

PS1 EUROPE

PSI Journal

International Magazine
For Promotional
Products

June 2020

Volume 59



65 years of FARE

Sustainability
on the umbrella

Product Guide

Wellness, cosmetics
and beauty
Drinks, drinking vessels,
tableware

Industry

Together against the crisis

Promotional products at C4

A quarter of a century
that unites

**Broad acceptance of
advertising in times of crisis**

**An
opportunity
for the industry**

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... personalised

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Fruit Gum 10 g Sun

with THANK YOU icon
Fruit Gum 10 g Hearts
Fruit Gum 20 g Thank You Mix
Heart Candies
Maxi Chocolate Bar
Chocolate Heart
Dextro Energy



www.ksw24.eu



Editorial

Away with barriers at borders – forever

Whe re-nationalisation of Europe is currently preoccupying me more than the virus itself which is responsible for this. Who would have thought that in a crisis, instead of looking for European solutions, we would instinctively fall back into age-old mechanisms such as border closures. Yes, fear devours the soul. Rainer Werner Fassbinder's melodrama once again fits into the times, at least in terms of its title. Do we really need to wait for further generations before Europe overcomes this fear?

Friends in Paris have been unable to visit me for a long time, I have only seen friends in Belgium via Skype, a friend in Madrid who exports fruit to all parts of Europe is fighting against insolvency. Friendships are suffering but they will survive the crisis. The European single market, however, is under massive threat from border closures. And it was only weeks after the lockdown that resistance began to emerge. Calls for open borders grew louder throughout Europe. Angela Merkel in Germany and Emmanuel Macron in France campaigned to remove barriers at borders – that raises our hopes for the future.

As with so many measures designed to rein in the corona virus, the attention paid to the issue of border closures has not been with sufficiently precise scrutiny. In the meantime, Europe has become so interwoven, especially in the regions close to the borders, that people live as if they were in one country – in Europe, that is. Suddenly, however, there are barriers again and people are controlling people again. Cross-border commuters are only allowed to travel to work but are not allowed to buy a bread roll in the friendly neighbouring country. "Where have we ended up?", one might angrily ask.

Today we know that a local or regional lockdown of hotspots makes much more sense than closing national borders.

The opening of economic regions was the guiding idea and driving force behind Europe growing together. A renewed re-nationalisation of the economy, on the other hand, will be its downfall. There is no alternative to open borders, even and especially in times of crisis. The economy, including our industry, must make this clearer to politicians for all time.

The challenge facing Europe is greater than ever. It is the only chance against the economic giants China and the USA. And the fact is that the EU has a larger single market than the USA – but only a Europe without borders.

On this note

Manfred Schlösser | Editor-in-Chief PSI Journal

Your opinion: schloesser@edit-line.de

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N° 2344

Hanna

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Broad acceptance of advertising in times of crisis: An opportunity for the industry 10

In times of massive declines in revenue and widespread uncertainty, many companies react by cutting their advertising budgets. As a consequence, the promotional product industry is also affected by declining orders and order cancellations. However, the current crisis also offers opportunities to make one's mark.

Beautiful, beneficial and effective 14

In the first of our new product sections, everything revolves around beauty, well-being and (promotional) effectiveness in the context of the terms wellness, cosmetics and beauty. In our day and age, this has developed into a market with a high turnover to which the promotional product industry also contributes with excellent products which ensure that the name of the giver is remembered in a positive light.



Together against the crisis 27

The corona crisis has a firm grip on the world. In a globally networked economy, the associated negative effects also affect the promotional product industry. But right from the beginning and also during the "lockdown" it became clear that "our" industry is closing ranks and developing creative ideas, reciprocal support and approaches to solutions to overcome these difficult times. We would like to take this opportunity to report on further effective initiatives.



65 years of FARE®: Every drop counts 50

FARE® is synonymous with high-quality umbrellas in the promotional product market and is celebrating its 65th anniversary this year. The long-standing company boasts a constant stream of innovations. And for some years now, the specialist has also been focusing increasingly on sustainability. A new, environmentally friendly dyeing process now also helps to save precious resources.





SMALL CAUSE – BIG IMPACT

Recently a small garden measuring just 170 square metres was named winner of the "Gardens of the Year" competition. The fact that this garden can be found in Düsseldorf, where the threads of the international network of the promotional product industry come together, is pure coincidence. It is no coincidence that there are numerous PSI members who turn a superficially simple product into an article with added value.



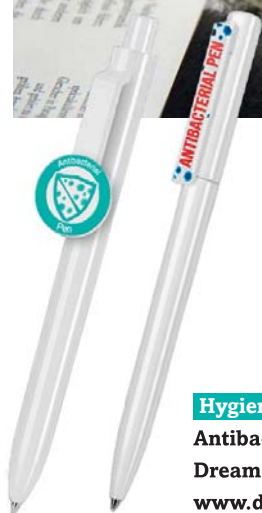
Everything according to plan

Construction –
Multitasking ballpoint pen
Troika Germany GmbH
business.troika.de
PSI 46311



#gesundbleiPEN by uma

Antibacterial writing instruments
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www.uma-naturals.com/
material-antibakteriell/
PSI 41848



Hygienically noted

Antibacterial writing instruments
DreamPen
www.dreampen.com
PSI 45720



For many years, ballpoint pens have belonged to the absolute top favourites among promotional products. Our examples show that these writing instruments can do even more than just record handwriting – be it ballpoint pens, planning aids and tool cases rolled into one with various scales, centimetre and inch rulers, flat-head and Philips screwdrivers, styluses and spirit levels or writing instruments made of antibacterial plastic with a special additive that releases silver ions to prevent the formation of bacteria on the pen surface.

A toy, decoration figure or perhaps a little more?
 By simply pressing this little treat, you can say farewell to stress and at the same time train your hand and forearm muscles.



Farewell to stress

Anti-stress figure made of PU foam
L&S GmbH
www.lunds-gmbh.com
PSI 43949



Power of nature

Medicinal herbs set
Multiflower GmbH
www.multiflower.de
PSI 45974

They are small and evolve to have a great effect: Seeds of marigold, camomile and sage. And not only those, as this medicinal herb set including a 24-page booklet on the prevalence, appearance and use of various native medicinal herbs shows.

**myrtle
beach**

**JAMES &
NICHOLSON**



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BEING OPEN TO NEW THINGS ...

... does not necessarily mean striving for technical innovation. One of the megatrends defined by Zukunftsinstitut is neo-ecology. This also includes the circular economy. According to the futurologists, this is where "material flows become closed loops and waste itself becomes a resource again." zukunftsinstitut.de



A different kind of apple turnover

Apple laptop case made of fibrous pulp residue

Interall Group B.V.

www.interallgroup.com

PSI 41727

CLOCKWISE OR COUNTER-CLOCKWISE?



BEING OPEN TO THE NEW,
THE FUTURE OR REFLECTING
ON THE PAST, THE FAMILIAR?

Sometimes even small things, such as a hand-brewed coffee, are enough to elicit nostalgic feelings.



brew@home

Manual coffee filter

Mahlwerck Porzellan GmbH

www.mahlwerck.de

PSI 44833

TO REFLECT ON THE PAST, THE FAMILIAR ...

... does not mean holding on to old things unconditionally. Nostalgic feelings even have positive powers. The psychologist Dr. Clay Routledge describes nostalgia as a resource that people could activate and use in times of stress. It lifts their mood, increases self-esteem, and promotes a feeling of social connection, a positive view of the future and a perception of meaning in life. (www.clayroutledge.com/nostalgia)

Die anderen haben sie nicht alle, wir schon!



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33

.....
percent of
 the market-
 ing decision-
 makers sur-
 veyed in a

Criteo study believe that retailers invest too little energy into developing attractive promotional offers. horizont.net

24%

.....
of those interviewed for a study by the ad tech company Unruly stated that brands should convey a feeling of continuity and normality in their communication, especially in the current climate. wuv.de

9,000

.....
monthly reports from companies form the basis for the ifo business climate. The index fell to a historic low at 74.3 points in April. statista.com

Nine

.....
most important things that brands should know about content marketing in times of crisis have been listed by wuv.de under the heading "Content and Corona". The quintessence: More content is better than less content – not only in times of Corona.

60.5 billion

.....
US dollars was removed from the global advertising market as a result of the financial crisis of 2009. According to WARC, it took the advertising industry eight years to digest it. Market researchers also believe that the corona crisis will have a major impact on the advertising market. horizont.net

A 25 percent

.....
 increase in time spent on the news pages of publishers was concluded in the "**Moments of Next**" study by the Taboola recommendation platform. Page impressions recorded an increase of 14 percent. wuv.de

Two thirds

.....
of people, more or less, see their purchasing decisions influenced by the fact that brands are behaving differently in the current situation. This is the conclusion reached by the "Edelman Trust Barometer". absatzwirtschaft.de




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Especially where classic advertising is now being cut back, the industry can score points with individual campaigns.

In times of massive sales losses and great uncertainty, many companies react by cutting their advertising budgets. As a result, the promotional product industry is also affected by declining and cancelled orders. But the current crisis also offers opportunities to make one's mark.

Advertising and marketing during the crisis

An opportunity for the industry



he impact of the corona pandemic has affected almost all areas of life and the economy. For the second quarter of 2020 alone, the Ifo Institute forecasts a slump in gross domestic product of around 12 percent.

For the year as a whole, the economists at the Munich research institute expect a minus of 6.6 percent. The business climate index surveyed by the same institute reached a historic low of around 74 points in April. At the end of April, the German Federal Ministry of Economics also confirmed that the pandemic is pushing the global economy and with it the German economy into a recession, the effects of which are even greater than those of the 2008/2009 financial crisis. For Germany, the Federal Government is expecting a 6.3 percent decline in gross domestic product, while growth of 5.2 percent is anticipated for 2021 as the country catches up. Consumer sentiment has also fallen dramatically: According to the latest GfK consumer climate study, income expectations and the propensity to buy were in free fall. The figure of -23.4 points recorded for April is unprecedented in the history of this survey. Depending on how the pandemic develops, the crisis could worsen further with a significant increase in insolvencies, for example if the easing measures that have just begun have to be reversed due to further waves of infection. This is only a fraction of the facts that can be read daily in the business sections of the media on all channels. The PSI network and our discussions with companies have been revealing just how badly the industry has been affected since mid-March.

Advertising as a profitable investment

Negative economic news is usually also bad news for the advertising industry. Unfortunately, contrary to all knowledge and experience, the first thing that is still being saved on is advertising spending. A fatal mistake, as the study “Advertising in periods of economic weakness – costs or investment”, conducted before the crisis, which was summarised in March in transfer, the magazine for communication and brand management, proves. The analysis is based on the evaluation of a whole bundle of studies on this topic and shows that advertising in recessionary phases is not less effective compared to growth phases, but actually more effective and value-generating. It is therefore a sensible investment that can lead to sustainable competitive advantages. This is also referred to by the Central Association of the German Advertising Industry (ZAW), of which PSI is a member, in its appeal to companies and marketing decision-makers “not to view advertising as a cost factor in a one-sided way but, on the contrary, to make strategic, long-term decisions regarding their corporate advertising, not to cut budgets but to aim for sustainable advantages in the market”. Especially with regard to the current situation, the ZAW

recommends using the available study results – also when dealing with customers. Conclusion: Advertising during the crisis is a good investment because it strengthens companies for a new start and offers many opportunities and topics of communication as well as possibilities to bind and convince customers.

Intensify rather than suspend communication

Many platforms warn against stopping communication now: If companies do not act now and set appropriate priorities in their communications, this can permanently damage trust in their brands, lead to lost sales and long-term damage to their reputation. Under no circumstances should service-oriented offers that offer help and relief be cut back. Rather, it is advised to review existing marketing plans and adjust the marketing mix. Representational advertising can also create an effective appearance in the context of new and positive topics – as an encouragement, a thank you, and even a friendly bearer of messages of a more serious nature. This is also where the industry can approach its consultation. It is easier for agencies and consultants who have already built up solid customer relations and can now rely on the trust of the customer during the crisis. This also applies to the industry. Such companies will also advertise again earlier. Of course, it will be very difficult for industries that have had to completely discontinue their activities, such as the tourism, event and catering industries. Here, one has to wait and see how things develop, but according to the unanimous opinion of experts, companies should nevertheless not become completely invisible. Otherwise it will be all the more difficult to anchor themselves again in the customer's awareness.

