

PSI EUROPE

PSI Journal

International Magazine
For Promotional
Products

July 2020

Volume 60



**International
industry**

Competently
out of the crisis

fides

Advertise and inform
at every turn

Product Guide

Christmas and gift sets
Toys and plush products

Business

Intertek launches safety
programme Protek

MyPSI

News from the network



CD LUX



Sweet
Give-Aways with
eye-catching
guarantee!

www.cd-lux.de





Editorial

Using the time

Every period of time has its challenges, none more so than the Corona period. I do not know of any company that does not have restructuring and rationalisation measures on its agenda during the crisis. Yes, there are certainly more enjoyable activities. When business is booming, you go home happier in the evening and only have to deal with a “friend”, everyday business. But now many “unknowns” are waiting for you. One thing is clear, the time “after Corona” will not be like the time “before Corona” in many sectors. Whoever is simply waiting for it is soon likely to be rudely awakened from his dreams. Crises make change transparent and rub salt into wounds.

The question “When will business pick up again?” should not be asked at this moment. The answer is unclear and does not help us any further. What is clear, on the other hand, is that the digitalisation of trade, including the promotional products trade, will be one of the great challenges of the time. There is a field full of “unknowns”. The IT infrastructure of one’s own company alone is often among them. Digital latecomers have been badly punished in the home office sector alone. But anyone who lapsed into blind activism quickly made the second mistake. But what should be done? Recently I read a good recommendation in a magazine: Spend half the day doing your current business at full steam and use the other half of the day to check your content and reposition yourself digitally. This should be achievable at the moment.

But it is not only technical and process issues that need to be solved. In the promotional products trade, the topic of digitalisation is accompanied by important components: advice and trust. Both are not only difficult to set up on the net, they also take a lot of time. We are not Amazons, Ottos or Zalandos. We do not do bulk business. We know our customers personally, at least in the case of large orders. We provide personal advice and are personally liable. We do not have call centres located somewhere in the world, appeasing customers, often annoying them forever. Many internet forums speak an eloquent language.

So you have to think carefully about how to successfully reconcile digitalisation, products and customers. Sales and digitalisation must complement each other, not replace each other. Digitalisation must help, not become an end in itself. It must make processes more efficient, create more time for product selection and consultation. It saves costs, but it is also expensive, very expensive. It offers new opportunities – and that is not the only reason why there is no alternative. Nevertheless, I am glad when we can personally meet and talk to each other again – that will remain the case.

On this note

Manfred Schlösser | Editor-in-Chief PSI Journal

Your opinion: schloesser@edit-line.de

Be touched.
Safely.

New QS50.
Thank You Pen.



Prodir is a brand of Pagani Pens SA.

prodir®

Personality pens.
Swiss made.

Prodir Deutschland
Hotline +49 6762 4069 0

Prodir Schweiz
T +41 91 935 55 55

Prodir Österreich
T +43 2622 40301

www.prodir.com
open.prodir.com

Our Bio & Fair Bags

N° 2340

Harry



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

TRENDS & BRANDS

4

MARKET RESEARCH

8

FOCUS

International promotional products industry
faces new challenges 10

PRODUCT GUIDE

Christmas and gift sets 14

INDUSTRY

Companies, events, markets 34

Impulse generator during the corona crisis 37

PRODUCT GUIDE

Toys and plush products 42

COMPANY

fides Druck und Medien: Advertising
with the right spin 50

ID-Sneakers: Personalised casual shoes
made in Barcelona 52

BUSINESS

Intertek launches Protek: Comprehensive
safety programme for all industries 54

PRODUCT GUIDE

Innovative products 58

MYPSI

Reed Exhibitions: Political initiative 68

PSI, PromoTex Expo, viscom 2021:
Start planned 67

PSI Product Finder: New feature
for maximum benefit 68

OPINION

70

PREVIEW – IMPRINT

72



MISTER BAGS®

N° 2341

Meghan



- ✓ Fairtrade - certified
- ✓ GOTS - certified
- ✓ OEKO-Tex - certified
- ✓ 140 gram weight

www.misterbags.de



International industry:

Demonstrating added value 10

In the face of the current challenges, those in charge of international industry associations are determined to help their members successfully through the crisis with the help of their associations and organisations. What is more, the order of the day is to emerge from this crisis stronger and to look ahead with the conviction that things will get better.

Festive and promotional 14

The middle of summer is still the most important time for the promotional products industry: the end-of-year business. Even though it still cannot be exactly estimated at present as to what extent companies will distribute their traditional gifts, the intelligent promotional product company will make provisions and this time also offer many creative product incentives to allow the year to end on a pleasing



Advertising with the right spin 50

For more than 20 years, fides Druck und Medien GmbH has been supplying the promotional products trade and agencies

with creative, promotionally effective parking disks and rotating wheels made in Germany. In addition to classics and special formats, the company is constantly developing new products on current topics. The most recent example: the Corona parking disk with useful additional benefits.



Intertek launches comprehensive safety programme 54

The current pandemic demonstrates how immensely important safety is. Companies that were able to rely on existing protection and safety strategies responded more quickly and effectively to the threats. With its new complete solution called Protek, Intertek offers a sound safety concept that can also be used by promotional product companies.





CHEWING MASS PHENOMENON

The first industrial property right for chewing gum was granted just over 150 years ago. However, people were already chewing on resin several thousand years ago. The Mayas used chicle, the milky sap of the pulp apple tree. Thomas Adams mixed it with sugar and in 1872 began the industrial production of the best-seller "Adams New York No. 1". This makes the US American the "father" of chewing gum, which is why "Adams" is still a synonym for chewing gum in some countries. But the big breakthrough for chewing gum came from the soap and baking powder manufacturer William Wrigley Junior. He gave away a strip of chewing gum with his products, but this soon became more popular than the product itself. (ndr.de "Kleine Kulturgeschichte des Kaugummis"). Incidentally, smartphones, among other things, are blamed for the declining sales figures of chewing gum. One point of criticism is that customers no longer look at the shelves at the supermarket checkout, but only at the screen of their mobile phones. (faz.net "Kaugummi-Patent wird 150 Jahre"). The combination of a smartphone and gum actually works extremely well, as our industry example shows.



Softtouch with rubber push button

Wangerooe ballpoint pen

Giving Europe GmbH

www.givingeurope.de

PSI 45737

Living in a bubble and just watching the world go by or chewing on a soft mass and forming bubbles? Cocooning or chewing gum? One does not exclude the other.

LIFE IN A BUBBLE



Trends come and go. And some trends remain. This includes cocooning which means retreating from the (threatening) environment into your own four walls. Trend researchers coined this term more than two decades ago. However, this trend is once again highly popular, especially today. Many people have felt the need for cosiness in recent months. In this context, eBay Advertising found out in a study that the trend towards cocooning has primarily driven the demand for DIY and fitness products (wuv.de). However, these articles also have (advertising) potential in the post-lockdown phase. And the PSI Product Finder offers a wide range of these and many more products.

**myrtle
beach**

**JAMES &
NICHOLSON**



 **RECYCLED
POLYESTER**

SPORTS

OUR FIRST COLLECTION MADE OF RECYCLED POLYESTER

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

ON TO NEW DIMENSIONS

"Space: the final frontier. These are the voyages of ..." And it is not just the Trekkies who know what this refers to. Exactly: the starship Enterprise, heading out into galaxies no man has ever seen before. Even far away from science fiction, there are new dimensions that resourceful developers are entering.

EAR-POINTING IDEAS

Wireless over-ear headphones with noise cancelling are in vogue. In other words: annoying noises remain outside and a comfortable sound envelops the stressed ear. Fantasy and the urge to individualise have long since ceased to be restricted in terms of production. Headphones are in a permanent state of discovering new dimensions. As early as the beginning of the year, PSI 2020 showed that the industry is also on the cutting edge in this area.



NEO-"GLASSIST" STYLE

Glass is an ancient material and yet somehow it can be reinvented again and again. Scientists at the Massachusetts Institute of Technology (MIT) were the first to process transparent glass by adding additives. Their colleagues at the University of Freiburg, in cooperation with researchers from the Karlsruhe Institute of Technology, have developed a liquid plastic-quartz mixture that can even be produced into any desired shape using a standard 3D printer. (faz.net „Gläserne Welten aus dem Drucker“). Plastic also transforms one or the other company in the PSI family into a noble glass look and yet unbreakable, as our example shows.



Crystal clear reusable
Champagne chalice
and bottle cooler
ADOMA GmbH
www.adoma.de
PSI 43999



Gut Holz

Cliphalter aus
recyceltem ABS

Federclip aus Metall

FSC®-zertifiziertes
Birkenholz aus Europa



Das Zeichen für
verantwortungsvolle
Waldwirtschaft



Heller Holzton für
brillante Aufdrucke

0,70 €
ab netto
für PSI Händler

Spitze aus Metall

Kostenloses
Muster
anfordern

Kontaktdaten

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

memo
promotion

18

.....
pages long is the policy paper called "Zeitenwende: Für ein Post-Corona-Zukunftsprogramm"

by HWWI scientist Henning Vöpel and jurist Klaus von Dohnanyi. It deals with the economic consequences of the coronavirus pandemic. The explanations of the two authors are also worth reading for the marketing industry, writes absatzwirtschaft.de.

40%

.....
saved ice cream is contained in a new ice cream variety from Langnese. This means that this portion consists of unused ice cream that has been saved from being thrown away and prepared in an innovative process. Sustainable ice cream. wuv.de

Four times

.....
more people currently trust advertising on news websites than advertising on social media websites, according to the recommendation platform Taboola. wuv.de

4 out of 5

.....
Germans (82 percent; global: 88 percent) see brands in the role of problem solvers. Brands should create new creative solutions to support people in various areas of life. This was revealed by the "Edelman Trust Barometer 2020". edelman.de

50 million

.....
tons of electronic waste was produced by mankind in 2018. According to UN data, the estimated amount of electronic waste worldwide has increased by around 47 percent since 2010. By 2050, experts expect the global volume of e-waste to rise to 120 million tons. statista.com

53 percent

.....
of the millennials tend to spend money on experiences rather than material possessions. Experiences can not only increase brand awareness, but also promote special products or their launch in stores or out-of-home, says Mintel, the agency for market and trend research.

82 percent

.....
of German consumers expect brands to act as a moral compass for society during the corona crisis – especially on issues such as social distancing and quarantine regulations. This was revealed by the "Edelman Trust Barometer 2020". edelman.de




The Leading European
Trade Show of the
Promotional Product Industry

12–14 JANUARY 2021
MESSE DÜSSELDORF

SAVE
THE
DATE

WWW.PSI-MESSE.COM

Organised by
 Reed Exhibitions

THE WORLD
OF ADVERTISING
AND SELLING



 PromoTex
Expo

 viscom

Focus

In the face of the current challenges, those in charge of industry associations are determined to utilise their associations and organisations to successfully help members through the crisis. What is more, the order of the day is to emerge from this crisis in a stronger position and to look ahead with the conviction that things will improve. And the associations have taken a number of measures to achieve this, as our look across the borders proves.



International promotional products industry faces new challenges

Competently out of the crisis



The corona pandemic has plunged the US economy into the worst recession since World War II, US Federal Reserve Chairman Jerome Powell is quoted as saying in several media. The effects have been felt not least by the US promotional products industry. “Unfortunately,” says Paul Bellantone, President and CEO of PPAI (Promotional Products Association International), “branding and brand management are currently secondary for most companies and the usual sales of promotional products have declined. This is a development to which PPAI is responding with structural changes and a free offer of assistance. “During these uncertain times, our members are more than ever in search of decisive and strong leadership,” observes Paul Bellantone. “This is our opportunity. We are committed to providing our members with vital tools and services free of charge. We are offering professional development, certification, industry news and business updates for as long as our members need them. In addition, our association is politically committed to the interests of the industry, and raises awareness of the value of promotional products as part of its public relations work. “Our industry is well over a century old and has been reborn again and again through two world wars, the Great Depression, natural disasters and other harsh economic climates. So we will come out of this crisis stronger than before,” Paul Bellantone is convinced.

Dynamic adaptability

This optimism is certainly reflected in the industry. For example, many US suppliers are currently demonstrating a high degree of flexibility and entrepreneurial spirit in order to compensate for a lack of orders and cancelled orders. “A significant advantage of our industry is the various small production sites where people are used to designing new products quickly and manufacturing them in lots of small batches,” says US industry insider Rod Brown. Just how valuable the dynamic adaptability and creative entrepreneurial thinking of promotional product manufacturers is, not only in the USA, is demonstrated by the situation in the event industry and the consequences this has for the promotional products industry. “As soon as an event with ten thousand participants is cancelled, a theme park is closed, a cruise is cancelled or a sports team is banned from playing, this also affects the business with merchandising, promotional products or souvenir articles. The products will be cancelled by the organisers as the business with promotional products is usually no longer necessary when the ‘event’ is cancelled”. All the more reason to rethink the product range, but especially the sales and delivery channels in times of technology-based communication. Paul Bellantone agrees and also sees a great opportunity for creativity on the part of distributors and suppliers. Looking ahead to the future after the US lock-



**US industry insider
Rod Brown:**

“The product range, but also sales and delivery channels, must be rethought in times of technology-based communication.”

down, he is certain that “buyers will realise how important promotional products and advertising campaigns are for reopening their stores and rebuilding their brands,” he explains, and gives encouragement. “Our industry will be different and probably smaller for a few years, but the success and power of promotional products will become even more apparent.”

>>



**Paul Bellantone,
President and CEO of PPAI:**

“We will come out of this crisis stronger than before.”

Helping members to identify potential avenues

Carey Trevill, interim CEO of BPMA (British Promotional Merchandise Association), also suspects that the industry will be different and that the current crisis also offers opportunities. "It's true that we don't quite know what lies ahead and the steps forward are more cautious than at any other time – yet we continue to move forward with the conviction that things will be different, better, transformed. We will face a plan that we may not have written ourselves. But just how great this new plan is lies in our hands. The history books will report on the decisions we make as business leaders. At no other time is clarity of vision so necessary on a global scale." As far as the UK market is concerned, BPMA is offering very concrete support for this. Weekly live broadcasts highlight each new government measure and the benefits for each organisation. Data from research and experts is included to help members identify potential avenues that were not previously available. "We will now be running our popular sessions as a series throughout the summer under the title Recovery and Resilience to ensure that every organisation has the information it needs to survive and grow," announces Carey Trevill.

Agile companies inspire

Carey Trevill believes that it is precisely agile companies that inspire and distinguish themselves through innovation. "We encourage each member to analyse their normal revenue streams and see how they can be adapted to suit the situation, message and context to generate new sources of revenue". The pioneers have already begun to show where the physical and emotional connection with

their products can be made. "If you look at the work and launches of the last few weeks, it has shown the rest of the UK that we are open and serious about rebuilding business."

