

PSI EUROPE

PSI Journal

International Magazine
For Promotional
Products

August/September 2020

Volume 60



More presents

Bettina Timmermann
A passion for bags and
pouches

Product Guide

Ecological and sustainable
products
Chocolate and sweets

Agentur BeLa

Valuable knowledge
for the industry

MyPSI

Michael Freter "International
Person of the Year"



trade show in special times

ecoPlus

Chocolate Advent Calendar

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impact!



With each bought Gubor chocolate Advent calendar BUSINESS you are donating automatically 1 cent to World Vision projects against the Corona Pandemic. You donate automatically – there is no surcharge!



www.ksw24.eu



Editorial

Things are moving again

No, we are not yet back on our feet but something is happening. In the past few days, I have been talking to companies in the trade. Deliberately with small, medium-size and large companies. Surprisingly, the picture was quite good in the sixth month after the coronavirus emerged. It ranged from "something's happening again" to "business is doing great". Yes, there will also be companies that are still experiencing a really hard time. In the case of those who for a good reason relied completely on the event industry, their phones have probably not been ringing. But there are also creative minds who have quickly tapped into new business fields with considerable success. For them, the coronavirus has been both a crisis and a wake-up call.

We now have to wake up some customers in the trade, industry and handicraft sector at the start of autumn. We have to beat the drum to promote our own businesses. Let your customers know that you used the time to look for the right products for the right application for them. Make them curious. Use the figures from PSI and GWW. Show which advertising has a lasting effect and is not simply "delivered" or fizzles out without any resonance. The scientific results of market research are excellent and show many a competitor on the advertising market how high the bar is if you want to beat the promotional product. I am always astonished how few promotional product distributors communicate this advantage clearly on their websites. We have nothing to be ashamed of. On the contrary, we are right at the top. But we also have to say it loud and clear.

Let us turn this crisis into an opportunity. Because just as old as marketing and advertising are, so too is the knowledge that budgets are reassessed and redistributed especially in times of crisis. So let us go out confidently and say: "We are among the best, maybe even the best". As far as popularity and advertising impact are concerned, the latter is proven and must therefore be part of every advertisement for industry customers.

If very many promotional product distributors approach existing and new customers at the beginning of autumn, i.e. very soon, in a national, even international offensive with offers, then the individual promotional product campaign will grow into a campaign involving thousands of creative minds, activists and individualists. It will be heard, it will work, it will be rousing. Let us have a go at it and let it rip again in autumn.

On this note, "good luck" for the best time of the year

Manfred Schlösser | Editor-in-Chief PSI Journal

Your opinion: schloesser@edit-line.de

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N° 2319

Sophia



Our cotton Gymbag Sophia is a real hit in the Summer. With loops, drawstrings and a bottom fold for more storage space, it is a real allrounder in 22 different colours.

- ✓ **OEKO-Tex - certified**
- ✓ **140 gram weight**
- ✓ **Bottom fold**
- ✓ **22 colours**

www.misterbags.de



PSI 2021: A special trade show in special times

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Even though digital tools and video conferences have been doing a good job recently, the promotional product industry in particular thrives on personal contacts and networking. So it is high time for everyone to meet up again. PSI 2021 is coming and as always it offers the perfect platform for this. A conversation held with Petra Lassahn, Event Director PSI, PromoTex Expo, viscom.

Advertising with a clear conscience

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Even though the coronavirus still dominates public life, another issue has been and will remain the determining factor even after the pandemic: it is that of a planet called Earth that is still worth living on in the future. Our industry already contributes to a good development with ecological and sustainable product ideas.



BeLa. Valuable knowledge for the industry

66

Sascha Latza has been successful on the market for years with his agency called BeLa. About two years ago, he established a distance learning academy specifically for marketing and social media together with a partner company. The advanced training programme offers manufacturers, importers, distributors and freelancers real added value.



A passion for bags and pouches

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A new member of the PSI network is the Hamburg-based company more presents e.K. Founded in 1999, more presents has established itself on the market as a specialist for individually designed cotton bags. The high quality of its products and fair prices make this company the ideal partner for the promotional product trade.





FRAGRANT BEE

The bee is attracting a great deal of attention - it is considered a trend animal, even though its population is threatened. That is why more and more companies are offering bees a home. "Leasing bees" or "Rent-a-bee" is the term used in business jargon. Thus, something good can be done and adding appropriate products (advertising) messages can be conveyed.



Surrender hideaway

Insect Hotel
Wunderle
www.wunderle.de
 PSI 49622



BACK TO NATURE OR "NEO-NATURE"?

Can nature be trendy? It can. At least that is what futurologists saw ten years ago and spoke of the super-trend called "neo-nature" - after all, the more our lives are determined by technology and economics, the more valuable nature seems to us. This is not the only reason why it is important to preserve it (Natursoziologie.de/wanderforschung.de). The trick lies in harmonising the use of nature and nature conservation - with or without a super-trend, but nevertheless sustainable.



Bee buffet from the jar
Bee friendly seed mixture
Multiflower GmbH
www.multiflower.de
 PSI 45974



A WINNING DISPOSITION

Stainless steel travel cutlery

"Food à porter" collection
Alessi Deutschland GmbH
www.alessi.com
 PSI 49447

A sustainable alternative in the choice of material is stainless steel. It contains no softeners, lead or other harmful substances and is also durable and 100 % recyclable (Lifeverde.de). The fact that it can also be processed into trendy products with advertising purposes and taken out into nature is shown (not only) by our examples.



Recycled stainless steel

Drinking bottle of the Retulp brand
Easy Orange BV
www.easyorange.nl
 PSI 43788



Friedrich & Arnold AG, Regensburg, Germany

We want fish in our oceans, not waste.



New QS40 True Biotic.

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The polymers of the revolutionary new True Biotic casings for the QS40 Air are produced naturally by millions of microorganisms. They degrade quickly and without any negative impact on the environment. They even act as fertilizers. They are part of the eternal cycle of nature, where nothing is wasted and everything is transformed.

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WHO INVENTED IT?

The invention of fire is widely regarded as one of the most important for mankind. Strictly speaking, however, fire was not invented. What was important was the knowledge of how to light it – in the literal sense and today also in the figurative sense, such as when it comes to igniting passion and awakening desires. “When products become brands, they manage to penetrate the relevant set of consumers. Brands are lighthouses with a clear brand core positioning and a brand promise,” writes W&V in its special “Starke Marken”.

Fire and flame for sweets

Filled cardboard Advent candle

MAGNA sweets GmbH

www.magna-sweets.de

PSI 41617



Lindt
SCHWEIZER MÄTRES CHOCOLATIERS
SEIT 1845

Feel-good rituals

RITUALS collections

Trendfactory GmbH

www.trendfactory.eu

PSI 60135



ANTI-AGING? PRO AGING? OR WHAT?

Speaking of brands. Which point in a person's life marks the beginning of old age? Are you as old as you feel? According to Zukunftsinstitut, demographic change means the end of the anti-aging mania. What is needed is a pro-aging

culture: a social appreciation of values associated with age – calmness, serenity, wisdom. It is about “feel-good competencies” and “healthy satisfaction” and not just down-aging, a subjectively felt rejuvenation process (zukunftsinstitut.de, “Gesundheit in der Pro-Aging-Gesellschaft”). Of course, this does not categorically banish one or the other cosmetic article especially when a brand product contributes to one's own well-being.

Classic meets trend

Glossybox

Lehoff Im- und Export GmbH

www.lehoff.de

PSI 41259





CD LUX



Sweet
Give-Aways with
eye-catching
guarantee!

www.cd-lux.de



89

percent
of German
advertisers
plan to

invest in retail media this year.

This is the finding of a study by
Criteo. horizont.net

2022

– at the earliest – is when economic experts
expect a recovery in gross domestic product for
the countries of the European Union. zaw.de

One third

of Germans would like to do something good for themselves at
the moment, according to a finding of the regular "Brand
communication in times of Corona" radar of the media agency
Pilot. The experts from Pilot recommend that brands exploit this
in their communication. adzine.de

2 out of 5

Germans (42 percent) and almost half
of the British (48 percent) now think
that China will be more powerful than
the USA over the next 50 years. This is
the result of recent YouGov surveys.
yougov.de

34.9 billion

euros was invested in advertising in Germany in 2019. This is an
increase of 2.8 percent over the previous year. zaw.de

4 out of 5

consumers (78%) make sure that as little pack-
aging material as possible is used for brand prod-
ucts and if it can be recycled (75%). These are
the findings of Handelsmarkenmonitor 2020 of
the market research company Ipsos and Lebens-
mittel Zeitung. wuv.de

Nine percent

roughly is all advertising spending in the first six
months of this year was below the volume of the
same period last year. Some sectors were even al-
ready well above the figures for the previous year.
This is confirmed by the figures of W&V Data for
the first half of 2020.



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PSI 2021 will take place

A special trade show in special times

Even though digital tools and video conferences have been doing a good job recently, the promotional product industry in particular thrives on personal contacts and networking. So it is high time for everyone to meet up again. PSI 2021 is coming and as always it offers the perfect platform for this.



For many months now, new products have only been seen in printed form or on screens. At the PSI 2021, in just over four months, you will be able to feel, smell and taste them again. Of course, one can discuss

the pros and cons. Yes, the coronavirus has impacted many things, including trade shows and even the trade show landscape. Countless small and large trade shows have already been cancelled in Europe. PSI 2021 will take place and will be an attractive trade show. Here is a conversation held with Petra Lassahn, Event Director PSI, PromoTex Expo, viscom.

PSI 2021 will take place. Isn't that a bold statement to make?

Anyone who has no courage in these times has already given up. We have already had to cancel large, highly frequented trade shows this year, and we have held trade shows online in whole or in part. We have gained new experience and had to question past experience. The entire PSI team has been working flat out for months on the upcoming PSI.

So you are confident?

Yes, of course. In numerous telephone calls we make every day with companies, one message keeps coming through: "It's high time we met up again." This encourages us in our work and shows that trade shows are still the platform where people meet,

where they talk to each other, where they discover innovations and prepare for the coming year. A trade show such as the PSI is like a starting block in athletics: If you do not have one, you are lagging behind the competition right from the start.



But it will not be a PSI like in past decades. There will be fewer exhibitors and it will be more difficult for international visitors in particular to travel to Düsseldorf.

It would not be a special trade show in special times if everything were as it is now: We will have fewer exhibiting companies. At the moment, we are expecting about 500 exhibitors and 13,000 visitors.

Will major and well-known exhibitors be missing?

Yes, major Dutch exhibitors as well as one or two well-known German exhibitors will be missing.

Can you already reveal their names?

Please understand that we cannot communicate any cancellations or commitments at this time. This request also goes to our readers. We are still involved in numerous discussions. Exhibitors who had previously cancelled are now confirming their participation because the situation has generally improved. And we are receiving cancellations that we never thought we would get. Cancellations of a very per-

sonal nature which had evidently been the culmination of an exceedingly difficult and ultimately sad decision. We sympathise with them and will do everything to have them back in our ranks. But I can assure all members that it will be a worthwhile and exciting trade show with well-known exhibitors and a multitude of new products. Furthermore, PSI 2021 will be a mix of onsite and online events as well as an additional opportunity for exhibiting companies. Hybrid events bring together the best of two worlds. We will show how this is done. Everyone can look forward to this.

International customers will increasingly choose the online approach because travelling is problematical as we can all see at the moment.

This will be the case if a vaccine or medication is not found soon. But there are also positive insights: People have travelled during the holiday season if it has been important to them. And what is more important than the future of your company or workplace? The PSI is the first and by far the largest trade show of the year. Anyone who is not there has to work hard to develop his product sourcing and enjoy the benefits gained from discussions with suppliers and colleagues – but in the end he does not achieve the same result. Not only are we firmly convinced of this, so are our exhibitors and visitors.

But you will have to do without popular events and extras at the upcoming PSI.

Yes, we will have to do without culinary tasting in the GUSTO Pavilion because of the hygiene rules. Instead we will hold the Sustainability Awards and showcase numerous sustainability topics at the upcoming PSI. In addition, the topics of promotional products, promotional textiles and finishing are growing closer together – something that many members have requested. In Halls 9, 10 and 11 the focus will again be more strongly on the core topic PSI. All three trade show themes will grow together under one



roof in these three halls. This is also particularly important during these special times.

This brings us to the hygiene rules and the question of whether exhibiting companies can actually welcome enough customers at their stand. A question that many exhibitors are sure to ask.

All I can say about this is that it is now August 2020 and that in principle the rules of the retail trade – which everyone knows – will apply. Above all, there will be social distancing of 1.50 metres. Each person should have about 4 square metres of space at the stands. This will certainly be a challenge for the stand constructors. Oronasal masks must be worn in the aisles and at the stands. People are now used to this. But once again, these are the conditions that apply today. A lot can still change, also for the better, as the past months have shown. Anyone who is interested will soon be able to view the important and current hygiene rules for the PSI on our website – which, by the way, is constantly updated. We will also constantly report in newsletters and in the journal should things change.

So there is a lot of confidence for PSI 2021?

Most certainly. People – and PSI attendees in particular – want to grasp innovations with all six senses in order to test quality and possible applications. Their customers expect this and this can only be done at trade shows. I am also confident that by January we will have learned

how to deal more effectively with the virus. The constant alarm in some media will give way to a realistic view after the summer break. We will do everything we can to deal responsibly with the January situation because as an international group we are also subject to our own strict rules of conduct. At the same time, however, we will use all our creativity to turn PSI 2021 into an attractive, exciting and really worthwhile trade show. We can all look forward to it – for a variety of reasons. >>

Exclusive product show

Brand new or consistently successful, a creative custom-made product or showpiece products in terms of sustainability: marketers can look forward to 50 promotional products as part of an exclusive product show at the PSI in January. As PSI Product Presentations, they will give a first insight into the diversity of the world of promotional products directly in front of Hall 9. For the first time, the products will be available exclusively to members in the PSI Product Finder as an online preview as of December. From this time until the final day of the trade show, the public will be asked to vote online for their favourite product. The first three winners will be announced on the final day of the trade show.

