that defines climate neutrality in the brightest colours. No fewer than 16 of them are available. The interior with the tried and tested uma Economy refill is also sustainable. The shaft and clip offer enough scope for powerful advertising messages such as a company logo. As with the other models in the series, the claim that a 0.5-litre PET bottle becomes exactly one Recycled Pet Pen also applies here. The new Pet Pen Cup is also the complete package. Made of rPET with a screw cap, it is available in muted black and white and in a transparent version in nine strong colours: Transparent, anthracite, blue, red, green, yellow, orange, magenta and violet. As a quiver, the product offers space for up to 25 uma writing instruments. Can also be used as a small litter can, as a flower vase and so on. With a large printable area.



Against stress and dull office days

Mr. Bert®, the roly-poly cult figure from the popular anti-stress series from mbw®, faces stressful everyday life in a cool business look. He and his colleague Busy Berta® are at home in the conference room, on desks and sometimes even at the copier. The golden Bert is ideal for the Employee of the Month award. And the Schnabels® have long since conquered many more living spaces than just wellness oases. These ducklings are extremely talented and active in numerous professions, including in the office. Available as a businessman and businesswoman, nerd, Frankfurt stock market hero or with a laptop. With their underside made of microfibre, the Schmoozies® ensure sparkling screens and tablets. The soft display cleaners of the quality brand MiniFeet® lie perfectly in the hand and are available in a wide variety. There is something for everyone: Sporty accessories, cute zoo animals, fantastic creatures, instruments, tools or symbols typical of the industry. Advertising is inexpensively placed on a promotional flag that is attached to the bottom of the product.

STAEDTLER®
P R E M I U M



Your Style. Your Choice.

promotional.products@staedtler.com
www.staedtler.com



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

Useful and functional

Inspirion has practical accessories for functional office use in its range. For example, paper clips in the Copper Clip jar: the jar has a metal lid and is filled with 200 paper clips. This useful office accessory becomes a promotionally effective product thanks to the large printing area on the lid, for example for promotionally highlighting a company logo. Also available from Inspirion is the Page mini hole punch. This small, practical promotional product includes an integrated, twelve-centimetre long ruler and features two holes for attaching to a portfolio folder.

Writing with vigour

The classic twist ballpoint pens from the Classic series with their tried-and-tested stamp function as well as the Stamp&Touch 3-in-1 pen shine in new splendour. The surface is lasered and the individual engraving is highlighted in silver underneath. With the functions of writing and a four-line stamp, the article combines two practical functions in one. The Stamp&Touch 3-in-1 pen also has a touch function for smartphones and tablets. The stamp is individually adapted to each recipient. A code is attached to the writing instrument. The user of the writing instrument can order his individual stamp plate at www.stempelservice.com, free of charge and worldwide.



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

THOMAS LONGMANN
Stempel-Service
Tel +49 7725 93930
thomas.longmann@heri.de



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

Design highlight Shape

Elegant, aesthetic, Made in Germany: Shape, the graceful retractable ballpoint pen from Klio-Eterna Schreibgeräte, impresses with six harmoniously curved barrel surfaces and an aesthetic shape. Shiny and matt areas on the body, a modern cuff clip that gently surrounds the shaft and sets great colour accents, as well as a pusher in a geometric triangular shape combine to form an elegant writing instrument. The in-house Silktech L refill with a writing length of 3,000 metres and the option of upgrading the refill to 5,000 metres guarantees lasting writing pleasure. The four components can be combined as required in material and colour using the Mix it, Match it modular system. With the PMS service, the Shape can be created in special colours from an order quantity of 5,000 pieces. The wide clip can be individually finished using both screen and pad printing processes. Like all other high-gloss models manufactured in-house, the new Shape is available on request as a sustainable recycling pen.



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

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

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.

IMPULSE FÜR JEDEN TAG



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*



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

A climate-neutral classic

The pencil is an absolute classic among writing instruments. Made from the most natural raw material in the world, the pencil available from Reidinger offers an amazing variety. Shape, length, lacquer colour, lacquered cap, lacquered ring, end cap, erasers, magnets and decorative attachments guarantee that the pencil can be adapted to any corporate design. The climate-neutral pencils can be printed in many different ways. From standard single-colour printing to embossing to 360° all-round printing, the right process is available for every motif. In this way, the advertising message reaches the target group in a natural way. The individual promotional pencil can easily be designed in the configurator. Distributors receive their own individual offer via the request button.

Refreshment in the office

The box from Kalfany Süße Werbung is an advertising highlight as it is practical, refillable and comes with plenty of content. On the go, conveniently stowed away either in the handbag or in the cup holder in the car or placed on the desk, advertising always remains in the customer's field of vision. There are two possible filling variants for the box: 65 grammes of Dextro Energy Fuel Cassis or 70 grammes of Pulmoll Pastilles Extra Strong, sweetened with Stevia and Vitamin C. Depending on the content, the respective brand logo can be found on the box lid for direct identification of the filling. The all-round advertising label has enough space for an individual advertising message.



PSI 42706
Kalfany Süße Werbung GmbH & Co KG
Tel +49 7643 8010
info@ksw24.com
www.ksw24.com

With a clear conscience

Especially in times like these, the modern STABILO prime antibac and STABILO bright antibac twist ballpoint pens can be passed from hand to hand with a clear conscience: silver ions in the plastic prevent bacteria from settling on the surface and ensure an antibacterial effect over the entire period of use. Ideal as a promotional product for high hygiene standards. The linear design of the ballpoint pens and the glossy white barrel emphasise the pure look of this cool promotional product. The STABILO prime antibac leaves an extra high-quality impression with its exquisite metal tip and comfortable super-large refill in STABILO brand quality. The STABILO bright antibac scores with its light look, proven X20 refill and great value for money. Both ballpoint pens are made in Europe and offer plenty of space for advertising messages on the barrel, upper part and clip.



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

Elegant organic line

The Italian writing instrument specialist Stilolinea has been developing environmentally friendly writing instruments for more than 15 years. In addition to its first bio-compostable product, the Vegetal Pen, which was launched on the market in 2007, the manufacturer is currently launching the Ballpen models made from recycled plastic and r-PET called Ingeo Pen, Bio-S!! Pen, S45 Bio and S45 Bio Clear, made from PLA. They are extremely environmentally friendly and durable. The latest highlights are the models S45 Recycled and Raja Chrome Recycled from the Recycled Line. The S45 Recycled is light and easy to print. The Raja Chrome Recycled, a true style icon, stands for the greatest respect for the environment and is available in Castle Grey and Aesthetic Black. The contrast between the elements made of used plastic and the high-quality metal details guarantees timeless elegance. The RT90 refill is also available for this model. The second star is the S45 r-PET, a new product this year that is made from PET bottles and offers a great contrast between its transparent clip and satin body. A young, fresh writing instrument that drives the boredom out of every desk. From an order quantity of 10,000 pieces or more of these models, Stilolinea provides support in the form of a tree as part of its environmental project for the afforestation of forests.



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



stilolinea
WRITING INSTRUMENTS SINCE 1972



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





PSI 44724
Promowolsch - The Customer Factory
Tel +49 2942 570201
info@promowolsch.de
www.promowolsch.de

Desk, what more do you want?

The products Made in Germany at Promowolsch include not only note boxes and a pen tray, but also a tape dispenser, clips for small ads, a cutter and magnifying ruler. New at Promowolsch: The customer factory Wolfgang Schmidt e.K. from Geseke in Westphalia. Large advertising spaces and great benefits at a low price. The many other new products in 2020 also attract attention. Simply request Edition No. 25 with samples and price lists.

A la carte pencils

For more than a quarter of a century, CSW GmbH in Cologne has presented itself to the promotional product trade as a competent, professional and absolutely reliable partner when it comes to pencils. Its extensive range of lead pencils and coloured pencils made in Europe offers the industry numerous options for individual finishing. The experienced specialists of the CSW team will be happy to advise you on the diverse variations of pencils regarding lead, types of wood, certification, shapes, lengths, surface treatment, suitable erasers and the different types of branding or packaging.



PSI 45020 • CSW GmbH
Tel +49 221 9523688
info@csw-gmbh.de • www.csw-gmbh.de
www.bleistifte.koeln

Grass-green round

A plastic football with a special substrate for sowing your own little football pitch promises a great feel for the ball for your own game with a promotional idea. For this purpose, all you have to do is remove the cover, sow it and enjoy how the green lawn grows every day. The first lawn cut can be made after just 14 to 20 days. Also looks great on the desk. There is space for a logo print on the ball. Individualisation by pad printing in the white ball field is possible from a purchase quantity of 100 pieces.



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



PSI 45829 • Goldstar Europe
Tel +353 42 9320331
nadine.heinrich@goldstar-europe.com
www.goldstar-europe.com

Coffee brown beauty

From the bean to the ballpoint pen: The new Goldstar Espresso ballpoint pen is stimulating and inspiring and, just like coffee, is sure to put you in a good mood. Its ingredients? Coffee beans: 30 percent of the material used to make this plastic ballpoint pen is made from recycled coffee grounds, which reduces the amount of plastic required to make it. In terms of appearance, the cappuccino colour of the housing is reminiscent of coffee. With its appearance, the new pen also targets the topic of nature with its structured pattern on the housing, which is modelled on a pine cone. The coloured logo applied to the wide clip using the ColourJet technique demonstrates the environmental awareness of the brand or company that makes this stylish and appealing gift.



Die Handschrift der Werbung

ELLIPSE GUM

ELLIPSE GUM
0-9540 GUM



Model available
in **9 attractive colours.**

Modell is suitable
for **high gloss
laser engraving.**



Please order your free samples:
s.bachlmayr@uma-pen.com - PSI-Journal 5

www.uma-pen.com



PSI 42200
e+m Holzprodukte GmbH & Co. KG
Tel +49 9181 297575
info@em-holzprodukte.de
www.em-holzprodukte.de

Versatile cubes

The four different cubes of the Cube series from e+m Holzprodukte, which “fall” on the desk by chance, offer a wide range of functions. The new series made of local beech wood is appealing, whether as a mug for pens or as a note holder, whereby many individual uses are possible. The large printing area on each individual part of the series makes the Cube a great promotional gift with a high memory value. Personalisation can be done by printing or laser engraving. Incidentally, all parts are also available individually.

Reading made easy

With the reading aids from Schreiner Coburg, reference works and lists can be worked through quickly without skipping a line. The Bavarian manufacturer has developed a ruler version with a larger column height for first-time readers. This makes it easier for book lovers to stay in the respective line. The transparent surface of the reading aids guides the user from line to line. An ideal advertising medium that is ideally suited as a useful helper to support everyday life or as a gift at the start of school. The rulers are made of plastic and are available in any desired length with an individual design. Made in Germany.



PSI 40785 • Schreiner Coburg GmbH
Tel +49 9561 83300
info@schreinercoburg.de
www.schreinerdataprinting.de



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

Highlight your ideas

Now for a touch of glamour with an extra portion of glitter on the calendar: the new textliners from Faber-Castell with shimmering metallic ink are here. Glamorous Gold, Shiny Silver, Pearl Rose and Brilliant Ruby are the four stylish colours that conjure up metallic, sparkling accents on paper. The Metallic textliner impresses with its durable chisel tip which is ideally suited for all conventional paper. Promotional finishing in the form of a print is particularly effective on the clip.

Flatters every desk

The Base folder from Halfar® enables small notes to make a grand appearance. In particular, the full-surface photo printing turns the folder into an eye-catching business accessory. All desired motifs and messages can be applied by using sublimation. This high-quality promotional product for office aesthetes also has a lot to offer pragmatic writers. Inside, there are various compartments for brochures, documents and business cards. Included is a pen holder and writing pad. A rubber band closes the practical and beautiful Base folder which is available in black. A wonderfully analogue promotional product for the new office world, a high-quality premium for employees and customers.