Brexit as an additional challenge

However, the British, and with them the British promotional products manufacturers and distributors, are also struggling with another special challenge: Brexit. "Many end customers who were unsettled by the thought of Brexit (and Brexit suddenly seems not to be so easy...) had moved their supply chains to Europe in anticipation of 2019. However, the exceptionally strong base for manufacturing, production and supply in the UK will find its moment as a direct result of the crisis," predicts Carey Trevill, who says it is clear that raw material sourcing, pricing and availability for certain channels will be a challenge, and this is an area that is shifting daily. "For members with operations in Europe, markets are opening up at different speeds, and this is affecting supply. This gives us, as an industry, an insight into possible behaviour as the UK is a few weeks behind other markets when it comes to re-opening". So in many conversations with members it has become clear that despite the circumstances, the time to take stock and assess their businesses was invaluable. Addressing the industry directly, Carey Trevill says: "It sounds hackneyed, but we are in this together. But for once we are really in it as a global economy, as friends and family. It's already been difficult, and we know there's more to come." The reserves of strength to keep looking ahead and to keep moving challenged even the optimists. "Yet we still stand up and find ways to make headway every day and find the turning point for the recovery that we know is coming."



Carey Trevill,
interim CEO of BPMA:

**"How great the new plan
is lies in our hands."**

Trustworthiness even more in demand

An important aspect in this context is trust. "Especially in the near future, larger companies will depend even more on their trustworthiness which is built up through providing comprehensive, reliable information and compliance with regulations," says Michel Deboudt, President of the Belgian Association of Promotional Products (BAPP). This is particularly important at this time because the Corona crisis has "deep implications" for the entire industry. "Due to the cancellation or postponement of major events and trade shows, all companies involved in promotional products here in Belgium and probably elsewhere in Europe are experiencing problems. Many companies have experienced a dramatic drop in orders since mid-March. Existing orders have been postponed or cancelled," complains the Association's President. "The Belgian government has taken some immediate measures, but nobody knows how long this will last and how the economy will

recover from this devastating situation. BAPP is keeping our members informed as soon as we receive the information.”

Setting a signal through lobbying

The importance of support from associations and umbrella organisations – not only for their members but also for themselves – is also confirmed by Joop van Veelen, Chairman of the Dutch promotional products platform PPP (Platform Promotional Products). “Especially in these difficult Corona times, it is particularly important for industry associations to demonstrate their added value and to campaign for their members and the industry,” he explains. “PPP is currently investing a lot of time and energy in lobbying to highlight the issues and problems that our industry is facing,” he says when explaining the PPP initiatives, adding: “Although the crisis is affecting all residents and companies in the Netherlands and beyond, our industry may be even more affected, so the request for additional government support is justified. That is why we need to make our voice heard in The Hague, the political centre of our country. This is done with the support of the interest group ONL (Ondernemend Nederland), which represents the interests of all entrepreneurs in this country. As a partner of ONL, PPP often points out existing problems. That pays off. Together, we have, for example, succeeded in expanding the tax options for companies to be able to pay employees additional remuneration. This sends a good signal to our industry.”

Keeping in touch with each other

However, in order to generate the necessary attention, it is important “that our members provide us with input and suggest topics that should be put on the political agenda and discussed with the ministers who make decisions. We receive sufficient discussion material from our members. This is an important added value that PPP can offer as an industry association during these uncertain times, other than being there for and listening to its members”. An added value that is in demand across borders – not only during these weeks and months. <



**Michel Deboudt,
President of the Belgian
association BAPP:**

“In the near future,
larger companies will
depend even more on
their trustworthiness.”



**Joop van Veelen, Chairman
of the Dutch promotional
products platform PPP:**

“Especially now it is
very important for
associations to
demonstrate their
added value and to
campaign for members
and the industry.”



In the middle of summer, the promotional product industry is also entering what is still the most **important time** of the year for its business year: the end-of-year business, marked by the **Advent season** and **Christmas days**. We have a selection of appropriate products.



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

Baking moulds in a preserving jar

Five different cookie cutters – Tree, Heart, Star, Comet and Cloverleaf – are protected in the practical preserving jar for Christmas baking which can be ordered from Multiflower. As a Christmas greeting, a bow with the imprint Frohe Weihnachten or Merry Christmas can be attached. Space for the advertising print is on the standard motif of the inner card or your own design, in each case realisable from a minimum order quantity of 250 pieces.



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

Special pencils

In addition to a great print motif, Reidinger also offers many other finishing options for pencils. The exquisite decorative attachments of the Bavarians are particularly eye-catching and make the pencil a brilliant promotional ambassador that is particularly suitable for the Christmas season. Sparkling crystals, shiny crowns, a glittering ball or the exquisite metal cap with an integrated magnet turn the classic pencil into an eye-catcher. The decorative attachments on pencils made of black through-dyed wood look particularly elegant. But the classic natural variation or lacquer finishes in colour are also available. The climate-neutral pencil with a decorative attachment can thus be adapted to any corporate design. The individual decorative creation with logo can easily be put together in the configurator. An individual offer can be requested via the distributor inquiry button.

MAGNA
Sweets and more

News 2020

Lasting Christmas Greetings with
Advent Dispensers made of paper.

Lindt
MASTER SWISS CHOCOLATIER
SINCE 1845

Ritter
SPORT



ENTIRELY MADE OF
PAPER



Find out more on our website.

MAGNA sweets GmbH

Gewerbering 5/6

82272 Moorenweis

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

info@magna-sweets.de

www.magna-sweets.de



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

Sparkling accents

The Metallics markers from A. W. Faber-Castell for festive occasions set glittering accents. These markers can be used to design and decorate light, dark and coloured papers or even smooth surfaces such as plastic, foil, porcelain, glass and metal with a shiny metallic effect. Even wood or stone can be made to gleam. After drying, the Metallics are both smudge- and splash-proof, and after fixing at 160 degrees Celsius in the oven for 30 minutes even waterproof, but not dishwasher-proof. The special water-based metallic ink is odourless and available in six brilliant colours. Made climate-neutrally in Germany, this allrounder is not only an ideal promotional product at Christmas.



Made for men

The new AOC-oversize Fare®-Steel pocket umbrella is an exquisite, oversize double-automatic pocket umbrella. The special feature of this umbrella from the long-standing manufacturer Fare Guenther Fassbender GmbH becomes clear from the very first touch in the beautifully designed case: „Heavy Metal“ is to be taken literally here because the handle in leather look has been combined with chrome-plated metal elements. The top and links have also been implemented with shiny metal. From a technical point of view, the double-automatic system allows for quick opening and closing and the Windproof system allows for use even in strong gusts of wind. Gentleman-like: An accompanying person is protected by the umbrella from sudden rain showers thanks to its oversize. And the environment is protected thanks to the waterSAVE cover material made of recycled plastics. One finishing by screen printing is on the wedge, fastening strap or case, one by doming on the handle.



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





Bayamo Corporate



PROMOTIONAL GIFT
AWARD 2020

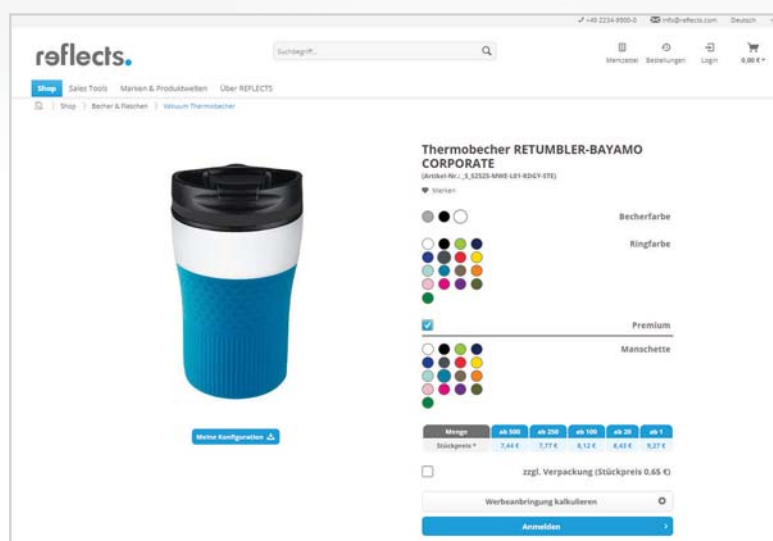
RETUMBLER-BAYAMO Corporate

Innovativ, individuell, immer wieder anders

Thermobecher in Kunden Corporate gesucht? Kein Problem.

Konfigurieren Sie Ihren BAYAMO Corporate im Online Konfigurator.

- Becherkorpus in Edelstahl, matt schwarz oder matt weiß
- Freie Farbwahl bei Silikon-Ring und Premium-Griffmanschette
- Griffmanschette im REFLECTS-Eigendesign
- Individuelle Silikon-Griffmanschette oder Pantone-Farbe auf Anfrage
- 17 Farben – 918 Möglichkeiten!



reflects.

REFLECTS GmbH
Toyota-Allee 54 | 50858 Köln
Germany

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

Organic tea enjoyment

The Bio TeaStick from Sanders Imagetools is available in a total of five varieties and is therefore perfect for every taste and promotional use. Simply place the stick in a cup of hot water, let it stand, and you are done. Exclusively for Christmas, the special winter blend Christmas tea can be ordered between September and December. Individually printed flow packs for all varieties are available from 500 pieces, always printed in four colours, with a simple cost structure. The TeaStick in Premium Selection Design is available from stock in five different varieties. A special gift for Christmas: the TeaBox filled with three or five BioTeaSticks and also individually printable. The TasteBox in Premium Selection Design is ideal as a spontaneous gift featuring all five tea varieties in a mix. The stock items are available from 100 pieces.



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

Festive drinking cup

Cup Helfox from the Spanish promotional product manufacturer Makito is an attractive ceramic drinking cup in a classic design, ideal as a practical Christmas present, which will remain in the customer's memory for a long time due to its frequent use. The drinking vessel is designed with a filling volume of 400 millilitres and a red silicone lid. The Cup Helfox is transformed into an eye-catching brand ambassador through promotional individualisation and is supplied in an individual box.



PSI 47096
Makito Promotional Products
Tel +34 950 464791
ignacio@makito.es
www.makito.es

Italian delicacies

For the customer, original Italian delicacies from La Bottega Toscana means products that are guaranteed to come from Italy and are of the finest quality. Pasta, pesto, sauces, antipasti, spices, vinegar and oil, spirits, pastries and wine, attractively packaged in terracotta, natural wave cardboard or pretty wooden packaging. Hessen's range of products, with 25 years of experience in putting together the right present, includes a large selection of Italian delicatessen products. The presents can be individually put together. Individual shipping to the end customer is also possible.



PSI 44035 • La Bottega Toscana
Tel +49 6051 67777
info@labottegatoscana.de
<https://pizza-ofen.de/de/geschenke>



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

Sugar-sweet premium gifts

The new premium present Advent calendar from Kalfany Süße Werbung, with 100 entirely recyclable deep-drawn parts made of pressed waste paper cardboard, can be sent as a Christmas mailing in the low-priced maxi-letter format. Made from IFS-certified production, the product presents single-origin brand quality and promises lasting culinary pleasure for 24 days. The confectionery specialist relies on a wide variety of brands: Merci Petits from Storck, Ritter Sport chocolate squares, classic or white Ferrero Küsschen, the popular Celebrations®, a Lindt Lindor ball or a Baileys praline are hidden behind the 24 doors. The promotional and taste ambassador adorns every wall in the office, workshop, salon or salesroom in three dimensions. After consumption, the Advent calendar can be disposed of in an environmentally friendly manner in the waste paper bin.



PSI 49391 • Just Spices GmbH
Tel +49 211 97532329
natalie@justspices.de
www.justspices.de

Welcome acknowledgement

It is never too early to thank dear work colleagues, loyal customers or long-term business partners. A small gift for Christmas and the key to happiness is yummy Soul Food from Just Spices. This box with avocado topping, herb curd spice, oatmeal and Stullen spice will brighten up your brunch or snack. And the pasta all-rounder as well as the pizza spice are true happiness makers. A spicy highlight not only in the Christmas season but also the whole year round. The spicy bouquet alternative conjures up a smile on your face at Christmas and can be personally enhanced with an individual logo sticker.



CHOCOLISSIMO



ADVENT BOOK
MERRY CHRISTMAS
397401



ADVENT BOOK
BLACK
393001

Advent calendar with your logo
24 days of pure chocolate pleasure

✿ Inspire yourself ✿



ADVENT CALENDAR
PREMIUM
373401



ADVENT CALENDAR
GRANDE
364201

MM BROWN DEUTSCHLAND GMBH

ESCHBORNER LANDSTR. 55
60489 FRANKFURT

TEL: +49 (0)69 254 271 27
VERKAUF@CHOCOLISSIMO.DE

WWW.CHOCOLISSIMO.DE

B2B.CHOCOLISSIMO.DE/KATALOGE

Good news

With over ten years of experience in the field of sublimation printing, Mafali from France offers trendy, individual advertising greeting cards that combine aesthetics, colours and effective communication. The greeting cards can be turned into a personalised gift for customers and partners, for example by printing contact details and your own message, presented in the desired design. The combination of a promotionally effective card and a microfibre cloth also has obvious practical benefits: everyday needs such as cleaning sensitive touch screens or computer screens and glasses can be satisfied. The greeting cards can be ordered in the classic business format on favourable terms. On the website www.mafali.com you will find a selection of various designs and a wide range of freely selectable creations.



PSI 45154 • Mafali Sarl
Tel +33 5 82805000
bat@mafali.com
www.mafali.com

Spice in glass

Especially for the festive Christmas season, spices in a glass jar, which can currently be ordered from Henosa-Plantanas, are a great gift. The beautiful, large glass has a classic cork stopper and retains the aroma of the contents in a natural way. Various spices can be chosen, including mulled wine, gingerbread and fried potato spices, BBQ Texas Dust and many more. From 100 pieces, this promotional product is available with an individual label and the type of spice can also be freely selected. A neutral promotional flyer to forward to your own customers can be found under the link <http://downloads.henosa.de/pdf/LeckereWeihnachtsIdeen.pdf>



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

Personal floor mat

Christmas presents with a customer logo, personalised with a name, a beautiful motif or a funny saying ensure customer loyalty, just like the practical floor mats from emco. Whether it be in a special shape, with an edge or hemming; produced by the floor mat specialist emco Bautechnik, these floor mats not only ensure more cleanliness in entrance areas, but also impress with expressive, durable colours. In addition to the realisation of individual dimensions, further advantages include high dirt and moisture absorption as well as a low risk of tripping and slipping.