Participate until 30 October

Those who wish to participate with their product free of charge have until 30 October 2020 to do so. All entries will be reviewed in advance by an advisory board consisting of representatives and experts from the trade show industry, textile sector and promotional product trade. Exhibitors of the PSI and PromoTex Expo can participate free of charge. All conditions of participation can be found online: <https://www.psi-messe.com/de/Home/PSI-Product-Presentations-2021/3217/>

If you have any inquiries, please contact Annika Moll (annika.moll@reedexpo.de)

Visitors vote

The products exhibited as PSI Product Presentations are not only eye-catchers directly at the entrance to the trade show, but also compete for the visitors' favour. And from the beginning of December, they can vote which product is their favourite. Votes will be cast in four categories: New Product, Best-seller, Sustainable Product and Custom-made Product. Voting is possible both online and on site until the final day of the trade show. The winners will be announced at the trade show.

The advantages of participation at a glance:

- The first touchpoint for your trade show success
- Visitors will see the products directly in the entrance area before entering the first exhibition hall (Hall 9).
- Starting point for the trade show with a wow-effect
- An appealing stand construction concept will effectively highlight the products.
- The best signpost to the trade show stand of the respective exhibitors
- Visitors will find all the important information on each product: about the respective article, the company and the exhibitor's stand location.



PSI as a big sustainability stage

Sustainability and responsibility have already decisively contributed to shaping the promotional product market for years now. The current Corona crisis has raised awareness for sustainable consumption even further, giving this topic additional momentum. This will also be reflected at PSI to be held in Düsseldorf from 12 to 14 January 2021. It will serve as the new stage for the sixth PSI Sustainability Awards, which will be organised with the special category “Innovator of the Year” for the first time now. All sustainably acting companies can apply until 1 October 2020. Due to the current COVID-19 pandemic many companies have been bogged down over the past few months. “This is also an exceptional situation for us,” says Petra Lassahn, Director of the PSI trade show and adds: “We have changed our day-to-day business and adapted our services to our customers’ current needs so as to help them rapidly and with new formats. For our customers securing their daily business is centre stage. This is why we have slightly postponed the application period for the Awards so that we are now starting the application process with a slight delay.”

New category: Sustainable innovation of the year

Newly established as a special category from 2021 will be the “Innovator of the Year”. This category is about a sustainable product and its story. “Consumers are to learn about the history of the product, its components and material composition. They are to find out about the manufacturing sites and the people manufacturing this article; and, of course, also about the carbon footprint of the product and the journey the product makes to its final destination,” explains Steven Baumgärtner, CEO of Cybergroup International and Global Director Sales as well as the sponsor of this category. Centrestage here is the motivation behind the sustainability and the ecological and social responsibility that the partner companies assume for their production and production sites with all their employees. This means the new Special Award Category not only recognises the sustainable product as such but comprehensively pinpoints the sustainable context in which it is embedded.

Application for the new Special Category

Companies can apply for the “Innovator of the Year” category separately by e-mail to awards@psi-network.de.

de. Applications are subject to submitting valid certifications in the areas of quality management, environmental management and social management. The application should comprise a sustainable product and the documentation of its genesis as well as of the sustainable supply chains involved. The companies forming part of this supply chain will also have to submit the relevant certificates in the fields of business, ecology and social matters.

All categories at a glance

The Awards will be presented in nine categories: Economic, Environmental and Social Excellence, Environmental and Social Initiative, Sustainable Product and Sustainable Campaign as well as Innovator of the Year. The company with the highest total score wins Category 9: “Sustainable Company of the Year”.

Until 1 October 2020 all international companies that act sustainably will have the chance to apply for the awards. All members of the Sustainable League, i.e. participants from past years, will be nominated automatically by the PSI. The entries submitted will be rated by a scoring system and an expert jury.

Awards to move closer to the industry

On top of this, the Awards will celebrate their sixth edition under the roof of The World of Advertising and Selling. This will make PSI a hub for sustainability with the winners presented at a gala forming part of the trade show on 12 January 2021, the first day of the event. All award-winning submissions will also be on display on site on all three days of the trade show. “With this move we are responding to the wishes voiced by many participants to move the Awards closer to the industry,” says Michael Freter, Managing Director of PSI. For the terms and conditions of participation and further details go to www.psi-awards.de



Terms and conditions of participation and further details: www.psi-awards.de



Despite the coronavirus,
the most urgent problem
in the world right now
remains **climate change**
and the fatal consequences
for our **environment**. This
must be counteracted in a
sustainable manner.
Also in the world of promo-
tional products. We present
the latest products.



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

Ecological evergreens

Sustainable care products Made in Germany are the focus of the cosmetics specialist KHK GmbH. As long-lasting, ecological products, they are perfect for personal advertising with a clear conscience. Vegan natural cosmetic lip care is offered in environmentally friendly tubes made of FSC-certified cardboard or recycled plastic. Especially sustainable is the Lipcare Naked balm, complete without a casing, packed only in recycled paper. The high-quality lip care formulations are developed at the in-house laboratory and are also available with a sun protection factor or as a Fairtrade version. All lip care products are produced in accordance with the new Cosmetics Regulation and Cosmetics GMP and are reported on the CPNP portal. Institut Fresenius carries out continuous formulation testing in accordance with European guidelines.



PSI 49132
Kahla/Thüringen Porzellan GmbH
Tel +49 36424 79200
contact-kahla@kahlaporzellan.com
www.kahlaporzellan.com

Thuringian design icon

No Fake – Just Fashion! Zero Waste – Pure Taste! KAHLA advertises its "cupit" cup collection with this slogan. The award-winning best-sellers were designed by Lisa Keller and are considered design icons of the lifestyle brand. The beautiful shape of the high-quality hard porcelain allows authentic coffee enjoyment, while the patented Magic-Grip application provides a good grip and heat protection. Logos and corporate colours are combined with the matching Magic-Grip colour. KAHLA manufactures the popular gifts for employees and customers in Thuringia where, according to strict "KAHLA pro Öko" guidelines, attention is paid to environmental protection, careful use of resources and social commitment. The porcelain is dishwasher safe, microwave resistant, hygienic, harmless and permanently beautiful.

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42668 Trias recycling antibacterial

41239 Zeno recycling antibacterial

41168 Jona recycling antibacterial



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

www.klio.com

Sustainable protected shopping

For 65 years, the name FARE® has been synonymous with umbrellas that are promotionally effective and convince through innovative design and high quality. FARE® meets the challenges of climate and environmental protection with new production ideas. For instance, with the new ÖkoBrella Shopping mini pocket umbrella, a long-lasting umbrella with a shopping bag. The cover of both the umbrella and sleeve is made of STANDARD 100 by OEKO-TEX® certified material from recycled plastics. The zipped sleeve is also a practical shoulder bag with plenty of room for shopping, making it possible to do without plastic bags. When dry, the umbrella can be stored in a zipped storage compartment: This is how sustainable shopping works in any weather.



PSI 43144
 FARE – Guenther Fassbender GmbH
 Tel +49 2191 609150
 info@fare.de • www.fare.de



Bandanas from PET bottles

Known as multi-function bandanas, the tubular cloths are produced by Nonvision in a sustainable version from recycled PET bottles. They can be printed photorealistically just like the well-known standard bandanas. The diverse application possibilities as a scarf, wind mask, headband, balaclava or cap make the tubular cloths a functional promotional and merchandising product that can be used flexibly in everyday life and when playing sport. Individual bandanas with printed logos are available from a minimum order of 50 pieces.

PSI 47706 • Nonvision Werbeproduktion
 Tel +49 651 2015678
 contact@nonvision.de • www.nonvision.de

Soft and clean advertising

Floringo developed the "Best-Print" quality under the motto "clean advertising". A wide print border in pleasantly soft terry towels offers plenty of space for advertising, which can also withstand boil wash temperatures. The wide, dense and dimensionally stable border made of durable polyester fibres is ideal for transfer and sublimation printing, which withstands fading even when boil-washed. The towels are available in six colours and four sizes.

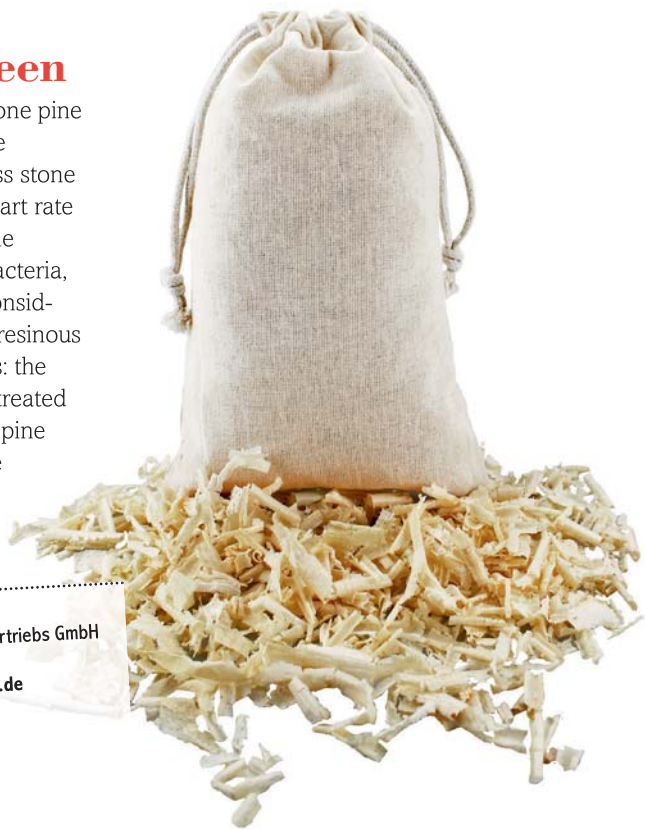


PSI 44389 • Floringo GmbH
 Tel +49 8847 69070
 info@floringo.de • www.floringo.de

The scent of the Alpine Queen

team-d Import-Export supplies 50 grammes of Swiss stone pine flakes from the Nock region of Austria in a zip bag made entirely of Öko Tex cotton: The essential oils in the Swiss stone pine wood are said to promote better sleep, calm the heart rate and have a positive effect against weather sensitivity. The pinosylvin contained therein is effective against fungi, bacteria, moths and keeps mites away. The Swiss stone pine is considered a particularly resistant wood and its characteristic resinous scent makes some people immediately think of holidays: the Swiss stone pine wood comes directly from the tree, untreated and free of chemicals. For a long time now, Swiss stone pine has been said to have many good properties which have recently been increasingly confirmed by studies.

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



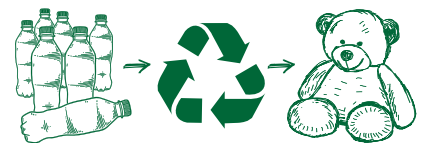
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PSI 49348 • Boogie Design
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Felt is pure nature

The new 2020 collection from Boogie Design is made entirely of natural, uncleaned, cream-coloured wool felt. Pure nature, which is available in different thicknesses (2, 3 and 4 millimetres). According to the manufacturer, this opens up endless possibilities for use. The assortment ranges from bags to smaller accessories and wellness products. The raw felt is eco-friendly and environmentally compatible, its production is neutral for climate and environment.

Vegan highlight

Knetä® is probably the most harmless plasticine in the world and is suitable for children from the age of one. As the German manufacturer of the vegan modelling clay which is produced entirely from natural ingredients in Bavaria, Knetä® offers the opportunity to allow a never-forgotten children's product to shine in a new light. Customers can design play sets completely individually according to the customer CI and also have them adapted to any budget. It is no problem to produce the kneading colour according to Pantone, nor is it a problem to implement individual embossing using a stamp. Finally, a high-quality 4C digital print is applied to the metal lid. This tin can then be packaged as a set with a personalised silicone mould in a matching outer packaging.



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erika.linke@schreinercoburg.de
www.schreinercoburg.de

Natural drawing aids

Products that are manufactured with the environment in mind feel good: Like the rulers from Schreiner Coburg. After all, these ideal promotional products are made of wood, a renewable raw material. Schreiner Coburg prints the wooden rulers individually according to customer requirements. Optionally, the drawing aids are also available with a steel inlay for even more stability. Wooden rulers are practical, durable and sustainable and therefore perfect for the school and office. Made of wood, for the sake of the environment.

Stand for laptops

Practical, light and mobile: the laptop stand manufactured by the South African manufacturer Eezigo is ideal for the mobile generation and offers all the advantages of an easy-to-use laptop stand which can be set up and folded in less than five seconds. The material is also unique: the green product is made from recycled plastic printer cartridges and its production supports a social project called GreenABLE, a non-profit organisation that employs and supports people with disabilities. There the printer cartridges are prepared for further processing which gives the plastic, that would otherwise be destined for the garbage, a new purpose. The environmentally friendly, practical product can be promotionally individualised in a number of ways.



PSI 60081 • Eezigo Products (PTY) Ltd.
Tel +27 31 7023050
info@valfyproducts.com
www.valfyproducts.com

Christmas-Ideas-House

4244 Little Jar Sweet Christmas

4001 Seed Booklet Christmas Tree

4406 Bird Snack

4100-4 Winter Fragrance Tree

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Resource-saving series

With Organic, Halfar® presents a cotton bag series consisting of three zip pockets and various pouches as well as a shopper which meets the organic trend theme in a double sense. On the one hand, the bags are made entirely of organic cotton. On the other hand, they are produced according to GOTS, the "Global Organic Textile Standard". In addition, the versatile series in the colour shade nature has been in use for a long time. The practical zip pockets, for example, are ideal toiletry bags for travelling and at the same time promotional

bags for natural cosmetics. The round bag with a drawstring fastener does the same. When opened, its edge can be folded down so that it becomes a basket for rolls, pens or even bathroom utensils. And if you want to shoulder your everyday items with ease, the hip drawstring bag is the right choice. It transports advertising messages in an eye-catching way thanks to screen printing, transfer printing or embroidery. Product number three is the new reusable bag with a mesh insert, ideal for transporting fruit or rolls. And the shopper of the series is a real space miracle, perfect shopping companion, beach bag or sports bag.