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



-Advert-

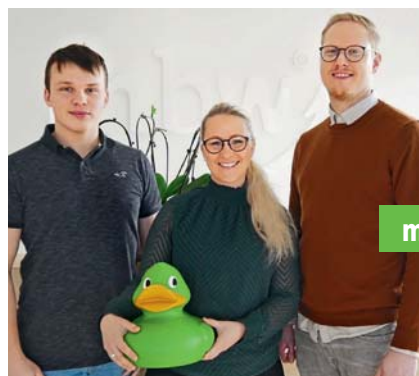


mbw[®]

Mr. Bert[®] – the king of the desk who guarantees a smile!

Likeable and roly-poly: Mr. Bert[®] is and remains a cult figure.

Whether as an anti-stress hand trainer or as a pen attachment - discover your sympathetic advertising ambassador **ONLINE** now!



The new employees at mbw (left to right): Jonathan Domnick, Gina Hannebaum, Lewe Webering.

New employees at mbw®

Breath of fresh air in the far north: mbw Vertriebsges. mbH from Wanderup in Schleswig-Holstein has strengthened its team in two departments. Since the beginning of March, two new employees have become responsible for customer support in the export division at this specialist for personable advertising media. The 32-year-old wholesale and foreign trade specialist Lewe Webering has several years of professional experience in field service and back office work as well as key account management in the B2B area. Also new on board is the 27-year-old industrial clerk Gina Hannebaum. Together they look after the international partners of mbw®. mbw® is further strengthened by 23-year-old Jonathan Domnick. He recently completed his commercial training and, together with his colleagues in order management, ensures that orders continue to be processed efficiently and smoothly. "We are pleased that we were able to attract three young, dedicated employees from the region to our company," says Managing Director Jan Breuer. www.mbw.sh



Tamara Beister

New addition to sales team

Since the beginning of March 2020, Tamara Beister has been reinforcing the Kalfany Süße Werbung sales team. As Area Manager North, she will take over the postcode areas 0-53, 57, 58 and 59 in the future. Tamara Beister was previously responsible for the regions RPL, Saarland, Hesse and parts of NRW as regional Key Account Manager Automotive/Car. She boasts experience in the areas of sales, customer service and customer loyalty, product training, commercial knowledge and personnel management. www.suesse-werbung.de



Umair Ali

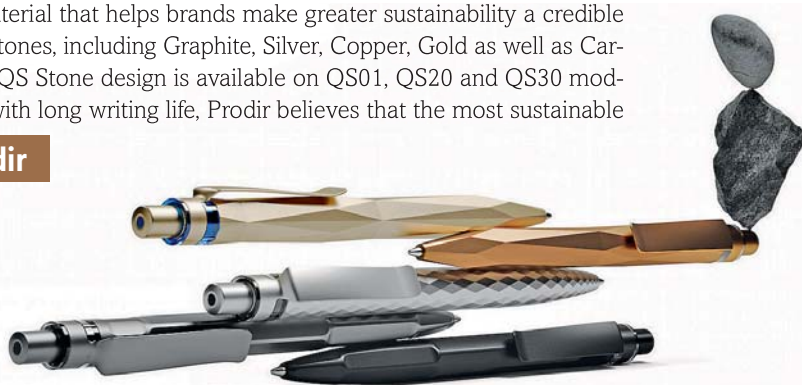
Team reinforced

mypromo continues to pursue its goal of building up more and more development resources in-house. That is why Umair Ali is now supporting the mypromo team in Luxembourg as a php application developer. The development and further development of web interfaces are his main tasks. He boasts extensive experience in Magento and other shop systems as well as in the field of API programming. "We are very happy to have someone like him on our team," says mypromo CTO Raymund Fischer. www.mypromo.com

QS Stone range wins BPMA Promotional Pen of the Year

The QS Stone series from Switzerland-based Prodir has won the Platinum Award in the category of "Promotional Pen of the Year" at the British Promotional Merchandise Association's (BPMA) annual Product Awards. With 60% less plastic and 50% more weight, QS Stone is produced 100% in Switzerland in accordance with the country's strict environmental regulations. The pen casing is made with a mineral-enriched material that helps brands make greater sustainability a credible part of their brand message. Available in 8 mineral-inspired tones, including Graphite, Silver, Copper, Gold as well as Carbon, Red quartzite, Cobalt and White dolomite, the elegant QS Stone design is available on QS01, QS20 and QS30 models. By creating a beautiful Swiss Made writing instrument with long writing life, Prodir believes that the most sustainable promotional products are the ones that customers and partners will hold on to. QS Stone comes standard with the Floating Ball® lead free refill. Timeless design. Mineral-enriched. Quality you can weigh in your hand. QS Stone from Prodir. www.prodir.com

Prodir



Prodir's QS Stone range

Compostable packaging for Americano® and H2O Active

PF Concept takes its role as a sustainable and responsible manufacturer and leading drinkware supplier seriously. The company is continuously working on improving its products and finishing methods and has announced the replacement of the packaging for two of its drinkware collections produced in Europe. From now on all Americano® and H2O Active orders will be packed in compostable bags. This means moving away from PE packaging which, despite being recyclable, is not recycled in many countries. PF Concept has been testing various packaging models for 18 months. Ralf Oster, Managing Director of PF Concept, comments: "The challenge is to protect promotional products from scratches and damage during transport, and thus also to protect your brand. When we tried to discontinue using plastic bags, there were many alternatives that offered less protection, were difficult to dispose of, or were very inefficient in production, which meant they were actually less sustainable than a plastic bag. We think the new compostable bags are a good solution that leaves nothing to be desired." The material from which the packaging is made consists of GMO-free potato starch and is suitable for both domestic and industrial composting. The end user can therefore compost the bags at home or dispose of them in organic waste. Composting requires no more than microorganisms and moisture. Room temperature is also sufficient to start the process. Each bag is delivered with a printed disposal note. www.pfconcept.com



PF Concept International B.V.

bulet

Avenue

LABEL

WORLD SOURCE

PF Concept



Leading by example

Quality and design are very important to Chili Concept's promotional product specialists. "It is not in our DNA to produce further disposable products, nor is it to produce more non-returnable plastic," says Christian Pielsticker, Managing Director of Chili Concept Germany GmbH. "In 2018 we started changing the processes in our production and supply chain and have moved our entire warehouse and finishing production to Germany. In this way, we can deliver to our customers in a climate-neutral manner within 7 days and save tons of CO2 as orders are no longer flown in small quantities from China. In order to get our Asian production free of plastic and to significantly reduce emissions here, we started our Eco+ series in January 2020," explains Pielsticker. Here plastics are replaced by extremely environmentally friendly materials such as vegetable fibres and real bamboo. In addition, the company has determined the carbon footprint of each individual chilli product. "In this way, together with our partner NatureOffice in Wiesbaden, we can offset the greenhouse gas emissions that arise during production in a climate-neutral manner," continues the managing director. NatureOffice has launched climate protection projects that already meet 12 of the 17 so-called "golden goals", the required sustainability goals of the United Nations. The production of a small promotional product can thus support something very valuable. www.chiliconcept.com

Chili Concept Germany

CHILI
C O N C E P T

natureOffice
Gemeinsam ist es Klimaschutz



The fathers of excellent Rieslings in the vineyard: Jürgen Römer (left) and Walter Römer.

The best Riesling comes from the Römerhof winery

The Römerfamilie company – supplier of promotional products – is known for its four “family members” – wellness, lifestyle, drinks and the culinary delights of Römer Präsente. Company founder Jürgen Römer has long passed his entire business on to the next generation in the person of his son Sebastian. However, he still runs the Römerhof winery from which Römerfamilie emerged. Together with his brother Walter, an excellent oenologist, his aim is to produce the best Rieslings.

The Römer brothers are now well on the way to achieving this goal – at one of the most important wine competitions in the world, the “Mundus Vini”, which took place for the 26th time in February of this year. 268 wine experts from 54 countries tasted and rated the wines in Neustadt an der Weinstrasse in Rhineland-Palatinate. Riesling naturally played a major role.

The Römerhof winery had registered four Rieslings of its premium “NECTO” line from 2017 and 2018. All four were awarded gold and the NECTO I (dry) from 2017 was actually rewarded “Great Gold” and was voted the best Riesling. The

two NECTO Rieslings from 2017 also competed in the Berlin Wine Trophy where they were also awarded Berlin Gold. Another proof of the great quality of the Moselle Rieslings and the high quality of the winery in Traben-Trarbach. Naturally the brothers Jürgen and Walter Römer are also very happy. “This is a sensational result and gratification for our tireless quest for quality. At the same time, an immense aspiration not to slacken and to constantly reach new levels of quality. But it also shows how fantastic the Riesling grape variety can develop if allowed to mature.”

At the most important wine fair in the world, the Pro Wein in Düsseldorf, the award ceremony was scheduled to take place with a large audience. Unfortunately, like so many other events, it has also fallen victim to the Corona virus. When, where and how the award ceremony will be rescheduled is not yet clear. The two brothers also continue to give Römer Präsente advice on the wine selection for the gift sets. All wines are carefully tasted and selected from a wide choice. Contact: www.roemerwein.de

Distribution of TronLogo

CDH Computer Division Heinemann GmbH recently started offering the TronLogo tool as an option for the CDH web shop. With this tool, industry customers can upload their logos to the shop and immediately see over 40,000 items in 3D with their own logo. This logo can then be supplemented with text or the like via an editor. It is important that the logos (in size and position) are displayed exactly as it can actually be produced with this article. With just a few clicks, you get a precise idea of what the finished product will look like. www.cdh.info/webshop





Looking forward to the new premises: the vertriebskick' team at the ground-breaking ceremony.

10 years of vertriebskick': Ground-breaking ceremony for further growth

vertriebskick' gmbh, the specialist for sustainable advertising materials and innovative marketing concepts with haptic advertising from Oberhausen, continues to grow on the occasion of its 10th anniversary. Together with the company EDV-PARTNER Scheffler & Prinz GmbH, a new company building is being built at Olga-Park in the Osterfeld district, offering the two expanding partners adequate opportunities for further growth. The ground-breaking ceremony for the joint construction project with an investment volume of around 3 million euros, which will offer the two companies around 1,200 m² of space, took place in the presence of Oberhausen Mayor Daniel Schranz, Chief Executive of Stadtparkasse Oberhausen Oliver Mebus, and the Managing Director of Oberhausen Wirtschaftsförderung Frank Lichtenheld. "The favourable location, subsidies and, above all, the possibility of further developing the companies were ultimately the deciding factor in Oberhausen", says Klaus Baumhold, shareholder and Managing Director of vertriebskick', when explaining the choice of the location. "Both companies want to double their number of employees in the medium to long term, which means for us that we will hire up to ten new employees," added Baumhold, whose team currently consists of 10 employees.

Whilst EDV-PARTNER has been dealing with digitalisation for more than thirty years, vertriebskick' gmbh, which was founded in Essen in 2010 and moved to Oberhausen in 2017, serves its customers with tailor-made promotional product solutions for all kinds of occasions. From classic give-aways to high-quality textiles right up to custom products, e.g. powerbanks in a special design, (almost) everything is possible. The team develops appealing promotional items for targeted sales initiatives in direct contact with its customers. "The long-standing customer base of vertriebskick' includes large DAX companies as well as the tradesman from next door. With our 'Reusable Heroes' brand launched in 2017, we have also established ourselves as a specialist for sustainable promotional products," explains Baumhold looking ahead: "At the new location, we now want to continue to grow, train and further intensify our think tank through a modern and open office concept and offer our employees a modern and attractive workplace." www.vertriebskick.de

Production of disposable masks started

The medium-sized family business Mank from Dernbach in the Westerwald is responding to the special requirements in times of COVID-19 by expanding and increasing its production capacities in the converting segment. "The spread of the corona pandemic has led to increased demand from institutions, communities and the specialist trade for disposable hygiene products. In order to be able to reliably meet this demand, we have upgraded our machinery in the past few weeks and are now able to produce disposable makeshift masks in various designs," reports Mank Managing Director Lothar Hümmerich.