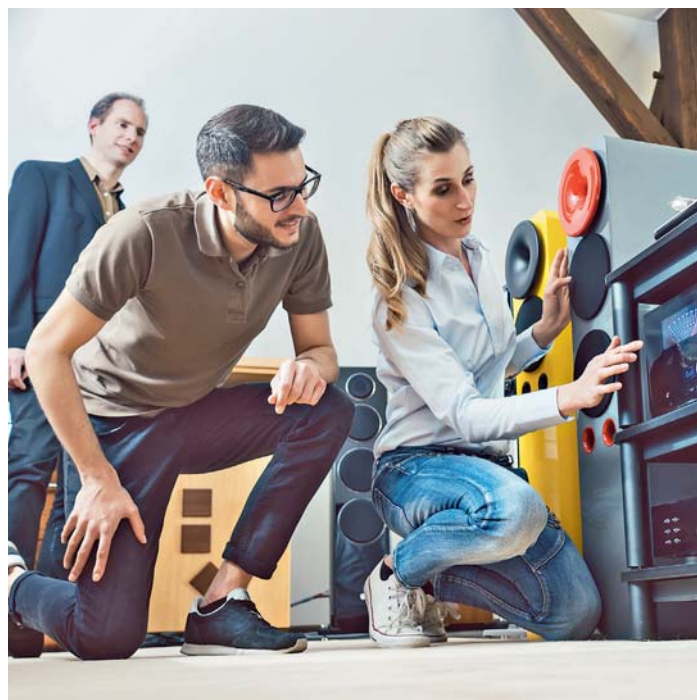
Consumers want advertising during the crisis

Brands are particularly important in times of crisis, says Jürgen Gietl in Absatzwirtschaft. According to the Edelman Trust Barometer, as early as 2019, up to 64 percent of those surveyed said that their attitude to social and societal issues could influence their choice of brand. This trend is intensifying during the current crisis, as people are becoming more sensitive in their perception. The more uncertain the times are, the more we long for security, stability, trustworthiness and solutions to the crisis. Brands that do something for the good of society out of their traditional stance receive very positive feedback from their customers. A survey of 826 users conducted by Twitter also came to the conclusion that during times of crisis, advertising also fulfils an important function for consumers. 64 percent of those surveyed would like to see products continue to be advertised as usual. Every second person feels reassured by advertisements and thus gets a feeling of normality. Nevertheless, brand communication must

adapt to the crisis. Only seven percent of those surveyed consider it appropriate that the normal tone prevails in marketing. 70 percent of those surveyed expect brands to spread positive messages and help fight the pandemic.

Great opportunities for promotional products

So there is still not only the need to advertise, but also the desire on the part of consumers for advertising and the presence of brands and positive messages. Accordingly, the acceptance of advertising will also grow – this is also good news for promotional products which are likely to increasingly score points as useful popular items. So which topics are becoming important in marketing? We looked at a survey of 160 CMOs conducted last autumn by Serviceplan and Facit Research. After all, the results can serve as a good orientation, even if they have to be reassessed in the crisis. In addition to digitalisation, marketers see strengthening the emotional bond between the target group and the brand as one of their core tasks, as well as improving the customer experience. This is precisely where representational advertising can play out its many strengths: Generate attention and draw attention to a topic, arouse sympathy and appeal emotionally, bring pleasure, reassure and create trust. In this context, it is also interesting to note that before the crisis, marketing efficiency had become less important to marketing managers. This means that they were prepared to plan appropriate budgets to achieve their defined goals. Now, however, the focus will initially be on cost reduction. But this is precisely where opportunities arise for the industry which can provide effective advertising for any budget simply because of the diversity and wide price range of its offerings. If large budgets for classic advertising are cut, then it makes sense for the advertiser to reallocate part of the savings for targeted campaigns and current promotions with supporting promotional products. A lot of consulting effort is required from the trade which, however, can fall back on convincing arguments, ideas and products.

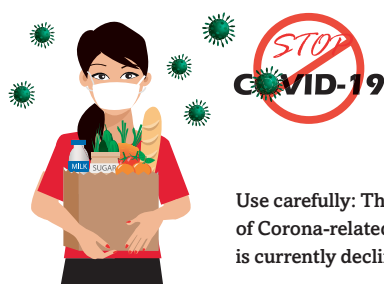


Changed perception of advertising during the crisis

The “Pilot Radar” online panel of the Pilot agency group has shown that the current situation is also changing the perception of advertising and brands. In the sixth survey conducted between 22 and 23 April, around 1,000 people were interviewed. According to the survey, respondents are no longer concerned whether the advertising communication of brands contains socially relevant content. Rather, special offers and discounts are currently coming to the fore again and are showing growing approval in advertising over time. Apparently a certain weariness for advertising with Corona content is also developing. 38 percent of those surveyed feel positive about ads that do not revolve around the crisis. In general, people in this country seem to be getting used to the new reality of their lives, although economic fears remain omnipresent.

New ideas and commitment required

When classic advertising is scaled back, new ideas and commitment are required: Coca-Cola, for example, decided right at the beginning of the crisis to stop all advertising and instead, together with its bottling partners and The Coca-Cola Foundation, is donating 120 million dollars worldwide for COVID-19 relief measures. The response has been very positive, while adidas' behaviour is likely to have damaged the brand, at least for some time. Two examples that show that right and wrong decisions are made during the crisis and have an impact later. Many compa-



Use carefully: The acceptance of Corona-related advertising is currently declining.



In the further course of the crisis and afterwards, demand will slowly increase again. Therefore it is now high time for advertising.

panies that are now doing something for the common good are enhancing their credibility and brand equity, such as the chemical, apparel and engineering companies that spontaneously converted their production facilities and now supply medical technology, disinfectants and protective equipment.

PSI supports

But it does not always have to be the really big players: The promotional product industry has also invested a great deal of energy, imagination and resources to provide solutions. At the forefront are the many companies that now produce or procure masks, run campaigns for customers and provide help and support in many ways on a regional level. Our industry has never been lacking in creativity and drive, and PSI is also doing a lot to promote initiatives and sales activities of its members. Just to mention the new tools in the Product Finder, which provide quick overviews of protective products and their availability. We also offer webinars and virtual meetings. We will continue to update you regularly in the PSI Business Newsletter, the PSI Newsflash and in mailings about the current, mainly digital offerings of the PSI network. Take a look! And let us, the editors of the PSI Journal, know what we can communicate for you.

<

Advertising and marketing during and after the crisis: An opportunity also for promotional products

- > Communication during a crisis: review, adapt, reinforce – but by no means suspend.
- > Consumers want advertising as an expression of normality.
- > Advertising should inform – but also entertain, especially now.
- > Promotions with discounts and offers are welcome.
- > Put pure image campaigns on hold during the crisis.
- > Effective for image building: Authentic storytelling in the current context.
- > Use advertising with Corona content carefully: not too much, factual, informative, positive.
- > Especially in times of crisis, brands are valued for continuity, solidity and trust.
- > Brands are expected to provide transparent information, offer solutions to problems and continue to provide smooth, even extended service.
- > CMO survey on core tasks of marketing: Make brands emotionally tangible and improve customer experience – opportunity for promotional products.
- > Adaptation of advertising to new consumer behaviour after the crisis:
 - > Accumulated demand is satisfied with a time delay, so demand increases for things that are not absolutely necessary but are fun.
 - > Consumers put quality before quantity. High-quality brands indeed, but not luxury.
 - > Products that have accompanied us through the crisis and have been helpful will tend to be in even greater demand.



In this day and age,
wellness is the magic word
from which a market
with a **high turnover** has
developed and to which
our industry also contributes
excellent products which
ensure that the name
of the giver leaves a truly
pleasant impression.

Nature



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

Fragrant lavender

Multiflower has filled ten grammes of fragrant lavender flowers into small bags for promotional use as a lovely gift. The exquisite flowers can be used in many different ways. They can be used in cosmetics or serve as fragrance refreshment in many places. Space for an advertising print is available in the standard motif of the tag or on a customised card, from a minimum order quantity of 250 pieces.



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

Natural cosmetics

Classic and sustainable care products Made in Germany are developed by the established cosmetics specialist KHK GmbH in its own laboratory. LipJar Bio, the new, bio-based lip care jar in retro look, consists of over 90 percent renewable raw materials and is particularly low in CO₂. Lipcare Eco, the lip care jar made of FSC-certified, compostable cardboard, is also environmentally friendly. Both products from the KHK Eco range are filled with the vegan natural cosmetic lip care LipNature Vanilla Soft. Beard wax or deodorant with vegetable waxes and oils are available in cool aluminium jars. They are individualised with a four-coloured paper label and can be ordered from 300 pieces. All jars are also very popular as on-pack items or for trade show communication. KHK care products are produced in accordance with the new Cosmetics Regulation and Cosmetics GMP and are registered on the CPNP portal. Institut Fresenius carries out a continuous formulation review in accordance with European guidelines.



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

Hand-caressing PET felt

Gabriele Bühring creates products such as the Alli cosmetic bag made of hand-caressing upcycling PET felt. This felt is made entirely of recycled PET bottles and is completely vegan. Alli as well as all other products made of wool felt are also available from the inexpensive, certified PET felt in numerous upbeat as well as discreet colours. Individual designs are also possible, whereby appropriate tools are required. Production is project related and takes place in Germany. Bühring recommends screen transfer printing for advertising purposes. Blind embossing is alternatively possible on PET felt for motifs that are not too intricate. The delivery time is currently about four to five weeks after sample and logo approval, but can also be eight to ten weeks depending on the quantity and availability of the colour. Those in a hurry can fall back on the greater colour variety of the high-quality wool felt. Delivery can then be made around four weeks after placing the order.

Fantastic finishing

Safe digital printing for beauty, cosmetics and the like: With Digitran® hot-transfer images, iTech-Graphic offers a safe alternative in digital printing. Without solvents and without UV-crosslinking monomers, the transfers are not only easy to handle, but are also harmless. In addition, one of the latest generations of Digitran® hot transfers features improved resistance to creams and solvents. From cream tubes to jars, capsules and bottles, various products can be finished in any quantity. All with outstanding 1200 dpi in CMYK and white. Further areas of application include pens, folding rules and cups. As a full-service partner, iTech-Graphic supports its customers in finding the right machine, the best hot-transfer image or an option to have the desired products finished externally.



PSI 49262 • iTech-Graphic GmbH
Tel +49 5223 1809791
h.hartwig@itech-graphic.de
www.itech-graphic.de



Wellness break full of aroma

Those who want to take customer care literally are best inspired by the product range of the specialist Römer Wellness. Everyone will find what they are looking for in over 50 wellness gift baskets in various colours, fragrances and price categories. Great value is placed on the combination of articles with care products of lasting value. In the Lavender Basket set, a chic wicker basket is filled with shower gel, bubble bath, bath salts and a white mesh sponge. The Jasmine Pot gift set, on the other hand, comes with a decorative copper-coloured bucket together with shower gel, body lotion, bath salts, six bath balls and a sponge. Practical for travel is the pink and beige cosmetic bag of the Classic Care set, filled with facial cleansing gel, 2-in-1 shower gel and shampoo, body butter and a mesh sponge. A set with the best effect in terms of customer and business relationship care. Advertising is possible in the form of hangtags, inlays or stickers.

Masculine beauty assistant

With the new beard brush, article no. 177 from Frank Bürsten, beard trimming becomes a pure pleasure. Thanks to the grooves in the handle, this beauty product lies comfortably in the hand, and the sturdy, high-quality natural bristles make trimming the beard easy. In addition, brushing the beard removes dead skin particles. Beard oils or other care products can be applied with the beard brush. Regular care will make the beard look fuller and shinier. Frank Bürsten manufactures with cutting-edge technology in the heart of the Black Forest. The wood for the brush comes exclusively from German forests. Advertising companies help their target group achieve a cultivated appearance with this beard brush. If desired, Frank Bürsten will place individual company or advertising logos on the article.



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



Feel-good fruit gum

The vegan feel-good sun-form fruit gum with citrus flavour and chicory oligofructose from inulin is free of animal-derived ingredients and creates a better feeling of well-being due to its high-fibre content and the effect of the incorporated aloe vera. The pink, glittering beauty fruit gum kiss mouths with the taste of pomegranate and raspberry as well as cranberry and acai contain Versiol® – the collagen that stimulates the skin's collagen metabolism from within. This means that not only the outer layers of the skin are reached, as is the case with creams. Just one sachet with ten grammes of beauty fruit gum covers the daily requirement of Versiol® and produces clearly visible results when taken over a longer period of time.



Innovative air freshener

TKG VT 2000, the rotorless pedestal fan with ambilight from Team Kalorik, is now available from Efbe Elektrogeräte for the promotional product trade. The device provides effective, noise-reduced and stylish cooling on hot summer days. The rotorless 2-in-1 table and pedestal fan with three power levels not only provides stylish integrated lighting in the four colours turquoise, green, purple and blue, but also features an adjustable timer function from half an hour to four hours. The soft-touch controls have blue LED lighting. A remote control and switchable 90° oscillation also belong to the features of the device, which is particularly quiet even at the highest power level of 59 decibels.