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

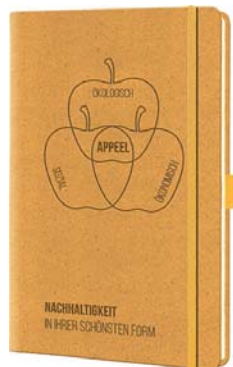
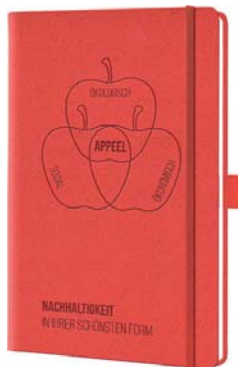
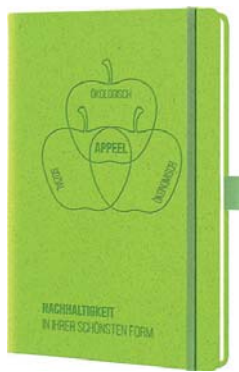
Mix & Match 2go

Under the motto All[gäu] green, Adoma offers sports bottles and returnable cups made of bio-based plastic. Compared to conventional plastic, the components required for production are obtained from renewable raw materials such as sugar cane, and no crude oil is used.

The end product is identical to conventional plastic in its properties. Biobased plastics are not compostable, but in contrast to biodegradable or compostable plastics, they are dishwasher-safe and thus a reusable solution. Whether it be iso-cups or standard cups, Mix & Match always offers the right solution. A new addition is the ISO2go cup with a new, leakproof Design2go lid with intelligently designed closure technology. The cup is available in bio, the Design2go lid is made of standard material, but is also available in bio in the form of the Multi2go lid. Fits under every coffee machine in the gastronomy or at home. The 0.75 l sports bottle fulfils all the requirements of a sports bottle despite being organic. Simple handling and tightness, easy cleaning, dishwasher suitability and individual printability as well as 100 percent recyclable. The New Generation reusable cup with a capacity of 0.3 litres can also be combined with the Multi2go lid. Reusable instead of disposable and all made of bio-based plastic. The 0.5 litre returnable cup is also available in bio.



PSI 43999 • Adoma GmbH
Tel +49 7522 9716-47
info@adoma.de
www.adoma.de



Eco-Apple

With the Apple collection, Lediberg demonstrates how creativity, ecological awareness and sensitivity to the needs of customers can be combined. The exquisite product line made of recycled natural materials includes notebooks and calendars that arouse attention, compassion and curiosity and also the good feeling of holding an ecologically valuable product in your hands. There are different finishes for the right advertising message for all products. The innovative apple paper forms the product USP of Apple: notebooks and calendars with a focus on sustainability right up to the vegetable colour spectrum, inspired by well-known apple varieties in the changing seasons and the landscapes of Italy. Ideal ambassadors for companies that want to communicate sustainable values authentically and convincingly.



PSI 42438 • Lediberg GmbH
Tel +49 5232 70334-0
info@lediberg.de • www.lediberg.de

A piece of home

Writing instrument specialist Staedtler offers a special kind of promotional product with its climate-friendly pencil made of local lime wood: the PEFC-certified wood from regional forestry and the short distances involved in further processing leave an ecologically sound footprint during production. Linden wood, the original wood species used in pencil production, can be processed completely untreated and has ideal properties for sharpening. Finishing is done all around in five colours from 2,000 pieces. The pencil is made from local lime wood and was awarded the PSI Sustainability Award in the Sustainable Campaign 2016 category, making it a sustainable advertising ambassador par excellence.

PSI 41108 • Staedtler Mars GmbH & Co. KG
Tel +49 911 9365514
info@staedtler-promotional.de
www.staedtler-promotional.de

Aus heimischem Lindenholz



TAKE
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1995 gründeten Markus Roling und Volker Zitzmann ihre Ideenschmiede unter der Prämisse: „Freude erleben, den Spieltrieb auskosten, physikalische Gesetze „live“ erproben ... und das alles in innovativem, anspruchsvollem Design und mit praktischem Nutzen.“



Markus Roling



Take2-Design ist etabliert als Marke im Fachhandel. Take2-Artikel sind geschätzt als Geschenke für daheim und als hochwertige Werbepresents.

Zum Klassiker „Clack“, auch Eierschalensollbruchstellenverursacher genannt, gesellen sich weitere innovative Design-Artikel.

Heute leitet die Geschäftsführerin Heike Baldauf-Geiger das Unternehmen und wird von Tupac Gutierrez Baldauf und Mira Baldauf, Markus Rolings Tochter, unterstützt.



Heike Baldauf-Geiger,
Tupac Gutierrez Baldauf, Mira Baldauf



Ein Team aus 30 Mitarbeitern setzt sich täglich für die Wünsche der geschätzten Kunden ein.

Das Unternehmen bedankt sich bei seinen Kunden und Mitarbeitern für den Erfolg der gemeinsamen 25 Jahre und freut sich auf eine weiterhin erfolgreiche Zukunft!



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Take2-Design
functional ideas

2
Germany



PSI 40972 • PF Concept International BV
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customerservicenl@pfconcept.com
www.pfconcept.com

Be Safe Concept

PF Concept has launched a range of health and safety products. These products can be found in the PF Store under Be Safe Concept, including several new products with "antimicrobial protection", which in virtue of the underlying Biomaster technology has been proven to inhibit the growth of bacteria by 99.99 percent, according to PF Concept. In addition to Americano® Pure from the Americano range of cups, new versions of the face mask straps and hygiene keys and the new hygiene handle are now available. Other products in the range will follow. Biomaster (manufactured by Addmaster) binds to the cell wall of a product, preventing the growth of harmful microorganisms such as bacteria, fungi and mould. Biomaster has been independently tested according to ISO 22196. The use of Biomaster in plastic products does not affect the function, decorative properties or recyclability of the products, nor does it alter the odour.



PSI 48870 • Textildruck Europa GmbH
Tel +49 345 7702050
info@textildruck-europa.com
www.textildruck-europa.de

Fair shopping

Stanley/Stella natural fashion allows sustainable fair shopping with renewable raw materials. The company's textiles are GOTS-certified, so they can offer a great, sustainable textile. Everything from one source. As one of the first large European textile printing companies, Textildruck Europa is certified by the Global Organic Textile Standard. The company from Halle an der Saale works closely with suppliers of the Fair Wear Foundation to ensure sustainable production from cultivation to finishing.

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PSI 49787 • 1001 Gewürze GmbH
Tel +49 40 60876000
info@1001gewuerze.de
www.1001gewuerze.de



Veggie's Finest

Veggie's Finest spice mix from the 1001 deluxe series of the Hamburg-based company 1001 Gewürze promises deliciously refined vegetables: This really fine mix with coriander, parsnip, green pepper and a variety of herbs goes perfectly with zucchini, aubergines, carrots, beets and sprouts, but also enhances creamy sauces and stews. Like all Hanseatic blends, Veggie's Finest is produced in small batches in the Hamburg factory and is packaged by hand. For a maximum of flavour.



PSI 46626
Global Innovations Germany GmbH & Co. KG
Tel +49 6502 93086-19
info@globalinnovations.de
www.globalinnovations.de

Patented reusable

The patented reusable cup from Global Innovations consists of sunflower seed husks which are waste products from the production of edible oil. The drinking cup is sustainable and practical for everyday use. In addition, it is food-safe and dishwasher-safe. The material has a proven composting behaviour in a standard household garden composter. The cup is available in several colours and cup-to-cup recycling is also possible.



PSI 41259 • Lehoff Im- und Export GmbH
Tel +49 40 529607-0
info@lehoff.de • www.lehoff.de

Herb garden with ambience

The WMF Ambient Herb Garden from Lehoff Im- und Export always produces stylishly illuminated fresh herbs. This puts herbs and indoor plants in the right light: The WMF Indoor Herb Garden has room for two plants and not only stands out with its matt Cromargan® surface but also with exquisite LED lighting. The highlight: Simply touch the stainless steel housing and thanks to Easy Touch technology conjure up a unique light ambience in three brightness levels. The intelligent irrigation system keeps the herbs fresh for a long time. So you can forget about watering for a few days.



PSI 48915 • Emagnets
Tel +48 51 2353420
emagnets@emagnets.eu
www.emagnets.eu

Attractive messages

For the sake of the environment, Emagnets focuses on product alternatives, which is why the Polish promotional products specialist has introduced the Eco Look line of magnetic promotional products. Printing is done on the recycled paper Cocoon or kraft paper without laminate. Production takes place directly in Poland, so deliveries at short notice are possible.

PSI 42480 • ERGA Srl
Tel +39 11 2733032
info@ergaonline.com
www.ergaonline.com



Gift for the future

This latest writing instrument from Erga is made entirely of post-consumer plastic from recycled electronic and medical devices. All components of Erga pens are made of high-quality materials according to EEC standards and feature document ink to ensure smooth and error-free writing. Italian production guarantees delivery in just a few days, even for products that have been specially developed for individual branding.

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tatjana.bleiler@emf-verlag.de
www.emf-verlag.de

Green journey

This diary from the Edition Michael Fischer publishing house contains everything you need to prepare yourself perfectly for a green journey for the sake of planet earth and to make it as sustainable as possible. Besides practical lists for the To Do's and the like, there are tips on the most wonderful destinations in Europe that can be reached by train. To this end, EMF offers a tailor-made special edition from its diverse publishing assortment, with the possibility to include your own logo on the book cover and to place your own products or even services in recipe texts and instructions. In this way an individual book with a flexible number of pages, special features and your own corporate design can be created.

Energy dispenser made of PET

A powerbank made of recycled PET plastic. No such thing? There certainly is: from Promoteus. Made from recycled PET bottles recovered from the sea, the energy dispensers for various electronic devices such as tablets, smartphones and the like help to conserve environmental resources in a modern consumer society by avoiding plastic waste. The recycled PET material is SGS-certified and traceable. The device can, for example, charge a smartphone wirelessly by simply placing it on the powerbank. Two USB slots are available for charging via cable. In addition to a luxurious glass finish, the possibilities for eye-catching finishing include customised printing.



PSI 49627 • PROMOTEus
Tel +420 222 932 315
sales@promoteusgifts.com
www.promoteusgifts.com



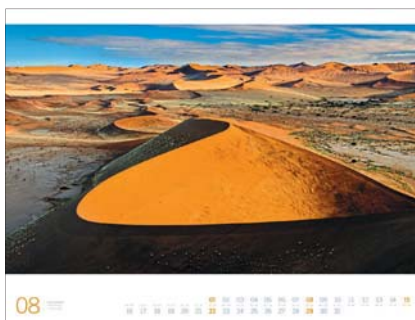
Reusable drinking straws

BooSip is the name of the new, innovative, reusable drinking straw set from the Go Green collection of Anda Present. The drinking straws of the Spanish company ensure a clean drinking pleasure, both in terms of handling and environmental awareness, because the straws are made of natural bamboo. The diameter of the straws can vary slightly, as can the surface, which is in the nature of things. The set comes with a cleaning brush for easy cleaning of the straws. The woollen pouch for storage and transport of the straws can be designed in an individual full colour design, whilst the straws themselves can be personalised with a logo engraving.

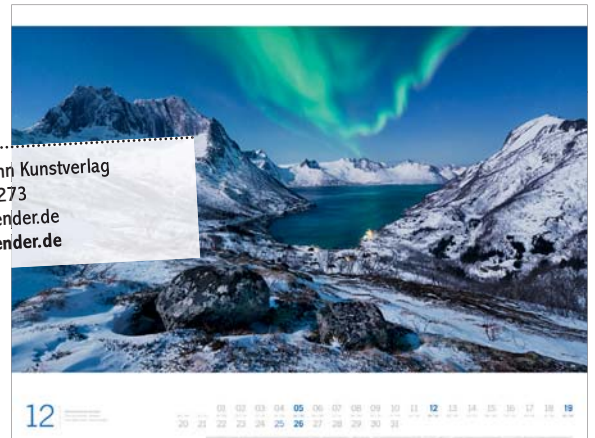
PSI 45753 • ANDA Present Ltd.
Tel +36 1 210 0758
export@andapresent.com
www.andapresent.com

Planet Earth 2021

The Planet Earth 2021 calendar from Ackermann Kunstverlag invites you to a journey to the most sublime places on earth. Spectacular photographs of unforgettable landscapes that immediately captivate the viewer. A wall decoration impressive in format and picture quality, opening a window to the most beautiful places on earth. With photographs by award-winning photographers including Alex Nail, Cornelia Dörr, Rainer Mirau, Isabell Synnatschke, Martin Mägli, Sven Müller and Stefan Hefe. Like all Ackermann calendars, it is produced exclusively in Germany and printed climate neutrally in cooperation with NatureOffice on paper from sustainable forestry. Advertising imprints are possible from 50 pieces.



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SCAN ME





PSI 48152
 Salzmanufaktur Siegsdorf /
 Landkaufhaus Mayer GmbH
 Tel + 49 8662 4934-0
 info@landkaufhausmayer.de
 www.saltinis.de

Mini mills in cotton bag

Versatile, practical and sustainable: the mini mill filled with spices and salts in a reusable cotton bag from Landkaufhaus Mayer is ideal for travelling, picnics or hiking tours. The unique saltini's can be ground with the plastic grinder in such a way that the spices they contain only develop their full flavour on the food. The grinder can grind coarse or fine with a short handle, depending on your needs and taste. It is just as easy to grind various spices in ground form. By personalising the labels and printing the cotton bag, each set can be individually designed.

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



Organic and vegan

The bags available at Giving Europe are ecologically certified and belong to sustainable and vegan products: The "Chic" toiletry bag, for example, is made of pure cotton in a quality of 280 grammes per square metre and features a zip. New is the Green Impression line for which there are three Eco categories with the three leaf labels green, greener, greenest: Eco Basic consists of 10 to 30 percent, Eco Friendly of 31 to 60 percent and Eco Proof of over 60 percent ecological materials, always 100 percent certified. The toiletry bag belongs to the Eco Friendly category, as does the environmentally friendly cotton gym bag Michael, which is partly available in a cork look. Advertising on the bags is applied by screen or transfer printing.