Unlike the sewn fabric masks that are frequently offered at the moment, Mank masks are made of fleece in various layers for different protection requirements. The future product assortment will range from the simple makeshift mouth-nose mask (spit protection) in different versions to a variation that is similar to the conventional surgical mask, right up to the FFP2 protective mask. Mank is currently working flat out on a tested and certified production process in order to start manufacturing the latter two versions.

Mank Converting is very well positioned in terms of both employees and technical know-how and is capable of quickly and reliably handling even large inquiries at short notice. Mank has not only made a name for itself worldwide as a manufacturer of tabletop products of all kinds, but also in the converting segment for many years with cleaning and hygiene products for the industry, medicine and trade.

"As early as this week, the first disposable makeshift mouth-nose masks from the Westerwald production were delivered to local companies such as the Scheffel industrial bakery and REWE Müller," reports Managing Director Lothar Hümmerich.

In order to be able to meet the increased demand in the medium and long term, the company's machinery is currently being upgraded and expanded for the production of urgently needed disposable masks. The demand for disposable aids such as disposable towels, wiping cloths and cleaning wipes for disinfection systems and disposable bedding for hospitals, nursing homes and emergency centres, is growing by leaps and bounds and can already be covered by Mank today.

With the sudden drop in sales in the classic catering business for tabletop products since the beginning of the Corona crisis, the proverbial Mank flexibility is now paying off: "Of course, short-time work and production downtimes are also an issue for us," says Managing Director Lothar Hümmerich when describing the situation, "but the company's second strong pillar in the converting segment and the online shop Sovieshop.de for private customers also provide a solid basis for the company!" Mank has always capitalised on its strengths when it came to developing special solutions in special situations. This experience once again benefits the medium-sized company from Dernbach in the Westerwald.

www.mank.de



Mank starts production of disposable masks



Action-packed support

In times of the corona crisis, cyber-Wear, the German partner for all matters relating to promotional products, merchandising and corporate fashion, would like to set an example and has launched several campaigns. With the #together for the #loovedones campaign, cyber-Wear would like to say THANK YOU to those who are doing outstanding work these days and putting their own interests aside: doctors, hospital staff, paramedics, police officers, firefighters, employees of the health authorities, employees in supermarkets and many more people. Together with its corporate customers, the company has put together in three ways promotional packages that reach people who all deserve to be thanked: employees who are still keeping the flag flying, charities and institutions, people who have a tough time even in normal times and who are now extremely badly affected. Each package is individually packed by cyber-Wear employees and provided with small messages.

Heroes for Europe

Anyone who knows heroes who are putting the needs and health of others above their own because they care for others in the pandemic can simply name them directly at <https://heroesforeurope.com/>, tell his or her story and provide the address to which the package should be sent. <https://together.com>



Plea to stay at home

#DON'T BE A D**K #STAY AT HOME



cyber-Wear

With the campaign "Don't be a d**k! #D.B.A.D. #stayathome", cyber-Wear urges people to stay at home. The brand new collection consists of a T-shirt and hoodie, a cup, water bottle and a gym bag. The hashtags Don't be a d**k! #D.B.A.D. #stayathome are printed on all products. Support the German Red Cross by purchasing these products <https://www.drk.de/>, <https://www.dbad.shop/>

Neighbourhood help

Not only is the company springing into action. The employees of cyber-Wear are also pitching in and organising special neighbourhood help under the motto "WE TAKE CARE". They offer help to all those who belong to the risk group by supporting them with shopping and other things.

<https://www.mycybergroup.com>

Encouragement packages for persevering

In order to pay respect to the everyday heroes in the current crisis and to demonstrate solidarity, mbw will be sending at least one gift package with encouragers every day in the coming weeks. Recipients can be individuals or groups who are doing really remarkable things these days. If you know of any everyday heroes in your region, simply provide mbw with the name and address of the associated contact person. Several addressees including encouragers have already appeared in the #westaystrong community on Facebook and Instagram.

<https://we-stay-strong.de/>



Production of reusable face masks

Textildruck Europa GmbH, a renowned specialist in the field of textile finishing with its headquarters in Halle, is proactively reacting to the increased demand for face masks in connection with the corona infection. "We have around 100 employees here, who of course are all affected by the economic impact. Together we thought about how we could support other people with our potential and know-how in the field of textile production," says Lars Losse, Managing Director of Textildruck Europa. "We have our own sewing shop with specialists. In response to the current crisis, we have developed preventive reusable face masks. Under the guidance of our specialists, we can assign and instruct the rest of our staff to produce these masks. With two production lines and 11 employees in two shifts, we can produce up to 3,000 masks a day. If there is a higher daily requirement, it is possible to increase production to 12,000 masks a day," explains Lars Losse.

The reusable face mask serves to protect wearers and those around them. It consists of two-ply 100 percent cotton and is not medically certified. The integrated nose clip can be easily adjusted to the bridge of the nose and is therefore tight-fitting. The mask can be easily adapted to any head shape thanks to the adjustable strap. It is suitable for washing at high temperatures and is available in the colours black, white, navy, heather grey (other colours on request). Since the strength of the Halle-based company also lies in finishing textiles, the masks can also be screen printed with a logo, motif or slogan. For the time being, two versions are available: a ribbed face mask with a long fabric band as well as a ribbed face mask with an elastic fabric band.

Contact: info@textildruck-europa.com – www.textildruck-europa.de



Textildruck Europa

Special offer of hand disinfectant gel

Disinfectants have been in short supply for weeks. They are urgently needed because hand disinfection is an effective measure to protect against the coronavirus. As part of a special promotion, Schäfer Promotion is now offering the promotional product trade certified hand disinfection gel on the basis of over 70% alcohol. The handy 100ml bottles can be provided with individual 4c labels. The minimum order quantity is 1,000 pieces, the delivery time is two weeks after receipt of order. Larger quantities and follow-up orders are possible. If it is transported by container, the delivery time is extended to around four weeks. The gel has an expiry date of 2 years from the date of bottling and is supplied in packaging units of 48. The certificates can also be sent on request.



Contact and information:
Nicole Brandenburger
Telephone: +49 2684 9570- 21
Mobile: +49 170 7772614
nbrandenburger@schaefer-global.com
www.schaefer-global.com

Sweet THANK YOU to Corona helpers

Kalfany Süße Werbung GmbH & Co. KG, a specialist for sweet promotional products with its own IFS-certified fruit gum and sweets production, together with Gubor Schokoladen GmbH, is setting a (sweet) example in the fight against the corona virus. In these turbulent times, Kalfany Süße Werbung and Gubor just want to say THANK YOU to the people at the front line for their hard work and for doing such a valuable job, and to sweeten their stressful everyday life for a short moment. For this reason, the companies are donating 30,000 Gubor chocolate Easter bunnies and several thousand sachets of fruit gums as a token of gratitude.

The sweet donation benefits various regional recipients. On 25 March, a donation for 2,000 employees of the Freiburg University Hospital was collected by DRK Ortsverband Kenzingen. In the afternoon, 350 donation packages were handed over to DRK Herbolzheim and Emmendingen as well as 650 packages for the employees of Emmendingen District Hospital. The following day, 800 employees of the BDH clinics in Elzach/Waldkirch were treated to a sweet surprise. To name just a few recipients, as the list is long. In the following days, many more regional service companies were added. "Special times require special actions and that is why it is time to say THANK YOU – to those who work day and night for all of our lives," says Stefan Eiche, Sales Manager at Kalfany Süße Werbung in Herbolzheim together with Gubor Schokoladen GmbH.

www.suesse-werbung.de



Kalfany Süße Werbung

Production switched to protective masks and protective suits

The company Tie Solution GmbH is providing support in coping with the corona crisis by converting its production in China to produce protective masks and protective suits in cooperation with a leading manufacturer of protective masks. Since 2004, Tie Solution GmbH has been producing

high-quality accessories such as ties, scarves and shawls in the clothing industry in many countries, including China. For this reason, the Hessian company has production, logistics and trading capacities as well as sales channels to Germany.

Taking into account the EU standard, the following products, which are currently urgently needed, can be manufactured/procured at short notice:

- MMS masks (surgical masks) FFP 2
- protective suits
- FFP3 masks (is still being clarified with specialised companies in China)

"As we have the structure and contacts, it is our duty as people and entrepreneurs to help," says Managing Director Antonio G. Sanchez.

www.tiesolution.de/sonderproduktion-corona/



Tie Solution

The Tie Solution offices in Wetzlar.

Fashion specialist helps with face masks

Renowned for its clothing collections for gastronomy and the hotel industry, Karlowsky Fashion GmbH is using its many years of experience in textile production to make its own contribution towards overcoming the current corona crisis. The owner-managed family company is changing its production and making face masks for everyday use. The high-quality, reusable masks consist of a 2-layer fabric and are washable at 95°. Thanks to the adaptable ties, the masks are also designed for all head shapes and, thanks to their optimal fit, are ideally suited for everyday use. When used correctly, the face masks act as a physical barrier to ensure that fewer droplets of saliva are released into the environment, thus reducing the risk of infection for others. The mask can also prevent the wearer becoming infected if he unconsciously touches his mouth and

nose with contaminated fingers. Nevertheless, it should be mentioned that the masks are not medically or otherwise tested or certified. Only so-called respiratory protection masks which comply with the FFP2 or FFP3 standard should be used in intensive care or when dealing with corona-infected people because only these masks have an integrated filter or valve system that can reliably protect the wearer from infection through pathogens. Nonetheless, face masks can help slow the spread of the virus provided many people wear them in everyday life and wash them every day. They serve as an initial prevention in everyday dealings with other people provided, of course, that the necessary hygiene guidelines such as keeping a distance of 2 metres, coughing and sneezing into the crook of the arm and regular, thorough hand washing. More details are available at:

<https://karlowsky.de/mund-nasen-masken/>



Media confidence stabilises at a high level

The current research results from the wave of surveys in 2019 from the representative “Long-term study on media trust” of the Johannes Gutenberg University in Mainz/Germany reach the conclusion that media trust has stabilised at a high level. According to the results, 43 percent of Germans aged 18 and over believe that one can have “complete trust” in the media or are “more likely” to trust the media “when it comes to really important things – such as environmental problems, health risks, political scandals”. This value has now been stable within the statistical fluctuation range for four years. At the same time, the level of trust is significantly higher than in 2015, the year in which the strong increase in refugees caused media debates. The data are based on a representative telephone survey carried out by the IFAK opinion research institute on behalf of the Johannes Gutenberg University in Mainz. 1,200 people aged 18 and over were interviewed in November and December 2019. The maximum statistical tolerance for error is 2.8 percent. <https://medienvertrauen.uni-mainz.de/forschungsergebnisse-der-welle-2019/>



All-time high in editorial media usage due to corona crisis

A current analysis of the IVW usage figures from the first half of March 2020 gives cause for optimism, as reported by the online portal Editorial Media of the association of German magazine publishers (VDZ). According to the analysis, national news media in Germany report new record figures for their digital offerings in the wake of the current crisis surrounding the corona virus Covid-19. www.editorial.media

Production continues despite Corona

Shirtful GmbH, a modern and versatile textile finishing company in Castrop-Rauxel, is also adapting to the conditions of the corona crisis: "The corona crisis has hit us all hard – both professionally and privately. Almost every company is struggling with the effects of this unprecedented crisis. The order situation is worsening, employees are looking after their children all day, switching to their home office and possibly even becoming sick in the worst case. We have also reacted: those who were able immediately switched to their home office. In our otherwise lively office space there is now only a small number of alternating staff. And we took protective measures for our production at an early stage to ensure that we can maintain our SHIRTFUL FACTORY for our customers for as long as possible," explains Managing Director Mark Busche and adds:

"There is no question that our brave colleagues in production are also sometimes affected by staff shortages. Nevertheless, our production and shipping processes are running absolutely reliably and smoothly. In general, we are already well positioned thanks to our specially organised production system: for example, every employee is trained to perform a variety of tasks in our production process and is therefore able to immediately compensate for any staff shortages. In

addition, almost all of our suppliers have assured us that the supply chains are not interrupted and that they can continue to deliver promptly."