PSI 43999 • ADOMA GmbH
Tel +49 7522 97160
info@adoma.de
www.adoma.de



Stylish indulgence

Stylish indulgence is also possible from the plastic drinking glasses from Adoma. At first glance, the difference is not even noticeable. Drinking beer from the plastic wheat beer glasses and beer mugs is always a pleasure, whether it be in restaurants, beer gardens or when camping with friends and family. Adoma has had its glasses tested by breweries and all of them have passed the "froth test". A further benefit: Plastic is an insulator, which is why drinks stay cooler for longer than in glass. Environmental friendliness is ensured by reusability and the supplier guarantees dishwasher durability for up to 500 rinses. Among the highlights are the Isarseidel, a lightweight among the Oktoberbierfest glasses, as well as party cups in different sizes, which invite participants to enjoy cocktails or mixed drinks with or without alcohol in a relaxed manner. The cups are stackable to save space, unbreakable, very light, easy to transport and optically simply an eye-catcher.

-Advert-

UPCYCLING! meets Promotion

Der OGeB® ObstundGemüseBeutel

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





Well-groomed appearance

Smokey Eyes and Bushy Brows for women, Beard Trimming and Two-Dollar-Haircut for men: These are the hip trends in the fashion and cosmetics world in 2020. The Frame zip bag from Halfar is ideal for cultivated styling on the go. Everything in it is neatly and exceptionally stylishly packed, from eye shadow to lipstick and from brush to pomade. The black-grey mottled material exudes character. The zip can be opened wide for easy packing. The carrying handle also allows hanging on a hook in the bathroom. The quilting on the front is eye-catching and decorative. At its centre, the finishing has a special presence, quickly and easily realised with Halfar Fast Lane®. Advertising can be applied to the carrier frame within one day after order approval. More about the nine-part Frame series with Halfar Fast Lane® can be found in the catalogue or at www.halfar.com.



Compact eye-catcher

The Stripy toiletries bag from Inspirion is not only an eye-catcher with its maritime stripe look, but also impresses with its compact size and offers space for cosmetics and care products, whether at home or when travelling. The small transport helper has a main compartment with a zip fastener and a small zipped compartment on the inside. Attaching advertising on the imitation leather application in the front area of the toiletries bag is recommended

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



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

Wellness triple

Triple relaxation with Dead Sea bath salts is the promise of this aromatic promotional product from Multiflower: The natural or aromatic bath salts are an experience. The package can be provided with a logo or individually designed from 250 pieces. One package contains approximately 15 grammes each of aromatic orange bath salts, aromatic pomegranate bath salts and Dead Sea bath salts.

Embroidered wellness

Passion, reliability, aesthetics: these are values that have been particularly close to the heart of textile finisher Stickerei Klam for more than 30 years. Klam embroiders textiles of all kinds with logos, mission statements or names. This is possible from just one piece. Direct on-site finishing guarantees short delivery times. The Swabians also create designs for individual company collections and implement corresponding special productions.



PSI 49110 • Stickerei Klam
Tel +49 7129 92869-0
mail@klam.de
www.stickerei-klam.com

Scented relaxation at home

Under article number 136, Giving Europe offers its Glow scented candle with vanilla, coffee or cinnamon scent, ideal for a relaxing break in the home office. The product creates a feel-good atmosphere and is delivered to the customer's home in a metal box with a lid featuring cords on the surface. Advertising is applied to the bag by means of pad printing, laser engraving or doming.



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



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

Attractive accessory for the bathroom

The highly attractive Bentry Sublimation bath mat from Anda Present in Spain is a real eye-catcher: Finishable by sublimation printing, extremely high-resolution photo motifs in a customer-specific design can be created on this gem for the bathroom. The eye-catcher in front of the washbasin is made of soft, supple flannel.

Deserved recognition

Now more than ever, it is important to celebrate the little moments and to express the deserved gratitude to staff and customers with an extraordinary gift. In search of an adequate company gift, Trendfactory Rituals offers suitable gift sets and products for different occasions and budgets. The Beauty to Go sets from Sakura and Ayurveda fit into any budget. The travel bag can be reused and is filled with 50 millilitres of the well-known shower foam and 70 millilitres of body cream. Rituals is more than just a gift: It stands for the passing on of moments and memories as well as the joy of finding happiness in little things.



PSI 60135
Trendfactory Deutschland GmbH
Tel +49 30 57704181
info@trendfactory.eu
www.trendfactory.eu



Liquid soap with coffee aroma

Worldwide, around 46 billion kilogrammes of orange peel and around 50 billion kilogrammes of coffee mass are produced for people's daily consumption. Whatever is left over goes into the waste. The liquid soap from the Interall Group assortment is a hygiene product made entirely from coffee substance. The bottle is also made in an environmentally friendly way: from 100 percent RPET material. The product of the WoW Sustainable Collection of Interall Group can be individualised either with a logo or a text message.

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



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

Beautiful cases from Juco

Green Earth Products offers two practical cases for make-up and care products from the Eco-Products brand, made of juco, a blend of jute and cotton, with a zip and cotton liner on the inside. The cases are manufactured in accordance with the internationally recognised standards ISO9001, ISO14001, ISO18001 and SA8000. More information is available from the supplier in the Netherlands.

STYLE

by FARE®

Your Statement

Botschaften werden nicht geflüstert. Ein top Werbemittel bietet Raum, nutzt Individualität und macht schon beim Hinsehen Spaß. **#FAREstyle**



» Weitere Styles finden Sie unter

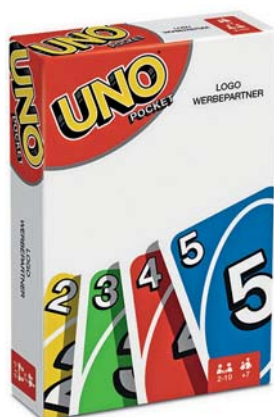
www.fare.de/feed

Promotional products of major toy brands



ASS Altenburger

ASS Altenburger has been synonymous with card games and playing cards Made in Germany for many years. Beside the popular classics Quartett, TOP ASS, Skat and Rommé of its own product range, the globally networked company based in the Thuringian town of Altenburg also has games of other well-known toy brands such as Mattel, Hasbro and Asmodee in its promotion portfolio. Within the framework of licence partnerships – some of which have already lasted for many years – ASS Altenburger offers advertising customers games such as Uno, Phase 10 and Scrabble from Mattel, Monopoly Deal, Trivial Pursuit and Twister from Hasbro as well as Dobble and Jungle Speed from Asmodee for individual customer use in the pocket games category.



Mattel is the second largest toy manufacturer in the world after Lego and enjoys great popularity with top brands such as Hot Wheels and Barbie as well as the card game classic Uno. For many years, ASS Altenburger and Mattel have enjoyed a good partnership relationship in which ASS Altenburger has already implemented licensed card games of the Barbie and Hot Wheels brands. The two companies have also been cooperating in the promotion segment for several years. The Mattel card games Uno, Dos, Skip-Bo, Scrabble, Pictionary and Phase 10 can be ordered from ASS Altenburger in mini and/or pocket format as a customer-individualised promotion version.

With more than 750,000 Uno games, almost 350,000 Skip-Bo games and more than 200,000 Phase 10 games sold in 2019 (according to Eurotoys), Mattel card games are among the best known in Germany. All of the above titles can be individualised on the packaging and on the back of the cards with a customer logo. Promotional use and layout require the consent of the licensor. Further information is available at: www.werbespielkarten.com

Taste sensations in a nut

New to the PSI network is the company P-STASH, a producer of culinary delights based in Berlin. P-STASH is dedicated to creating exceptional nut creations that stand out from the masses thanks to their exquisite taste and enticing appearance. You can enjoy them pure, but they also make wonderful aromatic companions for wine, gin or other spirits. They are roasted by hand, “with lots of affection and patience” and in the traditional way: “In small quantities and at low temperatures, we give our nutlets a lot of time to develop their full aroma. The whole process is carried out by hand and, of course, without fat,” explains P-STASH Managing Director Niclas Marwege and adds: “Perfectly coordinated spice combinations give our nut creations a special flavour and ensure an unforgettable taste experience.” The nutty delicacies are available in many delicious variations such as pistachios with chilli and orange, almonds with vanilla and cinnamon or cashews with pepper and lemon. Of course, all these fine products can also be customised to become unique enhancers of your brand experience. The contact person for interested parties from the promotional product sector is Walter Sterkler, Tel. +49 30 4036349-11.

walter@p-stash.com • www.p-stash.com



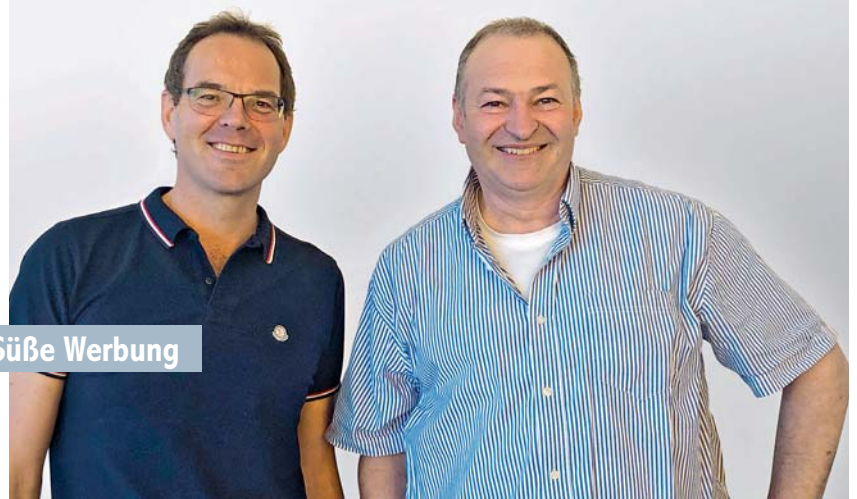
P-STASH

Change in the management

As part of the strategic realignment of the Zertus Group, the companies Dextro Energy and Kalfany Süße Werbung will be organisationally merged to form the “Functional Nutrition” business unit in future. Andreas Romankiewicz, Managing Director of Dextro Energy GmbH & Co. KG since 2005, takes over the operational management as Chairman of the management. The management team is completed by Stefan Harms (Managing Director Production Krefeld), Klaus Richter (Managing Director Production Herbolzheim and Müllheim) and Dr. Henric Hahne (Commercial Director).

Fritz Haasen left the company on 30 March 2020, whilst Elmar Schlesinger will hand over the commercial management to Dr. Henric Hahne at the end of May and will also leave the management. “We would like to thank both gentlemen for their personal commitment which has made a significant contribution to the success of the company and we wish them both all the best for their future professional and personal life,” emphasises Andreas Romankiewicz.

“We are convinced that the organisational merger will enable us to further expand the strengths of both companies and that the brands will benefit from further development together. You can continue to rely on our continuity, our leading product quality and our innovativeness,” said Romankiewicz to the customers. “I am looking forward to continuing and expanding existing business relations, acquiring new customers and developing new markets,” he added. www.suesse-werbung.de



Two new faces in the management: Andreas Romankiewicz (left) and Klaus Richter.



Dirk Hanke

New sales manager

As early as January this year, BRUNNEN & EILERS Promotion Service – a specialist for promotional calendars, notebooks and stationery with sales offices in Bielefeld and Heilbronn – welcomed Dirk Hanke as its future sales manager. Following extensive on-the-job training in the past few months, he will succeed Sven Weiß on 15 May. With more than two decades of successful work as a manager and authorised officer in various sales positions, Dirk Hanke has in-depth knowledge of the stationery industry and related industries. With his experience in the acquisition of new customers, in key account management and in the support of large commercial enterprises, he is expected to give new impetus to the sales division of BRUNNEN & EILERS Promotion Service. “With Dirk Hanke, we were able to secure a proven sales specialist who will successfully market our range of promotional products in the industry and trade. We are very much looking forward to working together with him,” says Managing Director Andreas Helmsorig. www.brunnenpromotion.com

BRUNNEN & EILERS



50 Bags from own production filled with food went to the Essen food bank.

Mister Bags

Food bank supported with food bags

“Give instead of take” – this was the motto for a solidarity campaign recently initiated by the Essen-based cotton bag specialist Mister Bags for the local food bank. “Especially in times like these, when we all have to be separated and almost live in isolation, we believe that thinking about other people is more important than ever now,” says Managing Director

Tobias Gottwald. The corona pandemic is a major challenge for the food banks in Germany. Support for the 1.65 million food bank customers cannot be maintained in its traditional form because of the spread of the corona virus. Many food banks have temporarily suspended operations to protect their employees and customers. Other food banks are reorganising their operations so that food distribution can be carried out with as little contact as possible. This aspect alone is itself a challenge as regular food bank work is designed to ensure as much personal contact as possible. One of the acute challenges is a sharp decline in food donations as the retail trade has fewer surpluses due to the sharp increase in demand and has no capacity to sort unsold food for the food banks. Quite a few food banks had to close down their outlets completely or partially for this very reason. “We thought that we would like to provide support and filled 50 bags with food for daily needs and donated them to the Essen food bank.” www.misterbags.de

New retailer portal myUMA goes online

The world of promotional writing instruments is colourful, versatile and always new. For years, the German producer of writing instruments uma has been convincing with its strong quality, high product variety and always new ideas. With myUMA, we offer retailers direct access to this world. You have access to all pictures, videos, sales aids as well as the myConfigurator, in which every retailer can compile his individual assortment himself. You are not registered yet? Then get registered as soon as possible in just a few clicks at:

www.my.uma-pen.com

uma



Image film wins bronze at the German Stevie Awards 2020



Klío-Eterna

The writing instrument manufacturer Klío-Eterna and the film producer Rec Tec from Fischerbach can both be delighted about the Bronze Stevie® Award 2020. The 5-minute image video “A fine line” about the development history of the Black Forest writing instrument manufacturer Klío-Eterna convinced the jury with a combination of emotional images paired with modern facts and secured the coveted bronze trophy in the category “Best Image Film Company/Company Overview”. For all those who have not yet seen the Klío-Eterna image film, you can watch it on YouTube, www.klio.com, as well as on the social media channels Facebook and Xing. The film is now also available in an English version.