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

Natural advertising appeal

The ecological orientation of a company can be communicated very easily with pencils from Reidinger. Manufactured from the world's most natural raw material and Made in EU, this classic writing instrument boasts an astonishing variety. Individual production is available from small quantities, and short transport routes guarantee fast delivery. All CO2 emissions are offset by certified climate protection projects. The climate-neutral pencils can be printed in a wide variety of ways. From single-colour standard printing and embossing to 360-degree all-round printing, the right process is available for every motif. The printing inks used are also environmentally friendly and comply with EU directives. In this way, the advertising message reaches the target group in a "natural way". The individual promotional pencil can be easily designed in the configurator. Distributors receive their individual offer via the "distributor inquiry button".

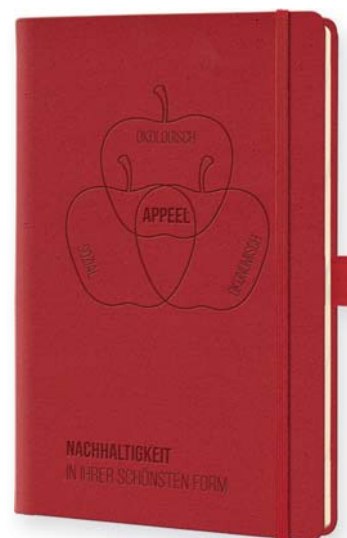
Glass instead of plastic

With the 513623, Technoline offers a set of four glass drinking straws with a matching cleaning brush in keeping with an increased environmental awareness. These drinking straws appeal through their high quality with long durability as well as their neutral design, which can easily be combined with a variety of kitchen appliances. Unlike disposable plastic straws, glass straws are reusable, durable, scratch-resistant, environmentally friendly and easy to clean with the appropriate cleaning brush. Whether it be for travelling in an ecological vacuum mug or as a modern alternative at family celebrations, cocktail parties, picnics, girls' evenings or barbecuing with the boys, with personal advertising every drinking straw becomes a trendy message. Alternatively, the TH100 stainless steel drinking straws are also available.



PSI 43817
Technotrade Import-Export GmbH
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www.technoline-berlin.de

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PSI 47555 • Vim Solution GmbH
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vertrieb@vim-solution.com
trader.vim-solution.com

Pine wood meets electronics

The Timber product line from Vim Solution is intended for anyone who values sustainable products with short transport distances. The Timber Kiefer USB stick is one of the products in the series, available in capacities from 2 to 128 GB. In addition, there are powerbanks with 2,600 mAh and the Q-Pack Timber Titan with a remarkable 5,000 or 10,000 mAh which, in addition to the large capacity, boasts a large finishing area. The pine wood for these products comes from sustainable forestry in the Black Forest, right on Vim Solution's doorstep. The small powerbanks are also available in local beech wood and American walnut from sustainable forestry. The cut-outs are made on site, which means that even small quantities of 25 or more are possible. Special designs are also possible. All products can be engraved, which releases the essential oils of the wood as an additional effect. All products were designed and created in-house and more will follow. Certification is also in progress, whilst the processes intended for this are already being applied.



Living beauty in Trio

With the three-part Trio office set from e+m Holzprodukte, the company transports vivid beauty and special individuality to every workplace. The parts combine functionality with puristic aesthetics. The Trio ensures clear organisation and can be integrated at any workplace, whether at home or in the office, thanks to its flexible arrangement. Due to their geometry, the three parts can always be arranged differently. They are made from local woods such as walnut or sycamore maple using traditional craftsmanship. For advertising purposes, finishing by print or laser engraving can be applied.

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





PSI 40865
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Tel +49 911 99655324
corporategift@faber-castell.de
www.faber-castell.com

For environment's sake

The Eco Sets from Faber-Castell are true environmental ambassadors, including the document mechanical pencil which reduces plastic waste as an alternative to document-proof liquid writing instruments. Climate-neutral, made of FSC-certified wood and produced with a finish based on ecological water-based varnish Made in Germany. And in the ergonomic triangular shape like the highlighter pen with an extra soft, bright and naturally non-drying 5.4 millimetre refill. Both writing instruments can be printed with effective advertising. The cardboard cushion packaging in which the set is presented also offers great possibilities for an eye-catching advertising finish. And all this at an attractive price.

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PSI 47105
 Medical Promotion by
 Gramm medical healthcare GmbH
 Tel +49 7151 250250
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 www.medical-promotion.de

Safety on the planet

Medical Promotion offers a sustainable first-aid kit for the industry. This useful medical promotional product is all about durability, recycling, upcycling and reuse. The first step in this direction is the first-aid felt bag. Made from recycled PET bottles, the practical helper is always ready for use for minor accidents in everyday life, whether at home or on the road. In addition to the sustainable material, the handy first-aid kit convinces with its durability, high-quality contents and refill capability. This means that customers can refill the first-aid bag with new content as required, making it just as much a permanent fixture in the handbag or household as the advertising applied to it.

PSI 60176 • Lindocastelli GmbH
 Tel +49 5245 9289100
 info@lindocastelli.de • www.lindocastelli.de



Think about tomorrow today

Think, act and live sustainably. Based on these values Lindocastelli has developed a new product line called CRUSH Agrumi – an ecological, sustainable paper made with the residues of citrus fruits and produced through an upcycling process. The crush paper is produced from up to 30% vegetable residual waste from the agro-industry. Residues of kiwi, corn, coffee, almonds, hazelnuts, olives, lavender, grapes and cherries can also be used for producing alternative paper types. CRUSH is FSC®-certified and is fully recyclable and biodegradable. The new product line made of recycled natural materials includes notebooks, calendars, packaging and, if desired, individual print advertising materials that arouse attention, sympathy and curiosity as well as the good feeling of holding an ecologically valuable product in your hands. There are different finishes for the right advertising message for all products.



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



Ecological well-being

The massage brush from Frank Bürsten is synonymous with wellness at home. This promotional gift brings four times the feeling of well-being: whether through massages for relaxation, skin cleansing, stimulation of circulation or against cellulite. In this way, advertisers contribute to the well-being of their customers and are pleasantly remembered even in phases of relaxation. The massage brush is optionally available with or without a hand strap and with or without a removable handle. It is fitted with pure natural bristles for a pleasant and soothing massage. Company logos or individual advertising messages can be printed on the brush. Fair use of scarce resources is important to Frank Bürsten: The electricity required for production is completely covered by the company's own hydroelectric and photovoltaic system. The wood for the brush comes exclusively from regional forests and heat is generated with wood shavings that are generated during production.

Delicious organic tea pleasure

The organic teas from B&B Promotional Sweets are entirely organic, both in terms of content and packaging. The herbs or herb-fruit tea blends have a shelf life of at least 12 months, come from certified organic cultivation and can be ordered in the four varieties mint, lemon balm, chokeberry-raspberry and rosehip-elderberry. The teas are delivered in biodegradable packaging made from renewable raw materials. Semi-matt viewing windows allow a view of the contents. Personalisation is carried out on the cardboard label with 30 percent recycled content. Full-colour digital printing in CMYK is recommended for the front and back. The minimum order quantity is 50 pieces.



PSI 46470 • B&B Promotions Sweets
Tel +48 22 7246165
office@promotionalsweets.pl
www.promotionalsweets.pl



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Mini Soap + Bath tab



Woodies Art Stamp



FSC



Order the Flyer „x-mas ideas“

Fragrant decoration

The Polish Premier Group is a long-standing specialist in the production of decorative, individual promotional mugs and cups. Current highlights include scented candles made from fully organic soy waxes. The candles are delivered in glass holders which can be completely customised. Colouring is done by hydro-glazing or soft touch in combination with printing or engraving, creating a unique, highly environmentally friendly product. Currently, the Premier Group's specialists draw from a selection of more than 30 fragrances. The candles are available in glass holders in five different sizes and come in fully customisable packaging.

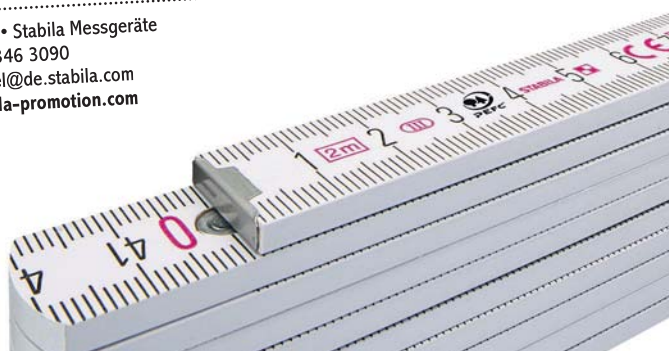
PSI 49175 • Premier Group sp. z o.o.
Tel +48 730 738988
biuro@premiergroup.pl
www.premiergroup.pl

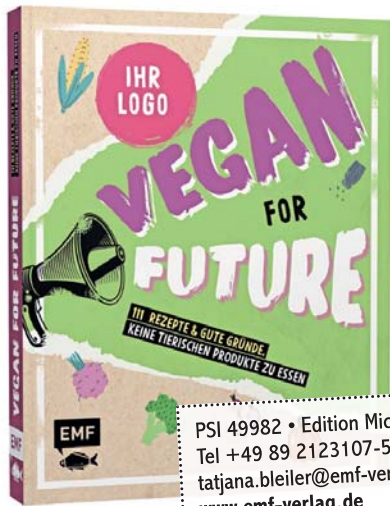


Environment as a benchmark

Stabila, a specialist for measuring tools, has now started to completely change its popular folding rule series 400 to the well-known PEFC seal. The entire production process – from the raw material to the ready-to-use end product – is certified according to the strict guidelines for sustainable forest management and is controlled by independent experts. This results in standards with responsibility for the environment because only as much timber is felled as can grow back. Felled areas are reforested. The forest thus remains a safe habitat for animals and plants and retains its function as a natural protection of water, soil and climate. In this way, Stabila meets the customer's wish to pay special attention to the origin of the wood used when buying wooden products.

PSI 43836 • Stabila Messgeräte
Tel +49 6346 3090
werbemittel@de.stabila.com
www.stabila-promotion.com





PSI 49982 • Edition Michael Fischer GmbH
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www.emf-verlag.de

Conscious eating

Vegan for Future: This title of the current, customisable special edition from Edition Michael Fischer refers to the idea of making the world a better place, because a vegan diet is good for the environment and your own body. The customer has the possibility to integrate his own logo on the book cover. In addition, products or services can be included in recipe texts and instructions – for intelligent marketing. There are almost no limits to the creation of an individual book with a flexible number of pages, special features and your own corporate design.

For a safe writing experience

The writing instrument manufacturer Klio-Eterna combines the topics of sustainability, health and promotional effectiveness in a unique writing instrument series with its new brand called klio protect. Based on the resource-saving and sustainably produced recycling models Jona, Trias and Zeno, Klio-Eterna additionally addresses the important topic of health with its new klio protect models. With an antibacterial protective function, the new models Jona recycling antibacterial, Trias recycling antibacterial and Zeno recycling antibacterial offer sustainable environmental awareness and added value for health.

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www.promotionalclocks.eu

Time for the environment

Ecological wall clocks and wristwatches are among the current product highlights of Likor. Ecological products are currently extremely popular and can be communicated very well, especially in the promotional product sector. After all, the giver transports a key message for environmentally conscious activities with a product made of environmentally friendly material. Likor East-West Promotion from Poland offers a range of various wall clocks and wristwatches made of plywood, wood and bamboo, all of which can be personalised. Each idea is special, and so different shapes and unique designs can be created.



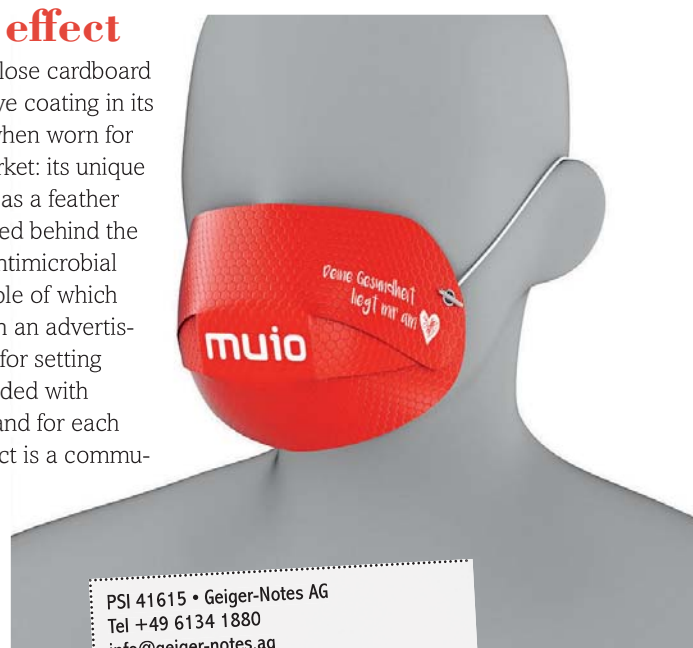
PSI 2043 • Kaldenbach GmbH
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info@kaldenbach.com
www.kaldenbach.com

Eco magnetic tape

The Bronson® Eco Flip magnetic tape made from recycled PET bottles from Kaldenbach arrives at the customer's premises with all-over printing on the inside and outside. It can be used variably as a cable holder, refrigerator magnet with pen holder function, paper clip, bookmark, door protection for cars, collar label for trade shows, label on textiles, name plate holder and for party glass labelling. In short, the Bronson® Eco Flip magnetic tape is the ideal mailing enhancer and environmental ambassador that is entirely climate neutral and Made in Germany.