Facing the challenge together

Mark Busche continues: "Even if we have to physically distance ourselves from each other in these difficult times, it is also important to move closer together and to support each other: whether small or large. Everyone will probably not be able to master this challenge alone, but together we can face it. We – the SHIRTFUL team – would like to pass this test together with you and, whenever possible, support you with everything that is available to us in the near future. Now is the time to work together to develop new promotions and plans that will ultimately benefit everyone. So despite social distancing, let's move closer together. Get in touch with us if you have any ideas for joint activities".

info@shirtful.de – www.shirtful.de



Available from stock

Simply say thank you, give courage or bring some greenery to the customer or employee. emotion factory has produced its highlight products in a special edition: small quantities and quick availability enable immediate delivery to the customer. The seed paper, seed sachet, seed letter and flower card with freely selectable seeds are perfect for a mailing which, thanks to its thinness, fits flat into an envelope. The classic plant wood and modern flower balls enable the customer to do some gardening at home. Here, too, the product has a fresh and colourful print. Orders start from 50 pieces per unit.

info@emotion-factory.com – www.emotion-factory.com

emotion factory

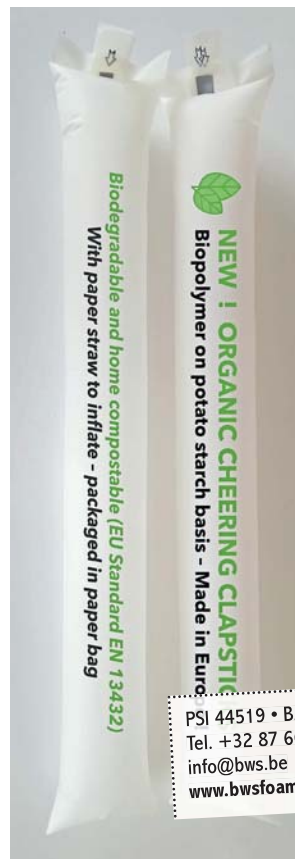




People who **actively keep fit** are considered healthier and, statistically speaking, have a longer life expectancy. Such a **sports-minded environment** is also **ideal for advertising**. We present the appropriate products.

Bio-based cheering

With the new inflatable bio cheering sticks from BWS, fans no longer have a guilty conscience at sporting events or other events. The sticks are safely and reliably made on a potato starch basis in Europe, and are biodegradable and compostable in the home garden (EU standard EN 13432). They come with a paper straw to inflate and packed as a set of 2 in a paper bag. Printing with up to three colours on two sides of each stick is possible from 500 sets, full colour printing from 5,000 sets.



PSI 44519 • B.W.S. SPRL
Tel. +32 87 660845
info@bws.be
www.bwsfoam.com



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

Medicine on the ring

An Aesculapian staff, the Red Cross and a colourful pill – you can hardly get more health, says Troika Germany. Not only keys feel in good hands when you are on the go thanks to the GET WELL key ring. And the nicest thing about it is there are guaranteed no side effects. The key ring with the three charms comes in a cast metal/enamel, shiny chrome-plated and multi-coloured design.

Be actively mobile

For those who like to be active, Vim Solution offers the “Flynn” smartwatch in its range. All functions can be activated in just a few steps on the 1.3-inch touchscreen. The smartwatch automatically counts your steps and calories burned and measures your heart rate. The smartwatch is connected to a mobile phone via Bluetooth and the “GloryFit” app. Thanks to the multi-sport mode, activities such as running, cycling, swimming, skipping, table tennis, badminton and tennis can be recorded. In this way, training can be monitored and physical activity increased. The watch is charged directly via a USB port hidden in the wristband.



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



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

All-rounder with lots of space

At Halfar®, what applies to active sitting also applies to carrying. With the Multibag STEP, carrying can be varied according to how you feel or your life situation. It is an elegant shopper with a handle, a practical shoulder bag with a long shoulder strap and a sporty backpack. So it invites you to stay active and to adapt flexibly to situations. It comes in red, cyan, may green, navy, white and black with grey straps, zips and side pockets and brings colour into the day. The glossy honeycomb-structured rip-stop material also guarantees a young and sporty appearance in any situation. Advertising can be applied by using screen printing or embroidery.



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

The order of the day

Trade shows and events have been cancelled, sporting events have been postponed and many retail stores have to remain closed due to the corona crisis. Online trade is benefiting from this situation – clothing, electronic products as well as medication, food and much more are now being ordered online. Voucher cards with discounts for the next order are included in the parcels of the senders and should ensure further sales and customer loyalty. The aim is to stand out from the crowd among the included voucher cards. Thanks to the individually printable advertising card with delicious filling options from JUNG, this can be done very tastefully and effectively. Either with an attached delicious heart sweet as a “Thank you for ordering” or a refreshing Mentos chewy sweet that promotes “cool offers”. Designed as a voucher, the advertising card can be detached and serves as a reminder to the customer for his next order. The combination of a tasteful eye-catcher and a practical voucher card make the JUNG advertising card so successful.





Survival guide against boredom

Despite the corona virus, the EMF publishing house is working and can quickly customise handy books for dealing with quarantine as promotional products. The brand new creative guides “2 weeks for me” and “2 weeks for us – Family Edition” are available with a brand logo on the cover. Surprise your customers with the survival guide against boredom or our handy cookbook!



Healthy fruit in a bottle

Customers are becoming increasingly aware of a healthy lifestyle. The Fuse lifestyle bottle with a fruit fusion option from Bottle Promotions goes well with this. The Fuse bottle is an elegant lifestyle bottle with a fruit fusion option. Flavouring and vitamins are added to the water by threading fruit or herbs onto the stick. The bottle holds 450 ml, is made of soft, squeezable BPA-free polyethylene and has a pull cap for easy drinking. The practical handle makes it easy to take with you. The bottle is also available without the fruit fusion option.



SONNENSCHIRME

in 18 Lagerfarben

www.dopplerschirme.com





The smallest personal trainer

Celebrities of the world are leading the way: they keep fit and “in shape” with their own personal trainer. Smartwatches and fitness trackers from RETIME® (Reflects’ own brand) ensure greater activity in everyday life. They are available in different versions from stock in Cologne and can be finished in-house with a logo or slogan. As a motivator and everyday companion, the smartwatches are real all-rounders. All activities can be perfectly monitored and evaluated: they measure the pulse, distance covered and oxygen saturation, count steps and calories and stop the time. Data is exchanged between a smartphone and tracker via Bluetooth using the “Wearfit” app. And all information can be called up at any time via the clear LC display – while shopping, walking or jogging.

PSI 42487 • REFLECTS GmbH
Tel +49 2234 99000
info@reflects.de
www.reflects.de



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

Sustainable hand-cleaning gel bottle

The hand-cleaning gel bottle from Sanders Imagetools is now made entirely from recycled PET and thus perfectly combines the two current themes of sustainability and health. When on the go, hands come into contact with a particularly large number of germs. The gel has been dermatologically tested by an independent institute and rated “very well tolerated by the skin”. The gel is also available in a 20 ml, 50 ml or 100 ml tube or in a bumper with a 50 ml capacity.



PROMOTIONAL GIFT
AWARD 2020

Bayamo Corporate

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

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



1

Becher
wählen

Powder
Coating



52525-MBK

Powder
Coating



52525-MWE

Anti-
Finger-
print



52525-MSR

2

Ringfarbe
wählen

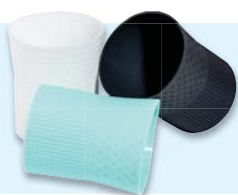


WE BK LGN DBE BE DGY RD YW

MT TE BN OE LMG MG PE OGN GN

3

Sleeve-
farbe
wählen



WE BK LGN DBE BE DGY RD YW

MT TE BN OE LMG MG PE OGN GN

4

Logo

IHR WUNSCHLOGO



5

Verpackung

gegen Aufpreis



reflects.

REFLECTS GmbH
Toyota-Allee 54 | 50858 Köln
Germany

+49 2234 9900-0
info@reflects.com
reflects.com



Refreshing with a stick

The glass drinking bottle with the protective neoprene covering from Tapex holds 500 millilitres of refreshing drinks on the go. The bottle has the dimensions Ø 6 x 22 centimetres. Individual finishing is possible through embroidery or laser engraving.

PSI 41932
TAPEX GmbH Textilproduktion
Tel +49 7031 793740
info@tapex.de
www.tapex.de

Bag flies the flag

A real sports fan stands behind his club and shows that in the stands and outside the stadium. The IGRO gym bag now complements the hat and scarf. This top model is made of lightweight cotton, has coloured corners and strong cords. Everything that you want to have with you for the important game fits inside. And it will not bother you because you carry it on your back as a backpack and your hands are free. It also flies the flag because the handy backpack presents the club's logo in a clearly visible manner.



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



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

Lip care made in Germany

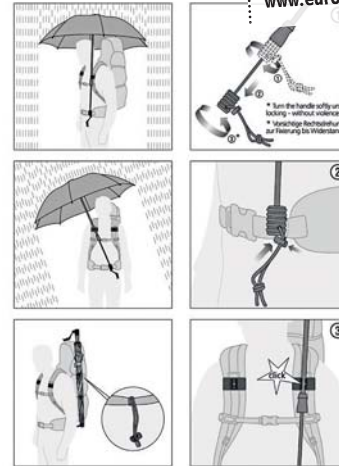
For all activities in the alpine and water sports season, the cosmetics specialists from KHK offer their sun care with sun protection factor 30 in a new, handy stick. The sporty twistable stick has an extra-large application area for the face and lips and is individualised with a 4c label. Nourishing shea butter and vitamin E nourish the skin and prevent it from drying out. The Suncare Stick can be ordered from just 300 pieces. It is manufactured entirely in Cologne in accordance with the new Cosmetics Regulation and Cosmetics GMP and is registered in the CPNP portal. Fresenius Institute carries out a continuous formulation verification according to European guidelines.

Well-protected on the go

The hands-free Swing® umbrella from EuroSchirm can be easily attached to any standard backpack with a hip belt and aligned according to the wind direction. Alternatively, the umbrella can also be attached to a special carrying strap system from EuroSchirm. Both hands remain free – ideal for hikers who do not want to do without trekking poles in the rain, for nature photographers, when using the GPS or studying a hiking map. It also does a good job as a protective rain and sun canopy for small children who “walk along” in the back carrier. A special highlight of this special umbrella is its telescopic fibreglass shaft which can be continuously extended up to a length of about one metre and fixed in any height position with a small turning movement. The umbrella can be positioned on the left or right depending on the wind direction using two rotatable holding clips which are attached to the front of the two carry straps of the backpack with a nylon Velcro strip. The elastic strap on the umbrella handle serves as a flexible fixation on the hip belt. Material selection and finishing are tailored to the special demands of hikers on their equipment.