PSI 47306 • emco Bautechnik GmbH
Tel +49 59109140603
n.rudau@emco.de
www.emco.de



PSI 40972 • PF Concept B.V.
Tel +31 7103328911
customerservicenl@pfconcept.com
www.pfconcept.com

Exquisite appreciation

The season at the end of the year is ideal for making an appreciative gesture to customers, employees and business partners. PF Concept's promotional writing instruments available for the promotional product market from the well-known brands Parker and rOtring are also among the most popular products during the Christmas season and can be ideally combined as a set. Parker writing instruments rank high among corporate gifts, especially those with individual personalisation, accompanied by a decorative notebook. The rOtring set with two pens and three notebooks is also highly valued. Ideal for architects, engineers or graphic designers. Last but not least, the luxury gift set features a beautiful notebook with a magnetic closure and a titanium-coloured writing instrument with a geometric clip, packaged in a black luxury gift box. The Luxe brand, which was launched a few years ago, has now established itself in the promotional product market and is synonymous with quality at a favourable price-performance ratio.

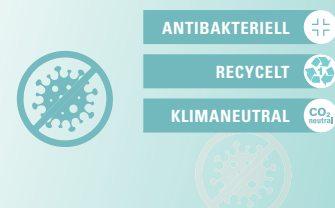


Die Handschrift der Werbung



**MIT UMA
VERANT-
WORTUNGSVOLL
IN DIE ZUKUNFT.**

#gesundbleiPen



RECYCLED PET-PEN- / ANTIBAKTERIELLE-Modelle



RECYCLER- / RECYCLER POSTCONSUMER KUNSTSTOFF-Modelle



CELLULOSE- / RECYCLER KARTON- / HOLZ-Modelle



ClimatePartner.com/13223-1909-1001

Gerne stellen wir Ihnen Muster der einzelnen Modell-Serien zusammen.

Bitte wenden Sie sich an s.bachlmayr@uma-pen.com

Code: #gesundbleiPEN-PSI7

www.uma-naturals.com



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

Classics in wooden garb

Dark woods and brass: e+m Holzprodukte has brought this reminiscence of the materials of exquisite wooden boats to life in the new Sketch clutch pencil. The softly curved shape of the velvety surface of antique oak invites you to draw, scribble and sketch. The mechanism and push-button are made of solid brass. All materials develop a beautiful patina through constant use. The 5.5-millimetre graphite refill is available in different degrees of hardness. e+m also offers an additional ballpoint pen refill for this mechanism. Furthermore, different types of wood and accessories such as sharpeners are available. Personalisation can be carried out according to customer requirements using laser engraving or pad printing.



Wireless charging calendar

The VYNN® wireless charging calendar from Vim Solution is the perfect Christmas present for the New Year. This calendar connects the analogue and digital worlds. It includes a calendar for the years 2021/22 and a wireless charger below the classic calendar view with three months. This allows any wireless charging capable device to be charged. The base plate is available in black or white as standard, the calendar labels optionally in blue and red. Special colouring is possible from 500 pieces. A USB connection cable is included with this product from 25 pieces.

PSI 47555 • Vim Solution GmbH
Tel +49 7661 90949-152
marketing@vim-solution.com
www.trader.vim-solution.com

Compact grill set

The Metmaxx® Grill Set „Thrill4Grill“ Future available from Spranz consists of a grill tong or cooking tong and a practical BBQ lighter. The lighter is refillable, ISO compliant, and features an adjustable flame. One packaging unit contains 16 pieces. The handles of the grill tools and the lighter are made of plastic. This attractive leisure set is delivered in a beautiful design box. More articles on this and many other topics can be found in the current Spranz collection. Simply request the catalogue.



PSI 41462 • Spranz GmbH
Tel +49 261 98488-0
info@spranz.de
www.spranz.de

MAGNA *Sweets and more* CANDY BOOK CHRISTMAS COLLECTION 2020

Xmas-Neuheiten 2020: PRODUKT-PRÄSENTATION

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

Products presented in a film

Given that all trade shows cannot take place for the time being due to the corona crisis and given that Newsweek 2020 has also been cancelled for this reason, MAGNA sweets from Moorenweis came up with a creative idea: Why not create a digital MAGNA Newsweek? The result is seven different presentation films in which Johanna Jander and Mario Siebig, representing the MAGNA trade show team, each present one or two new products from the Christmas range. In the background is always the city in which the trade show would have taken place on the day in question. The respective film was then posted by MAGNA on the social networks on the day in question, as well as displayed on the website. What is special about it? The distributor can use the individual product presentations as a film for presentation to his customers and even add his own logo. More about this at: www.magna-sweets.de

-Advert-

Christmas-Ideas-House



4254
Christmas Sugar Triple



4243
Little Bakehouse



4028
Little Christmas Bakery



4083
Spiced Biscuits Jar



MULTIFLOWER Promotion Ideas for Growth

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

Browse our
Christmas catalog online
www.multiflower.de
or ask for it
info@multiflower.de



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

Natural anticipation

With the individual Advent calendars of the new CD-LUX Advent calendar assortment, gift-givers can express their appreciation to customers, employees and suppliers. And the best thing about them is that the advertising is guaranteed to remain in the spotlight for 24 days. Excellent workmanship, a convincing price-performance ratio and the filling with fine premium brand chocolate from Lindt & Sprüngli, Milka, Sarotti or Ritter Sport are the main focus of CD-LUX. An individual Advent calendar is likeable, emotional and is ideal to hand over personally. On request, the Advent calendar specialists will take care of the complete individual shipping. Incidentally, the inlay of the most popular calendars is made entirely from recycled material, i.e. from waste such as collected and recycled drinks bottles. Alternatively, biobased and compostable inlays made of renewable raw materials or Advent calendars made entirely of cardboard can be ordered. Samples, a free layout suggestion and offers are now available from CD-LUX.

Festively wrapped

Hardly any other colour is as suitable for Christmas as burgundy, ideal for festively wrapping laptops and folders in the colour of the season. The stylish Urban range of bags from Halfar® is ideal for this. It consists of a notebook bag and a notebook backpack. The duo impresses with its vintage design, its material mix of suede synthetic leather and melange fabric as well as its functionality. Both stow sensitive technology thanks to firm padding. With magnetic closures, the flaps with the decorative buckles open surprisingly easily. Both the bag and backpack can be individually enhanced with a logo by printing or embroidery. The Urban can be ordered in black, grey, brown and dark blue. Further product highlights can be found at www.halfar.com or in the "Best of Bags" bag catalogue.



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

Inspiring rituals

In your search for a suitable Christmas present for good customers, employees and business partners, Trendfactory offers a matching gift set from the world-famous brand Rituals. With this token of appreciation, good business relations can be appropriately acknowledged and cultivated. The exclusive gift boxes can even be reused as storage boxes. Thanks to this appreciative gift, the giver will be remembered beyond Christmas.

PSI 41941 • Trendfactory B.V.
Tel +31 25 2622233
info@trendfactory.eu
www.trendfactory.eu



PSI 46432 • brandbook.de
Tel +49 69 408090100
kontakt@brandbook.de
www.brandbook.de

Notebooks à la carte

Especially at Christmas time, notebooks are popular gifts for employees and customers to express special appreciation. brandbook has been producing notebooks, calendar books and image books for companies since 1998. Service, creative advice as well as attention to detail are in the foreground of every book project. Individual production according to customer requirements is possible from a print run of 100 copies. The books are manufactured in Germany and have a production time of three to four weeks. For those who want to make a quick decision, there is a nice selection of ready-made books to choose from, which can be provided with the customer's logo and other extras within a few days. Matching gift boxes, Christmas cards, banderoles as well as packing and shipping services are also available from the Frankfurt-based company.

-Advert-

XMAS-LOGO

BRAUNS HEITMANN



Weihnachtskugeln mit Logo / Christmasbaubles with logo

- 250 Kugeln minimum
250 balls minimum
- 3 Kugelgrößen
3 ball sizes
- ein- und mehrfarbiger Druck
single and multicolour printing
- NEU! Ökologische Verpackungen
NEW! Ecological packaging

made with passion ♡ made in germany





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

Creative combinations

The products of Klio-Eterna impress through functional design, high-quality materials and harmoniously coordinated optics and can be combined to create attractive gift sets. Embedded in the matching gift box, pairs of ballpoint pen and rollerball or writing instruments and USB stick offer many combination possibilities and room for creative design ideas. With more than 100 standard colours and up to 7 surface finishes, the "Mix it, match it" modular system offers a wide range of combination possibilities across all products. The individual implementation of desired colours according to PMS, HKS or RAL is also checked internally and simultaneously coordinated across the product segments. All Schreiber models with a metal clip can also be personalised with permanent laser engraving. Writing instruments with USB sticks impress with document-proof refills with a writing length of up to 5,000 metres or store data using the latest COB technology with capacities of up to 64 GB.



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

Affectionate shooting star

Gabriele Bühring's shooting star pendant lets the light shine and the eyes of children and adults alike glisten. Shooting stars can beautify the Christmas season for many years and are therefore highly sustainable. Made of wool felt, they are also heat-resistant, water- and dirt-repellent. The products can be made either from the finest, natural wool felt or from equally attractive vegan upcycling PET felt, project-related in Germany in the colour of the customer's choice. The shooting stars can be finished with screen transfer printing. Tools for several Christmas motifs are available. Gabriele Bühring can create further individual shapes according to the customer's specifications, whereby tool costs are to be considered. The delivery time is approximately four weeks after sample and logo approval.



The tree glitters

Palle Presepe, the Christmas tree bauble collection designed by Marcello Jori in the Alessi assortment, combines two great traditions and offers new original possibilities both for decorating the crib and for decorating the Christmas tree. Two versions, which differ in the size of their baubles, now complete the classic collection. The big glass baubles with a diameter of nine centimetres are made in a golden look. The surfaces are sometimes shiny polished, sometimes matt, creating interesting depth effects and exciting light effects. The small spheres with a diameter of six centimetres are offered in a colourless version. In the colourless version, a transparent lacquer is applied to the blown glass so that it shimmers beautifully and the baubles remind one of soap bubbles. All glass baubles are mouth-blown in a mould and then decorated with relieved parts which characterise the different personalities. All characters are available in a golden and a transparent version.

Gifts to feel good

In the cold winter months, caring feel-good products provide security and relaxation for customers, employees or business partners. Römer Wellness offers a large selection of cuddly textiles and caring wellness sets or give-aways, including, for example, the Rudolph cuddly blanket made of flannel fleece in 190-gramme quality per square metre. The fluffy warmth dispenser for cosy winter evenings is available in winter colours and with a reindeer motif. The Happy Holidays set with a shower gel, caring body lotion and reindeer-shaped soap is also perfect for the cold winter months. Packed in a silver metal cup with a stamped star and reindeer pendant. Also in the assortment: terry cloth articles, fleece blankets, wellness gift sets and caring give-aways.





PSI 46913
MALGRADO fashion & promotion GmbH
Tel +49 2207 704090
s.rueth@malgrado.de
www.malgrado.de



Cosy bottle

For many people, they have become a must-have: Christmas sweaters. With the cuddly tops that Malgrado has launched in the sector, the wearer is guaranteed to get through winter warm and in high spirits. The Christmas sweaters and even smaller bottle sweaters are increasingly used as advertising. Malgrado manufactures according to the customer's wishes. Various materials such as cotton, acrylic wool or, more recently, recycled polyester rPET are used. The sweaters are knitted entirely according to the customer's specifications, with logos knitted in immediately if desired. As an additional finishing option, embroidery is also offered, for example, if a particularly intricate logo is to be designed. The minimum quantity is 1,000 pieces.

Christmas crafting fun

The memorable and delicious Christmas craft kits for snacking from Der Zuckerbäcker provide a playful way of preoccupying oneself with the advertising message during the winter and Advent season. The combinations of fruit jelly, foam sugar, chewy sweets, sugar decoration or chocolate are combined to create winter motifs which can then simply be eaten. Der Zuckerbäcker supplies the hand-filled snack bags with individual printing on the header card for orders of 250 pieces and more. Whether as a Santa Claus surprise for employees, a winter thank you for customers or as a supplement to a Christmas mailing: the product, which has been awarded the Promotional Gift Award 2020, can be used in many ways and is guaranteed to make the recipient smile.



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



PSI 46970
 ReflAktive Thomas Wassmann
 Tel. +49 4971 923312
 info@reflaktive.de
 www.reflaktive.de



Safely through the holidays

Especially in the dark winter months it is important to increase your own visibility in road traffic. That is why the reflectors from ReflAktive are in great demand and popular. They offer the ideal opportunity to be remembered by the customer and to be present. The company reflAktive has a wide selection of pendants associated with Christmas in its standard assortment and also offers advice on individual customer wishes.

Advert



THE UNIQUE
 ANTIBACTERIAL
 PEN WITH
ZINC IONS

iPROTECT® DOES
 NOT CONTAIN
 BIOCIDES

ANTIBACTERIAL
 NATURAL ACTIVE
 PRINCIPLE

THE
 ANTIBACTERIAL
 ACTION IS CERTIFIED
 BY AN ADVANCED
 LABORATORY FOR
 MICROBIOLOGICAL
 ANALYSIS

THE ADDITIVE IS
 PATENTED BY AN
 ITALIAN
 UNIVERSITY

iPROTECT®



100% MADE IN ITALY

STILOLINEA - Via Toscana, 26

10099 San Mauro T.se (TO) ITALY

Ph +39 011 2236350 - Fax +39 011 2236337

info@stilolinea.it - www.stilolinea.it





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

Sustainable Advent calendars

24 days in the direct focus of the customers: This is possible thanks to the sustainable Advent calendars with compostable inlays that can be ordered from JUNG since 1828, made of paper-based material and completely free of petroleum. Not only customers and recipients are pleased about the renewable Advent surprise, but also the environment. The Swabians are using this innovative novelty for the first time in a large number of their Advent calendars which will be presented in the extensive 2020 Christmas assortment. The finest chocolate enjoyment coupled with a good portion of responsibility towards the environment is hidden behind every pre-Christmas door made of renewable raw materials. Christmas from its chocolate side.



PSI 43788 • Easy Orange BV
Tel +31 74 7110200
info@easyorange.nl
www.easyorange.nl

Fancy kitchen helpers

Among the kitchen products from BK, a brand of promotional product specialist Easy Orange, are functional, cleverly conceived design products for the kitchen. In Dutch kitchen cupboards you will find a number of BK products that have been tried and tested in everyday life for generations: These include kitchen knives, cutting boards, cutlery and much more. Among the highlights are the Nutcracker and Apron with oven gloves in it, both part of the BK Solutions range.



Activities to do at home

The emotion factory bakehouse is suitable for numerous new target groups: building societies, handicraft businesses. Real estate agents, architects or banks would be ideal. A cardboard bakehouse filled with a high-quality baking pan made of stainless steel is delivered. You can choose between the dishwasher-safe baking moulds house, heart, cat, horse and many more. The bakehouse can be individually designed on four sides, roof and floor. By using creative printing, it is suitable as an advertising ambassador for all industries associated with the home. Especially in times of the coronavirus, where many people are at home, this nice little gift encourages baking and thus relaxation.