Hygiene protection with advertising effect

Geiger-Notes AG offers a new everyday-use oronasal mask made of cellulose cardboard with a unique honeycomb structure and an antimicrobial Protect protective coating in its product range. The advantages of the Face Protect mask are noticeable when worn for longer periods of time, for example on public transport or in the supermarket: its unique honeycomb structure means that it lies smoothly on the skin. It is as light as a feather and therefore particularly comfortable to wear. The mask is simply attached behind the head with an elastic band. Face-Protect features a completely harmless antimicrobial Protect protective coating on the inside and outside, the functional principle of which has been clinically tested. The outside can also be completely printed with an advertising message. In the flat version, the customer receives the mask lying flat for setting upright. In the complete version it is already completely upright and provided with eyelets. Rubber bands are of course always included: Either one rubber band for each mask or, at an optimum price, one rubber band for ten masks. Face-Protect is a community mask/oronasal cover, not a medical product.



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PSI 47632
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Protective shopping

With Clipoo, the handle for shopping trolleys with an integrated chip holder, you no longer have to touch the trolley directly and thus can protect yourself against viruses and bacteria. The novel protection product from E&H Design is already patent pending and will be available exclusively from E&H Design in the future. The practical handle is made of flexible material and is therefore suitable for various types of shopping trolleys. Thanks to slight grooves, it is particularly easy to grip, can be clicked on and off effortlessly as well as individually printed and is available in various colours. Clipoo is hygienically clean when cleaned in the dishwasher. Durable, recyclable, inexpensive.



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

Timeless embroidery

In times when sustainability and ecological action are becoming more and more important, it is particularly important to focus on high-quality products and qualities. That is why the textile finisher Stickerei Klam offers a wide range of textiles that carry well-known seals and meet various ecological standards. The products are finished directly on site with logos, mission statements or names. Klam can also create designs for individual company collections and special productions. In addition to short delivery times, they are a reliable partner and guarantee consistently high quality.



Die Handschrift der Werbung



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Individual diversity

Herka is synonymous with sustainable terry products from towels to bathrobes with individualised jacquard weave from Austrian production. Starting at 100 pieces, every advertising message is displayed on a large scale. All towel sizes, colours and materials are possible. In addition, jacquard weaves are ideal for finishing as a velour towel. All Herka terry towelling products boast multiple certifications (Öko-Text, EMAS, ISO14001) and are offered with and without GOTS - Global Organic Textile Standard.



PSI 46235 • HERKA GmbH
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office@herka-frottier.at
www.herka-frottier.at

Bottle with wow-effect

In a throwaway society, it is all the more important to focus on products that are not only reusable but also create added value: As in the case of Bottle Up, the new member of the Wow Sustainable Collection of the Dutch Interall Group. Bottle Up is a reusable drinking bottle made of an extremely environmentally friendly material: sugar cane. The refillable bottle comes with fresh, naturally mineralised well water from the Elmhurst spring in Staffordshire, UK. Interall's supplier partners are BRC-certified as authorised suppliers of the high-quality spring water for national and international trade. The inexpensive bottle can be provided with a doming individualised in full colour print as well as with a customer logo and can also be delivered at short notice.



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

Advertising for species protection

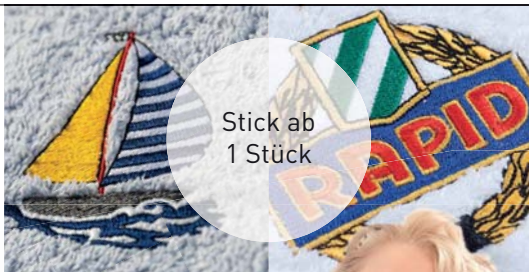
Less air travel, less road traffic and thus less damage to the environment are not enough to preserve biodiversity in Germany and the world. To improve the conditions for animals and insects, emotion factory Heri-Rigoni has come up with something clever: The southern German company implements this task in an image-enhancing, simple and cost-effective way with its DIY bird or insect houses made of PEFC-certified wood. The feeding houses are delivered with bird food packed in individual boxes or bags, or the seeds of a summer flower meadow embedded in paper.



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Guidelines on community face coverings published



Corona

Wearing oronasal protection is one of the most important measures to contain the corona pandemic. The so-called community face masks used for this purpose are reusable masks made of fabric and disposable masks made of various materials. However, these products do not fall within the scope of the relevant regulations for personal protective equipment (PPE) and medical devices. As the requirements regarding labelling, design and effectiveness are not uniformly defined, products of vastly different, often insufficient quality are placed on the market.

In response to this, the European Committee for Standardisation CEN has published the Workshop Agreement CWA 17553:2020. The document entitled "Community face coverings: Guidelines on minimum requirements, testing and application methods" sets out the minimum requirements for reusa-

ble or disposable community face coverings and their materials intended for adults and (under special conditions) children aged 3 to 12 years.

The catalogue of requirements of CWA 17553:2020 includes inter alia the following points:

- Design: dimensions, size for adults and children, choice of materials
- Markings: instructions for use and cleaning, degree of filtration and intended user
- Cleaning requirements: reusable products must withstand the specified number of washing cycles (minimum 5) at a minimum washing temperature of 60°C
- Performance: durability, particle filtration and breathing resistance

CWA 17553:2020 can be downloaded free of charge from the CEN and CENELEC website as well as from the websites of CEN national members: ftp://ftp.cenelec.eu/EN/ResearchInnovation/CWA/CWA17553_2020.pdf

Newly founded in Germany

LINDOCASTELLI GmbH is a new member of the PSI network. "Keep with the spirit of the times and set positive accents for the future" – this is how the newly founded company presents itself in the promotional product industry. LINDOCASTELLI is a manufacturer, supplier and creative provider for high-quality diaries, notebooks, print advertising material, packaging, security labelling and smart planning aids with digital solutions for customer retention. The "Lindo38" brand is synonymous with many years of experience in technical production processes. Creative and sustainable promotional products are developed and offered with a lot of know-how and state-of-the-art production. The company is managed by Achim Christa who has been active in the promotional product business for many years and specialises in marketing, sales and product development. The new sales location in Germany is Herzebrock-Clarholz. www.lindocastelli.de

LINDOCASTELLI GmbH

LINDOCASTELLI

SINCE 1938



The company is managed by
Achim Christa.

Labour market regains momentum

The negative trend in the German labour market seems to have stopped and the sentiment is slowly starting to improve again. This is a finding of the latest monthly survey conducted by the Institute for Employment Research (IAB) of the German Labour Office. According to the survey, the labour market barometer improved by 3.1 points to 97.8 points in July, compared to June. Consequently, the labour offices expect the worst to be over for the time being. The barometer is considered an early indicator for the development of the labour market. According to the IAB experts, the labour market has coped relatively well with the effects of the corona pandemic. In order to make up for the effects of the crisis, however, a stronger recruitment dynamic is necessary. There would also be economic risks if the number of people infected with corona were to rise further in the course of the year. IAB compiles the barometer on the basis of a monthly survey of all local labour offices. This survey asks about the prospects for the next three months. The scale ranges from 90 (extremely poor development) to 110 (particularly good development).

Economy



Silver lining on the advertising horizon

Since mid-March, the German advertising industry has suffered unprecedented setbacks. Some 15 weeks after the start of the lockdown, a slight easing of the situation became apparent. Even though the panel of the market research institute Gemius only records advertising activities of brands on TVs, PCs and mobile devices, a cautiously optimistic trend can be seen in the survey period at the end of June. Even though television consumption remains at a comparatively low level, mobile devices continue to be used intensively and are used 20 percent more frequently than during the pre-Corona



Marketing

period. A fall of 10 per cent was recorded for PC usage time. While consumption in mid-June was still ten percent higher than the comparable figure for January, by the end of June

it had fallen to just two percent – a figure that is certainly so low due to seasonal factors. After the long downward trend in advertising activity in the moving image environment, the GRP (Gross Rating Point; corresponds to gross reach in percent) is rising again. The

gross reach achieved is 5.4 per cent higher than in the previous survey phase. Impressions for display and text ads also increased again, albeit only by 0.5 percent. Both the increased reach for video advertising and the growing impressions of display and text ads are a small ray of hope in view of the pessimistic future prospects of the advertising industry. The increased media usage is particularly relevant for brands as it is an indicator that brands are now better able to reach their target groups with digital advertising.

Growth and new sales tasks

Since March, Friedrich Weber has been strengthening the field sales force of the writing instrument manufacturer Klio-Eterna as the new NORTH Area Sales Manager. The sales professional has more than 30 years of professional experience and

has been familiar with the promotional product industry for 15 years due to his previous activities. Friedrich Weber complements the field sales team Germany with sales know-how and a fresh perspective from outside. As the contact person for the postcode areas 0, 1, 2, 3, he will promote and further expand sales and consulting for trade partners.

Since the beginning of the year, there has also been a new contact person for the SOUTH region. Jürgen Becker, who previously worked as Area Sales Manager Europe at Klio-Eterna, has been supporting sales in the DACH region since early 2020. With his open-mindedness and enormous commitment, he is in charge of the postcode areas 7, 8, 9 and Austria and is available for advice on all questions concerning promotional pens.

www.klio.com



Klio-Eterna

A breath of fresh air at Klio-Eterna: Jürgen Becker and Friedrich Weber.

New addition for purchasing & development

FARE – Guenther Fassbender GmbH welcomes a new employee at its Remscheid site: Since 1 June 2020, Sebastian Hahn has been strengthening the Purchasing & Development Department of the specialist for high-quality promotional umbrellas as a “Strategic Buyer”. The 38-year-old from Remscheid has already worked in purchasing and supply chain management for many years in the past. At FARE® his main focus is on the development of new procurement markets, conducting contract and price negotiations as well as development. “The previous 3-strong team of the Purchasing and Development Department can now look forward to the support of an experienced colleague”, says Fare’s Managing Director Volker Griesel. www.fare.de



FARE

Sebastian Hahn

New Managing Director CFO

At the beginning of July 2020, Jörg Dubbins joined SPRINTIS, the internationally operating specialist trade company for printing and promotional product requirements, as a new member of the management board. He took over the duties of Chief Financial Officer (CFO). His central area of responsibility is the further development of the Finance & Controlling department, particularly with regard to the optimisation of processes and the reporting system. Dubbins boasts many years of international management experience. His professional career includes various positions with internationally operating companies, mainly in the B2B sector. He holds a degree in business administration from the Aachen University of Applied Sciences. www.sprintis.de



SPRINTIS

Jörg Dubbins. Photo: SPRINTIS Schenk GmbH & Co. KG

New high-performance printing machine inaugurated

With the commissioning of a new, process-automated and significantly more powerful printing press in August 2020, promotional product partner JUNG since 1828 from Vaihingen an der Enz has taken another important step for a successful future. At the same time, JUNG has established a new quality standard for bespoke customer solutions.

The digital offset printing machine HP Indigo 12000 Digital Press with its clever automation tools will enable printing at top speed and increase productivity by almost 40 percent. Thanks to highly developed printing functions, the new system offers unlimited application possibilities and brilliant finishes for any substrate. Innovative colour matching tools ensure excellent colour accuracy and precision in printing.

This means that JUNG is perfectly equipped to achieve top product results even faster, more flexibly and optimally at the highest customer level, especially at peak times such as the upcoming Christmas trade. Large format products such as the Classic Wall Advent Calendar can be individually printed from a minimum quantity of 100 units.

“Impressive performance, great printing results and extraordinary effects”, enthused Managing Director Peter Neff at the festive inauguration.

“The decision to invest in this new high-performance printing press is another real milestone for our company, opens up a wealth of new creative possibilities and sends a clear signal for our successful future orientation. We are immensely proud of our latest machine and are looking forward to the coming Christmas trade”, says Managing Director Dennis Dennig. “With this new centrepiece of our ultra-modern printing centre, JUNG will be able to produce print products in unique quality even more flexibly in the future and address customers even more individually and directly,” assures Dennig. www.jung-europe.com

JUNG since 1828



Managing Director Peter Neff inaugurated the new printing press.

Newsweek dates in 2020 cancelled

The German promotional products association (GWW) has now also cancelled the rescheduled dates of the NEWSWEEK events on 21 and 22 September 2020 in Hamburg and Berlin due to the circumstances of the Covid 19 pandemic. After the NEWSWEEK events originally planned for May had to be cancelled due to the nationwide ban on holding events, the GWW considered postponing dates after consulting the suppliers and consultants who had already registered. In response to their request, alternative dates in September were offered for individual locations such as Berlin, Hamburg or Stuttgart. The customer surveys conducted by many agencies showed that there is still virtually no interest on the part of the industry in visiting any trade show events. As a result, the association felt compelled, in the interest of everyone, to cancel the event completely for 2020.

GWW Managing Director Ralf Samuel: “We decided to take this step after asking the suppliers and consultants already registered for the tour. We would have liked to hold more events at individual locations at least in order to provide an impetus and spread confidence. However, the results of the surveys as well as our responsibility towards all participants eventually led us to cancel the tour”.

Next year, NEWSWEEK is to be held relatively early. Currently, the association is planning dates in February and March 2021. For more information, visit www.gww.de



GWW-NEWSWEEK 2020

Cancelled!

Stylish promotional product enjoyment with taste

RETUMBLER®, the new flagship brand of Cologne-based Reflects GmbH for products associated with drinkware, gets its first own catalogue. A catalogue that does justice to that of a specialist. The long-standing Cologne-based company presented its new multi-brand strategy at the PSI in January: In future Reflects will appear in the market with three core brands for high-quality, creative promotional products. In addition to RETIME®: Cool Watch Concepts and REEVES: Smart Electronics, the drinkware segment will be expanded to become one of the company's main fields of activity. A highlight of the new segment, the new corporate concept revolving around the BAYAMO mug, was the focus of Reflects at the PSI. In the style of a competent specialist, the company continuously presents new, innovative concepts which underline the main positioning element "added value made in Cologne". This is another reason why RETUMBLER provides a variation to the inspiring BAYAMO-CORPORATE. The new "MY CASAN" concept appeals due to its outstanding flexibility and optimum efficiency for advertisers and users. Interested customers can combine the drinking bottles, which are available from stock,

with individual carrying straps from just 100 units. Further innovative concepts, also for the other com-

Reflects

pany brands, are planned for the future. The new catalogue is initially available exclusively as an online catalogue. Distributors can order cover versions with their own design on request.