PSI 43420
EuroSchirm Eberhard Goebel GmbH & Co.KG
Tel +49 731 140130
felix.goebel@euroschirm.com
www.euroschirm.com



Advert

Your partner in promotional lifestyle bottles

Bottle
Promotions

- Most affordable fruit fusion bottle
- European production
- Large stock available
- Dishwasher safe

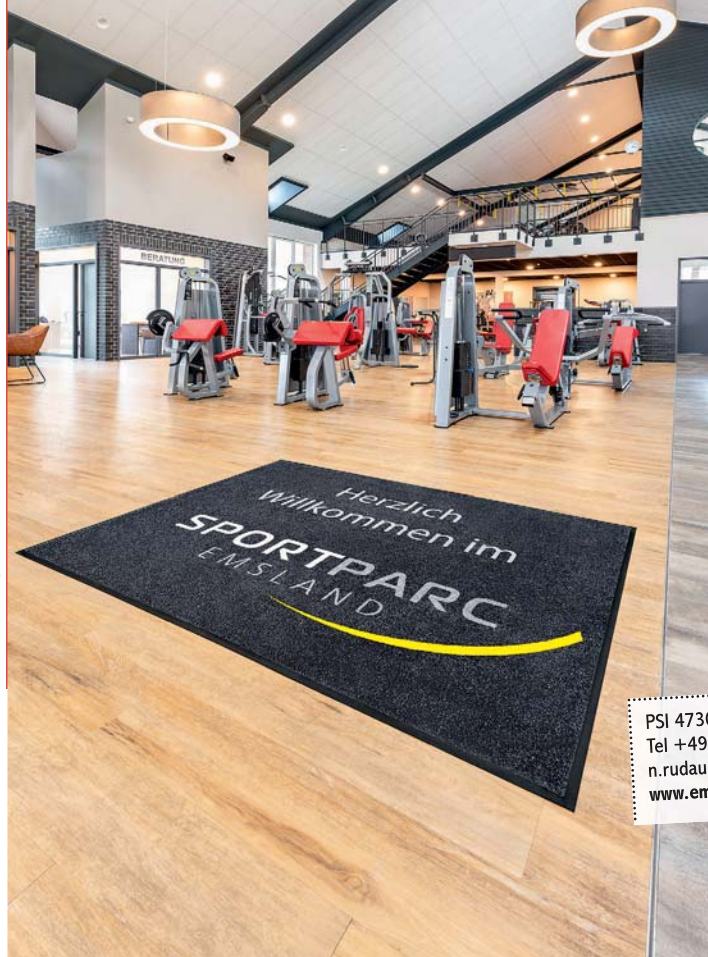


Also available
in 75%
biodegradable
material



We care for your health

a **Tacx** company



PSI 47306 • emco Bautechnik GmbH
Tel +49 591 9140603
n.rudau@emco.de
www.emco-bau.de

Utilise floor space

The hard-wearing and individually printable LogoMat Business enhances floor advertising in busy entrance areas and skilfully highlights logos and marketing messages. Manufactured by the floor mat specialist emco Bautechnik, the LogoMat Business not only ensures more cleanliness in entrance areas, but also impresses with expressive, resistant colours. In addition to implementing individual dimensions, the benefits also include high dirt and moisture absorption and a low risk of tripping or slipping.

Fitness out of your pocket

With its SPORTY BAG fitness bands to strengthen the muscles, Inspirion presents three elastic gymnastics bands in different colours. Available in light, medium and strong, they are ideal for strength training as well as stretching exercises. The three bands are supplied in a mesh bag with a draw string, plastic stopper and carabiner.



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



PSI 45720
INVAME Car perfumes producer
Tel +48 477 22 32
invame@invame.eu
www.invame.eu

Sporty car fragrances

The Autoduft car fragrance from Invame is the perfect give-away for every sports team fan who can identify with it in his car. Thanks to the possibility of full personalisation and the use of the latest printing technologies, this fragrance sticker is a real eye-catcher for any vehicle. The manufacturer offers eight unique fragrances, each of which can make a trip even more enjoyable.



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

Time to recharge your battery

If you have run out of energy and your battery is depleted after a top sporting performance, then it is time to recharge your body with energy. Original Dextro Energy from Kalfany Süße Werbung is ideal for your jacket pocket and is always ready to hand. A single bite ensures the dextrose provides enough energy to reach your next target. Customers can also receive the personalised product as quickly as the dextrose cubes help to generate new energy: express delivery is available on request.



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

Upcycling in the most beautiful form

With the new camarc® ECOBOTTLE, Kaldenbach shows what upcycling can look like in the best form. According to the supplier, the drinking bottle is entirely carbon neutral as it is made of recycled PET bottles and a stainless steel lid. It comes with a hand strap in the colours red, blue, light blue, orange, yellow, grey or white.

species conservation

coloured mini flower-balls

... aus dem Schwarzwald
ef
emotion
factory



bee-aid stick



insect house



Sporty music

The new JBL Reflect Flow headphones feature a hands-free system with access to a voice assistant. They are also waterproof and sweat-resistant (according to IPX7) with a playback time of 10 hours. With Ambient Aware, users listen to music and, thanks to TalkThru, are not isolated from the outside world. The headphones feature adjustable earplugs and freebit earmoulds and are comfortable and secure. They offer the powerful JBL Signature Sound which is designed for movement. The charging box offers space for co-branding.



PSI 43064
HEKA Werbeartikel GmbH
Tel +49 7139 48480
jbl@heka-werbeartikel.de
www.heka-werbeartikel.de

BIOLOGISCH
ABBAUBAR



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

Time to tastefully say THANKS

Thank you for your commitment, thank you for persevering – thank you for being here – these are the beautiful, grateful words that employees who work hard every day in this extremely challenging time deserve. The biodegradable muesli mug from JUNG not only says thank you, but at the same time it recharges the battery or at least makes it easier to start the day. It is filled with delicious Seitenbacher breakfast muesli. The milk or fruit juice for the muesli can be poured directly into the mug. – The Powerbar Energy Bar is a motivator and energy supplier in one. On the outside of the advertising sleeve is a motivating slogan and the inside is full of energy that is needed for upcoming tasks. – A very tasteful recognition and motivation from the employer, which comes from the heart, is the mini sachet in compostable film, filled with delicious fruit gum hearts from the Trolli brand. A “heartfelt thanks” that goes directly to the recipient. JUNG offers a large selection of successful, climate-neutral product ideas for various target groups who simply want to say more than just thank you and not only motivate teams but also fill them with pride.



PSI 45170 • Buah GmbH
Tel +49 30 33096686
werbemittel@buah.de
www.buah.de

Functional fruit

Freeze-dried fruits in the buah Snack Smoothie can are not only crispy, super aromatic and long-lasting, they are also a simple source of vitamins and minerals. As an in-between snack, they provide energy in a natural way, free of any additives and artificial sugar. The buah Snack Smoothie can serves as a handy and light companion for a healthy energy kick if the blood sugar level should drop. The can is resealable and refillable, and the label and lid insert can be individually printed. Cranberry, strawberry and physalis are available.



reisen^{thel}®

EINKAUFSHILFE FÜR ALLE

SICHER EINKAUFEN MIT IHREM
INDIVIDUELLEN BRANDING

NEW DESIGN
carrybag special edition nautic



**PASS AUF
DICH AUF**
MIT REISEN^{THEL}



carrybag black

carrybag dark blue

carrybag twist silver



reisen^{thel}.com/corporate-gifts

Diversity is trumps when it comes to the Rhineland specialists for high-quality gift and promotional items made in Germany. Founded by Alexander Hoyer in 2016, the company offers customisable all-in-one gift boxes. The contents from manufacturers and companies steeped in tradition is curated by the start-up company.

Düsseldorf-based promotional product start-up is growing

The diversity of saying thank you



With the Dankebox thankyou box, the giver can say thank you for any occasion.



Dankebox founder and CEO Alexander Hoyer and his new COO Wilhelm Meyer.

he contents of the boxes from manufacturers and companies steeped in tradition is curated by the start-up company. Production takes place sustainably and regionally in the Düsseldorf area. Dankebox offers numerous corporate services for the promotional product industry, such as individualisation according to one's own corporate design, storage of pre-produced boxes and shipping on demand (Dankebox on Demand) as well as worldwide individual delivery directly to the recipient. The Düsseldorf-based start-up Dankebox presented several new products at the most important trade show for the promotional product industry, the PSI Trade Show in Düsseldorf. In addition to the eponymous Dankebox

Classic, the young company showed how diversely and unforgettably companies can say thank you to their customers and partners.

Appreciation as a brand core

"Of course, responsible production always comes at a higher price. But we believe that is a good investment because that is how our customers buy a sincere gesture that was not made at the expense of others. Our customer feedback shows that many companies do not want to give away industrially manufactured bulk items as a gift but rather a very high-quality handcrafted product made in Germany, and are prepared to pay a slightly higher price.

Sustainability is more important than ever before,” explains founder and Managing Director Alexander Hoyer. “In essence, Dankebox is about appreciation. It runs through our entire value-added chain: Appreciation by our suppliers for the raw materials used, our appreciation of the suppliers and customers, and of course appreciation of the recipient. But also appreciation of traditional craftsmanship, jobs in the region, people with disadvantages, the environment and the climate.”

New co-founder

This concept works. Thanks to a tenfold increase in sales in 2018, the Düsseldorf-based start-up Dankebox was able to grow by another 450 percent in fiscal year 2019 and is now operating in the solid six-figure range. The business indicator EBIT (earnings before interest and taxes) is positive for the first time, thus making the company profitable.



Dankebox has been working with three integrative workshops in the Düsseldorf area.

Business went through the roof for Christmas 2018. We increased our annual turnover tenfold within a few weeks. So I was desperately looking for a business partner as reinforcement at the beginning of 2019.” Hoyer found what he was looking for at the Düsseldorf start-up week: Wilhelm Meyer, an expert in procurement, production and logistics. The former Metro Group purchaser had just started his own business as a consultant when he learned about Dankebox.



Each Dankebox thankyou box contains a greeting card and a booklet with information on the origin, quality and sustainable production of the contents.



Various contents from manufacturers and companies steeped in tradition.

ble. In order to manage further growth, particularly in the areas of production and logistics, the start-up was able to secure the services of the expert Wilhelm Meyer as Chief Operating Officer. He has acquired an equity interest in the company as a late co-founder.

“Christmas 2018 went through the roof”

Founded in 2016, the start-up took around two years to develop the product and collect a seed investment, and then started marketing. Alexander Hoyer says: “In the beginning we tried out a lot of different things, made a few mistakes and also blew some capital – as is usual in a start-up. We learned a lot and eventually found our strategy.

Team perfectly complemented

Things quickly “clicked” between the two on a business level when Hoyer met him at a workshop. They exchanged views, goals and strategic key questions concerning sales channels and production set-up. Meyer initially got involved on a project basis. Within an intensive six months, there was clarity in the shared strategy and the will to bring the company forward together. Meyer then received a stake in the company at the end of 2019. “Wilhelm is exactly the right person for Dankebox, he complements the team perfectly. While I’m more of a creative person who develops ideas and concepts and manages the brand, Wilhelm is a down-to-earth pragmatist with heart and mind who



Many companies choose the Dankebox thankyou box. It can be adapted to one's own corporate identity.



New in the range: the Dankebox thankyou box "German Beekeeper Honey".

tackles things, optimises processes and gets on well with people. He transforms power into performance. We therefore decided on this role allocation: Wilhelm heads the operations (COO) and I head the management (CEO) with a focus on marketing."

#Dankeboys go full throttle together

The almost 1,400 followers of @dankebox on Instagram can see that the two founders do a lot of work as well as have a lot of fun: In a kind of "soap opera from the day-to-day life of a start-up", the #Dankeboys (the community gave them this name) talk about the ups and downs of start-up life in their relaxed manner – the two don't take themselves too seriously: "Start-up life means facing the challenges with humour. When we park in the motorway service area after a long, penned-up drive in the Golf packed

to the brim with trade show equipment, Wilhelm spontaneously gives a gymnastics tutorial on Instagram," says Hoyer, "But he's not just an entertainer, he's a man of conviction who always gives 110% and shares responsibility. He enters the trade show leads into the CRM at night or drives personally to the workshop and helps out if the going gets tough. And it is precisely this combination of a bit of madness and an indomitable inner drive that you need in a start-up."