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



PSI 46905
Brauns-Heitmann GmbH & Co. KG
Tel +49 5641 95481
birgit.muellner@brauns-heitmann.de
www.xmas-logo.de

Round and round

Christmas baubles with individual printing from German production can now be ordered from Brauns-Heitmann. Especially for the celebration of the year, the Christmas bauble is a very emotional article which is always associated with warm and positive memories. Shining children's eyes, a festive mood, a festively set table and finally the highlight: the decorated Christmas tree. By printing the Christmas baubles with company logos or individual motifs, this feeling can be harnessed for the promotional product. And when these Christmas baubles are also made in Germany and delivered in sustainable packaging, this corresponds to the spirit of the times and becomes a really wonderful thing.

-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.





Cold Aid Set for the winter season

The hallmarks of the year 2020 are care, help and safety. Medical Promotion has put together a very special, seasonal, water-repellent first-aid bag for the winter season: the Cold Aid Set, filled with hot lemon, a honey stick, mini handkerchiefs, three Pullmoll cough drops and two Actionmedic® brand plasters. So nothing stands in the way of a cold winter outing or a day in the office suffering from the cold. Made of high-quality nylon and with a practical zip for quick handling, the aid set fits in your trouser pocket and still offers enough space for the mini first-aid kit. The bag is available in five different standard colours and boasts a large advertising space which can be individually designed in one to three colours by using screen printing for a minimum order of 250 pieces. Perfect for use as a give-away for Christmas or as an additional product when ordering.



Individual CI romanticism

The Polish Premier Group has a wide range of fully customisable candle and tea light containers including candles in its assortment. You can choose from five different sizes and shapes. The candles are made from organic soy wax for which 30 different scents are available as standard. In addition, customer-specific fragrances can be taken into account in the production of the waxes. The customer also has the choice of Pantone for the colouring, either for the coating of special hydro-glaze or special rubber coating. A logo can be created by sticker or printing as well as by sandblast engraving. Each candle is individually wrapped, either in a fully personalised box or brown ecological packaging with a personalised streamer.



PSI 41794 • Karl Knauer KG
Tel +49 7835 7820
werbemittel@karlknauer.de
www.karlknauer.de

Sustainable day planning

It is the small things and steps that lead to the goal. Just like with the Advent calendars from Karl Knauer: Door by door towards Christmas, as consciously as with the goal of reducing waste through unpackaged vegetables and fewer plastic bags. And without sacrificing enjoyment or design. After all, the high-quality Advent calendars from the Black Forest promotional product and packaging specialist do without the usual deep-drawn plastic parts, are made entirely of cardboard and are produced in Europe. This not only saves long transport routes, but also waste. After all, the 24 small cubes could easily be filled again next year. They are made of renewable raw materials and can be completely recycled without any problems. All calendars are available in the standard puzzle and book versions and can be individually designed. They not only transport the sweet contents but also the desired advertising messages for at least 24 days.

Advert

100 %
made in



Stick ab
1 Stück

HERKA frottier

Wir weben Vielfalt

Jacquard-
einwebung
ab 100
Stück

Bordüren-
einwebung
ab 40 Stück

Rabatte für
Erst- und
Vielbesteller!



HERKA GmbH

Herkaweg 1, 3851 Kautzen
+43 2864 2317
office@herka-frottier.at
www.herka-frottier.at



Stricker reinforces Sales Team

Since April new Sales Managers joined the ranks of Stricker Group. Balazs Borbely comes with 6 years of experience in the Promotional Textile world and will be the face of the Group in Hungary. Jurgen Spalburg returns to the industry after a brief outside experience and brings a vast wealth of experience and reputation to the Dutch and Flemish markets. Zaklina Camus is the first element of the British team that is now being built and expanded. She is operating in the Promo world since 2007, having experiences previously in two well reputed specialist companies of the segment. Finally, Kyron Sadik is the new representative for the Irish market, being an absolute new face in the industry but with a previous extensive commercial experience.

Stricker

With these incorporations Stricker maintains its strategy of becoming an ever-expanding global company but with local presence and strategy for each national market. "Definitively we could not have chosen a more challenging time to incorporate these new employees into our organization. Nevertheless, we see the current pandemic context as a short-term situation, while these new 4 people

represent a long-term positioning in each market they are going to address.", stated Alexandre Gil, CFO of the Group.

Stricker is presently one of the powerhouses of the promotional products industry, closing the financial year of 2019 with over 100 million of Euros of turnover, having near 1.000 people distributed among its specialized teams and having clients in more than 100 different countries.

www.stricker-europe.com



The new Sales Managers (from left): Kyron Sadik, Zaklina Camus, Balazs Borbely, Jurgen Spalburg.

Member of the European Plastics Pact

On 6 March 2020, Interall Group became a proud member of the European Plastics Pact, which was launched in Brussels on the same date. – From the plastic wrapper on your cereal bar to your shampoo bottle: in five years, all of the plastic that we use on a daily basis will be recyclable or reusable. That's just one of the goals that more than 80 signatories of the European Plastics Pact committed to in Brussels. This is the first time that so many different parties – from supermarkets to food manufacturers to governments – have committed to this on a European scale. And Interall Group was proud to be one of these signatories: striving towards less plastic waste, far more reuse, and much more recycling.

The European Plastics Pact is a set of agreements between plastic producers, large businesses, governments and recyclers. To keep both land and oceans clean, the pact consists of four quantitative targets that the signatories have committed to reach by 2025:

- Make all plastic packaging fully recyclable and, where possible, suitable for reuse.
- Reduce unnecessary plastic usage, and reduce use of plastics made from petroleum, by at least a 20%.
- Improve the current collection, sorting and recycling capacity by at least 25%.
- Use at least 30% recycled plastic in new packaging and products.

www.interallgroup.com • <https://europeanplasticspact.org/>



New dates for PSF Forum and TOUCH in 2021

“Due to the uncertain situation in the Corona crisis”, the dates for the PSF Forum (the promotional product trade show of PROMOSWISS – Association of the Swiss Promotional Product Industry) and TOUCH (the Swiss edition of GWW Newsweek) will be shifted from the initially planned dates in September 2020 to 21 and 22 September 2021. As in previous years, the venue will remain the Umweltarena in Spreitenbach near Zurich. According to a PROMOSWISS press release, “a majority of the TOUCH counters” decided to postpone the event. “As things stand today, it is not clear when trade shows with over 300 visitors will be held again in Switzerland. For this reason, the PROMOSWISS Association felt compelled to postpone the PSF Forum to 2021 as well”, explains PROMOSWISS President Roger Riwar. “PSF Forum and TOUCH are the trade show duo for promotional products in Switzerland. For organisational and financial reasons, it makes no sense to only hold the PSF Forum”, continues Riwar and adds: “Unfortunately, the presentation of the PROMOSWISS Awards will also be cancelled this year. The coveted trophies will be awarded again next year”. www.promoswiss.ch

Promoswiss

The Umweltarena in Spreitenbach near Zurich will remain the venue for the PSF Forum and TOUCH.



uma ensures occupational health and safety according to B.A.D. – COVID-19-Ready seal

The writing instrument specialist uma Schreibgeräte from Fischerbach in the Black Forest takes its responsibility towards its employees and customers very seriously. The company has been certified with the B.A.D. – COVID-19-Ready seal, an occupational safety standard that guarantees the safe continuation of daily work even in times of the current pandemic. As a result of the corona pandemic which affects both social and economic life in equal measure, the Federal Ministry of Labour and Social Affairs has imposed special occupational health and safety measures on companies. The aim of these measures is to interrupt chains of infection, safeguard the health of employees and restore economic activities. The responsibility for implementing necessary infection protection measures lies with the employer. However, it also requires the conscientious support of each individual employee to follow these measures in order to maintain a safe working environment. “In cooperation with specialists for occupational health and safety and occupational medicine, B.A.D., a catalogue of measures was drawn up in a risk assessment which ensured the safe continuation

of daily work at uma at a very early stage of the pandemic. Further measures were taken to ensure that the continuation of business operations and production did not have to be discontinued at

uma Schreibgeräte

Further measures were taken to ensure that the continuation of business operations and production did not have to be discontinued at

any time,” explains uma’s Managing Director Alexander Ullmann. “With the COVID-19-Ready seal, we ensure that our business partners can continue to enjoy the uma service they are accustomed to. The uma team is there for its customers in the office and production, safe and sound”, confirms Ullmann. www.uma-pen.com



QTRADO Logistics

Market position consolidated through acquisition of MWS

The logistics service provider and official PSI partner QTRADO Logistics GmbH & Co. KG took over MWS Marketing- und Wirtschafts-Service

GmbH, Düsseldorf, on 1 April. Following discussions with all customers and technical preparations, the integration of MWS into the structures of QTRADO Logistics will be completed by the end of June. With this takeover, QTRADO Logistics is expanding its service portfolio and strengthening its position in North Rhine-Westphalia/Germany.

MWS Marketing- und Wirtschafts-Service GmbH was founded in Düsseldorf in 1970. Initially established as an outright marketing agency, it expanded its service portfolio more and more according to the wishes of its customers. Today, MWS's services cover all areas of logistical fulfilment, and are particularly characterised by a high degree of individualisation. Peter Kieffer, Managing Director of QTRADO Logistics and MWS, explains: "MWS' expertise in the execution of mailing campaigns and print-on-demand service is a great addition to QTRADO Logistics. This acquisition extends the value-added solutions we offer our customers. Conversely, MWS's customers will now also benefit from our much greater resources".

Together with Germany's largest press wholesaler, QTRADO GmbH & Co. KG, and the Düsseldorf-based retail company Hollmann, QTRADO Logistics GmbH & Co. KG is part of the QTRADO Group with a group turnover of over 250 million euros. From container unloading to worldwide shipping, QTRADO Logistics offers the entire spectrum of fulfilment and transport services. Customers from industry, wholesale, online trade, media and advertising place their trust in certified quality. www.qtrado-logistics.de

View of the main warehouse of QTRADO Logistics in Krefeld.

Sweet crisis helpers

The corona crisis is posing new challenges every day, changing lives, and forcing us more than ever to be there for each other. "Many people urgently need emergency aid – here in Germany and all over the world. Together, strong through the crisis – that is what is important right now and in the coming months", is also the opinion of the specialists for sweet promotional products JUNG since 1828. "In order to provide support during these difficult times, where help is most needed at the moment", the company based in Vaihingen an der Enz is launching a very special fundraising campaign in this year's Christmas season. Part of the proceeds from the sale of XS Advent calendars and promotional cards from the diverse Jung Christmas assortment 2020 will go directly to Corona-Nothilfe weltweit – a project of the aid alliance "Aktion Deutschland Hilft" – and thus make an important contribution to the worldwide supply to needy people and in the fight against the coronavirus.

zentrale@jung-europe.de
www.jung-europe.de

JUNG since 1828



Aktion Deutschland Hilft
 Bündnis deutscher Hilfsorganisationen

Corona-Nothilfe weltweit

Cooperation between MYRIX and STABILO

A few weeks after the presentation of an innovative antimicrobial notebook concept, a further development has emerged. The companies MYRIX and STABILO, two specialists in their respective product areas, are cooperating to offer the promotional product trade an antibacterial notebook set consisting of a MYRIX Flexcover notebook with antimicrobial coating and a STABILO prime antibac ballpoint pen. With a special antimicrobial coating on the MYRIX notebook, an efficient germ reduction of up to 99.5% 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 integrated STABILO prime antibac twist ballpoint pen prevents bacteria from settling on the surface through silver ions in the plastic, thus ensuring an antibacterial effect over the entire period of use.

The added value is obvious – a set of products that fit in perfectly with the current time and excellently complement each other. MYRIX GmbH is the sales partner. Further information is available at:

www.myrix.de • www.stabilo-promotion.com



New anti-microbial collection launched

PF Concept has launched a number of health and safety products over the past two months in answer to the current situation. These products help people navigate the new 1.5 meter society and can be found under the Be Safe Concept on the PF Store. Following detailed product development and rigorous testing, PF Concept will launch a range of PF Manufactured products with 'antimicrobial protection' thanks to the addition of Biomaster technology, which is proven to inhibit the growth of bacteria by up to 99.99%. The first launches will include the Americano® Pure, new versions of the popular Face Mask Strap and Hygiene Key, plus the new Hygiene Handle, all available from now. Further additions to the range will be announced in the coming weeks. As Phil Morgan, CEO UK & Ireland at PF Concept explains: "These new additions to the range highlight the PF Concept commitment to innovation, product development and personal safety. In recent weeks, we have been able to react quickly to market needs and introduce new items to our Be Safe Concept. We believe these items will again offer something new, exciting and extremely effective."

Biomaster (manufactured by Addmaster), works by binding to the cell wall of a product, preventing the growth of harmful micro-organisms, such as bacteria, fungi and mould. Biomaster is independently tested to ISO 22196, and in addition each PF Concept product has been independently tested to guarantee efficacy and protection for consumers. Importantly, the addition of Biomaster into plastic products will not affect the product's function, decorating options, smell or the end-of-life recycling options. More information at: **www.pfconcept.com**

Biomaster (manufactured by Addmaster), works by binding to the cell wall of a product, preventing the growth of harmful micro-organisms, such as bacteria, fungi and mould. Biomaster is independently tested to ISO 22196, and in addition each PF Concept product has been independently tested to guarantee efficacy and protection for consumers. Importantly, the addition of Biomaster into plastic products will not affect the product's function, decorating options, smell or the end-of-life recycling options. More information at: **www.pfconcept.com**



PF Concept

Welcome fundraising campaigns in support of Caritas and DRK were initiated by GWW together with representatives from politics.

GWW

“Doing good together”

True to the motto “Doing good together”, the German Association of the Promotional Product Industry (GWW) addressed its long demanded reform suggestions with vehemence to relevant decision makers from politics in the past weeks. The fact that the lockdown enacted in the course of the pandemic will also have a negative effect on the promotional product industry as a whole is already indicated by the first survey conducted by the GWW in co-operation with Cologne-based IfH in April. “The devastating values were reason enough for us to point out the existence-threatening situation as well as to once again step up demands for urgently necessary reforms such as an object-related tax-emption limit, simplifications with the recording obligations etc.”, says GWW Chairman Frank Dangmann.

Together with relevant members of parliament belonging to the Finance Committee, such as Markus Herbrand and Lothar Binding, fundraising campaigns were initiated in their constituencies and large quantities of protective masks and disinfectants were handed over to non-profit organisations such as Caritas and the German Red Cross. Frank Dangmann sums up the two meetings positively: “Thanks to our fundraising campaign, the added value of our industry is perceived and appreciated by politicians. It is now up to the Members of Parliament to meet us halfway and to put into practice the reform proposals that we are campaigning for. After all, the promotional product industry is also suffering from the effects of Corona – and in contrast to other interest groups, we are not asking for aid payments but are striving for a future-oriented tax solution that will benefit not only the industry, but the entire national budget”.

Markus Herbrand, FDP, is regarded as a supporter of the reform proposal for fair taxation of promotional products and, as a member of the Finance Committee, is an important contact person for the GWW.