RETUMBLER® is synonymous with high-quality drinking vessels and a wide range of matching utensils; professionally finished with the help of various technologies, each of which is adapted to the product, and supplemented by modern packaging concepts. www.reflects.com



New brand introduced – klio protect

With its new brand klio protect, the writing instrument manufacturer Klio-Eterna combines sustainability and health to form a unique writing instrument series. All models of the klio protect range are made of recycled plastic and are entirely Made in Germany, which is in line with the approach of resource-saving production and reflects the sustainability concept at Klio-Eterna. The word component "protect" takes on a double meaning at this point. On the one hand, it stands for responsible and sustainable action in terms of environmental protection. On the other hand, for the special health protection functions of the writing instruments themselves. The protective effect of the products is achieved with the aid of special manufacturing processes or by adding additives to the plastic granulate. This reduces the number of microorganisms on the product surface and significantly lowers the risk of infection by pathogens. The new klio protect range currently includes the models Jona recycling antibacterial, Trias recycling antibacterial and Zeno recycling antibacterial. www.klio.com

Klio-Eterna



New PEFC and FSC certification obtained

The writing instrument specialist uma continues to focus on certified sustainability and has once again received PEFC and now FSC certification. "At our main site in Fischbach in the beautiful Black Forest, we are allowed to work where others spend their holidays.

It goes without saying that it is a matter

close to our hearts to produce in a resource-conserving

manner and to operate in such a way that every action and production process is optimised in a sustainable way. For many years, the issue of sustainability has also been incorporated into product development and in the selection of production materials and raw materials," comments Managing Director Alexander Ullmann. "With the uma NATURAL line, we utilise various concepts and show which materials can be used to create a sustainable writing instrument. Particularly outstanding are the uma wooden writing instruments which are sustainably produced from the Black Forest. With the renewed PEFC certification and the newly acquired FSC certification, we are now taking a further step towards environmentally friendly production. Every tree that we use for the production of our wooden writing instruments is returned to nature in a certified reforestation process. In addition, we guarantee that all uma wooden writing instruments are produced climate neutrally", adds Ullmann. **www.uma-pen.com**

uma Schreibgeräte



Small quantities around the clock

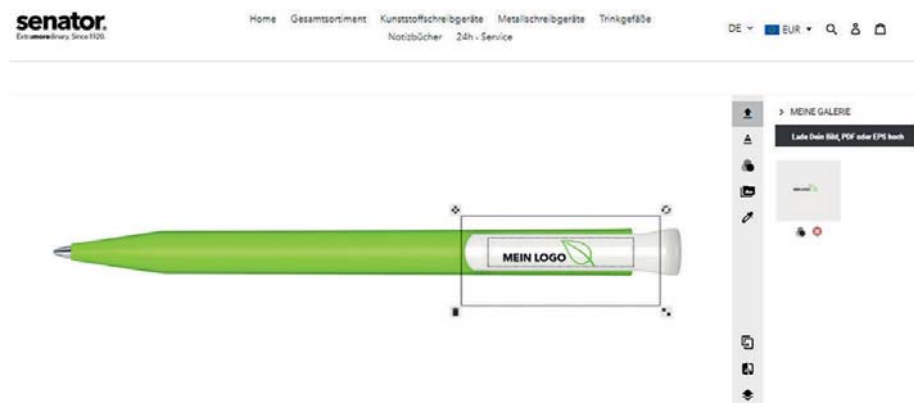
With the distributor portal my.senator.com Senator in Groß-Bieberau offers promotional product consultants the possibility to place orders for small quantities themselves around the clock. An integrated configurator through which logos or lettering can be uploaded and placed on the product in predefined print areas helps to design the product directly on the screen. Not only are orders released directly via this configurator, product visualisations can also be generated for the end customer. Production takes place within 5 working days as part of a lean production process specially defined for this project.

For all articles of the compact online assortment that comprises the best-selling writing instruments, mugs and notebooks from Senator and are digitally printed, reduced minimum order quantities apply compared to the catalogue (plastic ballpoint pens from 50 pieces). This allows additional customer groups who have a reduced need for individualised products, such as small businesses, to be addressed. Samples can also be printed individually and ordered free of charge to help customers decide on the right product.

My.senator.com is a pure resale offer and supports promotional product distributors in advising their customers. In addition, Senator provides its customers with professionally prepared master data, product images and stand sketches for

use in online shops for downloading via the portal. You can obtain a login from your Senator contact person in the sales office or field service.

www.senator.com – my.senator.com



Integrated product configurator for design and print approval.

Senator GmbH

BAPP



Symbolic handover of chairmanship between the former chairman, Michel Deboudt (right side) and the new chairman, Fabrice Casul.

New Chairman

After 3 successful years, Michel Deboudt has officially ended his term as Chairman at BAPP (Belgian Association of Promotional Products). His dedication, neutrality and constant concern to work in the interest of all members have largely contributed to solidify the foundations of our association. Now Fabrice Casul (MLD Concept – distributor) has been nominated as the new BAPP Chairman for the next 3 year term. Fabrice Casul: “We are extremely lucky to have a sound management and perform in an environment without conflict of interests. I am committed to continue this healthy and transparent management and to make sure that the projects which have been decided during our General Assembly will be accomplished. Very ambitious projects have been put on the table by our new board members. They will be thoroughly analyzed. We do have an experimented, very complimentary and committed team. We must and shall use those strengths to reach our objectives.” www.bapp.be

Strengthening board of directors

BAPP

During its board meeting of July 14th, BAPP (Belgian Association of Promotional Products) has welcome 3 new board members : Bert Anthonissen (Sky-O - distributor), Julien Grandjean (Wazabi - distributor) and Olivier Claeys (Screen Belgium - supplier) will during their 3 year term help BAPP to reach ambitious targets with input of their respective know-how, experience and dynamic approach. www.bapp.be



Ready and in good spirits (from left to right): Bert Anthonissen, Julien Grandjean and Olivier Claeys.

BAPP



The entire BAPP team, ready for new challenges. Front row, from left to right: Brigitte Bodson, Fabrice Casul, Sylvie Kleizynsky, Michel Deboudt. Back row, from left to right : Bert Anthonissen, Jean Renaux, Julien Grandjean, Olivier Claeys, Erich Cormann.

Michel Deboudt to strengthen BAPP Operational Team

The BAPP (Belgian Association of Promotional Products) Board of Directors has approved the hiring of Michel Deboudt as Relation Advisor. Michel will be working on a part time 30 hour/week basis and start his new function on August 1st. “His impartiality, experience and knowledge of the industry are a perfect match to take on this important challenge. His main job will be “out on the field” to have a close contact with our members, listen to their expectations as well as gain new members who can bring an added value to our association. He will also be our contact for legal bodies governing our industry and governmental authorities. With his help, we also aim to reinforce ties and develop synergies with other trade associations and partners. Finally he will be developing social media communication for BAPP.”

Michel Deboudt will be working in close cooperation with the executive manager Erich Cormann who will be his administrative back up together with the secretary Brigitte Bodson. Erich will mainly concentrate his part-time function on communication (newsletters, PR, advertising, website) and events (Networking Day, AGM and other events). He will also continue the financial tasks and be the link between incoming requests from BAPP association and board members. Brigitte Bodson will continue to execute all administrative tasks which will be given to her. www.bapp.be

ASOBU drinking vessels exclusively in the B2B range

Ad-N-Art Inc., the Canadian specialist for insulated drinking vessels, has chosen the brand agency mood rooms e.K. from Wermelskirchen for the products of its ASOBU brand. The worldwide available ASOBU products are now exclusively available for the European B2B market through mood rooms. "We very consciously looked at the opportunities in the German B2B market and came to the decision that Clemens Hübschmann and his company offer the best possible environment for our brand", says Roy Kryksman, Vice President of Sales of Ad-N-Art Inc.

ASOBU offers a wide range of insulated drinking vessels and has made a name for itself in the custom production sector. International brands such as Starbucks, L'Oreal, Daimler Benz, Nestlé & Co. have been swearing by ASOBU's products and custom-made items for decades. The Asobu® brand belongs to Ad-N-Art Inc., a family business founded in 1998 with over 150 employees and its own offices in Montreal, New York and L.A. The company specialises in beverage products in the premium and retail market.

Asobu® was launched in 2012 and is characterised by high quality as well as stylish, innovative design, using only selected environmentally friendly safe, BPA-free raw materials for production. The result is sustainable, safe-to-use articles that withstand the passage of time and guarantee that customers are satisfied with their purchase long after use. ASOBU is so convinced of its products that the stainless steel range comes with a lifetime guarantee. For more details, visit www.mood-rooms.de

mood rooms



ASOBU brand drinking vessels are characterised by high quality, stylish and innovative design, and are made of environmentally friendly safe, BPA-free raw materials.

Retirement Andreas Weingarten

After 25 years ends for Andreas Weingarten an era at Relags GmbH, wholesaler and manufacturer for outdoor hardware from the Bavarian alpine upland. "We are saying goodbye not only to an extremely esteemed and popular colleague, but also to a real friend. We say thank you for everything and wish Andreas for his well-deserved retirement only the very best and lots of fun with his horses", said Angelika Trinkl from the company's management. www.relags.de

Relags GmbH



From the left: Andreas Weingarten, Richard Trinkl and Angelika Trinkl (management).

JUNG since 1828 has a new management duo: Peter Neff is the new Managing Director alongside Dennis Dennig. The specialists for sweet promotional products want to provide new impetus in order to sustainably position themselves for the future, according to the company headquarters in Vaihingen an der Enz.

JUNG since 1828 GmbH & Co KG

Change in management

Managing Director Dennis Dennig on the change of managing director: "We would like to thank the outgoing managing director Arne Paul Bender for the last three years together and for the good and trusting cooperation on our way to strategic reorientation. We wish him all the best for his future. At the same time, we are pleased to have found in Peter Neff a successor with new impulses and visions, with whom we will be able to quickly and systematically push ahead with our future strategy".

is a company steeped in tradition with a long history, which also entails a great deal of responsibility. Together with our team, I would like to preserve this tradition, but at the same time develop a modern and open-minded company that reacts flexibly and agilely to developing trends and reinvents itself again and again". The new management duo would like to closely coordinate all essential company decisions in the future, while looking at things from different perspectives. Neff adds: "As I am relatively unfamiliar with the industry, I have a 'neutral' view on many issues, which makes it easier to question things and to look out of the box".

Investing in the future

At the end of 2019, JUNG had already started to set the course for a strategic, organisational and personnel realignment. Due to the pandemic, the challenges and the pressure to change have also increased significantly for the Vaihingen-based company. "Agility, flexibility and more efficient structures are required," says Dennig. A development to which JUNG has already responded with courageous decisions, personnel and structural changes and investments in the future. The company is resolutely using the crisis as an opportunity and now appears on the market leaner and faster. "Many companies are currently asking themselves whether they will take an entrepreneurial risk once again and invest. We at JUNG have already answered this question with a clear yes", explains Dennig. "We are convinced that restructuring will enable us to focus better and to establish JUNG as a strong brand with concentrated innovativeness. The future requires courage. Together with Peter Neff, a strengthened team and the right mindset, we are looking forward to setting new standards and trends and courageously pursuing new paths," says the Managing Director. <



Peter Neff and Dennis Dennig at the company headquarters in Vaihingen an der Enz.

Clear allocation of responsibilities

Dennis Dennig will continue to focus on sales, marketing and strategic orientation as the industry expert. Peter Neff's main focus will be on finance and production. Neff, who has many years of experience in various managerial roles and in dealing with situations of change, emphasises: "JUNG

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
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MESSEN
.DE

Gustav Daiber GmbH is now offering its distributors a free service with Daiber Designer. Articles of Daiber's own brands JAMES & NICHOLSON and myrtle beach can be individually finished with a few clicks from anywhere and subsequently attached to a customer offer as a PDF file as a stand sketch.

Gustav Daiber GmbH

New visualisation tool for distributors launched



upporting visualisation of offers, time savings, optimised time-to-market: Gustav Daiber GmbH is further expanding its sales-supporting marketing services. In order to speed up the costly and tedious pro-

Easy to use

The handling is simple: After registering on the website, the user can virtually select his preferred article in the right colour, upload the matching customer logo or motif and define the desired position and size. A text can also be added individually. Afterwards, there is the possibility of saving various finishing options as favourites so that changes can be made at a later date if necessary. Finally, a PDF with a unique ID is generated and can be attached to the offer.

Advantages for distributors

"We are pleased that this offer has already been well received by our distributors. We have already implemented our online seminar series called 'Daiber Digital' during the coronavirus crisis, whereby the fourth part once again deals in detail with the simple handling and the advantages of Daiber Designer. Our intention is that in the future, every employee will be able to place customer logos on our textiles unassisted. In this way, we want to give our distributors a competitive edge so that they can emerge from the current situation in a stronger position," says Marketing Manager

Tobias Seidel about the new tool.

Daiber Designer is available at:
<https://designer.daiber.de>

<

Daiber Designer enables the creation of stand sketches of finished Daiber products with fewer clicks.

cess of visualising textile finishes in the future, the family-owned company is now offering the free digital Daiber Designer for creating stand sketches. This is intended to create clarity and common understanding regarding an order and at the same time act as an important decision-making aid for customers.

www.daiber.de



WirmachenDruck.de

Sie sparen, wir drucken!

Noch ganz dicht?

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



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

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

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



*als Preisdifferenz in Form eines Rabattgutscheins auf Ihren nächsten Einkauf

The renowned industrial case manufacturer W.AG has extended its range of products to include two new product lines which are characterised by the systematic use of recyclable and resource-saving materials. The highlights are the cases and boxes of the new material line called ORGANICLINE.

W.AG uses environmentally friendly materials

Systematic sustainable case solutions

WAG, for the production of ORGANICLINE, the products of which consist of up to 93 percent renewable raw materials, the company uses the multiple award-winning compound Arboblend® from the German biopolymer specialist TECNARO, which impresses with its good processability and high stability. After the successful completion of a development project lasting almost two years, W.AG is now in a position to manufacture all the case series of the new material line from an ecological material.