Added value during crisis times is extra important

“Especially in these times plagued by the Coronavirus, it is extra important to demonstrate your added value as an industry association and to stand up for your members and the industry”, says Joop van Veelen, chairman of the Platform Promotional Products/Netherlands. He explains: “PPP is currently investing a lot of time and energy in lobbying activities and demands attention for the delicate subjects/bottlenecks that affect our industry. Because even though the crisis affects every individual and all companies in the Netherlands and beyond, our industry may be hit even harder and the call for extra support from the government is therefore justified. This means that you have to make your voice heard in The Hague, the political center of our country. We do this fully and jointly with the interest organization ONL Ondernemend Nederland. This organization stands up for the interests of all entrepreneurs in our country.

PPP is a partner of ONL and often acts together to draw attention to the problems that exist. This approach is paying off. For example, we have jointly managed to broaden the tax options for companies to give employees extra remuneration. This is a good signal for our industry, especially at the end of the year when a large part of the labor force will receive the traditional end-of-year gift from their employers. The amendment of this so-called Work Cost Scheme – for which ONL and PPP have jointly fought – has created more financial spending space for this, which is beneficial. It is just one of the examples that shows that lobbying by joining forces with good partners pays off.

It is important that our members provide us with input and come up with topics to put on the political agenda and to discuss this with ministers who make the decisions. We get enough ammunition to do so from our members. Thanks to our collaboration with ONL, we are able to make our voices heard in The Hague. That is an important added value that PPP as an industry association – in addition to being there for and listening to its members – offers in these uncertain times.” **www.ppp-online.nl**



PPP



Toppoint

New collection of protective articles

The Dutch promotional product all-rounder Toppoint has launched a new, extensive collection of protective articles in the wake of the restrictions imposed by the Corona pandemic. Among other things, its corresponding product range consists of numerous models of reusable face masks. Due to the versatility of the collection, Toppoint is able to meet customers' requirements and at the same time to comply with the different guidelines in Europe. The range also includes many other safety items for special protection, e.g. hand gels, face shields and hands-free door openers. According to the company, the articles can be ordered directly and most models are available from week 20. Short link:

<https://bit.ly/2W7JDpv>

Bringing joy with guardian angels

schenkYOU products, designed down to the smallest detail and created with dedication, have become well known and very popular. They convey the philosophy of the company as a positive message out into the world. This is supported by more than 300,000 customers, the Strategy Prize 2017 and, last but not least, the German Design Award, which the design team with schenkYOU head Melih Kesmen received for their joint work with prisoners in the construction of a prayer room in a prison.

The current corona crisis has also prompted the founder and managing director to take action. Melih Kesmen has developed an individual idea to make these difficult times more humane: to bring joy with a free guardian angel. The designer and entrepreneur describes how it came about as follows: "We want to send out a message that no one is ever alone. Bad news is piling up in the current crisis. The self-employed and small entrepreneurs in particular are being hit hard by the precarious situation.

My wife and I have been running the schenkYOU manufactory in the heart of the Ruhr area since 2014. Our sector, the promotional product industry, is also being significantly impacted by the current situation. The basic philosophy of our company, however, has always been to build relationships and make people happy. Inspired by a letter from our son Isaak to a 90-year-old neighbour, in which he offers his help for everyday tasks, we thought about how this supportive and positive basic idea can be spread in society so that nobody feels alone. The result is the Guardian Angel campaign. We would like to distribute a guardian angel card made of sustainable cherry wood, free of charge (only the postage costs are charged). With this card, we want to enable people to be there for each other or simply say thank you". For further information and details, please contact Melih Kesmen on +49 177 8800863.

Further information is also available at:

<https://youtu.be/B1Y0hu2x574> • www.schenkyou.de/kollektion/Schutzengel.html
www.schenkyou.de/schenkyou-story



Yeliz und Mehlih Kesmen mit den schenkYOU Schutzengelkarten.

schenkYOU campaign



Meinhard Mombauer, Harald Augustin and an employee of the Cologne food banks during the handing over of the donation of 5,000 face masks.

Face masks for Cologne food bank

"Let's stick together" is the motto in Cologne during the corona crisis. Supermarket shelves emptied by "hoarders", empty city centres and the government-imposed ban on contacts. The task of the Cologne food banks for the needy is more difficult than usual these days. The company REFLECTS GmbH from Cologne Marsdorf, which usually sells promotional and merchandising products, now also imports face masks and sells them through distributors. This is where Meinhard Mombauer, founder and Managing Director of REFLECTS, wants to start, providing the Cologne food banks with 5,000 face masks. "We are delighted to receive this donation," says Harald Augustin, Managing Director of the food banks, "as it enables us to provide people in need with something that will help during these times". www.reflects.com

REFLECTS

Donation of 7,000 tunics to the Red Cross

The fight against the coronavirus is also leading to a rethink, but above all to action, at the internationally operating textile manufacturer Karlowsky Fashion GmbH. The German Red Cross Regional Association Magdeburg-Jerichower Land e. V. received a donation of 7,000 tunics from the long-standing company based in Magdeburg.

Tunics are mainly used in the cleaning, care and medicine sectors. Karlowsky has made a name for himself especially in the field of workwear, particularly for catering, hotel business, food processing, care & medicine. Currently the long-standing company has face masks (community masks) produced.

"We are very grateful to Karlowsky Fashion for their support. Our 420 nursing staff in the four welfare centres, two day care facilities, six senior citizens' residential centres and senior citizens' residential homes are currently working under difficult conditions and see the social commitment of Karlowsky Fashion as both motivation and a way of saying thank you for continuing to be there for people with the same passion as they have shown until now. I am particularly pleased that the nursing staff can now do this in new workwear," explains Frank Ruth, Managing Director of the DRK Regional Association Magdeburg-Jerichower Land e.V. No fewer than eight euro-pallets were needed to safely pack the 7,000 tunics in all sizes for transport. The first tunics were handed over to the local nursing staff at the DRK senior citizens' residential home in Magdeburg on 4 May 2020. In attendance were the representatives of Karlowsky Fashion, Managing Director Thomas Karlowsky and his son Niels Karlowsky, IHK-Magdeburg Managing Director Wolfgang März, DRK Managing Director Frank Ruth, as well as the head of the care facility Mr. Wagner and some of his nursing staff who presented the tunics.

According to Karlowsky Fashion GmbH, the total value of the donation was 150,000 euros. "A sum that cannot be taken for granted and is certainly not an everyday occurrence", said Frank Ruth, who had brought along a corresponding receipt for the donation on the said date. www.karlowsky.de



Karlowsky Fashion

Exemplarily masked at the handover of the donation (from left to right): Wolfgang März, Frank Ruth, Thomas and Niels Karlowsky.



BAPP

Donation of 6.000 surgical masks to belgian organizations in need

In this unseen crisis, the Belgian Association of Promotional Products BAPP has made a gesture of solidarity by donating 6.000 chirurgical face masks to various health organizations throughout Belgium. "We tried to make a modest contribution to this health crisis by ordering and offering those face masks to professional health care people who badly need them for their daily risky job", states Michel Deboudt, BAPP chairman. "As a national association, we obviously covered all 3 regions in Belgium (Flanders, Wallonia and Brussels). The most difficult was to ensure we received face masks in time meeting all necessary safety standards. Recently, 2.000 masks were handed over to the non-profit organization CSD in Brussels, which takes care of patients and elderly people in their homes. In Wallonia, 2.000 other masks were handed over to CIFI (Wallonia Association of Independent Nurses). For Flanders, 2.000 masks were given to the organization "Kind en Gezin", the Flemish Agency for Early Childhood."

BAPP counts 160 member distributors and suppliers in the advertising specialty business accounting for some 3.000 jobs and approximate turnover of 360 million Euro. www.bapp.be

elasto expands production to include protective products

Due to the corona crisis, elasto – better known as a specialist for promotional and promotion products – is expanding its own production in Sulzbach-Rosenberg to include a variety of protective products. As in many other industries, COVID-19 has severely impacted the promotional product specialist's business. "The corona crisis is a double challenge for me as head of the company on the one hand and as chairman of THW Ortsverband Lauf- Nürnberger Land on the other. Every day there are new reports and circumstances that present us with completely new challenges that have to be mastered," says Marcus Sperber, Managing Director of elasto form KG. With its own plastics production in Germany, elasto has a decisive advantage over companies that rely exclusively on import business from the Far East. In-house production ensures short production and delivery times, the highest quality standards, and uncomplicated order processing.

Undisputed quality– range expanded daily

What used to be reusable coffee cups, drinking bottles, storage cans and shopping trolley tokens are now protective goggles, masks, hygiene boxes and bottles with and without disinfectant. "As a medium-sized company, we want to make our

contribution and actively participate in the fight against corona. We are now able to produce up to 12,000 pairs of protective goggles per day," says Marcus Sperber. "The demand for our bottles with and without disinfectant and the hygiene boxes with disposable gloves, cleaning cloths and the like is also very high. And we are doing our utmost to meet the requests with our usual reliability." Mouth-nose protection

(MNS) and coronavirus pan-

demetic respiratory protection masks (CPA) meet the requirements of the corona rapid test procedure in accordance with the testing principle for corona SARS-Cov-2 pandemic respiratory protection masks. In addition to plastic products, the Sulzbach-Rosenberg-based company is also working flat

out to produce FFP2 and FFP3 masks itself. The machines have been purchased and an output of 20,000 masks per week is planned from the end of April.

Free protective goggles for emergency services

"The corona crisis will keep us busy until either the majority of people are carriers of the virus or drugs and vaccines have been found. We expect this to continue for several months. We are doing our utmost in these difficult times, on the one hand to survive as a family business and on the other hand to make our contribution in the fight against corona", emphasises Marcus Sperber. In order to underline its regional solidarity and responsibility towards society, elasto has provided 2,000 pairs of protective glasses to the integrated control centre for the Amberg fire brigade and rescue service and a further 1,500 pairs of protective glasses to rescue organisations in the Amberg/Sulzbach and Nürnberger-Land districts free of charge.

More information about elasto and its protective products can be found at: www.elasto.de/schutzartikel

SCHUTZARTIKEL.
UNSERE AKTUELLEN SCHUTZARTIKEL.

 <p>01429 Schutzbrille</p> <p>Verfügbar.</p>	 <p>01438 Flasche mit Desinfektionsmittel 0,4l 01439 Flasche mit Desinfektionsmittel 1,0l</p> <p>Verfügbar - Nur solange der Vorrat reicht.</p>	 <p>01447 Flasche für Desinfektionsmittel 0,4l 01448 Flasche für Desinfektionsmittel 1,0l</p> <p>Verfügbar.</p>	 <p>01458 Gesichtsschild Premium</p> <p>Verfügbar - Nur solange der Vorrat reicht.</p>
 <p>08531 Hygienebox V1</p> <p>Verfügbar - Nur solange der Vorrat reicht.</p>	 <p>01434 Hygienebox V2</p> <p>Verfügbar - Nur solange der Vorrat reicht.</p>	 <p>01433 Hygienebox V3</p> <p>Verfügbar - Nur solange der Vorrat reicht.</p>	 <p>01459 Warnweste Corona</p> <p>Verfügbar - Nur solange der Vorrat reicht.</p>
 <p>01449 Regenponcho Standard</p> <p>Verfügbar - Nur solange der Vorrat reicht.</p>	 <p>01466 Schutzset Handel</p> <p>Verfügbar - Nur solange der Vorrat reicht.</p>		



Stand: 21.04.2020

Logistics carries special responsibility during the crisis

The home office is not an option for many logistics professions during the corona crisis. Essential goods for daily use as well as medicines and pharmaceuticals still have to be stored, picked and transported. "What we are experiencing during these weeks and months is really unique", reports Peter Kieffer, Managing Director of the logistics service provider and official PSI partner QTRADO Logistics. "Lorry drivers and warehouse staff are still working every day and we are doing everything necessary to protect them as best we can in their work". The Krefeld-based company, which has its roots in press logistics, is currently making its free capacities available to companies that require particularly flexible additional storage space or urgent transport trips during these times. "As a logistics provider, we have a special responsibility during this crisis to ensure that people have a basic supply of goods and that, for example, e-commerce products arrive as reliably as usual because many shops are closed. This makes initiatives and platforms that now promote a fast and uncomplicated exchange between customers and logistics providers all the more important. "For us, this includes, for example, the platform of Fraunhofer IML Logistikhilft.de, which enables exactly that, or open portals such as OpenLogistics.net where companies can indicate whether someone on site can accept deliveries or not," explains Peter Kieffer. "We are creating capacities to be able to react at short notice to requests from customers who are facing logistical challenges during this crisis. This is hitting many medium-sized companies here in North Rhine-Westphalia particularly hard", the QTRADO Logistics Managing Director continues. "Fast and uncomplicated support is therefore now the order of the day.