Focus on the B2B sector

The year 2019 was all about growth – with a focus on the B2B sector, where the Dankebox thankyou box is used as a promotional product. Marketing was ramped up: six times as many trade shows as in the previous year, more print and online advertising, more newsletters, more telephone



The new Dankebox Mini is available in three versions.



Also new: the Dankebox thank-you box "Greetings from Düsseldorf" with regional specialties.



The new Dankebox Mini (left and right).
Next to it: the Dankebox Classic (second from left).

acquisitions. Contact with approximately 6,000 promotional product distributors in Germany was established. As a "lean start-up", the two currently have neither permanent employees nor a permanent office. What they do have is a large, external and quickly scalable network: integrative workshops, independent sales representatives, a partner printing company and cooperation partners such as the German paper manufacturer Gmund.

A lot has also been planned for 2020

The founders had big plans for the new business year. A "major" new product has just been presented: the Dankebox Mini – a somewhat smaller box at a lower price. In addition, the two new varieties "German Beekeeper Honey" and "Greetings from Düsseldorf" – a regional box in homage to the hometown, for which the start-up secured

the established companies Löwensenf and Killepitsch as cooperation partners. The Düsseldorf-based company is currently expanding its production capacities. "So far we have been working with three integrative workshops in the Düsseldorf area, but are currently scaling up the capacities to six locations because we are planning larger quantities for the Dankebox Mini," says Meyer. "We are also investing in IT and are currently looking for a CTO – because as analogous as our product is, the processes behind it, the data management and, above all, the customer experience should be smart and digital." What else is coming up? In the first half of the year, a website relaunch and maybe a pitch in between – because from 2021, the two also want to "rethink giving".

<

Corona crisis: Dankebox produces and helps

The corona crisis has also thwarted the plans of the creators of Dankebox for 2020 in the short term. Alexander Hoyer reports: "Inquiries and orders are falling drastically because our customers also have to minimise risks. The sheltered workshops that assemble our boxes were closed by the state of North Rhine-Westphalia. Many suppliers have to ask employees to work from their home office. We are also coordinating everything from home and are working flat out to remain able to deliver as well as to realise our dream. At Dankebox, we completely reorganised production after the initial shock. All communication is done via the telephone and video conferencing. We have managed to transfer all raw materials from our sheltered workshops to private packaging companies that will carry out the assembly work until the crisis is over and the workshops open again. We are therefore currently able to deliver with almost normal delivery times: 4-6 weeks for full and about 2-4 days for partial customisation. If customers need an order for a specific deadline, we can also offer DHL Express/courier at an additional charge.

Even though we are concerned about our company's future, we want to remain true to our mission in this situation. The mission of saying "thank you" to special people. And what people deserve this more than those who are fighting on the front lines: doctors, nurses, cashiers, the police, the fire brigade, rescue workers and helpers, voluntary students on the hotlines, laboratory specialists, the staff at bakeries, pharmacies and petrol stations. All who save lives, secure basic services and limit damage. That is why, despite the difficult economic situation, we are providing 100 thank-you boxes free of charge, which our customers - whether they are distributors, companies or private individuals - can give away to exactly these people. As a thank-you for persevering!"

When the 16th Bartenbach Promotional Product Day took place in March, the world was still largely hunky-dory. The main topics of sustainability and sport ensured a satisfactory number of visitors, even though the corona crisis was already casting its shadow. Here is a review of one of the last trade shows that took place this spring.

16th Bartenbach Promotional Product Day

Positive assessment of the spring trade show



Despite the emerging corona crisis, the organisers are satisfied with the number of visitors at the traditional spring trade show.

3

85 trade visitors from 218 companies attended the traditional spring trade show of the Mainz-based promotional product distributor in the Alte Lokhalle Mainz on 5 March 2020. A number that organisers and exhibitors were very satisfied with. "With over 500 registrations, we were set for a new record and could have broken the 500 visitor mark for the second time in a row," says Managing Director Tobias Bartenbach about the numbers. "In view of the current developments, however, some companies cancelled their participation at short notice for policy reasons. With this in mind, we are more than satisfied with the number of visitors, quality and atmosphere."

Trend topic sustainability

Sustainability continues to be THE trend topic in the promotional product sector: It plays a role in the purchasing decision for two out of three companies – and "green conscience" can also cost a little more. Up to ten percent additional costs are acceptable for three out of four proponents of sustainability. These figures were revealed in the current Promotional Product Monitor 2020 of Gesamtverband Werbeartikel-Wirtschaft GWW e. V. A development that the Bartenbach team has confirmed in its daily operations. As in the previous year, sustainability was one of the main topics at the 16th Bartenbach Promotional Product Day.



The Bartenbach team ensured there was a positive atmosphere.



The usual high spirits in the Mainz Lokhalle.

2020 unlikely to be a super year for sport

Until recently, the 2020 super sports year with the European Football Championship and the Olympics was also seen as a reason to arrange promotions in which promotional products and fan merchandise are used. Suppliers and consultants have already prepared themselves for the 2020 sports season with proven concepts, lots of ideas and new products. Everything went well on the Promotional Product Day because not just one ball rolled in the Lokhalle but many: In keeping with the sports year 2020, the trade visitors were invited to compete in golfing and football contests. To mark the occasion of the European Football Championship, Bartenbach Werbemittel released a remake of its classic: a specially developed European Football Championship planner that can be individually designed. In the meantime, the European Football Championship has been postponed until 2021. And whether the Olympics will take place in Tokyo in summer is still undecided (mid-March). There is currently a drop in sales but luckily creativity in the industry is a reliable resource that will generate new ideas again. And after this sports break the ball will roll again.

Trends from the PSI

At the “marketplace of ideas”, around 40 well-known manufacturers showed the upcoming trend articles directly from the PSI, the leading European trade show for the promotional product industry in Düsseldorf in early January. In addition, there were modern (give-away) classics, digital promotional products, premiums and branded products. As always, the focus was on the real haptic experience. See, experience, touch! Here, companies, including many long-standing visitors, always find an overview in the jungle of promotional products as well as practical and individual decision-making assistance when choosing the right promotional product.

Special production and all inclusive

In addition to current customer projects, Bartenbach also presented its special production service module. Experts

provided information about what is possible when it comes to extraordinary, individual promotional products and showed real-life results from in-house product development to special production which is implemented worldwide. Another topic: Bartenbach All Inclusive. The team led by Anne and Tobias Bartenbach has been offering a tailor-made full-service package consisting of an order shop for their own logistics as well as an individual assortment including design, creation, hosting and storage for several years. A full-service offer that has long been very well received: The trade show was the opportunity to present current references.

Premiere: Bartenbach Sports

There was also a premiere on the programme: For the first time, the Bartenbach Group presented its new subsidiary “Bartenbach Sports”, which Tobias Bartenbach and his two partners want to develop into the leading golf sports marketing agency in Germany within five years. Comprehensive information was therefore guaranteed. Afterwards, the Network Lounge traditionally invited visitors to a dialogue and meal. The 17th Promotional Product Day will take place on 18 March 2021 in the Alte Lokhalle. Furthermore, Bartenbach Werbemittel will be celebrating its 20th anniversary next year. <



Golf and darts:
The supporting programme
invited people to participate.

Corona crisis | Consequences for the promotional product industry

The corona crisis affects both the German and European markets. PSI Managing Director Michael Freter talks about its impact and praises the commitment and solidarity of many PSI members.

Mr. Freter, what impact does Covid-19 have on the promotional product industry in Germany?

The spread of COVID-19 is significantly affecting our industry and we are very concerned about the current developments. Orders have been cancelled or postponed. Most distributors anticipate lower turnover in the next two months. This is a really dangerous situation that could cost small distributors in particular their livelihood. For their part, suppliers are taking the necessary measures to protect their employees by sending them home or adopting short-time work. At the moment, everyone has to find a survival strategy.

To what extent does this apply to Europe?

The effects are similar all over Europe – and I think even worldwide. In Italy and Spain, the economies have virtually come to a standstill and only vital companies

are still working. An example of how global trade is currently being massively hampered is the skyrocketing transport costs of airfreight, which are the result of passenger aircraft being grounded. For example,

before the corona crisis, transportation from China to Germany was calculated at around 4 euros per kilogramme of freight, and currently the transport costs are up to 17 euros per kilogramme. Some products which were previously transported for a few cents are now costing double-digit amounts to transport. Such developments are putting pressure on margins across Europe and consequently on our entire industry.



How is that expressed in figures?

Should sales in the promotional product industry collapse in the next two months – as many fear – this could lead to a double-digit percentage drop in total turnover. A huge loss of revenue with a Europe-wide turnover of 14 billion euros.

What is PSI doing to support the market in the crisis?

As the PSI network, we are now increasingly there for our members and the entire industry. We provide information about current developments, offers of help and government subsidies almost daily in the form of a news flash. We offer extended payment deadlines for those who are unable to pay due to a lack of orders. In addition, we are currently providing fee-based products, such as our Product Finder, free of charge. We are also creating a supplier availability

list that clearly shows distributors which suppliers can deliver which products. In addition, we are also posting positive messages from the network. Despite their own emergency situation, many of our members are supporting their fellow human beings, particularly the employees in hospitals and in supermarkets. We support this by relaying this good news to the market. These are times when we all benefit from solidarity with each other and examples like this give hope.

What long-term impact will the crisis have on the promotional product industry?

After this crisis, many things will not be as they were before. It is anticipated that many small companies will not survive this time. Digitalisation is currently showing its full potential and is keeping many business models alive. In the future, digitalisation – in addition to classic business – must become a core activity in our industry. I see a great opportunity here. <

Protective equipment | Wanted urgently

Protective masks and protective clothing are currently in demand everywhere. A number of textile suppliers have already changed their production accordingly. Such reports have also been received from PSI members. Although a lot is already being done in the PSI network, further suppliers who can currently provide protective masks and protective clothing are being sought. If you can supply such products, please contact the PSI Hotline: Telephone: +49 211 90191-445.



Info hotline | Competent contact point



Especially in difficult times, a personal conversation is often good and most helpful. For this reason, the PSI has set up a hotline to provide PSI members with information in the best possible way. The PSI team is available to answer questions on +49 211 90191-445 and is happy to help wherever possible.

PSI Product Finder | Current delivery overview

The PSI Product Finder is the largest European promotional product database. It includes new, innovative and proven products alike. For PSI distributors, it is first and foremost a powerful tool that enables them to search according to their own personal requirements. Equally important is the clearly presented information about each product. As there is currently a great deal of uncertainty in the industry with regard to the availability and delivery times of ordered promotional products, and in order to provide PSI distributors with the best possible support in their day-to-day business, the PSI has set up a special page in the PSI Product Finder. All the PSI suppliers' information on the current situation can be found there. The suppliers are listed in alpha-

betical order together with the respective date when last updated. In a separate column, the suppliers have updated information on their ability to deliver. In this way, PSI distributors receive reliable information, can find alternatives if necessary, and have the option of promptly informing their customers about foreseeable delays. The complete overview is available at <https://psiproductfinder.de/> under "COVID-19 – Updates PSI Suppliers". In addition, the PSI Sourcing Team is available to provide advice and assistance:

telephone + 49 211 90191-333

e-mail: produktrecherche@psi-network.de

PSI Journal | Where its readers are

The current corona crisis has increasingly changed the way we work. According to a study by the IT industry association Bitkom, around every second employee is already working entirely or to some extent from home. A survey conducted by the opinion research institute Civey on behalf of TÜV Rhineland among 2,500 people working in a home office has also shown that around 60 percent of all employees in a home office manage very well.