Due to the positive discussions in recent years, he insisted on being present at the donation handover to the German Red Cross (DRK) in his constituency of Euskirchen. In Heidelberg-Weinheim, the constituency of Lothar Binding, the financial policy spokesman of the SPD parliamentary group, together with Frank Dangmann and GWW Managing Director Ralf Samuel, several cartons of the valuable products were handed over to the Südstadt foodbank Sankt Elisabeth which is run by the Caritas Association. Further GWW fundraising campaigns with political representatives are planned for the coming weeks.

www.gww.de



Large quantities of protective masks and disinfectants were handed.

New CSR manager

The writing instrument manufacturer uma welcomes Hanna Müller, a “freshly qualified” CSR manager, to its ranks. She has been successfully tested and certified by the Chamber of Industry and Commerce. “We are just as delighted as Hanna Müller. By obtaining a supplementary qualification, she has further deepened her specialist knowledge of CSR and will continue to sustainably develop CSR at uma with new and fresh knowledge in the future”, says Managing Director Alexander Ullmann. “We at uma have been involved with corporate social responsibility for some time now. The uma SECRETS brochure shows what it means to apply this”, continues Ullmann. www.uma-pen.com



uma Managing Director Alexander Ullmann (left) and his brother Jochen are just as delighted as Hanna Müller.

Geiger-Notes: New member of the Executive Board



Jürgen Kaiser

Geiger-Notes

The rejuvenation of the management team at Geiger-Notes AG was already initiated in autumn 2019 with the arrival of Jürgen Kaiser who took over responsibility for the entire technology of the manufacturer of paper promotional products a few weeks ago. Geiger-Notes has just announced the next addition: In May 2020, Sven Weiß takes up his duties as a member of the management board for sales and marketing. “We are delighted that with Sven Weiß we have not only been able to secure an “old hand” when it comes to calendars, but also a personality who enjoys an excellent reputation throughout the promotional product industry. On the one hand, Sven Weiß already boasts decades of experience and contacts, yet on the other hand, he is young enough to also shape the upcoming generational change in our management,” explains CEO Jürgen Geiger. The focal point of his duties will initially be on providing even more intensive support for the distribution partners of Geiger-Notes. At the same time, Sven Weiß will provide impetus to get the business back on the road to success during the challenging corona and post-corona phase together with the consultants and distributors.

www.geiger-notes.ag

Sewing oronasal masks for a good cause

On the first weekend in May the sewing machines at Halfar in Bielefeld were buzzing. After the Bielefeld-based bag makers had received a request for help from the Dutch Rotary Club Epe in the last week of April, some employees from Halfar as well as members of the Epe Rotary Club came together to actively help. Divided into small, spatially separated working groups, a total of 500 oronasal masks were sewn together for the good cause. These were then handed over to the Dutch Rotary Club Epe to be passed on to a Dutch nursing home that was particularly affected. Of course, the whole event took place in compliance with all hygiene rules. www.halfar.com



Group photo with self-sewn masks: active help was provided at Halfar.

A driving force in the crisis

The German promotional products association (GWW) is providing a breath of fresh air in the industry's calendar of events: On the rescheduled dates of the GWW-NEWSWEEK, promotional product consultants and industry customers will finally meet again live on site. The GWW-TREND also invites you to find out about the exhibitors' product ranges in September shortly before the important end-of-year business. The clear signal sent by the association is that things are picking up again!

Meanwhile the number of corona infections in Germany is clearly falling. Large trade show events, which are still prohibited until 31 August, can in all probability be held again in September. Some federal states have even allowed the first trade shows to be held again since the end of May – albeit under strict hygiene conditions. The GWW endorses this trend: With the TREND trade show and several rescheduled dates of the promotional product roadshow GWW-NEWSWEEK, that had been originally planned for May, product shows will be held in September. GWW Chairman Frank Dangmann explains: "We are offering the industry the opportunity to participate in our trade show formats so that they can at least begin to compensate for the large losses caused by order cancellations and the lack of new orders. Now that almost all events have been cancelled this year, we would like to use these trade shows to give our colleagues the opportunity to give themselves and customers from the industry a positive impetus: Take a positive perspective on the future! Together we will emerge from this crisis stronger than before."

The demand for promotional products has significantly declined, not least as a result of the long-term ban on

holding all events such as the European Football Championship, concerts and trade shows. This is aggravated by the fact that all impulse-giving promotional product trade shows and in-house trade shows, at which the advertising industry obtains information about new products and trends, have been banned since mid-March. In an effort to help market participants at this point and to cushion the slump in sales at least to some extent, the association would like



to provide its suppliers and all consultants with assistance and provide impulses, arouse interest and spread a spirit of optimism with the TREND trade show, scheduled for September, as well as alternative dates for GWW-NEWSWEEK. The association is thus offering consultants and exhibitors the opportunity to send attention-grabbing signals and to highlight attractive products and services without considerable effort, and thus avoid financial risks in the final quarter in time for the end of the year.

In doing so, the GWW is offering appropriate concepts that comply with the currently prevailing regulations and still make participation a pleasant experience. The conditions for participation in the roadshow have also been changed specifically for the corona crisis, as GWW Managing Director Ralf Samuel explains: "Due to the still uncertain corona situation, we are no longer offering this year's tour as a complete package. Participation at individual locations only is possible, and billing will only be made per show actually held. In this way, we are eliminating any financial risks that such an event could entail for the participants". In addition, the GWW is also offering consulting agencies, which were unable to hold their own in-house trade show this year, the opportunity to participate.

"It is important to us that these trade shows are perceived by the industry as an opportunity," says Dangmann. "The association is not a trade show organiser and does not have to organise these events. However, it is part of our commitment to provide the industry with a platform on which it can present itself and its promotional products in a professional manner. If this offer should not be accepted – for example, because the risk of infection is considered too high, this would not pose a problem for the association. Our main focus, however, remains on lobbying in Berlin, where we would like to improve the general conditions for the entire industry".

Details can be found at: www.gww.de

GWW-TREND Autumn 2020

Assembly day: 15.09.2020, Trade show day: 16.09.2020, Location: Hall 45
Hauptstraße 17-19, D-55120 Mainz

20,000 euro donation to Osnabrück Zoo

An example from Osnabrück/Germany shows how successful and helpful an initiative from our industry can be when a promotional product distributor supports his long-standing customer in an uncomplicated and committed manner. Rescuer T-shirts, oronasal masks with animal motifs, cups and much more: in the so-called Rescuer Shop of Werbemittelagentur Dr. Wilker, zoo fans can support Osnabrück Zoo with creative merchandising products. After just under a month of on-line sales, the company has already handed over 20,000 euros in donations to the zoo.

Osnabrück Zoo has been open again since 6 May and the first visitors are walking along the zoo paths in colourful T-shirts. With the imprint “#zooretter” (zoo rescuer) and the logo of the Osnabrück Zoo, the garment clearly shows the wearer’s commitment to the zoo on the Schölerberg. The T-shirts are sold online in the “Rescuer Shop” of Werbemittelagentur Dr. Wilker GmbH & Co. KG. “For almost a month now, ‘rescuer products’ such as

T-shirts, cups and bags have been available for order. For every item sold, a specified amount is donated directly to the zoo. The items are so popular among customers that we have already been able to hand over 20,000 euros in donations,” said Andreas Schewtzuck, Managing Director of the advertising agency, at the symbolic cheque presentation. At www.zoo-retter-os.de Schewtzuck and his team sell a total of ten different products to support the zoo: “We wanted to help the animals on the Schölerberg in this crisis and approached the zoo with the idea of the Rescuer Shop. Our proposal was heartily welcomed and just one week later the shop was online. We started with a cup, rescuer T-shirts and a quartet but we soon added other products such as lunch boxes and bags”, reports Andreas Schewtzuck.

www.werbemittel-wilker.de

Werbemittelagentur Dr. Wilker



20,000 euros has already been handed over by the “zoo rescuers” (from left to right): N.N., N.N. and N.N.

Help for the Bielefeld food bank

Halfar also helps in times of crisis: As a result of the current COVID 19 pandemic and the protective measures associated with it, the staff of the food banks are working at full capacity in many regions of Germany. Unlike the usual practice, the food must be packed in bags prior to distribution. This is the only way the goods can be distributed to the people. In order to support this



Halfar

often voluntary commitment and at least facilitate the procurement of this additionally required packaging, the Bielefeld-based bag specialist Halfar presented 1,000 durable cotton bags to the two board members of the Bielefeld food bank, Stephanie Möllers and Winfried Möllers. “We hope that this will also bring a little joy to the recipients, but above all we would like to thank all the helpers of the food bank for their commitment,” says Managing Director Armin Halfar, commenting on the bag donation. www.halfar.com

(left to right): Armin Halfar, Stephanie Möllers and Winfried Möllers.



People like to play –
and are thereby more
receptive to **sensory
perceptions** of all kinds.
Since playing is often also
about **haptic experiences**,
advertising is incredibly
easy and, above all,
easily remembered.



Colourful pre-Christmas period

The cosy, colourful pre-Christmas season is just around the corner. Apart from sweets and presents, children love to colour in colourful drawings these days. The winter colouring book of Edition Michael Fischer comes with cheerful motifs that portray the advertising brand in a positive light. For this purpose, EMF is pleased to offer a customised special edition from its diverse publishing programme. The integration of your own logo on the book cover or the placement of products or services in the content are only some of the possibilities. This way an individual book with a flexible number of pages, special features and an individual corporate design is created.



Playfully tasty with a twist

For all those who want to emphasise their advertising message loud and clear, Der Zuckerbäcker now offers colourful toy flutes with dextrose for nibbling in a bag with an individually printed cardboard header. The nibble bags are each filled by hand with three colourful flutes and individually printed from a minimum quantity of 250 pieces. This article can also be used for special occasions: the flutes become "referee whistles" for football fans and on the inside of the header card a yellow and a red card can be printed for removal.



40 Jahre Kompetenz in Plüsch

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



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



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



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

Cuddly family members

Every family probably has at least one favourite cuddly toy. It helps you to fall asleep and accompanies you to visit grandma and the doctor. Cuddly toys from mbw help to comfort children and give them important support especially in crisis situations. mbw has now made family life even more colourful with its various cuddly toys. Lulu the unicorn, Hector the chilly sloth, Casper the fox with Clemens the rabbit and Constantin the dog, whose unbelievably soft fur looks absolutely real due to its mottled colour progression, Stella, Jonne and the like are among the Minifeets® for the entire family.



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

Take off together

“Anton”, the throwable glider from team-d Import-Export, is made of EPP and is delivered to the recipient ready to be assembled. EPP stands for expanded polypropylene which consists of approximately 96 percent air and is therefore very light. EPP hardly absorbs any moisture, is easy to clean and completely recyclable. Two metal balls weigh down the cockpit and two different insertion angles for the wings allow a straight flight line or loops. The “Anton” is available in red and blue from stock. The colour is selectable from 3,000 pieces if directly imported.



#WESTAYSTRONG

100 DAYS FOR HEROES



USE ENCOURAGING PRODUCTS FOR CUSTOMER LOYALTY NOW!

With the slogan „#westaystrong – 100 Days for Heroes“ we have sent out free gift packages to institutions and every-day-heroes throughout Germany. With our campaign we honour the commitment of all those who are working for other people in these difficult days! The response to the campaign was and still is overwhelming!

#westaystrong is your ticket to a conversation with your customer

Surely you also know customers who would like to say THANK YOU to their employees, partners or suppliers in the current time?

Then get your customers to support the campaign now! So you can continue to generate sales and do good at the same time!

You can find more information about the campaign and your opportunities as a promotional products dealer at:

mbw.sh 



#westaystrong is
an initiative of

mbw[®]




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

Creative for kids

Staedtler has launched their FIMO kids "funny kits" which are new play and modelling sets especially designed for children. The soft modelling clay promotes fine motor skills, creativity and imagination from an early age. The funny figures with expressive faces can be quickly modelled by means of simple basic shapes and then hardened in the oven. The eight different sets each contain two FIMO kids blocks. An individual advertising application is made by means of a label on the set from 100 pieces. The colours of the FIMO blocks can be individually selected from a purchase quantity of 2,000 pieces.



Card-laying games in vogue

The company ASS Altenburger has been synonymous with card games and playing cards Made in Germany for many years. In the case of card games, fast-paced card-laying games are especially popular and a new game of this kind called Color Addict from France has just arrived in Germany. The fast game revolving around colours and reactions calls for players to get rid of all their colour cards as quickly as possible. This is done by placing the same suit on the same suit or animal on animal or shape on shape. There are currently six different variations available: Express / Kids / Fruity / Animals / Drinks / Football. Each game can be customised.

PSI 41169
 ASS Spielkartenfabrik Altenburg GmbH
 Tel +49 3447 5820
 info@spielkarten.com
 www.werbespielkarten.de



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

Hobby fun for bird lovers

The handcraft feeding box with birch wood plug-in components and handcraft instructions from Multiflower is delivered to the recipient in a transparent cover. Pad printing with a logo or advertising message is possible on the roof of the feeding box. There is also space for advertising print on the standard motif of the card or, from a minimum order of 250 pieces, with a completely individual design. The fat balls are not included!



PSI 47096
Makito Promotional Products
Tel +34 950 464791
ignacio@makito.es
www.makito.es

Compact classic game

A good board game is very popular during the long, dark evenings in autumn. The XIGRAL 6113 Game Set from Makito comes just in the nick of time. The set consists of four well-known popular games such as Mikado, chess, checkers and dominoes. The wooden game pieces are delivered to the recipient in a wooden box. The lid can be printed with individual advertising messages.



Nachhaltig Eindruck hinterlassen

Unsere Adventskalender sind made in Europe, komplett aus Karton gefertigt, vollständig recyclebar und individuell gestaltbar. Welch frohe Botschaft für Sie, Ihre Kunden und die Umwelt!

www.karlknauer.de



PSI 49649 • KNETÄ
Tel +49 160 4062903
Tel +49 9721 2906805
info@knetae.de
www.knetae-werbeartikel.de

Plasticine as a vegan highlight

The manufacturer KNETÄ® describes its modelling clay, which is suitable for children from the age of one, as “probably the world’s most harmless modelling clay”. As the German manufacturer of the vegan modelling clay which is made entirely from natural ingredients in Bavaria, KNETÄ® offers the opportunity to have a never forgotten children’s product shine in new splendour. The play sets can be designed completely individually according to the customer’s CI and adapted to any budget. The set comes with a personalised silicone mould in a matching outer packaging and thus becomes a completely individual kneading set.



Cheerful bears

Sweet little XXL bears from Kalfany Süße Werbung are not only sugary in taste but also in appearance. The XXL bears come with or without gelatine and delight young and old fans alike. The colourful little bears with 10 percent fruit content in the flavours orange, passion fruit, peach, cassis, strawberry and apple are suitable for any occasion and ensure a positive mood and encouragement. The 20-gramme promotional sachet offers enough space to place personal advertising messages.