Contact: #LogistikfuerNRW

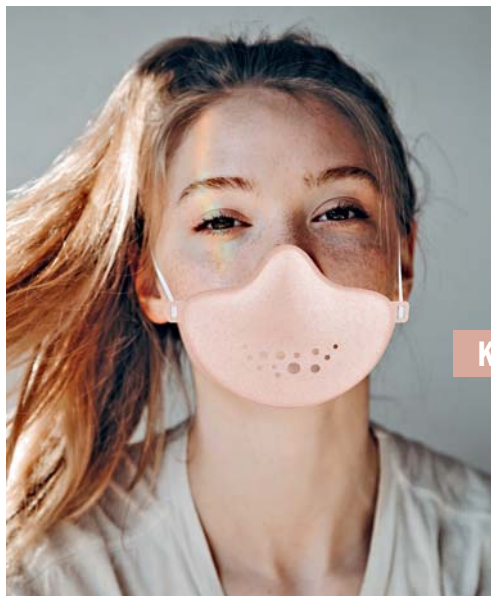
www.qtrado-logistics.de

www.logistikfuernrw.de



The QTRADO Logistics team in front of the company headquarters in Krefeld.

koziol develops HI Community Mask



Koziol

Now it's #MASK ON! But even the simplest face masks are difficult to obtain. koziol »ideas for friends GmbH, a renowned manufacturer of high-quality household products with an unmistakable design, has now developed an intelligent solution for a community mask in a very short time. "HI" is the sustainable and beautiful solution for covering the mouth and nose and a harmonious alternative to disposable masks: a technical innovation in the typical koziol design and with maximum wearing comfort. The special feature is the possibility to replace the filter fleece and to use the mask itself many times. It is easy to clean by hand or in the dishwasher and, above all, can be dried again quickly.

The material is extremely flexible and cuddly. The mask is made up of three parts. A fleece is inserted between the mask body and the inner part, which can be replaced at any time as required. "We recommend oval maxi cotton pads which are available in every pharmacy. Any other breathable material can also be used as a filter," says koziol. The mask can be pre-ordered now at: www.koziol-shop.de

20,000 protective masks for medical facilities



Sebastian Römer (centre), during the handover of 8,000 facial protection masks to Prof. Dr. Christian Bruch, Chief Physician for Internal Medicine (right) and Jürgen Esch from the clinic management of Bernkastel-Wittlich/Germany.

Römer family

“True gratitude comes from an inner need and appreciation for what someone has selflessly given away!” [Monika Minder]. With these words, a clinic thanked Sebastian Römer, Managing Director of the Römer family group of companies, for a donation of urgently needed medical facial protection masks. In the past two weeks, the Römer family has donated over 20,000 such masks to various medical institutions in the region and in particularly affected corona areas. Sebastian Römer: “In these difficult times, it is especially important to stand together and show solidarity. We are glad that we were able to make a small contribution to ensure that both patients and staff of the medical facilities are better protected in their difficult daily fight against the virus”.

www.roemerfamilie.de

Effects of the Corona crisis on the promotional product industry

The shutdown ordered by the federal and state governments has far-reaching consequences for the entire economy and the labour market. In order to determine to what extent the promotional product industry and its affiliated companies are affected, the German promotional product association (GWW) together with the Cologne Institute for Trade Research IfH conducted a survey on the effects.

In the period from 8 to 20 April, a total of around 1,600 suppliers and promotional product consultants were questioned, 393 of whom participated in the survey. Although the period on which the survey was based was only partially affected by the Corona crisis, the survey shows that the effects are considerable. According to the survey, 30% of the suppliers and 45% of the consultants reported a decline in sales for the month of March alone compared to the same period last year.

The average value for the decline in orders for the said period is actually 53%. Looking ahead to the 2nd quarter of 2020, 66% of the responding companies reported order cancellations. Around 60% of the survey participants indicated that liquidity reserves will only be sufficient for the 2nd quarter at most.

According to GWW, the results of the survey, which can be viewed in their entirety by members of the association in the restricted area, serve as a benchmark and can thus also be of assistance when applying for loans. On the basis of the results, the association wants to point out the challenging situation

for the promotional product industry and the urgent needs of the companies concerned, as well as demand long-term tax relief and economic support. Frank Dangmann, the Chairman of the general association, added: “There is a compelling demand for additional measures on the part of the government in order to at least lessen the companies’ problems. With the support of the BGA and other relevant trade associations, the association has developed a series of proposals to address the most pressing problems. www.gww.de



GWW

Gesamtverband der
Werbeartikel-Wirtschaft e.V.

GWW survey

Arpe goes from manufacturing promotional products to produce reusable masks against the Covid-19

Given the lack of protective material, Arpe Barcelona has gone from manufacturing promotional products to produce surgical masks. The company has made an effort to develop a textile face mask that is customizable, reusable and washable. This mask has been analyzed by AITEX the approved laboratory of the textile technological institute of Alicante, and the result obtained is that the filtration level of the fabric is very high (99.68%). "It sounds easy but making a product from 0, in just 2 weeks, is more complicated than it seems. Arpe Barcelona has been able to adapt to the situation, rebuilding and reorganizing the entire factory and the different departments. Going from producing promotional products to produce masks in this record time is the result of the intense work of the whole team", says the company.

The objective is to manufacture at maximum speed the largest number of white masks to contribute their grain of sand in this fight against the COVID-19. So far, they have distributed thousands of masks to different sectors: town halls, logistics companies, food companies, personnel who manage technical assistance, insurance companies, small businesses, automotive, transports, mutual societies and others.

"At this time, protection and caution are the most important, for this reason we only manufacture white masks, so we can go faster attending to the needs of our customers. When this alarm situation is over, because we believe it will do so, we will be able to manufacture custom masks in full color, with endless possibilities", adds Arpe.

www.arpebarcelona.com



Customer campaign "Andrà tutto bene" launched

Textile distributor L-SHOP-TEAM is looking positively into the future and offers its customers support in times of crisis. "Andrà tutto bene – Everything will be fine!" This sentence went around the world on hand-painted rainbow motifs as a sign of solidarity and represents the attitude: "We will not allow our optimism to be taken away, we look positively into the future! L-SHOP-TEAM would like to take up this theme by supporting its customers and developing ideas together with them in order to be able to start (anew) together

L-SHOP-TEAM

after the currently necessary measures have been relaxed. In order to achieve this, the textile distributor has implemented a mail-order campaign under the motto "Andrà tutto bene", which aims to motivate customers to get in touch and provide suggestions on how L-SHOP-TEAM can support them in the coming weeks in order to actively achieve success together. The campaign, which in addition to the motivation letter includes a cotton bag with a cheerful rainbow motif, reaches customers of L-SHOP-TEAM throughout Europe. www.l-shop-team.de



On the following pages of our Product Guide, we present products that not only appeal in their role as **promotional products** through their **function and appearance**, but are also **'tasteful'** in the double sense of the word and have a positive effect.



Summer will be colourful

With the popular thermo cups from Cup Trends for hot or cold drinks, users benefit from a sustainable promotional product with a long-term effect. The leak-proof thermo cups made of high-quality 18/8 stainless steel and SAN plastic are particularly suitable for everyday use with a filling height of only 12.5 cm and a volume of 300 millilitres. The thermo cups are available in various shapes and brilliant colours. Finishing takes place in up to five colours using pad printing from 108 pieces.



Sustainable with felt

Felt coasters made of recycled PET from happyROSS promise sustainable advertising. They are not only trendy, they also protect the environment and serve as a practical and long-lasting advertising medium. The material can be implemented in the desired size, colour and shape, optionally printed or decorated with playful punch-outs and logos. Customers can find further inspiration on the company's website.

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HANDS CLEAN**

Scholessen.de
Printer 20

1. STAMP

2. WASH

3. PROTECT

MICROBAN® Products Company
Laboratory Tested
PRODUCT CERTIFICATION PROGRAMME

Cool outdoor companion

With the double-walled Origin Outdoors Active drinking bottle, Relags introduces an insulated bottle with a capacity of 0.75 litres. The copper coating additionally enables the bottle to maintain the temperature. As a result, drinks stay warm for up to 12 hours and cold for 24 hours. At the same time, the high-quality stainless steel (18/10) has an antibacterial effect. The large opening makes the drinking bottle easy to clean. The clip on the lid makes it easy to open and attach the bottle to a backpack. It is available in blue, matt black and matt stainless steel.

PSI 48295 • Relags GmbH
Tel +49 8065 90390
relags@relags.de
www.relags.de



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



Served fresh outdoors

Cooling bags from Halfar are welcome helpers when fine dining has to do without a table in summer and snacks and drinks are served safely, stylishly and well chilled in the garden, on a meadow or on the beach. The FLOW Thermobag is actually more of a cool sachet than a cool bag. This little cool item packs drinks and snacks such as sandwiches or salads stylishly and easily in seven colours: black, white, may green, navy, anthracite, cyan and red. Thanks to food-safe foil, everything stays fresh and cool. No fewer than five one-litre bottles fit upright in the Solution cool bag. A shoulder strap makes it easy to carry it to where the sunset is at its most beautiful.





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



Rice waste for coffee drinkers

Interall Group's new Rice Cup consists entirely of what is commonly known as "rice waste", including the lid. Large quantities of rice waste in the form of leaves, shells and much more serve as the basis for the production of the cups. The cups consist of 80 percent rice husk fibres and 20 percent lignin starch. They are available in two sizes and can be used in a microwave or dishwasher. The cups are melamine- and BPA-free and are fully decomposable. Composting on a compost heap takes about two to three years.

Changing messages

Anyone who not only wants to bring a fresh cup of coffee to their favourite person at work, but at the same time send a dear personal greeting, is well served with the "Play" cup from Giving Europe. This customisable cup can be wiped and redesigned over and over again and is dishwasher and microwave safe. It comes with a chalk pencil and advertising is printed on it using ceramic transfer printing.



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





Small gesture – big effect

Römer Drinks offers a wide range of tasty canned drinks, from natural mineral water from Germany to various tasty canned drinks such as energy drinks, sports drinks, apple spritzers, Secco, Hugo, Frizzante Rosé and Latte Macchiato, as well as exclusive sparkling wine in various bottle colours. There are also innovative and patented products such as Fairtrade Organic Promotional Coffee and Organic Promotional Tea in original brew bags. All drinks offer an individual advertising option with an own label. All beverages can also be packed in exclusive beverage packaging such as decorative corrugated carton, cardboard or rolls.



Illumination in a cup

Illumination while drinking: The new illuminated cups from Lumitoys are a real eye-catcher. Individual all-over print makes the customer's logo and advertising message the perfect eye-catcher. But the absolute highlight is revealed when pouring the drink. When the cup comes into contact with the liquid, the integrated LEDs light up, making the cup the ultimate eye-catcher. The cups are available in the sizes 300 and 450 millilitres, and the LED colour can be customised on request.

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



PSI 49592 • Klever GmbH Solingen
Tel +49 212 22710
info@klever.de
www.klever.de

Always ready for a snack

No matter whether it is breakfast, a light meal or a snack – with the Ava knife from Klever, all this is easy to make. Ava effortlessly cuts thick crusts of bread with a serrated or cutting edge. Butter and cream cheese are easily spread by the wide spreading blade and even tomatoes can be cut into wafer-thin slices. Klever has been producing cutlery with the Made in Solingen seal of quality for more than 80 years. The Ava cuts razor sharp like the successful small Solingen fruit and vegetable knives. The blades can be individualised with a customer logo from an order quantity of 300 pieces.