The table at home replaces the office, instead of personal meetings there are telephone and web conferences. But in this rather isolated new work environment, it is important to have good team communication and to have all the important information on hand to successfully perform everyday work tasks. For employees in the promotional product industry, this naturally also includes the PSI Journal. That is why the PSI offers its members a special service: If you would like to have the PSI Journal magazine sent to your home office address, contact the PSI by e-mail verlag@psi-network.de. Simply express your desire and the magazine will be sent directly to your home office.



PSI Journal | Stay in touch with each other

In times of social distancing, the PSI Journal offers PSI members an ideal platform to keep in touch with each other. Whether it be news of any kind about which members want to inform the industry, or the latest products to be presented to the market: The PSI Journal is a competent and reliable transmitter of (not only advertising) messages.

Media confidence at a high level

The 2019 wave of surveys from the representative “Long-term study on media trust” at the Johannes Gutenberg University in Mainz also confirms that reliable reporting does not go unnoticed. It comes to the conclusion that media trust has stabilised at a high level. According to the study, 43 percent of Germans aged 18 and over believe that one can trust the media “entirely” or are “more likely” to trust the media “when it comes to really important things”. This value has now been stable within the statistical fluctuation range for four years. The data is based on a representative telephone survey carried out by the IFAK opinion research institute on behalf of the Johannes Gutenberg University in Mainz. 1,200 people aged 18 and over were interviewed in November and December 2019. The maximum statistical fault tolerance is 2.8 percent. <https://medienvertrauen.uni-mainz.de/forschungsergebnisse-der-welle-2019/>

All-time high when using editorial media

A current analysis of the IVW usage figures from the first half of March 2020 gives cause for optimism, as reported online by the Editorial Media portal of the Association of German Magazine Publishers (VDZ). According to this analysis, national news media in Germany show new record values for their digital offerings in the wake of the current crisis surrounding the Coronavirus Covid-19. www.editorial.media






The Leading European
Trade Show of the
Promotional Product Industry

12–14 JANUARY 2021
MESSE DÜSSELDORF

SAVE
THE
DATE

WWW.PSI-MESSE.COM

Organised by
 Reed Exhibitions

THE WORLD
OF ADVERTISING
AND SELLING



 PromoTex
Expo

 viscom



Treat for the palate and conscience

Snack Cup and Sweet Cup are ideal snacks for those with an ingredient – conscious sweet tooth. They hit a bull's eye in the world of advertising gadgets as well because they offer significant packaging personalisation opportunities. It is worth pointing out that this products are not only delicious but also **eco friendly**. Banderole labels are made out of FSC-certified paper, which guarantees that paper used to make a given product originates from sustainable wood sources. Moreover, the containers are made of PLA. This is a 100% biodegradable material that has been subjected to thorough test and is certified to be perfectly safe for use in the food industry and ensures that food products remain fresh.

PSI 46325 • Slodkie Upominki Spółka z Ograniczona
Tel +48-22 6479000 • sales@slodkieupominki.pl
www.slodkieupominki.pl



Accurate and original

Advertisers can play it safe with the Frank Bürsten helmet brush. This colourful, **eye-catching promotional product** in the form of an original construction and safety helmet ensures clean clothes thanks to the clothes brush with synthetic bristles, and thus combines practicality with an original look. Through the combination of a brush and helmet, the user also associates positive characteristics such as safety and reliability with the advertising company. This promotional product is manufactured entirely by Frank Bürsten in Germany. The helmet brush is 115 x 85 x 80 millimetres in size and available in the colours shown and comes in a matching gift box. On request, the manufacturer from Baden-Württemberg places individual company or advertising logos on the brushes.

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

Photo-realistic textile advertising

LoopNation microfibre towels are available in many different sizes. The attractive towels can **be individually and completely finished with photo printing**. The base material is Made in Europe and then printed and packaged directly in Austria. As a result, the focus of the entire manufacturing process is on sustainability and environmental protection. Articles can be ordered from 25 pieces and are available within nine to eleven working days.

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



Everything is under control

The angled wrench set with a 1/4" bit holder arrives at the customer as a complete set in a tool bag. Available to order from Schünke, the angle wrench with insertion capability becomes a power-saving screwing tool in one simple step. The Allen key set consists of the most common four metric hex keys 3/4/5/6 millimetres. Not only can bottles be opened with the bottle opener attachment, all common locking systems can also be operated with a triangle or square. There is also a square for air bleeding heaters. A product **for all tradesmen and DIY enthusiasts**. Of course, the bottle opener is a must for a social get-together.

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

 **MAGNA**
Sweets and more

Made in Germany



Seeburger Haselnüsse in Milkschokolade
in Standbodenkartonage



Seeburger Studentenfutter im Werbetütchen



Seeburger Ananasstücke im Werbetütchen

MAGNA sweets GmbH

Gewerbering 5/6

D - 82272 Moorenweis

Fon +49 (0) 81 46 - 99 66 0

info@magna-sweets.de

www.magna-sweets.de

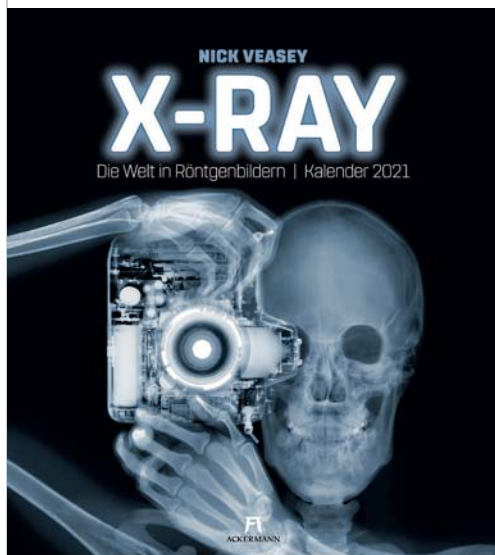


Photo art calendar

Like all Ackermann calendars, it is produced exclusively in Germany and printed in a climate-neutral manner on paper from sustainable forestry in cooperation with NatureOffice: X-Ray 2021 from Nick Veasey, the somewhat different calendar, which, like all other calendar products from Ackermann Kunstverlag, enables advertising imprints from 50 pieces. The British photo artist Nick Veasey has been dealing with **the special aesthetics of X-rays** for over 20 years. In elaborate processes, he captures everyday objects and technical devices, right up to the size of a jet plane, or stages tongue-in-cheek snapshots that are as bizarre as they are fascinating. Veasey works with industrial X-ray or truck control devices and uses skeleton dolls from radiologist training for scenes with people. Then the motifs are put together from countless individual shots.

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

For muesli and snacks

Life, the new porcelain bowl Made in Germany by Porzellanfabriken Christian Seltmann, brings culinary culture into shape. Muesli, soup, snacks or sweets find their place **in the beautiful bowl** which adapts to any food theme. Individual finishing is possible from 150 pieces. The volume of the absolutely dishwasher-safe container is 0.60 litres.

PSI 49025 • Porzellanfabriken Christian Seltmann GmbH
Tel +49 961 204-141 • incentives@seltmann.com
www.seltmann.com



Complete appearance

Roll-Up.Bayern now offers complete display walls. The Krumbach-based company offers seven different models. The trade show stands are **complete, including printing and transport boxes**. Available in the sizes 9 to 15 square metres as well as 12, 15, 18 and 24 square metres completely ready at affordable complete prices. However, the customer can also plan his stand individually according to his own ideas with the consultants from Roll-Up.Bayern.

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



Well protected

No matter what the summer weather is like this year, Fare® products **offer plenty of space for strong messages** and are intended for package holidays, camping, glamping or balconies. The Travelmate Beach Shopper with lots of storage space for utensils is practical for shopping or on the beach. The Travelmate Camper beach parasol in a practical travel size fits in almost any suitcase. The umbrella and two-part lower shaft can be assembled quickly and easily on site. Then just stick the tip into the ground and open the umbrella: the practical sunshade is already in place. And when dark clouds suddenly appear, the large umbrella protects against the rain. Also in the portfolio: Light, quick-drying microfibre towels that can be finished with screen printing or laser engraving, as well as very light and compact umbrella models as ideal companions in the event of sudden rain showers or as sun protection. The mini pocket umbrella SlimLite Adventure can be attached to a backpack or belt loop with a carabiner. The ultra-light mini pocket umbrella FiligRain Only95 is absolutely suitable for handbags. All feature a particularly large advertising space.

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

Healthy and tasty

As one of the leading companies in the confectionery sector, Magna sweets has positioned its innovations for the current season under the motto „healthy & tasty“. Irresistible sweets are combined with unforgettable messages to create **customer loyalty**. The new products from Magna sweets do just that. Even those who want to score points with their give-aways, especially when it comes to health, can benefit from The Power of Magna. For example, from the cherries in dark chocolate in cardboard packaging: sweetened and dried cherries in dark chocolate, packed in individually printed cardboard packaging, optionally with or without a viewing window. Vegan and fruity. And therefore extremely healthy.

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



1 TERRY products



High-quality European-made terry stock products made from 100% premium cotton

- qualified technologies
- short delivery term from stock
- competitive prices
- constant quality

2 TEXTILE compressing



- unique promotional gift
- small size, same quality
- >10 shapes

More at <http://diszker.hu/catalogue/>



Díszker Ltd
H-2131 Göd, Pesti str. 21.
Tel: +36 30 982 5947
Hungary

www.diszker.hu • diszker@diszker.hu

Nice for positive thoughts

#flattenthecurve, #wirbleibenzuhause, #dankeanallehelfer, #stayhomestaysafe – the media and social platforms are full of shared recommendations to support the federal government's efforts to contain the coronavirus – and emotion factory also supports these activities. These times are not easy for customers and it is therefore all the more fitting as a company to simply say thank you, to create trust and to avoid falling into oblivion. For this reason, it is particularly important at the moment to do something meaningful at home and to stay active: That is why emotion factory has **released a few special products for the current situation**: baking cups, coconut cubes and mini greenhouses occupy both parents and the kids at home. Bath confetti ensures relaxed moments and various seed papers and sachets bring spring into the home office. The best thing about these products is that they can be individually designed and printed with a company message and an encouraging greeting. "Get your customers to recall you now and embolden them for the near future," says emotion factory.

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



Bildnachweis: Adobe Stock © Carola Schubel / © Oliver le Moal



Being considerate by keeping distance

The Interall Group and the Buttonboss Group have teamed up to advertise and sell a clever button with the symbol of social distance from one another in times of the corona pandemic: the positive way of making people aware, in these special times, of how important it is to keep the necessary distance from one another in order to avoid becoming infected with the virus is documented in two models: on the one hand with the Bio button which is made exclusively from renewable materials such as wood and carbon fibres and can be completely decomposed by microorganisms, and on the other hand with the Standard button: This is made entirely from recycled metal that can be reused after being returned to circulation. **The buttons have the designation 1.5M** and are available immediately and can only be ordered from the Interall Group. Incidentally, both models can also be ordered with a greeting and message card. The products are ideal for use in supermarkets, delivery services and wherever many people meet and care must be taken to keep the appropriate distance from one another.