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



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

Popular striped figure

The likeable soft toy Bella the bee not only stands for a sustainable approach to nature at team-d Import-Export. This industrious little bee is indispensable for the environment, a great mascot and a worthy representative for image and nature conservation campaigns. The friendly face is embroidered. Bella measures about 22 x 10 centimetres and has other plush friends at team-d GmbH.

Hobby sets for everyone

Do it yourself for the whole family is offered by Global Innovations with its individually combinable craft sets with many different materials. The sets inspire young and older customers as well as entire families through creativity and sustainability. The company manufactures the products individually from FSC-certified wood, felt, cardboard, recycled plastic or a material requested according to customer specifications. Interested parties can request a presentation with a variety of suggestions.



PSI 46626
Global Innovations Germany GmbH & Co. KG
Tel +49 6502 930860
info@globalinnovations.de
www.globalinnovations.de

-Advert-

Farbenfroh werben mit den rasanten Ablege- spielen von ASS Altenburger

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

www.assaltenburger.de



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 most recent example: the Corona parking disc with useful additional benefits.

Individual, creative disk solutions

Advertise and inform at every turn

The Corona parking disc shows how quickly fides can implement current topics with its products.



The parking disc is a classic example of a promotional product that has been successful for decades because of its functionality. Even though electronic tools may now be available, the popularity of the once mostly blue disc is unwavering: Always at hand, adjusted in no time at all and simply useful – it still is today, but it has evolved enormously in its long history. Today it is a creative advertising medium that can be used flexibly in many areas thanks to its thematic diversity and individual design options. fides Druck und Medien GmbH produc-

es a wide range of parking discs and rotating wheels in medium and large quantities, with special emphasis on environmentally conscious production.

Infection protection tips as an additional benefit

"When the Corona theme emerged, we used our free time to develop a new parking disc that relates to this omnipresent topic. The front side is used for parking as usual. On the reverse side, there is a second viewing window with a rotating wheel function. It alternately displays four

recommendations of the Federal Centre for Health Education for the prevention of infectious diseases”, explains Peter Grammer, Managing Director of fides. “We also want to show what can be done with the classic parking disc – and that we can react very quickly to developments and deliver 10,000 units within 24 hours.

Multifaceted ideas for many occasions

Thanks to the extensive automation of production, the company can offer any quantity in a short time, consistent quality and, of course, Made in Germany, assures Grammer. In the meantime, some of the rotating wheels have been standardised to such an extent that the format can also be offered in the promotional product trade without any problems. One example of this is the “Emotions by fides” collection which was presented for the first time at PSI 2019. As hearts are used in thousands of advertising campaigns, the product can be integrated into them without any problems. As with all fides products, the customer has the possibility to use his own design. In addition to the classic parking discs, special shapes with additional functions and the standard rotating wheels, fides also offers individual, creative rotating wheel solutions with which the promotional product distributor can meet the very special requirements and wishes of his customers.

Efficient production thanks to standardisation

fides was founded over twenty years ago as a commercial printing company. Due to the technical affinity of the owner at that time, specialisation in parking discs, rotating wheels, luggage tags and similar promotional products made of paper soon followed. Although these products are printed, further processing – die-cutting, stripping, eyelets and finishing – dominates the value-added chain and fides is therefore more of a production company than a printing company today. The fact that the company restricts itself to B2B, does not operate a web shop and the ordering process is largely standardised fits in with this. The customer orders by e-mail and receives an order confirmation within a few hours. Once the proof has been approved, the order goes into production and the goods are dispatched on the agreed date.



Sustainable, meaningful promotional products made of paper: fides Druck und Medien produces exclusively at its site in Germany.

Zero emissions for ten years

All products are manufactured in the Ortenau region of Baden. The company building is made entirely of timber and all equipment, machines, computers, lighting etc. including the coffee machine are operated with regenerative energy. Most of the electricity is produced with a photovoltaic system and if that is not enough, hydropower from the nearby Black Forest is used. In fact, the company has released zero emissions since the new building was constructed ten years ago.

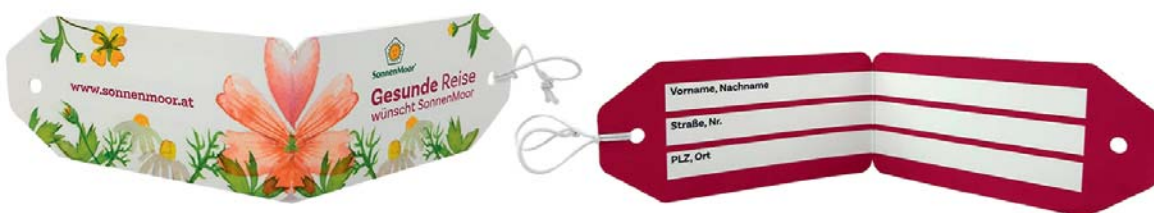
Entirely sustainable

Only certified paper from sustainable forestry is used as raw material. The timber for the paper comes from Scandinavia. The forests there have grown by almost 50 percent in the last few decades because sustainable management has been practised there for a long time. If you then consider that paper products can be recycled up to seven times, there are probably very few promotional products that can match them in terms of ecological aspects.

Individual solutions

fides customers can inform themselves about the company and its products on the company website and on the in-house YouTube channel. New products for distributors and agencies are regularly presented on YouTube. And last but not least, the fides team of graphic designers, advertising technicians etc. with their many years of experience is always available to provide information and advice.

<



Useful, individual and extremely flexible in use: parking discs, rotating wheels, luggage tags and promotional products made of paper.

IDSneakers is the new manufacturer of personalised sneakers. Based in Catalonia, the company was founded with the aim of establishing a new fashion concept in the promotional product industry through trendy casual shoes.

Personalised casual shoes made in Barcelona

Trendy brand concepts



The company ID-Sneakers produces high-quality, fully customisable sneakers according to customer's wishes, with a company logo and the desired colours and materials. The company's specialists support their customers from the initial idea to the finished shoe in the implementation and design of the desired sneaker.

Designed in Barcelona

IDSneakers is a brand company whose expertise is based on over 50 years of experience in the footwear industry. The company's strengths are its excellent design team and the ability to offer the perfect shoe for every project and every customer. All shoes are designed in Barcelona and are entirely handmade. "We work with the best, world-re-

nowned professionals in the industry. We design a beautiful, trendy sneaker according to the wishes of our customers," is the word from the company headquarters.

Individually tailored to the needs

The high manufacturing quality is reflected in the workmanship, details and materials of our sneakers. The most important materials used are leather, suede, nylon, cotton and in some models even microfibre. According to the company, "we have a wide range of techniques for the logo design, such as embroidery, printing, punched leather and laser cut on leather. This enables us to offer an amazing variety of awesome and fashionable sneaker models, and if desired, 100% vegan sneakers".

Diverse applications

Personalised sneakers can be used for example in meetings, events, teambuilding activities, for commercial purposes at trade shows as a corporate image or as a promotional gift and can be worn as a uniform in the hotel and restaurant industry. There are (almost) no limits to the applications of personalised sneakers. Your brand image is effective and positively memorable, both for the wearer and the person who sees the shoes, claim the specialists at ID Sneakers. A look at the company website provides an overview of the expertise and the diversity of the range of products. <




PromoTex Expo

International Trade Show
for Promotion,
Sports and Workwear

12–14 JANUARY 2021
MESSE DÜSSELDORF

SAVE THE DATE

WWW.PROMOTEX-EXPO.COM

Organised by
 Reed Exhibitions

THE WORLD
OF ADVERTISING
AND SELLING

 **PSI**

 PromoTex
Expo

 viscom

The current pandemic is a convincing reminder of the immense importance of safety and health in all areas of life. Companies and institutions that were able to fall back on existing protection and safety strategies were able to react to the hazards faster and more effectively. With its new comprehensive solution Protek, Intertek offers a sound safety concept that can also be used by promotional product companies.

Intertek launches Protek

Safety programme for all industries



Health, safety and well-being at work, in public places, public transport, passenger transport and at home are today the main concerns of managers, employees and consumers. Based on many years of expertise in comprehensive quality assurance for a wide range of industries worldwide, Intertek now offers companies, authorities and operators a basic strategy for the protection of their employees, customers and visitors. Protek is

considered the world's first comprehensive, industry-independent programme to ensure the health, safety and well-being of people in workplaces and public spaces. Even though the number of infections is currently increasing at a relatively moderate rate, neither the virus nor the associated risks have disappeared. Now is the right time to look into safety concepts such as Protek and, among other things, to prepare for the still unforeseeable further occurrence of the pandemic.

Systemic risk-based quality assurance

Protek comprises all relevant activities with which we can effectively counter the Covid-19 pandemic today. A key aspect is the testing of hygiene systems to ensure that rooms, materials and surfaces as well as foodstuffs are safe for all people in their environment. Protek is focused on establishing and maintaining comprehensive safety for all types of facilities – from hotels, restaurants and retail stores to schools and educational facilities, transportation hubs and manufacturing plants. With systemic risk-based quality assurance and verification of food products, hygiene controls and special audit solutions to prevent the spread of infection in facilities, Protek addresses a variety of areas where it is important that consumers build trust through visible safety checks. Modular Protek solutions range from the assessment of the hygiene status in the facility to the monitoring of the cleaning and disinfection process including post-operational checks, reporting and certification of compliance. With Protek, companies can provide independent confirmation that they are fully and consistently complying with their duty of care. In this way, they give employees and customers the safety they expect from companies.

Safety creates trust

Intertek has already developed a number of innovative customer solutions for the health, safety and welfare of employees. Covid-19 further strengthens the focus of all parties involved on comprehensive solutions for quality assurance (TQA/Total Quality Assurance) – in the workplace as well as in public spaces. Consequently, Intertek now offers the world's first complete solution in this area. Once the world has adapted to the "new normality", many measures of the quarantine period will establish themselves as generally accepted standards. Consumers and employees are already fundamentally rethinking their approach to health, safety and well-being in everyday life. Whether at work, while shopping, in a restaurant or on public transport, people increasingly trust companies, brands and places that offer them safety and a good feeling. A study commissioned by Intertek in April supports these theses.

Study confirms need for solutions

On the one hand, companies are preparing for the return of their employees to the workplace. On the other hand, employees are concerned about their health and safety. Consumers re-

turning to the public domain are therefore increasingly looking for solutions that demonstrably ensure safety. According to a recent study by Intertek in Great Britain, people do not feel safe when returning to work after the restrictions have been lifted. More than 70 percent do not want to return until authenticated health and safety practices have been put in place. 91 percent of respondents say their employer should take additional measures to protect workers. In contrast, more than half (54 percent) of managers believe that they will have difficulty in providing an acceptable level of health and safety for employees returning to work.

Growing need for safety

Other figures are even more alarming: Only 24 percent of the consumers surveyed can imagine going to a bar or restaurant immediately after the restrictions are lifted, and only 27 percent would return to hotels in the near future. 56 percent of those surveyed are not confident that cine-

Protek: Key messages

- As part of Intertek's systemic approach to total quality assurance, innovative ATIC solutions for health, safety and well-being have been researched and developed for our customers over the last few years. Covid-19 has strengthened the focus of all parties involved on health, safety and well-being in workplaces and public places. Given its industry-leading expertise, Intertek is now introducing an end-to-end solution in this category.
- Protek is the world's first industry-independent end-to-end programme for health, safety and well-being at work and in public places. It is based on Intertek's unique systemic approach to quality assurance, which includes people, systems and processes, facilities, surfaces and products.
- As the world adapts to a "new normality", many features of the quarantine period will become generally accepted standards as consumers and workers fundamentally rethink their approach to health, safety and well-being in everyday life – at work, in public places, on public transport and at home.
- Employees and consumers look to brands for trust, safety and peace of mind – everywhere and every day.
- It has been Intertek's mission for 130 years to make the world a better and safer place. Never before has the main objective of Bringing Quality, Safety and Sustainability to Life been more relevant than today. With Protek, Intertek offers solutions that the world needs now – thanks to extensive know-how in comprehensive quality assurance in over 100 countries with more than 1,000 laboratories and 46,000 TQA experts.

ma and theatre operators have sufficient health and safety practices in place to prevent the spread of Covid-19. This figure rises to 57 percent for airlines and 59 percent for public transport. At the same time, 84 percent of consumers expect larger companies and public institutions to take on more social responsibility.

Effective tools for comprehensive protection

Based on Intertek's proven approach to quality assurance, Protek offers a comprehensive service – consisting of audits, training, testing and service solutions for people, systems and processes, facilities, materials and surfaces as well as products. A key component of this innovative new service is Protek People Assurance. It provides an on-de-

mand e-learning and certification programme that enables companies to provide employee training on key health and safety issues. The Protek tools help to actively take care of people's safety. Specific learning and certification solutions range from Covid-19 related programmes to modules on the use of face masks, gloves and personal protective equipment (PPE), through to courses focusing on food safety, hygiene, disinfection/cleaning and prevention of infection spread. With more than 46,000 TQA experts in over 100 countries, Intertek is uniquely positioned to provide global solutions with unrivalled local knowledge. No other company has the networks, knowledge and processes to provide such comprehensive solutions for people's health, safety and performance so that they can move safely within the new normality. <

Protek: Results of the study

- 71 percent of employees do not want to return to work until authenticated health and safety practices are in place.
- More than half (54 per cent) of managers believe that they "will have difficulties in providing an acceptable level of health and safety to employees returning to work".
- 95 percent of respondents would find it reassuring if "a general quality standard was adopted by companies to ensure the highest health and safety standards to prevent infection with Covid-19".
- 73 percent of respondents said they were "scared" or "nervous" when visiting a hotel once the restrictions were lifted.
- 76 percent of respondents said they felt "anxious" or "nervous" when visiting a bar or restaurant once restrictions were lifted.
- 56 percent are not confident that cinema and theatre operators have sufficient health and safety policies in place to prevent the spread of Covid-19. This figure rises to 57 percent for airlines and 59 percent for public transport.



About the study: The study was conducted online on 29 and 30 April 2020 by an independent research consultancy with 2,201 respondents representative of the British population at large (18 years and over). Respondents were weighted according to age, gender, location and voting behaviour to reflect the known British population at large.

**12-14 JANUARY 2021
MESSE DÜSSELDORF**

**SAVE
THE
DATE**

WWW.VISCOM-MESSE.COM



True all-rounder

An absolute newcomer to the market is Fritz, a reusable vegetable carrier made entirely of organic cotton from Mister Bags GmbH. It is a real natural talent with a strong character. It is **absolutely versatile** due to its excellent size of 20 x 29 x 15 centimetres and fixed gram-mage of 50 grammes per square metre. It can, for example, be used to transport heavy fruit or vegetables with wonderful ease, whereby the long handles prove to be very practical. And all this with a clear conscience: Fritz is not only GOTS certified, but also Fairtrade, Oeko-Tex and LFGB tested. Fritz is simply a real all-rounder.