Climate-neutral biscuit box

Keks Kreator, the handicraft start-up that specialises in baking individual logo biscuits, presented its latest product in the first quarter: The climate-neutral biscuit box. Eight butter-vanilla logo biscuits in a certified climate-neutral block-bottom bag are packed in a compostable wooden box. The wooden box is made of poplar wood and can be individually finished with engraving from a minimum quantity of 50 pieces. In this way, not only can the biscuits be used as an advertising medium due to their special appearance, but also the packaging. Keks Kreator uses only the best regional raw materials and does not use any additives or colourings. The delivery time for the climate-neutral biscuit boxes is approx. 10-20 days, depending on the order situation.

PSI 60139
German Bakery Stapper
Tel +49 1609499580
info@keks-kreator.de
www.keks-kreator.de

Returnable cups from the sun

The patented reusable cup from Global Innovations consists of sunflower seed husks which are waste products from the production of edible oil. This makes it practical for everyday use and also sustainable. The cup is also food-safe and dishwasher-safe. It has been proven that composting behaviour occurs in garden compost after about twelve months. The cup is available in several colours and, according to the supplier, attention is paid to cup-to-cup recycling.



PSI 46626 • Global Innovations Germany
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www.globalinnovations.de



PSI 40785
Schreiner Coburg GmbH
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erika.linke@schreinercoburg.de
www.schreinercoburg.de

Targeted advertising

Schreiner's display stands are suitable as advertising media for menu or beverage suggestions at the table or for a special product at the counter. They are available in round, oval, square or unusual individual designs. Promotions, notices and offers are presented in a space-saving and well-designed way. The two-part dismountable display made of sturdy plastic and weighing about 60 grammes can be printed on both sides, is extremely slim and has a large area for advertising messages. It can also be used as a mobile phone holder in everyday office life.



Extravagantly packed

The new bottle for on the go from Anda Present comes disguised as a banana. The bright yellow stainless steel bottle for 150 millilitres of high-proof content is sure to attract attention wherever it is taken out of the rucksack. The Plantano hip flask set is delivered to the recipient in a black gift box with two stainless steel cups and a funnel.

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

Popular thirst quenchers

Whether it be for refreshment at home and in the office or during a workout in the great outdoors – if your throat gets dry, Sanders Imagetools can help with refreshing drinks. At a reduced price, companies can choose from five beverages in the can for their thirst-quenching advertising campaign: sparkling or still apple spritzer, beer, energy drink and Iso drink in the “redberries” flavour. To sustainably support the advertising message, Sanders Imagetools, among other things, offers the cans in the “Eco Label” version. The cans are available from 264 pieces.

Hot and cold at all times

With the Teykmi® drinking bottle, Vim Solution, the specialist for electronic promotional products, is breaking new ground. The vacuum-insulated bottle keeps the contents hot for up to ten hours or cold for up to 30 hours. This makes the drinking bottle a welcome companion both in the coming summer and winter months. The bottle is made of solid stainless steel and is available in the colours black, blue, silver, gold and rose gold. Special colours are possible from just 1,000 pieces. With a capacity of 550 millilitres, the bottle weighs only 350 grammes.

PSI 47555 • Vim Solution GmbH
 Tel +49 7661 90949152
marketing@vim-solution.com
www.trader.vim-solution.com



Refreshingly effervescent

Delicious iced teas, tangy lemonades or spicy-fruity infused water: the individual beverage book *Durstlöscher* from Edition Michael Fischer prepares you for summer with fruit, vegetables, superfoods and herbs. Would you also like to have a snack to go with your summer drink? No problem, there are also recipes for small snacks. EMF produces individual books according to your wishes and budget. In doing so, a company's advertised products can be highlighted. The publishing house develops bespoke print media for its customers with an all-inclusive guarantee from concept to delivery.



PSI 49982
Edition Michael Fischer GmbH
Tel +49 89 213107-50
tatjana.bleiler@emf-verlag.de
www.emf-verlag.de



Beauty to refill

With the Metmaxx® "GenerationRefillGourmet" water bottle, Spranz introduces a glass drinking bottle with a special design factor. It is suitable for tea, water or other beverages and impresses with additional functions. The thermotextile sleeve for hot and cold drinks is removable and fits tightly to the thermo-resistant borosilicate glass. The bottle holds 800 millilitres and the integrated tea strainer is removable.

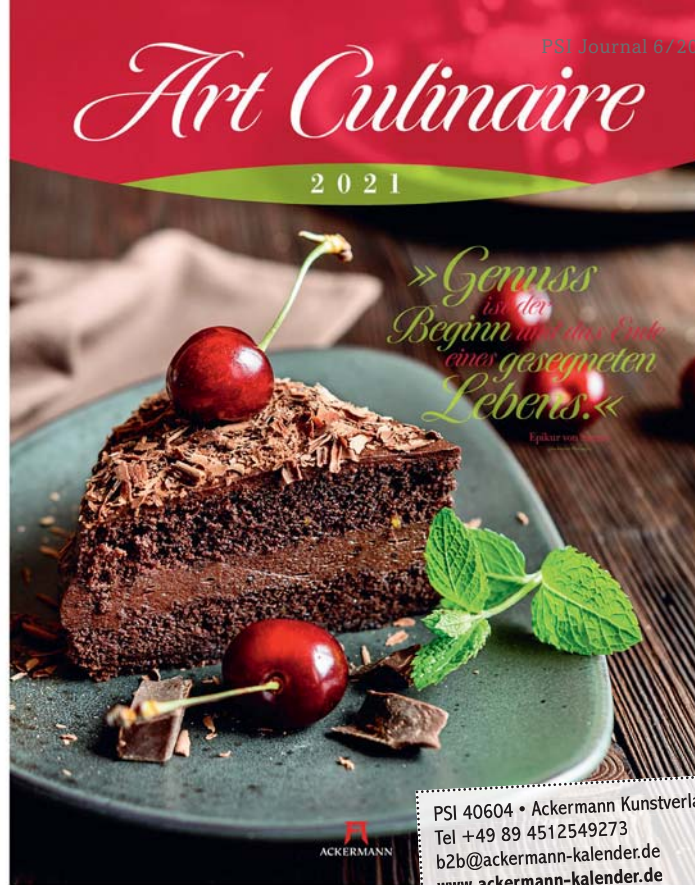
PSI 41462 • Spranz GmbH
Tel +49 261 984880
info@spranz.de
www.spranz.de

Coffee firmly in your grasp

With the STRONGLY coffee mug from Inspirion, which for the most part is made from renewable resources, providing liquids at the workplace becomes child's play! The coffee mug convinces with its simple design and a filling capacity of 300 millilitres, so fatigue is not given a chance. The mug is available in three different colours.

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





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

Culinary art moments 2021

The “Art Culinaire” kitchen calendar from Ackermann in the impressive XXL format presents exquisite ingredients, fresh fruit and culinary specialities in such an enjoyable and artistic way that it makes your mouth water. The calligraphically staged quotations from famous chefs and gastrosophers turn each calendar sheet into a total work of art. Like all Ackermann calendars, it is produced in Germany and printed in cooperation with NatureOffice in a climate-neutral way on paper from sustainable forestry. Advertising imprints are possible from just 50 pieces.



Customisable glass straws

Leonardo is the glass for every occasion. Continuous innovations and a timeless look make Leonardo products faithful companions for everyday life and special moments. Since this year, the company's focus has been more than ever on sustainability. Conservation of resources, climate and environmental friendliness as well as recycling of materials are important aspects of this. What could be better than glass products? This year's highlight from Leonardo is customisable glass straws. They are not only good for the environment, but also enhance the appearance of every drink enormously. Leonardo supplies the trendy drinking straws, which are made in Germany from shatterproof glass, in packs of four together with a practical brush for cleaning.



Maple as a protective base

Ms Maple coasters in the shape of a maple leaf from Gabriele Bühring can be produced either from natural wool felt or from vegan upcycling PET felt in the colour of the customer's choice. Delivery is possible in one size or as a set. Ms Maple can be used seasonally or all year round as a decoration or as a protective soft coaster for the table or sideboard. The maple leaves can be finished with a screen transfer print. Gabriele Bühring can also create individual shapes according to the customer's specifications.



Concrete on the bottle neck

Vim Solution offers Major Round and Major Square bottle caps from its Major product series. Irrespective of whether you choose the round or square version, you can seal bottles securely and stylishly in a trendy industrial design. The closures are suitable for all bottles with a diameter of up to 18 mm. Like all products in the range, the bottle caps are cast in real concrete at Vim Solution in the Black Forest. Therefore these products are "Made in Germany". They are available from a minimum quantity of 25 pieces.



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Tel. 02162 - 53008-0 • Fax - 53008-20
E-mail: info@semo.de • www.semo.de



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

Sustainable drinking – promotional effect

Sustainable drinking bottles and cups are now part of many people's everyday life, as Reflects knows: On the way to work, the morning coffee is taken along as a "coffee to go". A practical drinking bottle is suitable for sports and is at hand when you start sweating. And if you feel like having a delicious cup of tea on the go, a stylish glass bottle provides the perfect tea enjoyment. Every day, users come into contact with these articles – and thus into contact with the individualised brand message. Drinking bottles and cups are not only practical and durable promotional products. Above all, they are also very popular with customers. In the case of thermo cups, drinking bottles or straws of the Retumbler® brand, Reflects® combines a high-quality, expanding range of drinking products with maximum benefit. The icing on the cake is an individual finishing with the customer's logo and graphics.

Wine must breathe

Red wines need air to breathe. Particularly full-bodied wines must also be swirled sufficiently so that their aromas are fully expressed. A wine can develop ideally in a WMF decanter from Lehoff. This is a handleless glass carafe with an extra wide belly. In the slim neck of the WMF decanter the air circulates in a dosed manner without letting the bouquet escape. The decanter holds a volume of 1.5 litres and has a height of 24 centimetres.



PSI 41259
Lehoff Im- und Export GmbH
Tel +49 40 5296070
info@lehoff.de
www.lehoff.de

No impurities in the drink

These drinking glass covers from Promowolsch can be used for outdoor catering, garden parties and many other purposes. All products are Made in Germany, have a modern design and are inexpensive despite their high functionality. The cover prevents leaves, insects and even street dust from falling into the drink. Large advertising spaces round off the features of the various covers.



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



Stylish for the office

Elegance and utility do not have to be a contradiction, even in everyday office life. This is proven by the ROMINOX® glass carafes from Römer Lifestyle, which make drinking a pleasure for all the senses. Both carafes are made of temperature-resistant borosilicate glass and are therefore dishwasher safe. The 0.5-litre Fiola carafe has a screw cap with a sealing ring, whilst the 1-litre Silika carafe comes with an automatically opening silicone rocking lid. Advertising is possible by using discreet laser engraving on the lid or screen printing on the carafe.

PSI 43714
Römer Lifestyle - ROMINOX GmbH
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info@roemer-lifestyle.de
www.roemer-lifestyle.de

Modern form to go

Fine dining on the move is not impossible, as the new mug to go from Porzellanfabrik Seltmann proves. The mug is made of brand-name porcelain, entirely Made in Germany, dishwasher-safe, printable all around and convinces with its modern design language. At a height of 124 millimetres, the mug holds 0.45 litres.



PSI 49025
Porzellanfabriken Christian Seltmann GmbH
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www.seltmann.com



PSI 49447
Alessi Deutschland GmbH
Tel +49 89 206028812
chiara.sergiacomi@alessi.com
www.alessi.com

Handbag for breakfast

Anyone who rushes through life at breakneck speed probably perceives a short break as an important moment. With the items in the “Food à porter” collection from Alessi, you have the healthiest food and drinks on the go and can enjoy them comfortably in the office, outdoors or while travelling. The items come in a sophisticated and contemporary look, whereby the compact form is like that of a handbag. Available are the lunch box with two or three inserts, a stainless steel travel cutlery set and a double-walled thermos flask made of coloured stainless steel.



Practical thirst quencher

The CONDY sports drinking bottle from Inspirion is ideal as a small sports companion. Especially the practical carrying handle on the bottle allows for comfortable transport. With a capacity of 750 millilitres, a removable drinking straw and a drinking opening that can be flipped open, this fashionable drinking bottle, which is available in six different colours, fulfils its purpose with ease.

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



Bamboo basket

The apple-shaped fruit basket made of bamboo from team-d Import-Export Warenvertrieb is chic, innovative and environmentally friendly. Bamboo is one of the best alternatives for renewable resources. The shapely basket is delivered flat, packed in a high-quality gift box and serves as a coaster. With a simple handle it can be transformed into a beautiful fruit basket. Finishing is possible as branding on the apple leaf.