Perfect material alternative

Environmentally conscious users do not have to make any compromises with regard to the design of the surfaces. The cases and boxes of the ORGANICLINE can easily be individualised with all print and decoration processes offered by W.AG. In concrete terms, this means conventional screen and pad printing can be applied as well as the photo-realistic colour prints of In-Mould-Labeling (IML) as well as digital prints which are economical for smaller series. Within the scope of the application of IML, W.AG is even able to equip ORGANICLINE cases with the Digimarc digital barcode which is not perceptible to the human eye.

Sustainable inside too

Another decisive advantage of Arboblend®: The material can be foamed and the semi-finished foam products made from it can then be processed into individual inserts. This enables W.AG to manufacture all product- and customer-specific inlays from the bio-compound as well. In the cases and boxes of the ORGANICLINE, not only the cases (half-shells) and clip closures are made of the resource-saving material, but also the complete interior. The proportion of renewable raw materials used in the case inserts is up to 95 percent. In other words, the design cases of the new material line from W.AG are a thoroughly sustainable solution for the presentation, storage and transport of components, tools, equipment and many other products from a wide range of industries and applications. Parallel to the current plastic case collections, W.AG is also now offering about 100 sizes of its well-known product lines TEKNO, TWIST, JAZZ, SWING, BEAT and HEAVY in a wide range of colours in the innovative Bio-Batch. <

Excellent ecological footprint

Numerous series of tests and successful customer projects now underpin the suitability of the material as a substitute for many well-known engineering plastics. "The compound gives the cases and boxes of our new ORGANICLINE a robustness comparable to polypropylene", confirms Björn Ullrich, Research and Development Manager at W.AG. Since the material is also produced in a closed CO2 cycle and with a high degree of petroleum abstinence, the cases made from it boast an excellent ecological footprint. For manufacturers and users who place particular value on sustainability and environmental protection during transport, presentation and delivery of their products, the design cases of the ORGANICLINE from W.AG are therefore the preferred choice.

Milestones: The cases and boxes of the new ORGANICLINE material line from W.AG. (Photo: W.AG Funktion + Design)

tute for many well-known engineering plastics. "The compound gives the cases and boxes of our new ORGANICLINE a robustness comparable to polypropylene", confirms Björn Ullrich, Research and Development Manager at W.AG. Since the material is also produced in a closed CO2 cycle and with a high degree of petroleum abstinence, the cases made from it boast an excellent ecological footprint. For manufacturers and users who place particular value on sustainability and environmental protection during transport, presentation and delivery of their products, the design cases of the ORGANICLINE from W.AG are therefore the preferred choice.

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REFRESHINGLY NEW
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It is well known that **sweet delights** are always **good for advertising.** However, it is always impressive how varied sweet advertising messages come across. The following pages provide an idea of **the variety of tasty advertising** for the palate.



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



Crispy surprise

The attractive little Christmas chest from Multiflower with sweet contents, consisting of two Rocher chocolates, is always a welcome give-away for any promotional campaign. The banderole can be provided with an individual print or can be individually designed from a minimum order of 250 pieces.



PSI 49780 • Design your Packaging
by colordruck Baiersbronn
Tel +49 7442 830-555
info@designyourpackaging.de
www.designyourpackaging.de

Individual and sustainable

This year, customers will be surprised by Colordruck Baiersbronn's individually designable Advent desk calendar filled with the finest chocolate. This Advent gift is guaranteed to be remembered for a long time. Measuring 16 x 25 cm, the Advent calendar offers plenty of space for a personal Advent message and is made exclusively from recyclable material. The calendar is made of cardboard with a high degree of whiteness for perfect colour brilliance, while the deep-drawn part is made of corrugated cardboard that gives the calendar the necessary stability.



CHOCOLISSIMO



385910
Winter Tales
Advent Book
Mini



3934
Winter Tales
Chocotelegram
Advent Book

CREATE YOUR OWN ADVENT BOOK!

DELICIOUS CHOCOLATES & PRALINES

Promotional gifts with your logo



382101
3757
XMAS
Choco-
Postcard



3943
Winter Delights
397302
Santa's
Crew XL

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-ENGL



PSI 46470 • B&B Promotional Sweets
Tel +48 22 7246165
office@promotionalsweets.pl
www.promotionalsweets.pl

A touch of luxury

The Delicacies VIP Set from B&B Promotional Sweets is a luxurious composition for the most demanding customers. Four different delicacies are presented on a gold or silver tray in a cardboard box. Each set contains dried cranberries, almonds in chocolate, trail mix and Californian almonds. The delicacies are covered with a white wafer paper and packed in a two-piece carton with an advertising print. The box is also available in gold or silver metallized cardboard with an embossed logo or in matt cardboard.



PSI 43499 • OSB Sport begeistert GmbH
Tel +49 4471 7228
info@osb-sport.de • www.osb-sport.de


Happiness in a different way


With its exclusive Blütenpracht gift set, OSB-Sport shows how happiness can look a little different for everyone. A "touch of happiness" here refers to Urban Gardening. The theme has been supplemented with five different seed bombs. When used on the balcony or in the garden, flowers or tomatoes grow on them. All seed bombs are filled in the Lebenshilfe workshop, stylishly packed and provided with a bow in the corporate design of the advertising company. The combination possibilities are endless.






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www.invame.eu




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www.bestcover.eu


HORECA




PEDIATRICS



EDUCATION



PHARMACY





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

Something for every taste

Christmas delicacies from Kalfany Süße Werbung are sure to suit every taste. That applies to aromatic gingerbread hearts coated in dark chocolate and filled with the finest apricot fruit filling as well as to fruit gums. The company offers these with the finest blossom honey and a radiant yellow appearance. The XXL bears come in 20-gramme bags and advertise the brand or the company. Individually printed in the company's own printing technology centre and packaged according to IFS-certified production guidelines, delicious and irresistible advertising material is created for every target group.



Sweet variety

Henosa Plantanas offers gourmets a wide range of various chocolate fruits and nuts as well as dried fruit. Customers can choose between paper or shiny bags in various colours, packed in 50- or 100-gramme packets. Starting at 100 pieces, these promotional products can be provided with an individual label, whereby the type can also be freely selected.

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

Pre-Christmas classic

With this Christmas novelty, the advertising message is guaranteed to become a classic during Advent. Individually printed, the gingerbread Advent wreath made of FSC-certified cardboard from JUNG since 1828 becomes a shining eye-catcher. Just like a genuine Advent wreath, four individually designable candles can be easily detached from the back of the promotional product and attached individually as little lights. To sweeten the anticipation of Christmas even more, a large Nuremberg Elisen gingerbread from Haerberlein-Metzger is placed inside.



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

Attention to detail

Surprise customers, employees and partners with creative, personalisable gifts made from the finest Belgian chocolate. Chocolissimo designs the packaging, selected chocolates and 2D chocolate bars with a motif of your choice, e.g. a company logo. The postcard or wooden box Advent calendars are particularly suitable for Christmas. There are several individualisation options available. In addition to the postcard, with a company logo/desired design possible from just 1 piece, there is also the possibility to integrate individually printed ChocoPrint chocolates as a highlight. The packaging and the 24 gift boxes can also be personalised according to your own ideas. Simply send the desired motif to Chocolissimo and the in-house graphics department will create an inspiring visualisation. Even the elegant wooden box Advent calendars can be provided with an individual engraving from 1 piece and with individual 2D chocolate bars in your own design from 500 pieces. Chocolissimo delivers in tranches, thus ensuring that the freshness of the Belgian chocolate is guaranteed and the product can be used for several occasions. The promotional products are only produced when the shipping date is approaching.



PSI 48316 • Chokolissimo
Tel +49 69 254271-27
verkauf@chocolissimo.de
b2b.chocolissimo.de • www.chocolissimo.de

SŁODKIE UPOMINKI

Totally delicious, handmade pralines with extremely delicate and sophisticated flavours, presented in the original chocolate cup shape.

You can put Your logo and own project design on entire surface of the banderole!



Caffe Crema

Hazelnut

Mint Chocolate

Strawberries in cream

Grand Coffee Cups

Cat. No 0138



To see all the Christmas news,
you can scan the QR code.

www.slodkieupominki.pl



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

A wagonload full of anticipation

Christmas messages move into the fast lane with this new means of transport from the company JUNG since 1828. The freely printable, climate-neutral 3D packaging in the shape of either a truck, bus or van is made of FSC-certified cardboard and is therefore much more environmentally friendly than its large role models. Fully loaded with sweet treats from the popular Lindt and Ritter SPORT brands, nothing stands in the way of the Christmas trade. Even at first glance, the original commercial vehicles, individually designed with creative Christmas greetings, are an absolute eye-catcher. After unloading, this advertising highlight is often "parked" on the desk or shelf.

Full selection for sweet teeth

Römer Präsente has the right culinary promotional products for every sweet tooth. Among other things, the company offers a chocolate fortune cookie in attractive gift packaging as a small, original gift which can also be individually designed on request. Or you can give away tasty treats to share: 36 Lindt Lindor balls in the varieties whole milk, stracciatella, white chocolate, cappuccino, 60% fine chocolate and hazelnut (a total of approx. 450 g) neatly stowed in a fine ceramic bowl from ASA Selection. The bowl can then be filled again and again with your favourite sweets.



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



PSI 46729 • Maiback GmbH
Tel +49 6407 40343000
info@maiback.de • www.maiback.de

Decoration for nibbling

Not only is food a feast for the eyes: Maiback now also offers edible organic decorations. They contain natural, certified organic ingredients, are vegan and lactose free. Colouring foods such as blackcurrant or spirulina ensure bright, beautiful colours without any AZO dyes. Whether it be pearls, hearts or the colourful "Be Happy" mix - the scattered decorations are ideal for decorating and garnishing pralines, petits fours, cookies or cakes and are also suitable as edible table decorations.



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

Chocolate cascades

The Clatronic chocolate fountain from Lehoff is a real eye-catcher on any table and does not only conjure a sweet smile on the faces of the smallest ones. Over the smooth stainless steel fountain, warm chocolate flows gently down the cascades so that fruit and pastries can be held perfectly for dipping underneath. Rubberised, height-adjustable feet ensure a balanced flow of chocolate and a secure footing. Lehoff also provides the complete service package from consulting to purchasing to delivery to the customer.



**XMAS
EARLY BIRD
DISCOUNT**

until 15th October*

Maximum appreciation. Minimal effort.

Show your business partners maximum appreciation with this all-in-one-giftbox. The Dankebox contains high-quality products from manufactures and family businesses. It can be customized towards your corporate design and comes with a personal greeting card. Each box is sustainably made in Germany and assembled by hand in workshops for disabled people.

More information: dankebox.de



* 5% extra discount on the box net-price for XMAS-related orders until 15.10.2020.

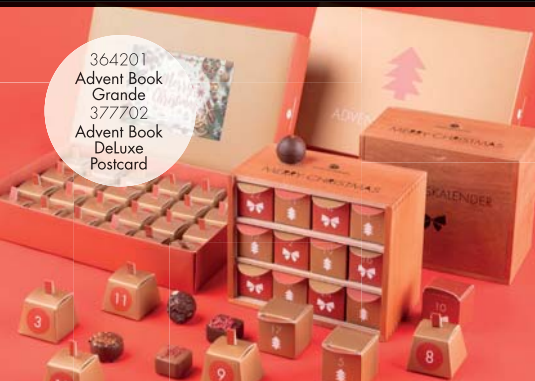




CHOCOLISSIMO



Merry Business
Deluxe Card
356202
Merry Deluxe
Pralines
356201



364201
Advent Book
Grande
377702
Advent Book
Deluxe
Postcard

SCHOKOLADIGE WERBEGESCHENKE

Edle Schokolade und Pralinen
mit Ihrem Logo



Venus
Deluxe
1603
ChocoTriangle
0211



3694
Advent Book
Merry
Christmas

MM Brown Deutschland GmbH

(part of the MM Brown Group)

Eschborner Landstr. 55

60489 Frankfurt

Tel: +49 (0)69 254 271 27

verkauf@chocolissimo.de

WWW.CHOCOLISSIMO.DE

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



Christmassy popcorn

A delicious companion for the in-car or home cinema comes from Magna Sweets. The sweet-salty combination with real caramel coating refined with sea salt makes this popcorn a very special treat at Christmas time. It is delivered in individually printed promotional bags which are also available in a sustainable paper/PE version. The bags are filled with eight grammes of popcorn and can be fully printed.



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

The healthy alternative

Crunchy buah fruits are ideal as a healthy snack, have a long shelf life and provide vitamins and energy quickly and simply at any time. The natural sweetness makes them a healthy alternative to sweets. Besides the health aspect, buah pays attention to the environment. The weight reduction to 10 percent of the original weight of the fruit saves CO2 during transport. buah not only pays attention to social sustainability in the fruit growing areas, but also in the production in social workshops. Loving manual work makes a valuable contribution to the local and overall social development. Thus, you hold a nutritious product in your hands, which leaves a lasting impression on the recipient – not only through its unique taste.



PSI 49609 • deine Torte.de
Tel +49 221 22283822
info@deinetorte.de • www.deinetorte.de

Say it with a cake

Internestor offers a particularly tasty form of individualised customer gifts with its product "deineTorte.de". According to the supplier, not only logos but also complete advertising statements can be printed on exclusive cakes, cake pops, cupcakes and macarons. The range of options even extends to 360-degree individualisation. Size, shape and taste of the cakes as well as the packaging with your own branding can be individually selected. All products are freshly produced in Cologne, ready for delivery, with a shelf life of at least ten days and can be shipped throughout Europe.



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

Sustainable in the Advent season

The new premium Advent calendar from CD-LUX stands for sustainability and 100 percent climate neutrality. A high quality of workmanship, a convincing price-performance ratio and a filling of the finest premium brand chocolate, for example from Lindt & Sprüngli, Milka, Sarotti or Ritter Sport, are the main focus of CD-LUX. An individual Advent calendar is likeable, emotional and ideal as a personal gift. On request, CD-LUX will take care of the complete individual shipping according to your specifications.