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



Clear contour

The Stabilo bright twist ballpoint pen inspires modern users with design expectations through its clear contours and fresh colours. The price-performance ratio also convinces price-conscious advertising experts. The straightforward design optics gives the writing instrument its trendy appearance. This cool promotional product is available in the four popular standard colours black, white, blue and grey as well as the four **fresh trend colours** turquoise, light green, pink and beige. The white version is also available with an antibacterial surface. The pen impresses with a light look, a proven X20 refill and great value for money. The barrel, top and clip offer plenty of space for advertising messages.

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



Living sustainability

uma Schreibgeräte Ullmann GmbH has long since incorporated environmental considerations into its corporate philosophy and implements them in numerous products. The statement by Alexander Ullmann, who is the third generation of the uma family to manage the successful Black Forest company, fits in well with this: "Sustainability not only written but lived – that is our motto". uma won the Sustainability Award for the **RECYCLED-PET-PEN series**, a writing instrument made of recycled plastic bottles (rPET), and was nominated for the German Sustainability Award. In the meantime, further innovative product lines have been added, such as the RECY models made of recycled plastic (rPCP and rABS), organic models and the PEFC-certified wooden writing instruments. uma has recently launched antibacterial writing instruments such as the PIXEL F GREEN, the ICON GREEN and EFFECT GREEN, also produced in a sustainable manner. Further innovative, high-quality uma models can be found in the convenient uma product configurator. At www.uma-pen-konfigurator.com you can put together your own optimal ballpoint pen variations – quickly, easily and around the clock.

PSI 41848 • uma Schreibgeräte
Tel +49 78327070 • info@uma-pen.com
www.uma-pen.com

World novelty in online printing

As one of the first online printing companies, WIRmachenDRUCK offers its customers flyers, folders and brochures with an antibacterial coating. Available for glossy papers with 135/170 g/m² paper weight. This dispersion coating reduces the number of pathogens on printed products by up to 99.5 percent. The patented, photodynamically effective Lock 3 print varnish slows down the spread of viruses, fungi and bacteria and is food-safe by dispensing with the biocides and fungicides otherwise used to protect against viruses and bacteria. Fraunhofer Institut has confirmed the **hygienic function of the varnish**. This effect lasts for at least twelve months. Especially in times such as the current corona crisis, additional security in communication with customers, employees and the public is a top priority. Lock 3 can be ordered with just one click and is available for glossy papers in various grammages. Made in Germany quality, fast delivery and top prices are included. Additional climate-neutral printing can be requested.

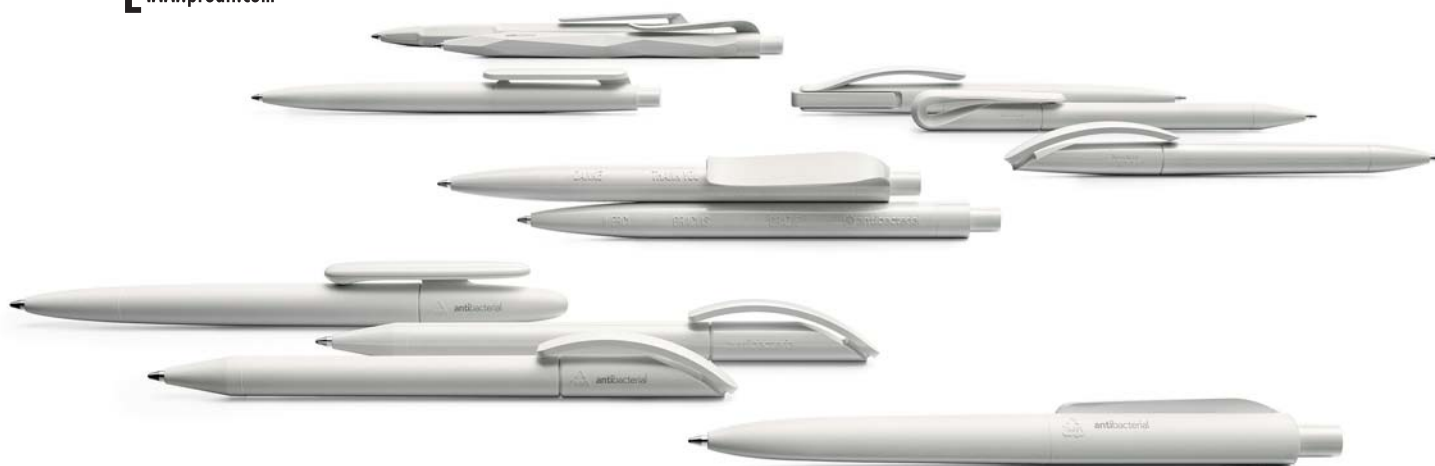
PSI 45180 • Wir machen Druck GmbH
Tel +49 711 99598220 • info@wir-machen-druck.de
www.wir-machen-druck.de



Antibacterial and more

Communicating what is important: With this in mind, the Swiss company Prodir has revised its portfolio. The result? Writing instruments that make a powerful statement with new options and strong expressive options. From now on, all QS and DS models are also available with highly effective antibacterial surface protection. The minimum quantities are based on those for special case colours. The new QS50 will prove to be a convincing ambassador for many of the current Thank you projects: The words "thank you" are inscribed on its surface in deep and high relief in five languages – just like the "antibacterial" logo. A great combination, in the standard version completely in white and available from 500 units. – Among the highlights are also DS3, DS5 and DS8 regeneration pens made of **antibacterially finished recycled material** in elegant matt white. These pens allow the two major themes of sustainability and hygiene to be highlighted in one product – starting at just 500 units. "Good communication", says Prodir CMO Eckhard Sohns, "meets people where they are and focuses on sustainable relevance, not one-day wonders. This is what we want to make possible for our customers: effectively charge brand messages with relevant values and themes." To ensure that the antibacterial protection is also reliably guaranteed, Prodir uses Biomaster™ additive from Addmaster. It is based on silver ion technology, proven in the food and medical sectors, which stops bacterial growth with an effectiveness of 99.99% for the entire life of the writing instrument. The effectiveness of the writing instruments has also been certified in accordance with ISO 22196.

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



A different kind of safety

The company ReflAktive is known for its high-quality road safety products. In light of the current situation, it is offering the **Antivir-Pad**. Instead of a reflective surface, films which are known from the production of calendar and car licence covers are used for this purpose. With its dimensions of around 12 x 13 centimetres and the option of being reduced to about a third of its width, it fits into every trouser pocket. The surface can be finished using screen or digital printing and is therefore an excellent advertising medium. It can be used as a double pack on shopping trolleys of all kinds or individually in buses and trains on the vertical hand rails. After use, simply disinfect again at point of use or at home.

PSI 46970 • ReflAktive Thomas Wassmann
Tel +49 4971 923312 • info@reflaktive.de
www.reflaktive.de



Printed as desired

Hygiene masks made of cotton have become a paperpoint best-seller. But not only ready-printed masks in **beautiful designs** can be delivered, also third-party products are printed! The process is very simple: Deliver a sample mask (to check the printing possibilities), select the desired sample and the delivery will take place within a very short time. Proprietary motifs, logos or an inspiring slogan can also be created. The fabric masks are designed using screen or silk screen printing transfer, polyester products using sublimation printing. The quickest way to obtain an individual community mask is to contact vertrieb@paperpoint.de, verkauf@paperpoint.de or phone.

PSI 17149 • paperpoint - printing solutions
Tel + 49 2553 99537 • info@paperpoint.de
www.taschenprint.de/hygienemasken

No chance for bacteria

Ballpoint pens are often passed from hand to hand, so it is normal that germs also migrate. Stilolinea has a pen called Iprotect in its range, which prevents bacteria from adhering due to its properties. Responsible for this are **zinc ions which are effective** as long as the pen is in use. The article is therefore ideally suited as a promotional product in hospitals, doctors' surgeries, in the pharmaceutical industry as well as in other establishments where there is movement of people.

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



Simple customer retention

The fight for customers is harder than ever, especially now after the lockdown. Simple solutions are offered by the Black Forest company Heri-Rigoni GmbH in the form of bonus cards and matching stamps, starting from just one stamp and 250 bonus cards. Stamp devices with integrated stamp pads and individual stamp plates made of natural rubber are available within a **very short delivery time**. The bonus stamps are available in 12 and 17 millimetres. Replacement stamp pads are available at specialist shops or can be immediately supplied by Heri-Rigoni. This ensures thousands of stamp impressions.

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



Germ-free writing

DreamPen, a well-known supplier of writing instruments, offers an antibacterial ballpoint pen that has already proven successful in the healthcare and pharmaceutical sectors. The International Red Cross has also become aware of the product and has **recognised its effectiveness**. The ballpoint pen can be used as a promotional product thanks to its 3D clip. This also applies to other DreamPen products, such as the 3D magnets and the tourniquets which are used, for example, for applying pressure in medicine.

PSI 45720 • DreamPen
Tel +48 68 4772230 • dreampen@dreampen.pl
www.dreampen.pl

Reliable rain measurement

This is achieved quickly and reliably with the unique precipitation gauge from Bott. The product differs from conventional rain gauges thanks to the so-called Summator (patent no. 218270, manufactured in EU).

The bicoloured indicators in the upper part accurately register the precipitation without having to take notes. This makes the rain gauge the ideal product for every home. The elegant packaging box completes the whole thing and makes it an interesting gift for customers who work, for example, in landscape gardening, the agricultural sector or the chemicals industry.

PSI 49753 • BOTT sp. z o.o.
Tel +48 65 5294808 • info@bott.pl
www.bottdruck.de



Surprisingly light, convincingly good

The Solingen-based company Martor is now expanding its safety knife family with **automatic blade retraction**. The new SECUNORM 300 impresses with its versatility, robustness and high level of operating convenience – and yet weighs only 52 grammes. Surprisingly light for an all-round knife that is built for demanding cutting applications and high cutting frequencies. And extremely pleasant for the professional user who will also be pleased with the outstanding ergonomics of the handle and the slider on both sides with soft-grip to release the blade.

PSI 40111 • Martor KG
Tel +49 212 258050 • info@martor.de
www.martor.de

Protect and advertise

In times of pandemics and epidemics, face masks not only serve to protect people from infection, they are also a good **advertising medium**. In Barcelona, Arpe produces coloured masks made of polyester, which can be provided with a logo, slogan or advertising message. Three sizes are available: for children from 3 to 6 years, for children from 7 to 14 years and for adults. Thanks to their good washability, the creation of additional waste is avoided.

PSI 48309 • Manufacturas Arpe, S.L.
Tel +34 937 937677 • info@arpe.es
www.arpebarcelona.com



Extremely short delivery time

Disinfectants are still in high demand and it is not always possible to replenish stocks at short notice. This should not be a problem when ordering the products of the Polish company USB System, where a delivery time of only two days is promised, including a **customer logo** and at very attractive prices! There is a choice of antibacterial hand gels and sprays in various designs and filling quantities from 30 to 150 millilitres. The gels and liquids are skin-friendly and do not dry out the skin, even with regular use.

PSI 49211 • USB System
Tel +48 22 7534161 • sales@usbssystem.eu
www.usbssystem.eu

Recycled stainless steel

The Dutch company Easy Orange deals in country-specific articles and offers, among other things, a practical drinking bottle of the Retulp brand. The material used in its manufacture is recycled stainless steel. By giving these bottles, which are available in several **timeless colours**, you can make an active contribution to improving the environment. Not only that, but Retulp regularly donates money to projects in countries where clean drinking water is not a matter of course.

PSI 43788 • Easy Orange BV
Tel +31 74 7110200 • info@easyorange.nl
www.easyorange.nl



Finally BBQ outdoors again!

Even if the number of barbecue friends has to be kept within limits for the time being, we all want to be outdoors again. With kit and caboodle, grill and sausage, cool drinks and uncontainable joy of experiencing regained freedom. **The portable N-m 572 grill** from Nestler-matho® is on board: its well-designed construction guarantees barbecue fun for many years. The height-adjustable 20 x 30 cm grill grid offers plenty of space, the deep stainless steel coal basin prevents the barbecue food from immediately burning, the case is made of powder-coated steel. And the two wide runners ensure stability. And last but not least, your customer carries your advertising message out into the world on the nearly 28 x 35 cm large outdoor surfaces!

PSI 41816 • Nestler-matho GmbH & Co. KG
Tel. +49 7221 21 54 0 • info@nestler-matho.de
www.nestler-matho.de



The countdown has started

With the EventCountdowner table clock and the JumboCountdowner wall clock from the company Swiwa More than Time, the excitement of major events, such as the 2021 European Football Championship, can be **increased in a targeted manner** – for customers, partners, suppliers and employees. These clocks count the days, hours, minutes and seconds until each event (for example until the inauguration of a sales area, introduction of a new product, gala for an anniversary, kick-off of an event, hand-over of a project) and are available from one unit (JumboCountdowner) and 50 units (EventCountdowner) with logo (now with digital printing). Once the target date has been reached, the EventCountdowner can be reprogrammed or used as a table clock. The JumboCountdowner is then used as a wall clock with date and time.



PSI 46156 • SWIWA
Tel +49 89 33066710 • info@swiwa.de
www.swiwa.de

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

FROTTIERWARE / TERRY CLOTH



Stück ab 1 Stück

HERKA frottier

Wir weben Vielfalt

100 % made in Austria

herka-frottier.at

Bordüren-einwebung ab 40 Stück

Jacquard-einwebung ab 100 Stück

PSI No. 46235

www.herkat-frottier.at

MOSKITOSTICH SCHMERZSTILLER / MOSQUITO BITE PAINKILLER



Mücken- und Moskitostich Schmerzstiller

Der Mückenstich Schmerzstiller stoppt das Jucken nach einem Mückenstich, vermindert das Bedürfnis zu kratzen und reduziert die Schwellung. Durch leichte elektrische Impulse auf der Haut wird die Histamin-Ausschüttung und somit die unangenehme Wirkung des Insektengiftes gestoppt.

Keine Batterie - Keine Giftige Chemie - Klinisch getestet
Hält 1.000 Anwendungen / ca. 5.000 Clicks.

In 6 Farben erhältlich mit Stoffband

Auch in ansprechender Blisterverpackung erhältlich bei

lupenmaxx
...wir machen's größer!

Info@lupenmaxx.de - ☎ 0 76 61 / 9 09 98 80
www.lupenmaxx.de - www.mikrofasertuch.de

PSI No. 47814

www.lupenmaxx.de

EINKAUFSWAGENAUSLÖSER / KEY CHAIN



TRIGGI
Der Einkaufswagenauslöser

TRIGGI® Original
Die Alternative zum Einkaufswagenchip

- angenehme Haptik
- über 100 designgeschützte Formen
- brillianten Farben

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

TRIGGI.de

ab 300 Stück

Pins & mehr
GmbH & Co. KG

PSI No. 46925

www.pinsundmehr.de

PSI LOGISTIKPARTNER / PSI LOGISTICS PARTNER



MAKE IT SMART
QTRADO LOGISTICS
FOR ADVERTISING MATERIAL

QTRADO LOGISTICS

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

PSI No. 80068

www.qtrado-logistics.de

MADE IN GERMANY



frank

Brushes made in Germany

www.frank-brushes.de

PSI No. 41853

www.frank-brushes.de

SPIELWAREN / TOYS



SEMO Newbies

Großes Standardsortiment mit mehr als 500 SEMO Plüschtieren!