PSI 44186
team-d Import Export Warenvertriebs-GmbH
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www.team-d.de



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



Sustainable drinking vessels

The innovative, durable and high-quality drinking bottles and porcelain cups from L&S GmbH are useful and sustainable products available in different designs, colour schemes and filling capacities. The containers offer a pleasant drinking experience as well as high stability. The drinking bottles are leak-proof and feature a variety of selectable materials and closure options. An advertising message can be placed in various places in a clearly visible manner using various printing techniques up to 4c. All requirements of the LFGB certificate are fulfilled.

The FARE® brand, synonymous with premium quality umbrellas in the promotional product market, is celebrating its 65th anniversary this year. Over time, the company and its expertise surrounding the umbrella have continuously developed. The company has been increasingly focusing on sustainability for several years. A new, environmentally friendly dyeing process now also helps to save precious resources.

65 years of FARE® quality umbrellas



“waterSAVE” – every drop counts

A gem:
the new, smart company building.



FARE® has brought numerous innovations to the market since 1955: for example, in 1989 the world's first collapsible umbrella with a double automatic system. Then in 1999 the smallest double automatic collapsible umbrella in the world: Genie-Magic®. In 2015, the company presented the FARE®-iAuto, a world first: the first collapsible umbrella that can be opened and closed completely at the push of a button.

Sustainability on the umbrella

The increasingly important issue of sustainability has led to the introduction of an entire ÖkoBrella product fam-

ily that is continuously being expanded. Starting with the first bamboo umbrella in 2011 with a cover made from recycled plastic and a bamboo frame. A matching collapsible umbrella came a year later. The AOC mini umbrella launched in 2017 was awarded the PSI Sustainability Award in the “Sustainable Product 2017” category. This year the family will be supplemented by another product: the mini ÖkoBrella Shopping umbrella, a sustainable umbrella and shopping bag in one. The company also demonstrates innovation in production: for this year, the new, sustainable and certified OEKO-TEX Standard 100 cover material called “waterSAVE” has been used for selected models. (more below)

Triple anniversary thanks

The company would also like to thank its customers and employees for the success of the past years. Customers can benefit from anniversary offers on selected items all year round. In addition to existing additional services such as the option of free participation in fitness training and a weekly fruit cup in the anniversary year, employees also have the option of taking advantage of a subsidised in-house massage. The "Open Day" scheduled to take place on 16 May 2020 as part of the local event "Experience the Economy" has unfortunately been postponed indefinitely due to the corona crisis. FARE® wanted to offer the citizens of Remscheid the opportunity to get a glimpse of the new building, which will be completed in 2019, with guided tours and activities (such as printing their own umbrellas) and to inform themselves about the company and the everyday work of the employees. But here, too, postponed is not cancelled.

New environmentally friendly dyeing process

The demand for environmentally friendly promotional products of excellent quality with a fair price-performance ratio has been steadily growing for years. "As part of our sustainability strategy, we at FARE® are also reviewing and rethinking our production processes in order to make the manufacture of our products environmentally friendly. For this reason, FARE® has decided on an environmentally friendly dyeing process, the so-called DOPE DYED process. This process has already been used in the textile industry for some time," explains FARE Managing Director Volker Giesel.

Saving valuable resources

In the classic dyeing process, the fibres are subject to a multi-stage production process: the fibre must first be spun and woven before it is dyed in the wet dyeing process. Both production and dyeing require a great deal of energy, water and chemicals to permanently fix the colour pigments onto the fibre surface. In the one-step DOPE DYED process, on the other hand, the colour is introduced into the fibre directly during spinning. This revolutionary dyeing process is much more environmentally friendly and saves valuable resources. Since it works "dry", approx. 90% less water is required compared to the classic dyeing process. Further advantages are the reduction of CO2 emissions by more than 60%, the reduction of energy consumption by up to 70% and the reduction of sewage sludge emissions by approx. 98%.

Yarn from recycled plastics

FARE® relies on the use of recycled plastics, so-called post-consumer material, as raw material for the yarn. This



A powerful team with a passion for promotional umbrellas: the Fare workforce in Remscheid.

involves materials that come from plastic products from households, institutional facilities or industrial plants and can no longer be used for their intended purpose. It also includes material that comes from returns from the distribution chain.

waterSAVE cover material

The combination of recycled plastics and a sustainable dyeing process is what discerns waterSAVE cover material which has even been certified according to STANDARD 100 by OEKO-TEX®. It was used for the first time in the popular STYLE series, the Colorline umbrellas and the new FARE®-Steel. Customers recognise the models by the waterSAVE woven label and the additional hang-tag. Due to the special manufacturing process, certifications and use of recycled and renewable materials, the purchase price of the umbrellas is higher than usual. An expense that pays off, however, as sustainable production significantly reduces the umbrellas' ecological footprint, true to the motto: "Spend more to save".



FARE® umbrellas with waterSAVE cover material:

- 5084 FARE®-Mini Style pocket umbrella
- 5484 FARE®-AOC-Mini Style pocket umbrella
- 5584 FARE®-AC-Mini Style pocket umbrella
- 1084 AC Colorline stick umbrella
- 2384 FARE®-Style AC guest umbrella
- 4784 FARE®-Style AC mid-size stick umbrella
- 5659 FARE®-Steel AOC oversize pocket umbrella
- 5644 FARE®-AOC Colorline oversize pocket umbrella

The FARE®-AOC Colorline oversize pocket umbrella was awarded the Red Dot Award: Product Design 2020 in March 2020. The successful combination of an extraordinary design and sustainable material in a premium product was particularly convincing.



The promotional product specialists of Company 4 Marketing Services GmbH (C4) will be celebrating their 25th anniversary in 2020. This is a quarter of a century of “services for marketing and sales promotion” that focus on the entire supply chain for representational marketing materials.

25 years of promotional products at C4

A quarter of a century that unites

During these years, the company based in Ismaning near Munich has continuously developed into an efficient specialist for promotional products and logistics and an innovative pioneer for eCommerce in the field of marketing logistics and IT-based promotional prod-

uct sourcing. Since being founded, a sustainable and mutually beneficial relationship with customers, service providers and partners has always been particularly important to C4: “Back then it was called ‘Profit Through Partnership’. Today we call it: a quarter of a century that UNITES!”, says company founder Dr. Dieter Trautmann, whose daughter Inga Trautmann has been the sole Managing Director since 2015.

true today as it did then. After 25 years, C4 is celebrating its anniversary by once again choosing a motto that focuses on customer relationships: “25 years of C4 – a quarter of a century that UNITES!”

Long-term customer partnerships

“We strive for a long-term partnership with our customers. For this purpose, each of us continuously develops personal working relationships with the customer, which deepen on the basis of mutual success. Through our contributions to achieving the customer’s goals, working with us becomes a sense of achievement for the customer. Our services are the result of our customers’ expectations and requirements. This is how we measure our resources and develop them continuously,” says Inga Trautmann, outlining the guidelines of the company’s philosophy. C4 has been working closely with many of its customers for decades. The range of services offered goes far beyond just promotional products and standard logistics services. Networked services for advertising and sales promotion are the core competencies of the company, with which C4 has already helped numerous customers to create successful marketing campaigns.



C4 founder Dr. Dieter Trautmann with his daughter Inga Trautmann, the current Managing Director.

Profit Through Partnership

It has been a quarter of a century since C4 was founded on 1 January 1995 through a management buyout of the marketing services department of an international pharmaceutical group in Unterschleissheim. In 1995, Dr. Dieter Trautmann outlined in the founding interview with a pharmaceutical journal how important a good partnership with customers and suppliers is for C4: “We work together on a mutually successful future, driven by demands for innovation, quality and cost control.” That remains as

As PSI visitors always up to date

In order to always be up to date, the C4 team are also regular visitors at the PSI Trade Show. In January of this year, too, they visited Europe’s number one industry platform for promotional products to search for and find new products, new trends and new suppliers for their customers. The company has summarised the highlights of this search concisely and clearly in an online brochure. <

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WWW.VISCOM-MESSE.COM

Adam and Eve

Adam and Eve is the name of the **reusable food bags** made of 84 percent organic cotton and 16 percent recycled PET that can be ordered from Mister Bags. Adam and Eve offer the all-round organic package and are both Fairtrade and GOTS certified. They differ only in their size. Adam, for example, measures 30 by 40 centimetres, Eve 25 by 30 centimetres. Both Adam and Eve are LFGB-tested, which means that any kind of food can be transported in them safely. Printing of the two bags is only possible on the cotton side of the bag.

PSI 43410 • Mister Bags GmbH
Tel +49 201 8904140 • info@misterbags.de
www.misterbags.de



Happy coin

Green Coin, the first shopping trolley token made of FSC®-certified wood and available at e+m Holzprodukte, has been complemented by further product variations. A good mood while shopping should be spread by the recesses in the shape of a heart or tree as well as in the shape of a shopping trolley. The **wooden shopping trolley token** can be personalised with a customer logo on the front and attracts a lot of attention as a promotional product. The function of the token has been tested by TÜV. Available in printable single packaging, with a customisable folding card or as a bulk consignment.

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



Compostable Cool Card

The new compostable Cool Card from Jung since 1828 brings a breath of fresh air into communication with the card medium and focuses on sustainability. Filled with refreshing, sugar-free Stevia peppermint pastilles, it is made of renewable, paper-based raw materials and is free of petroleum. Banks, insurance companies and retail are examples of industries where customer cards, credit cards and health insurance cards are indispensable. The **compostable Cool Card** is the perfect advertising medium for these sectors, tailored to the target group. As a mailing item, parcel insert or thank you: the compostable Cool Card recharges the recipient's freshness memory and ensures optimised response rates.

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



Sustainable evergreen

What makes a good give-away? In the best case it is sustainable, useful, used daily, can be adapted to a corporate design and can be individually printed. Like the pencil that can be ordered from Reidinger. It is suitable for a large target group and has an **unbeatable price-performance ratio**. The more of these requirements an article meets, the better the advertising message is received by the target group and the better the advertising message is remembered by the customer. The sustainable writing instrument made of certified woods is produced entirely climate neutral and can be transformed into an individual advertising ambassador in no time at all. Printed with a company logo or slogan and enhanced with an eraser, magnet, dip cap or a decorative attachment, attention is guaranteed. The individual promotional pencil can be designed in the configurator. Distributors receive their individual offer via the inquiry button.

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

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



Effective crisis management

As a small thank-you and recognition for all those people who give their utmost day after day in times of crisis, Jung since 1828 has small crisis helpers with which saying thank you is easier and motivation is tastefully received: As a motivator for employees, the eco-degradable Eco paper can provides a small thank-you from the heart every day with delicious fruit juice sweets from in-house production. Or the „Einser“ fruit gum of the Trolli brand, popular with young and old alike, in the form of a „thank you“ inscription that customers receive at the checkout as a thank-you for supporting the regional retail trade. Jung since 1828 has a varied selection of design ideas **for saying “thank you”**, which customers and interested parties can use free of charge for orders.

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



Kids versus corona

This stamp from Heri **motivates children to wash their hands**: the Protect Kids Stamp is a playful solution for regular hand washing, a small "corona monster" on a stamp that motivates children to clean their hands. In the morning, as soon as they get up, it is time to put the stamp on the back and on the palm of each hand. Let the corona monster motif dry for about ten seconds and then wash it well several times during the day. In the evening, before going to bed, the virus monster is gone, provided that the hands have been washed sufficiently often and the child helps to defeat the virus. The stamp is produced in Austria and contains certified stamping ink that is dermatologically safe. Each stamp provides about 3,000 prints.

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

Tools for professionals

The **practical** VDE 162i PH Tool Finder Incentive **professional set** from Wera Werkzeuge consists of two of the most common VDE cross-head screwdriver dimensions. The tools feature the proven Kraftform handle which perfectly fits the human hand. Due to the production of several components, an optimum working speed and force transfer is ensured: The soft zones provide a high grip, thus avoiding hand injuries such as calluses or blisters. The hard zones ensure that the handle can be grasped and turned very quickly. The Take it easy tool finder ensures quick finding of the right tool in the tool case. Especially important: The tools are piece-tested at 10,000 volts and thus guarantee safe working up to 1,000 volts. They can be individualised with a customer logo from 250 pieces.

PSI 48078 • Wera Werkzeuge GmbH
Tel +49 202 4045194 • info@wera.de
www.wera.de





Sustainable, individual and enjoyable

For all those who love to give great pleasure with small tokens of appreciation: A sweet greeting for customers, business partners and employees simply makes a good impression anytime and anywhere! The new CD-LUX catalogue "Advertising with pleasure" is full of innovative new products. Sustainable, individual and with a high advertising impact. This is how the brand-new 2020 product range presents itself. In these fast-moving times, especially in business life, the best way to reach your customers is with unmistakable advertising ideas that combine charm and high-quality haptics with brand quality. In all CD-LUX products is the underlying idea of offering a **unique, eye-catching, positive and likeable** advertising medium. The new catalogue can be ordered online or as a printed version. Samples for distributors to test and try out are also available at CD-LUX.