PSI 41727 • Interall Group B.V.
Tel +31 20 5203850 • info@interall.nl
www.interallgroup.com

Prevention is better

Assca GmbH has adapted its range to the current corona infection. The following products are now available:

- **FFP2 protective masks** according to EN149:2001 without a breathing valve (suitable for medical use). Minimum quantity: 500 pieces. Capacities up to 100,000 pieces a week. Optional laser engraving of a logo possible. Delivery time: 7-14 days (depending on the quantity)
- **Surgical masks**, 3 layers with filter layer, certified according to EN 14683:2019+AC:2019 Type I. Type IIR on request. Minimum quantity: 5,000 pieces. Capacities up to 1,000,000 pieces a week. Delivery time: 7-14 days (depending on the quantity)
- **Face protection visors** made of PVC. Dimensions: 33 x 22 cm. Minimum quantity: 500 pieces. Capacities up to 100,000 pieces a week. Delivery time: 7-14 days (depending on the quantity)

PSI 49747 • ASSCA GmbH
Tel +49 7721 6809150 • info@cookiecutter.de
www.cookiecutter.de



Healthy snacks

Made in Germany is a top priority at Magna sweets. The company works with well-known brands on its sweet advertising ideas. For several years now, Magna sweets has placed special emphasis on healthy snacks and, with Seeberger products, has **high-quality healthy snacks** in its range. The trail mix in a promotional sachet with a filling volume of 20 grammes is very popular and has also been offered in sustainable paper/PE packaging since this year. Those who prefer it to be salty will be delighted with the Seeberger cashew nuts in the ten-gramme promotional sachet which is also available in sustainable paper/PE packaging.

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

-Advert-



Brushes made
in Germany



www.frank-brushes.de

Keep nice and cool!

Born in Munich and invented in Germany – since 1971 the long-established company reisen-thel has been a national and international leader for bags and organisation aids that convince with functionality and **urban, contemporary designs**. Bring on summer with the reisen-thel thermo collection. The creations in this collection provide coolness on the go. The combination of functional bags and baskets is not only practical, it also puts the user in a good mood. Whether it be in the park with friends, on the beach or during a lunch break – the bags from reisen-thel always ensure the right temperature.

PSI 47182 • Reisen-thel Accessoires
Tel +49 8105 77292240 • promotion@reisen-thel.com
www.reisen-thel.com



Effective protection with the Protect-Line

Effective protection against potential infections and thus the spread of viruses and bacteria – especially at times like this – is offered by the **robust acrylic glass products** of the Protect-Line from the company E&H Design. Current best-sellers are the Corona protective wall (including two support feet), the spacer (incl. sheet insert with optional brochure pocket) and a sneeze guard with anti-slip feet (particularly suitable for the food trade). "We are taking care of your orders even during this challenging time. We would be delighted to receive your individual inquiry and develop your desired product," says E&H Design.

PSI 47632 • E&H Design Kunststoffverarbeitungs GmbH
Tel +49 6732 93260 • info@eh-design.de
www.eh-design.de



Compact all-rounder

Small can be really big: The Kraftform Kompakt 13 Tool-Finder Promotion from Wera offers numerous applications with **10 high-quality Wera screwing tools** in a tiny area. The tool excels with its so-called Kraftform handle with hard grip zones for high working speed and soft grip zones for a firm grip. All you have to do is insert the bits and then you can start. The nine bits included provide the user with the most common screw profiles and feature the Wera Tool Finder Take it easy to find the correct bit size quickly and easily. Rapidaptor technology guarantees lightning-fast bit feeding and removal on the handle. The product can be customised with a customer logo from 100 pieces.

PSI 48078 • Wera Werkzeuge GmbH
Tel +49 202 40451944 • waurich@wera.de
www.wera.de

NEUE WEGE ZU IHREN KUNDEN

**Wir unterstützen
Sie dabei!**



Katalogproduktion

- Grafischer Aufbau Ihrer Daten.
- Komplette, zuverlässige & wirtschaftliche Abwicklung.



Webshop/Websites

- Erreichen Sie Ihre Kunden – auch in ihren eigenen vier Wänden.
- Maßgeschneiderte E-Commerce Lösungen.



Datenaufbereitung

- Datengenerierung & Aufbereitung.
- Produktdatenbanken – auch für umfangreiche Datensätze.

Bereit für was Neues? Finden Sie Ihren Weg mit der **H.K.S. 7 Werbeagentur** – Ihr starker Partner für Ihre Unternehmenskommunikation.

h.k.s.7
WERBEAGENTUR GMBH

Kölner Str. 17 · 58135 Hagen

Telefon 0 23 31.4 73 40-0
Telefax 0 23 31.4 73 40-10
E-mail mail@hks7.com

www.hks7.com

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

Bordüren-einwebung ab 40 Stück

herka-frottier.at

f i

PSI No. 46235

www.herkat-frottier.at

LESEZEICHENLUPE / BOOKMARK MAGNIFIER



Paper bookmark magnifier

- huge printing area
- 4c photo print - both sides
- individual magnifying field
- prompt delivery
- 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

EINKAUFSWAGENAUSLÖSER / KEY CHAIN



TRIGGI
Der Einkaufswagenauslöser

TRIGGI® Original
Die Alternative zum Einkaufswagenchip

1. angenehme Haptik
2. über 100 designgeschützte Formen
3. brillante Farben

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

TRIGGI.de

ab 300 Stück

neos

& mehr Pins
GmbH & Co. KG

PSI No. 46925

www.pinsundmehr.de

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

MADE IN GERMANY



frank

Brushes made in Germany

www.frank-brushes.de

PSI No. 41853

www.frank-brushes.de

SPIELWAREN / TOYS



SEMO Newbies

Großes Standardsortiment mit mehr als 500 SEMO Plüschtieren!

SEMO
Plüschtierwelt

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

TRIGON Deutschland GmbH
Kränkelsweg 28 · D - 41748 Viersen · Tel. 021 62-53 008-0
Fax - 53 008-20 · E-mail: info@semo.de · www.semo.de

8 verschiedene Tiere im Sortiment. Größe: 13 cm.

PSI No. 44970

www.semo.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

INSERENTEN-VERZEICHNIS / LIST OF ADVERTISERS

PSI No.	Inserent / Advertiser	Seite / Page
45767	Bottle Promotions a Tacx International Company	049
45452	CD-LUX GmbH	007
42819	Gustav Daiber GmbH	005
16809	Diszker Kft.	067
41752	doppler + Kniprps H. Würflingsdobler GmbH	045
41853	Frank Bürsten GmbH Bürstenfabrik	069
41016	Heri-Rigoni GmbH emotion factory	051
16334	H.K.S. 7 Werbeagentur GmbH	071
42907	Inspirion GmbH	075
40823	Klio-Eterna Schreibgeräte GmbH & Co KG	020+021
42438	Lediberg GmbH	025
47814	Lupenmaxx GmbH	076 DE / 072 EN
41617	MAGNA sweets GmbH	065
42020	mbw@ Vertriebsges. mbH	031
42487	REFLECTS GmbH	047
43410	Mister Bags GmbH	002+003
46925	Pins & mehr GmbH & Co. KG	076 DE / 072 EN
43417	Prodir GmbH	001
	PromoTex Expo - Reed Exhibitions Deutschland GmbH	U3 / IBC
	PSI - Reed Exhibitions Deutschland GmbH	063, U2 / IFC
42938	REIDINGER GmbH	019
47182	Reisenthel Accessoires GmbH & Co. KG	053
41108	STAEDTLER Mars GmbH & Co. KG	023
45328	Stilolinea Srl	027
41848	uma Schreibgeräte Ullmann GmbH	029
45180	WIRmachenDRUCK GmbH	U4 / OBC
	Beilage / Insert (*Teilaufgabe / part circulation)	
49467	Einkaufswagenlöser.de PINkey AG*	
41848	uma Schreibgeräte Ullmann GmbH*	

TOP PRODUCT TOPICS IN PSI JOURNAL

Adequate hydration is essential for firm skin and physical well-being. Place in the June issue your articles around the topic drinks, drinking vessels and table culture as well as wellness, cosmetics and beauty!

Issue
06
2020

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

Copy deadline: 17.4.2020
Deadline for ads: 5.5.2020

Issue
07
2020

CHRISTMAS AND GIFT SETS and TOYS AND PLUSH PRODUCTS

Copy deadline: 15.5.2020
Deadline for ads: 5.6.2020

Issue
8/9
2020

ECOLOGICAL AND SUSTAINABLE PRODUCTS, VEGAN and CHOCOLATE AND SWEETS

Copy deadline: 22.6.2020
Deadline for ads: 5.8.2020

Issue
10
2020

EVERYTHING FOR AUTUMN & WINTER, UMBRELLAS, OUTDOOR CLOTHING and KNIVES AND TOOLS

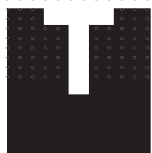
Copy deadline: 14.8.2020
Deadline for ads: 7.9.2020



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

PSI

The evil number 80



This is now the fourth week for me in my home office. Restricted space, limited personal contacts, inconsistent rules and the burning question: How much further could this go on? It is fascinating how well technology works. Video conversations have become routine not only internally but also with most business partners. The importance of face-to-face conversations in all of our lives is now becoming clear.

How long will this go on? I discuss this question daily with our partners in Europe and America. And it is becoming increasingly clear that the longer things continue as they are now, the worse and longer the economic consequences of the crisis will be. Much as I appreciate the gravity of the situation, resistance is slowly starting to grow. It doesn't simply have something to do with the nice weather. The situation is threatening, it is existential. The magic number in the industry is minus 80 percent: This is how high the economic slump is estimated to be, in America as well as in European countries. After the 2008 financial crisis, this is probably the largest economic upheaval we have ever had.

However, disruptions harbour opportunities and reveal positive things. Rarely has so much been communicated, rarely has digital media been used so intensively. We can see this from the use of our specially designed hotline and our information ticker in the Product Finder where suppliers provide information about the current situation. The flexibility of the industry is also shown by the importing shift as well as the manufacture of protective clothing. The industry is proving to be an experienced and reliable partner for health institutions and authorities. This is not only valued today, it is also the basis for future business relations. We are happy to support you!

Best regards,

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





QR-Code scannen und
ePaper entdecken!

SPORTLICHE WERBEMITTEL FINDEN SIE IM
NEUEN MINI-KATALOG

Verlieren Sie keine Zeit, bestellen Sie jetzt! • Tel.: +49 421-5227-0 • www.inspiron.eu • INGSalesPSI@inspiron.eu



Wellness, cosmetics and beauty

In the first of our new product categories, everything revolves around beautiful, beneficial and (promotionally) effective items from the world of wellness, cosmetics and beauty. Beyond purely physical, psychological and social well-being, people long for a holistic well-being experience that makes them better able to cope with the stress and pressure of a fast-moving society. Wellness is the magic word from which a high-turnover market has developed, to which the promotional product industry also contributes with excellent products that evoke pleasant memories of the giver. – Our second product group includes new products associated with the topic of “drinks, drinking vessels and tableware”.

Please give some consideration to the product presentations of the July 2020 issue with the thematic groups “Christmas and gift sets” and “Toys and plush products” and send your product suggestions (image and text) no later than 15 May 2020 to: Edit Line GmbH – Redaktion PSI Journal e-mail: hoechemer@edit-line.de

Working with “Style”



After two successful workwear collections, the Daiber proprietary brand JAMES & NICHOLSON is launching the new “SOLID STYLE” workwear and thus expanding the range for all target groups of the work industry. Plain colours, reduced, high quality. There is something for every professional from sizes XS to 6XL. We present the range in detail.

Coming together in difficult times



The corona crisis has a tight grip on the entire world. In a networked age like ours, the resulting economic consequences affect numerous industries including the advertising and promotional product industries. At the time of going to press, however, it became clear that “our” industry is also moving closer together and developing creative ideas, mutual help and solutions to overcome these difficult times. We shall keep you up to date with the latest information.

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. 52 of 1 September 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.


PromoTex Expo

International Trade Show
for Promotion,
Sports and Workwear

12–14 JANUARY 2021
MESSE DÜSSELDORF

SAVE THE DATE

WWW.PROMOTEX-EXPO.COM

Organised by
 Reed Exhibitions

THE WORLD
OF ADVERTISING
AND SELLING



PSI

PromoTex
Expo

viscom





Wir**machen**Druck.de

Sie sparen, wir drucken!

Noch ganz dicht?

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



Sonderkonditionen für PSI-Werbemittelhändler!
Schreiben Sie eine Mail an psi@wir-machen-druck.de

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