SEMO
Plüschtierwelt

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

8 verschiedene Tiere im Sortiment.
Größe: 13 cm.

TRIGON Deutschland GmbH
Kränkelsweg 28 · D - 41748 Viersen · Tel. 021 62 - 53 008-0
Fax - 53008-20 · E-mail: info@semo.de · www.semo.de

PSI No. 44970

www.semo.de

Reed Exhibitions | Political initiative

Trade shows play a decisive role in the economic management of the crisis. Reed Exhibition has therefore successfully campaigned for a differentiation of the term major event.



Trade shows are a motor for national and international economic life. They offer a platform to present innovations, make contacts, conclude contracts and do good business. But the Corona pandemic has also slowed down this industry for the time being. Since the outbreak of the virus, organisers worldwide have had to cancel 2,497 trade shows and exhibitions, 463 in Germany alone.

Trade shows as impulse generators

The German government has banned all major events until 31 August – which previously also included trade shows. It is precisely this generalisation that those responsible at the Association of the German Trade Fair Industry (AUMA) have opposed and emphatically demanded that different formats be viewed in a differentiated manner. “Trade shows bring together suppliers and demand and have a clear business purpose. They are not recreational events,” emphasised AUMA Managing Director Jörn Holtmeier. In a letter to the politically responsible persons, he pointed out that trade shows are not only important impulse generators for economic life, they

are also fundamentally different from concerts, sports events or public festivals in terms of the behaviour and interaction of their participants and with regard to the hygienic conditions. The initiative is already showing the first signs of success: In North Rhine-Westphalia, the state government has created the conditions for trade shows to be allowed to take place again after 31 May.

More planning reliability for organisers

Reed Exhibitions expressly supported the position and commitment of the association and played an active role in the political initiative at board level. “In our view, trade shows have a key role to play in the reactivation of economic life at national, regional and municipal level”, explains Reed Managing Director Hans-Joachim Erbel. Together with the Association of the German Trade Fair Industry, the Trade Association for Trade Fairs and Exhibitions (FAMA) and his own lobby group in Berlin, he has been campaigning for some time to ensure that the organisers have planning reliability and that the central marketplaces for innovations, exchange and solution finding are allowed to open again throughout Germany this year in accordance with certain safety and hygiene standards. Hans-Joachim Erbel emphasises that these are especially the central instrument of sales policy for medium-sized companies. “Trade shows have a central function when it comes to preparing an initial impulse for the start of economic life after the end of the lockdown.

Until then, Reed Exhibitions is informing the promotional products industry in particular via a regular newflash with specialist information and tips on offers of assistance, has extended the terms of use for services such as the PSI Product Finder and, in addition to the personal service offered at the virtual meeting table and in the data café, provides opportunities to establish contacts and exchange information.

<



PSI, PromoTex Expo, viscom 2021 | Start planned

The Corona crisis has changed the entire economy and posed major challenges – around the globe. Sales markets have collapsed, trade routes have changed. The central industries from the world of advertising and sales are not unaffected by this development. “In this difficult situation we stand side by side with our partners”, emphasises Petra Lassahn, Director of PSI, PromoTex Expo and viscom. At the beginning of a whole series of planned video messages, she encourages a new start and explains the planning status of the three trade shows in January.

Hygiene concepts are being developed at full steam

“As a trade show organiser, we take current developments very seriously, follow them closely and actively represent the interests of our industries in our dealings with politicians,” emphasises Petra Lassahn. “Nevertheless, we know that there is often great uncertainty. We are currently receiving many enquiries about the impact of the crisis on PSI, PromoTex Expo and viscom. The good news: We expect that PSI, PromoTex Expo and viscom will take place in January 2021 as planned”, says the trade show director. At present, work is being done at full steam to implement hygiene concepts and safety precautions to ensure that everyone can participate safely at the trade show. www.planet-advertising.com/2020/06/08/der-blick-nach-vorn/



Questions can be submitted

Numerous questions had already been received after the first video, such as what will characterise the world of advertising and sales in 2021 and whether and how the concept of the three trade shows will change in January. These and other questions were also answered in a video message. If you have any further questions, please send them by e-mail to petra.lassahn@reedexpo.de. <



Virtual data café | Further dates

On 7 May the virtual data café of PSI celebrated a successful premiere. Participants from the ranks of PSI supplier and distributor members dialled in to receive qualified advice from the PSI Product Finder team and to exchange information about the PSI Product Finder, Europe's largest database for promotional products. Due to the great success and the consistently positive feedback, PSI has scheduled follow-up dates:

- Wednesday, 19 August 2020, 3 pm**
- Tuesday, 22 September 2020, 3 pm**
- Wednesday, 4 November 2020, 3 pm**
- Thursday, 17 December 2020, 3 pm**

In the PSI Product Finder, distributors can discover the best-sellers and innovative trend products of the promotional product manufacturers. Suppliers who would like to present themselves here and take advantage of the benefits of the online database can do so in a relaxed atmosphere with the PSI Product Finder team and industry colleagues in the virtual data café. Questions about successful data import or updating will also be answered here.

Interested parties simply contact importe-productfinder@reedexpo.de and will receive the participation link in the registration confirmation. If you have any questions, please contact the team by phone on +49 211 90191-721 or by e-mail at importe-productfinder@reedexpo.de





PSI Product Finder | New feature for maximum benefit

The PSI Product Finder is the largest European promotional product database and an intelligent search engine that brings together suppliers and searchers. All listed products are subject to a strict data quality standard and offer extensive additional information such as finishing, manufacturers' recommended prices, price scales and much more. The PSI Product

Finder now has a new feature: Promotional product distributors and consultants can now create their own product page. This page then contains their personally selected products and is styled in the individual company look.

Interactive exchange

The new feature of the PSI Product Finder not only allows individual product lists to be created quickly and easily and shared with customers. What is more, customers can inform their promotional product distributor and consultant about their selected

products directly via the integrated contact form. The distributor/consultant receives the feedback immediately by e-mail. In this way PSI provides the best possible support for the digitalisation of business processes.

Uncomplicated and fast

The path to your own product page is very simple:

Promotional product distributors and consultants search for suitable products in the PSI Product Finder. Once they have found one, they add the product to one of their product lists by clicking on the button "to product list". If they have not yet created a product list by this time, this is no problem. After clicking on "to the product list", the clearly arranged dialogue window offers the possibility to create new product lists or to add the desired product to an existing list.

Product lists can also be managed in the administration section (backend) of the PSI Product Finder. The administration section can be accessed via the main menu (My Account -> Product lists).

Product lists can be individualised with your own cover images and texts and shared with customers. The simple administration interface in the administration section makes it quick and easy to create.

If you want to find out more and get off to a successful start with the new PSI Product Finder, go to <https://psiproductfinder.de/produktliste> for all important information. On this page there is also a short video in which all functions of the product lists have been compiled.

<

Advantages of the new PSI Product Finder feature

- Individual and special collections can be compiled and offered to customers. In doing so, customers only see the data of their distributor or consultant – not those of the supplier.
- With the help of the individual product lists, promotional product distributors and consultants can effectively present their customers with the portfolio that meets their needs.
- The PSI Product Finder helps promotional product distributors and consultants to conclude business quickly and easily in just a few steps.

my > PSI

INSERENTEN-VERZEICHNIS / LIST OF ADVERTISERS

PSI No.	Inserent / Advertiser	Seite / Page		
45428	Asia Pins Direct GmbH	031	44970	TRIGON Deutschland GmbH
41169	ASS, Spielkartenfabrik Altenburg GmbH ASS			(ehemals SEMO Deutschland GmbH) 043
	Altenburger Spielkarten	049	41848	uma Schreibgeräte Ullmann GmbH 021
	Auma e.v.	071		viscom - Reed Exhibitions Deutschland GmbH 057
46905	Brauns-Heitmann GmbH & Co. KG	025		
45452	CD-LUX GmbH	U2/IFC		Beilage / Insert (*Teilaufage / part circulation)
48316	CHOCOLISSIMO by MM Brown Deutschland GmbH	019		
49780	colordruck Baiersbronn W. Mack GmbH & Co. KG	U3/IBC		PSI Supplier Finder*
42819	Gustav Daiber GmbH	005	49362	Westerwald - Brauerei H. Schneider GmbH & Co. KG*
46235	HERKA GmbH	033, 065		
41545	JUNG since 1828 GmbH & Co. KG	U4/OBC		
41794	Karl Knauer KG Verpackungen, Werbemittel, Präsentverpackungen	041		
47814	Lupenmaxx GmbH	065		
41617	MAGNA sweets GmbH	015		
42020	mbw® Vertriebsges. mbH	045		
43927	memo AG	007		
43410	Mister Bags GmbH	002+003		
45974	Multiflower GmbH	023		
46925	Pins & mehr GmbH & Co. KG	065		
43417	Prodir GmbH	001		
	PromoTex Expo - Reed Exhibitions Deutschland GmbH	053		
	PSI - Reed Exhibitions Deutschland GmbH	009		
42487	REFLECTS GmbH	017		
45328	Stilolinea Srl	029		

TOP PRODUCT TOPICS IN PSI JOURNAL

For you, the way to someone's heart goes through their stomach? No matter if vegan articles, chocolate or sweets – you are committed to ecological and sustainable products and are aware of your social responsibility? Then place your promotional items around the topic of sweetness or sustainable advertising in the double issue for August and September.



Issue **8/9** 2020
ECOLOGICAL AND SUSTAINABLE PRODUCTS, VEGAN and CHOCOLATE AND SWEETS
 Copy deadline: 22.6.2020
 Deadline for ads: 5.8.2020

Issue **10** 2020
EVERYTHING FOR AUTUMN & WINTER, UMBRELLAS, OUTDOOR CLOTHING and KNIVES AND TOOLS
 Copy deadline: 14.8.2020
 Deadline for ads: 7.9.2020

Issue **11** 2020
ELECTRONICS, DIGITAL AND ACCESSORIES and AUTO, BICYCLES, TRANSPORT AND SAFETY
 Copy deadline: 17.9.2020
 Deadline for ads: 5.10.2020

Issue **12** 2020
GASTRONOMY AND HOTEL INDUSTRY and MADE IN GERMANY/EUROPE
 Copy deadline: 16.10.2020
 Deadline for ads: 5.11.2020

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

PSI

The future is today

I don't know about you, but are you also annoyed about sliding from one crisis to the next? It's hard to keep track of the daily flood of news. What is true or false? What are the real facts? Houston, we have a, no, we have a lot of problems.

But let's talk about solutions. About our strengths and about what sets us apart as an industry. That certainly includes making quick decisions, being creative. It's fascinating to see the speed with which our industry focused on supplying hygiene products at the beginning of the corona crisis. It was just as fast in expressing solidarity with the "Black lives matter" movement. The textile sector reacted extremely quickly here. In an entrepreneurial sense, but above all out of solidarity.

All this is only possible through digital processes. The digital supply chain is a decisive competitive factor today. Time and cost savings are the driving forces – from production to purchasing. The sales department, too, has to reposition itself after recent experiences during the pandemic. In the future, the presentation of new products and innovations will increasingly take place via digital channels. Nevertheless, customer visits and personal contacts will continue to play a major role because networking is in human nature. Trust can only be built and deepened through personal contacts. But not every personal customer visit is efficient. Let's think of the enormous number of visits by sales representatives in the trade in recent years. Here is where digital communication, that has been tried and tested over the past few months, will become increasingly important.

This applies to all presentations. We have already held the first digital trade shows in our company. In the future, digital formats will also be a year-round supplement to the PSI Trade Show: Product presentations, online events, expert round tables, real-time meetings with suppliers – these are just a few examples of the future that is already taking place today.

Best regards,



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



8

O

Orders

49

In

Internationality

ACQUISITION FACTOR

German trade fairs. Where the chemistry's just right.
And international contacts become concrete orders. Start now:



AUMA

Die deutsche
Messewirtschaft

ERFOLG
DURCH
MESSEN
.DE



Climate-friendly advertising

Even if SARS-Co-2 aka Covid-19 aka Corona still dominates public life, another issue has been the determining factor, and will remain so even after the pandemic: it is that of a planet called Earth that is still worth living on in the future. The development of the global climate is still virulent and unsolved. Although there are already several efficient concepts and approaches for an ecologically and socially responsible change, there is still no consensus on a common path that includes all (reasonable) interests. However, our industry is already contributing to a good development with ecological and sustainable product ideas. – The second product theme of the next issue presents tempting new products from the “Chocolate and sweets” segment.

Please give some thought to the product presentations of the double issue October 2020 with the topic groups “Everything for autumn and winter, umbrellas, outdoor” as well as “Knives and tools” and send in your product suggestions (image and text) by no later than 14 August 2020 to:
Edit Line GmbH, Editorial Office PSI Journal
e-mail: hoechemer@edit-line.de

Stylish from head to toe



The specialist for promotion wear Gustav Daiber is always up to date with the collections of its own brands JAMES & NICHOLSON and myrtle beach – and once again convincingly demonstrates this across the board this season. In the coming issue, we will be presenting a selection of new outfits from the truly stylish workwear and caps segments – with function from head to toe.

Company, events, markets



The corona pandemic has also been the dominant topic for the promotional product industry in recent months and one that will occupy us for some time to come. In our section “Companies, events, markets” we will keep you informed about further developments, events and the industry and inform you about the activities and initiatives of the member companies of our network.

Imprint

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

Publisher: Michael Freter

Management: Hans-Joachim Erbel, André Weijde

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

Editor-in-chief: Manfred Schlösser

Deputy Chief Editor: Ursula Geppert

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

Duty Editor: Martin Höchemer

Head of Publishing: Anja Heidbüchel

Advertising Sales Manager: Lars Kessler

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

Cross Media Sales

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

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

Julian Coronato,
 julian.coronato@reedexpo.de

Anna Oikonomou,
 anna.oikonomou@reedexpo.de

Regional contacts

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

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

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

Turkey: Istexpo
 Ismail Sezen,
 ismail@istexpo.com

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

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

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

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

Translations: Translanguage, D-40885 Ratingen

Printing: Kössinger AG
 D-84069 Schierling

Advertisement price list no. 52 of 1 September 2019 applies.

ISSN number 1436-6193

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

Individuell gestaltbarer Tisch-Adventskalender

ab 3,99€
/Stück



Kleiner Tisch-Adventskalender



Aus recyclebarem Material



Befüllt mit feinsten Schokolade

Jetzt dein persönliches Angebot einholen:

Tel. 07442 830-555 • info@designyourpackaging.de



Oder direkt bestellen unter www.designyourpackaging.de

More. Renewable.

ADVENT CALENDARS WITH COMPOSTABLE INLAYS



ADVENT CALENDAR TRUCK



TOWER
ADVENT CALENDAR



XS ADVENT CALENDAR