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

Modern and versatile

The Cava retractable ballpoint pen from Klio-Eterna impresses with its straightforward design and slim silhouette. The barrel, which can be combined in 16 standard colours and is made of high-gloss plastic underneath the **concave clip top**, ensures exciting colour accents. In addition to the standard version in high gloss, the modern Cava is also available with the pleasantly rough and unique Klio-Eterna Softgrip surface. Equipped with the Klio-Eterna Silktech S quality refill, both versions offer a convincing velvety soft writing experience. The Cava high gloss consists of a total of 4 plastic components which can be combined in up to 16 colours. The elements can also be produced in special colours from an order quantity of 5,000 pieces. The wide clips offer extensive possibilities for personalisation. In addition to the well-known standard printing types screen printing and pad printing, the new XL shaft printing is also available. Cava high gloss can also be ordered as a "recycling pen" on request.

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



Customisable mouthguard

Reusable, double-sewn face masks for nose-mouth protection can be ordered from textile specialist Filanti. As an additional option, these non-medical protective articles are also available with an opening for the insertion of a filter to prevent the spread of droplets when speaking, sneezing or coughing. Made entirely from organic cotton and GOTS certified, the **face masks** can be individualised **all over by digital printing** according to the customer's layout using reactive printing inks with an Oekotex Pass Epson. They can be washed at 60° Celsius and come from Italy with a delivery time of around four weeks. The minimum quantity of the products is 100 pieces.

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



Significantly less plastic

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

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

Soft and antimicrobial

Myrix, a specialist for innovative notebooks and paper products, is now offering an **antimicrobial notebook concept**. With a special antimicrobial coating on Myrix notebooks, an efficient germ reduction of up to 99.5 percent can be achieved. The effect of the coating against bacteria, viruses, fungi and spores is long-term and has been clinically tested and confirmed by Fraunhofer Institut. The design of the softcover books is entirely customisable both on the outside and on the note pages and the books can be offered in all common product sizes.

PSI 49948 • Myrix GmbH
Tel +49 7240 6163200 • info@myrix.de
www.myrix.de



Perfect head protection

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

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

Convertible writing instrument

The Stabilo style fabric ballpoint pen impresses with a new **“industry style” surface** with a surprising feel. The modern look convinces all those who want to reach trend-conscious target groups with design demands with their advertising campaigns. The retractable ballpoint pen feels surprisingly different. The non-slip surface in an urban look gives the stylish pen a cool concrete look. The contemporary appearance and the innovative surface score points among trend-conscious target groups. The extra wide push-button and the proven jumbo refill ensure high writing comfort. The Stabilo style fabric in Stabilo brand quality offers plenty of space for individual advertising on the barrel and clip. The grey-coloured ballpoint pen barrel can be combined with a transparent top in the four trendy colours blue, green, purple and black. The top part of the pen is also available in the company's desired colour from 5,000 pieces.

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




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49467 Einkaufswagenlöser.de PINKEY AG*

TOP PRODUCT TOPICS IN PSI JOURNAL

Half of the year is done! And who is thinking about Christmas now... – you do! Promote your Christmas articles and gift sets as well as toys and plush products in the July issue of the PSI Journal just in time for the start of the second half of the year.

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
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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

Issue
11
2020

ELECTRONICS, DIGITAL AND ACCESSORIES and AUTO, BICYCLES, TRANSPORT AND SAFETY

Copy deadline: 17.9.2020
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PSI | Swifter payment of Covid emergency aid

In response to complaints from PSI members, the PSI has written to the Ministry of Economics in all federal states, pointing out that emergency aid is paid out too slowly and that the applications have often not even been confirmed. Pressure must be exerted through critical questions. An initial response came from Baden-Württemberg.

In mid-April, members of the PSI contacted the management of the network and reported their dissatisfaction with the sometimes sluggish processing of the Corona emergency aid by various state governments. The general tenor was that immediate aid for the self-employed and smaller companies had been widely announced, but had been processed and paid out only hesitantly. Rhineland-Palatinate seems to be particularly conspicuous here. This has been confirmed by Rhineland-Palatinate's deputy CDU faction leader Alexander Licht. On several occasions in the social media, he has accused the state government of SPD, Greens and FDP of leaving the middle class out in the rain, paying out sluggishly and lagging far behind other states. The PSI thereupon sent a letter to all 16 ministries of economics and pointed out the difficult economic situation of a large number of its members. According to the PSI, many official directives have brought large parts of the economy to a standstill and with it every marketing activity that the promotional product industry has to offer. Specifically, the PSI asked how many applications for emergency aid had been received so far, how many applications had been processed and whether there had been difficulties in processing acknowledgements of receipt due to server failures. It was assumed in Düsseldorf that it would not receive concrete information on this from every ministry. According to Michael Freter, Managing Director of the business network, it is important to exert pressure and make it clear: "We are keeping an eye on what is happening and we will point out any deficiencies".

The first ministry of economics to register was that of Baden-Württemberg, one of the states that were the first to launch their own emergency aid programme. In its statement, the Ministry apologises for the delay caused by a flood of applications in the first phase. Unfortunately, there were also delays due to the necessary coordination with the federal programme. The Ministry explained that processing is now proceeding rapidly. At the same time, the Ministry points out that its website contains a comprehensive overview with FAQs on Corona emergency aid. As the PSI's letter was answered by a federal state as large as Baden-Württemberg, it can be assumed that it has at least been noticed in all states and has quickened the processing of applications.

Virtual data café | The perfect start

On 7 May the virtual data café of the PSI celebrated a successful premiere. Ten participants from the ranks of PSI supplier and distributor members had dialled in to receive qualified advice from the PSI Product Finder Team and to exchange information. The content was tailored to the respective requirements of the target groups. Since the participating suppliers are familiar with the Product Finder itself and have already listed products there, the

main focus was on the topic of data import with a focus on data updating. In addition, they nevertheless received valuable advice on how a good product entry should be structured and what it should contain. The interested distributor members familiarised themselves with the functions of the PSI Product Finder through the virtual data café – and in particular the new product lists. The new chat function in the Product Finder and FAQ section was presented to both target groups. A preview of

the new message function was also given. All in all, the reaction to the premiere event was very good. There was a pleasant atmosphere and the mood was great, as the participants confirmed again afterwards. The fact that the virtual data café was by no means a one-way webinar, but rather a mutual exchange and lively conversation, was well received and proved the organisers right.



PSI Sourcing | Availability of protective items

Protective masks, medical soap and antibacterial pens: Normally these are not the classic top sellers among promotional items. For a few weeks now, however, products that help in the corona crisis have been at the top of customers' favour.

The PSI Sourcing Team receives daily enquiries from dealers looking for the right promotional items for their customers. Hardly anyone knows the availability and demand as well as Astrid Langenstein, Junior Project Manager at PSI Sourcing. In an interview, she explains what customers are currently looking for and who can deliver reliably.



The Corona crisis has changed the promotional products market considerably. What effects does this have on your everyday work in the PSI Sourcing Team?

For many people, the current situation means an exceptional situation and a lot of uncertainty: new living and working conditions, existential fears, a double burden of work and childcare. Nevertheless, thanks to modern technology, we are able to answer our members' questions from the home office in the same organised and structured way as in the office. It is particularly important to us to support each individual as best we can in these difficult times. We do not differentiate between membership models; the help of all is our top priority.

How have the daily requests changed?

The colourful world of promotional items has clearly adapted to the situation. While just a few weeks ago it was writing instruments, sweets and cups that determined our search, we are now being asked for products that serve to protect against the corona virus.

What kind of products are these specifically?

The most frequently requested products in the Product Finder currently include respiratory masks, facemasks and medical soap. But antibacterial pens, mechanical eye protection products, face shields and disposable gloves are also in great demand.

How do you give retailers a reliable overview of the suppliers' product availability and the special range of protection products?

We have now compiled a general availability list within our Product Finder from which dealers can obtain up-to-date information on the availability of the suppliers in our network. In addition, we have also compiled a list of suppliers who carry products that are in particular demand in the current situation. As this list is expanding daily, our members can of course contact us as usual by telephone and in writing at productsourcing@psionline.de to ask for an up-to-date status and to receive the list. By the way, we can now also be reached via WhatsApp. If you want to contact us via App, just send us an email to astrid.langenstein@reedexpo.de. Afterwards, members can communicate with us as easily as with family and friends.

What would you like to share with your members?

The PSI is there for you. Together we can do this. Keep you and your families healthy.

PSI Distributor Finder | Securing attention

The PSI Distributor Finder lists all current contact details of PSI distributors. Whoever is in the Distributor Finder is found. It offers real win-win opportunities: PSI suppliers can search easier and faster because the Distributor Finder is the reference work for the field representatives of suppliers. Promotional product distributors and consultants who are designated as qualified PSI members have the opportunity to generate new business contacts. Until **10 July**, distributors can update their entry online for free at <http://connect.psi-network.de/datenaktualisierung>



Intertek | Exclusively for PSI members

These days, oronasal masks are undoubtedly among the most sought-after products. The term “community masks”, i.e. makeshift oronasal masks made of commercially available materials, is being used more and more frequently. The inspection, testing and certification company Intertek is now offering PSI members an exclusive price offer for testing community masks made entirely of cotton. The masks to be tested are masks with a rubber band / elastic band for attachment (variation A) and masks without an elastic attachment (i.e. normal fabric bands) (variation B).



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- > PAH
- > organotin compounds
- > SVHC package plastic
- > PCP
- > DMFu (only single analyses possible)
- > Azo dyes (for coloured textiles)
- > SVHC package textile.

For variation B, the following are checked:

- > PCP
- > DMFu (only single analyses possible)
- > Azo dyes (for coloured textiles)
- > SVHC package textile.

In this case, tests for organotin compounds, total lead and cadmium content, SVHC package plastics and PAH can be omitted.



The special price for PSI members is: **Variation A: 760.00 euros and Variation B: 344.00 euros.**

Both of the named offers apply exclusively to the Intertek site in Fürth. Incidentally, other consulting, testing and analysis services are also offered there, for example for promotional products in accordance with the essential national and international safety requirements and standards such as ASTM, BS, DIN, EN, FDA, ISO, NF and others: www.intertek.de/werbeartikel/. Here too, PSI members benefit from an exclusive offer: 10 percent off testing, analysis and consulting at the Fürth site. The offer is not valid for other Intertek sites. Furthermore, the discount cannot be cumulated with any existing customer discounts. It is valid immediately until 31 December 2020. Interested PSI members should send their request to Ralf Uwe Schneider, Head of Distributor Sales PSI, e-mail: uwe.schneider@reedexpo.de, telephone +49 211 90191-297.

8

O

Orders

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The industry sticks together

Everyone is sick of hearing it but it haunts us and will continue to accompany us: Covid19 is and will remain the dominant theme. But it is a theme that also brings about positive things. Although we have to keep our distance, we are actually moving closer together. When contracts are signed, the parties to them are bound by them. At the present time, when our industry is being shaken up, the line between the parties is sometimes blurred. Where contractually guaranteed services cannot be provided, there is a lot of communication with one another: Distributors with suppliers, customers with distributors, agencies with service providers. One hears that a lot of mutual understanding comes out of it. No disputes, no lawyers, just searching together for solutions.

That is good news in these uncertain times: Focussing on finding common ground and cohesion.

Best regards,



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



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Festive and promotionally effective

In the middle of summer, the promotional product industry also enters what is still the most important time of its business year: the end-of-year business marked by the Advent season and the Christmas season. Even if it is not yet possible to estimate exactly to what extent the companies will distribute their traditional gifts in such economically uncertain periods, the clever promotional product manufacturer makes provisions and offers the advertising industry countless incentives to enable the year to come to a pleasant end. The focus is on the personable, unobtrusive, but all the more effective moments of customer loyalty appropriate to the Christmas season. Creative and imaginative items, gift sets, toys and plush products. The corresponding pages invite you on a small discovery tour through the wonderful Christmas world of promotional products.

Please give some consideration to the product presentations of the double issue August/September 2020 with the topic groups "Ecological and sustainable products, vegan" as well as "Chocolate and sweets" and send your product suggestions (image and text) no later than 22 June 2020 to:

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

Individual, creative rotating wheel solutions

For more than 20 years, fides Druck und Medien GmbH has been supplying the promotional product trade and agencies with creative, promotionally effective parking discs and rotating wheels Made in Germany. In addition to classics and special formats, the company is constantly developing new products on current topics. The latest example: The Corona parking disc with useful additional benefits.



Let shoes do the talking



IDSneakers is the manufacturer of personalised, fashionable sneakers that are guaranteed to attract attention. The company is based in Catalonia and was founded with the aim of establishing a new fashion concept in the promotional product industry through trendy casual footwear. We introduce the company.

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