LEDER CLASSIC'S



MADE IN GERMANY



CRAFT SINCE 1968



LEATHER & SYNTHETIC



SPECIAL DESIGNS



LEDER CLASSIC'S

Jakob Göschl GmbH | Lederwarenfabrik
An der Rast 32 | 84419 Obertaufkirchen
Germany | Phone +49 8082 348
info@leder-classic.de | www.leder-classic.de



PSI 43287 • Schwan-STABILO Promotion
Products GmbH & Co. KG
Tel +49 911 56734-55
service@stabilo-promotion.com
www.stabilo-promotion.com

Sweet sugar-free friends

Small but powerful: that is how the STABILO BOSS MINI Sweet Friends miniature highlighters present themselves. Miss Cupcake, Ice Buddy & Co. deliver advertising messages to young target groups. The appealing mini format and a cute candy design in five bright neon colours are an instant hit. The mini highlighters offer the familiar benefits of the classic STABILO BOSS ORIGINAL. The wedge tip for two line widths in 2 and 5 mm is perfect for underlining and marking. The highlighter offers space for discreet advertising directly on the cap, while more space for advertising is available on the label of the practical box.



Memories that taste good

The Shukulat candy jar from Anda Present fits perfectly into the office and can leave a lasting impression. This small glass easily fits on the desk without taking up too much space, while the colourful chocolates improve the mood and energy level of colleagues. The lid can be customised with a personalised logo and thus transports the advertising message to the recipient every time it is opened. The product is manufactured in the EU.



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



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

EcoPlus in Advent

Kalfany Süße Werbung offers an environmentally friendly alternative to the conventional Advent calendar. The finest Gubor whole milk chocolate with Fairtrade cocoa is poured directly into an entirely compostable and recyclable inlay and packaged in personalised FSC® cardboard packaging. The new generation of zero-percent plastic Advent calendar inlays is made from potato starch, paper fibres and water. The Eco+ Chocolate Advent Calendar promises sustainable chocolate enjoyment and a clear conscience of having done without microplastic material.



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www.karlknauer.de

KARLKNAUER 
Beeindruckend anders

Sascha Latza has been successfully running Agentur BeLa for several years. About two years ago, he established a distance learning academy especially for marketing and social media together with a partner company. The training programme offers manufacturers, importers, distributors and freelancers a real added value.

Marketing Fernakademie as second business pillar

Valuable knowledge for the industry



Sascha Latza (in the middle) with his partners Jochen Brode (right side) and Eike Hovermann.

With time pressure, price wars and tight budgets, but also disproportionately high costs for consulting demanding, choosy and sometimes uninformed customers – the business of promotional product consultants and agencies has become more complicated in recent years. Anyone who wants to get ahead and is looking to the future is searching for a second business pillar. Sascha Latza, Managing Director of Agentur BeLa in Geseke and at home in the industry for over two decades, is one of those creative and far-sighted entrepreneurs who

have successfully tapped into another business segment. For the past two years, together with a partner company, he has been running Marketing Fernakademie, a certified, digital further education platform which provides promotional product distributors and suppliers with valuable knowledge for their business.

Online marketing at the highest level

Let us first take a look at the range of topics covered by the academy. The programme currently comprises 19

courses covering all aspects of online marketing: E-Commerce Manager, Online Marketing Manager, Content Marketing Manager and Social Media Manager are the top courses. The contents of all training courses are constantly updated to ensure that they always reflect the current state of knowledge. All courses are certified by ZFU, the national central agency for distance learning, scrutinised in terms of content and didactics, and thus meet the highest quality standards. Graduates of the modularly structured programmes receive a certified qualification with which they can prove their industry-specific technical and practical knowledge. Thanks to this additional qualification, many doors are opened to graduates – both in terms of their own career and in terms of their relationship with customers.

Qualification creates new opportunities

What is the concept behind the academy and how can graduates use their newly acquired knowledge? “Our further education programmes such as Online Marketing and Social Media Manager support distributors, manufacturers and importers in establishing or optimising their own digital marketing. For distributors, the transfer of knowledge even offers a double added value: They can use their know-how internally for their own company or as a basis for new services to offer to their customers, such as the optimisation of their digital marketing,” explains Sascha Latza. “For example, the E-Commerce Manager course enables graduates to expand their service portfolio and position themselves as qualified consultants for customers.”

Investment in the future

Digital marketing and social media, the main topics of the academy's portfolio, are the most important trends worldwide and their significance will continue to increase in the course of digitalisation. “In this respect, our training courses are an investment in the future of a company and its employees. We repeatedly receive feedback that our training courses have a positive effect on employee motivation and bind employees to the company,” adds Latza. Professionalisation through qualification is an important competitive advantage, especially in the fast-moving digital world.

Academy as a new business field

Not only the academy itself is fascinating, but also the pathway of Agentur BeLa to this second, future-oriented business field. Let us look back over the past 20 years: During his training at Plastolan and, at the very latest, after his initial PSI, it was already clear to Sascha Latza that doing business with promotional products would be his



Profile of the distance learning academy for marketing

www.marketing-fernakademie.de

- There are currently 19 courses in various areas of online marketing, including E-Commerce Manager, Online Marketing Manager, Content Marketing Manager, Influencer Marketing Manager and Social Media Manager.
- State-approved further education programmes certified by ZFU, the national central agency for distance learning
- Contents always reflect the current state of knowledge.
- Access to the courses is possible at any time.
- Modular structure enables individual thematic focus.
- Qualification with certificate.
- Implementation and support via own online portal “meine-fernakademie.de”.
- Distance learning allows maximum flexibility in terms of time and location.
- Academy team with 30 years of experience in further education.
- Over 800 seminars each year and already over 150,000 trained specialists.

profession. After an initial career at Plastolan, he started his own business with Agentur BeLa in 2003. In the meantime, friends from his school days, Jochen Brode and Eike Hovermann junior, were toying with the idea of establishing a distance learning academy for further education in the social sector. Of course, they would also need promotional products and Latza promised them the first 1,000 ballpoint pens as a “business launch gift” so to speak. The academy became reality, the ballpoint pens were supplied and BeLa became the promotional product supplier of the academy which has been successfully operating for almost 20 years. About two years ago, in the course of the collaboration between the two companies which are now operating throughout Europe, the idea was born to bundle the accumulated knowledge into their own distance learning academy for marketing and to develop an academy project in the field of social media and online marketing. In doing so, they were able to draw on the expertise of over 20 specialists. A story that clearly shows how creative and self-confident promotional product consultants are in the market, and a convincing example of a successful expansion of an agency's range of services. <

A new member of the PSI network is the company more presents e.K. from Hamburg. Founded in 1999, more presents has established itself on the market as a specialist for individually designed cotton bags. The high quality of its products and fair prices make the company the ideal partner for the promotional product trade.

Design without borders

Bags and pouches made with passion



There are no limits to individual diversity. Every cotton bag, whether large or small, with side and bottom gusset, with short or long straps, is manufactured in such a way that the customer receives his desired bag in the end.

Bags and pouches made of cotton are our passion! – This is how owner and managing director Bettina Timmermann outlines the essence of her company which she founded in 1999. For more than 20 years now, Hamburg-based more presents has been supplying cotton bags in CI design to customers in the industry and trade. Long-term partnerships in India, Pakistan and China have resulted in trustworthy collaborations that guarantee high quality at fair prices. Through the branch office in Hamburg – at the pulse of the international flow of goods – the pathways to partner companies in the sea freight and logistics sector are also conceivably short.

Every customer has his own dream bag

The strengths of the company lie in the implementation of small batches (from 5,000 pieces) and the production of special formats. “In principle, there are no limits here. Every cotton bag, whether large or small, with a side and bottom gusset, with short or long straps, is produced in such a way that the customer obtains his desired bag in the end,” explains Bettina Timmermann. The focus is on service and reliability which alongside high product quality are the key factors for success. Thanks to the existing good connections in the Hanseatic city, the finished products can also be stored, packed and shipped individually according to customer requirements.



Great emphasis is placed on sustainability at more presents. The bags are Fairtrade and GOTS certified.

Bettina Timmermann, founder, owner and managing director of more presents, is committed to "cotton bags and pouches made with passion".



Flying the flag in environmental protection

At more presents, the major topic of sustainability is also becoming increasingly important. Here the specialists offer GOTS-certified cotton bags and pouches in combination with the FAIRTRADE seal. Since 2019 more presents has been certified in this area and cooperates with manufacturers in India and Pakistan who supply the sustainably produced cotton promotional products without using pesticides. The official GOTS seal has a high level of recognition and offers comprehensive safety. An environmentally friendly production is as important as the compliance with social standards in the production plants. GOTS defines strict requirements, from the cultivation of the cot-

ton to environmentally compatible production as well as the final labelling. All companies in the production process must be audited and certified according to this standard. This begins in the value chain with the cotton grower and ends with the importer/distributor. The Fairtrade product label for cotton stands for fairly cultivated and traded raw cotton that is directly traceable through all production steps and is processed separately from non-Fairtrade cotton. The cotton in textiles bearing this seal is entirely Fairtrade certified. Fairtrade stands for stable minimum prices and additional Fairtrade premiums, improved working conditions and democratic organisation, the prohibition of child labour, environmentally friendly production methods and specifications for further processing.

Focus on transparency, fairness and service

more presents has been a member of the PSI promotional product network since March 2020. Bettina Timmermann deliberately chose to become a member as she is convinced of PSI's strengths and services: "By becoming a member of PSI, we are expanding our reach to the promotional product market. We offer distributors a trustworthy and reliable collaboration to implement customer projects. The focus here is on transparency, fairness and service. We are looking forward to many exciting new projects with the promotional product distributors." <





The family-owned company Karlowsky Fashion GmbH is entering into new product areas and expanding its existing range with a clothing collection called "HEALTH & BEAUTY" for health and wellness professions. The product range comprises a range of modern, functional textiles as well as occupational and safety footwear.

"HEALTH & BEAUTY" for medicine, health care and wellness

New product areas opened up

The catering and hotel industry as well as medicine, health care and wellness are demanding fields of work with similar challenges for workwear: particularly high textile care requirements as well as necessary freedom of movement and breathability are just a few important issues here. Karlowsky has now designed a new range for the health and wellness sector. The company's success and many years of experience made it possible to create the concept of a complete collection for medical as well as therapeutic practices and clinics, care facilities, wellness and beauty providers and veterinary institutions. With "HEALTH & BEAUTY", Karlowsky presents innovative and practical workwear with high functionality and a continuous feel-good factor.

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From head to toe

All designs in the collection are optimised in terms of comfort, fit, usage requirements and hygiene and are designed with great attention to detail. Wash-resistant fabrics and breathable functional fibres meet practical and contemporary cuts. The new T-shirts are classic and practical and are available in 13 colours as all-round shirts with optimum shape and wash resistance. Comfort and timeless style make the new polo shirts for men and women an ideal companion for every-

day work. The Performance Shirts have special features with regard to breathability and moisture regulation.

Also sustainable

The range is complemented by sustainable shirts and trousers made entirely of recycled plastic and labelled with Karlowsky's own product seal GREEN GENERATION®. The high-quality sweat and soft-shell jackets for indoor and outdoor use are the perfect companions for a demanding work or leisure environment. Comfortable and functional tunics in trendy, combinable colours with plenty of storage space as well as coats for optimum protection in many areas of use are also offered. The lower half of the body is not neglected in the new collection either. Fashionable chino pants captivate with an optimal wearing comfort in a fashionable choice of colours. Furthermore, comfortable and functional slip-on pants as well as classic 5-pocket pants are available. Comfortable, ISO-standardised occupational footwear is also offered.

Corporate colours and branding

In addition to its high functionality, pleasant wearing comfort and high wash resistance, the new workwear for the health and wellness sector is also fashionable at a high level. With cuts and designs ranging from simple and conservative to representative and trendy, the "HEALTH & BEAUTY" collection offers a variety of styles that can be perfectly integrated into any health or wellness ambience. The colour palette also allows customers to choose exactly the right one for their corporate identity. Of course, the "HEALTH & BEAUTY" textiles can also be ordered with high-quality finishes in a corporate design or with individual eye-catchers: available as textile print and embroidery.





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HIER ONLINE ANSEHEN



In summer, the pandemic-related restrictions were lifted in almost all areas. Nevertheless, there is still great uncertainty among consumers. However, the results of a study by the media agency Pilot point to a surprisingly favourable environment for brand manufacturers.

Consumer behaviour after Corona as an opportunity for brands

Something to treat yourself to



to pamper oneself gives rise to new, creative starting points for brand communication. Companies that now point out inspiring uses for their brands can effectively exploit this trend for themselves.

High willingness to spend

The willingness of consumers to spend remains at a high level: 61 percent of those surveyed want to spend as much money as before the pandemic and five percent even more. This creates an opportunity for brands because they can now provide what the trade normally provides,

namely inspiration, according to the experts' assessment. Advertisers should address the needs of the respective target group and fulfil their "treat yourself to something" expectations. Higher-priced products in particular could now be targeted, such as luxury goods like champagne, but also brand-name clothing, outdoor articles or technical items.

Hedonistic attitude to life

This basic mood is also confirmed by the study results of Gesellschaft für Innovative Marktforschung (GIM) in June. The analysis "The Black Swan Covid-19", which is intended to record trends and changes in values, shows that a hedonistic attitude to life is likely to become entrenched among people after the corona restrictions. According to this, enjoyment and joie de vivre could soon be the focus of Germans. Even if they refer primarily to real encounters and exuberance among friends, the underlying motives of enjoyment and pampering coincide with the results of the Pilot Radar.

The balance between "new normality" and justified caution is still very fragile in society. From the deniers and those that trivialise things to the hypercautious – the spectrum of attitudes and behaviour in the population is broad. Consumers are correspondingly insecure when it comes to major purchases and purchases for daily needs. Despite this, one third of Germans believe that they should do something good for themselves now. Most of them want to celebrate with their friends, but just under half of them say they want to place a special order on the Internet. A third is flirting with buying something for the house and every fourth person is looking forward to a shopping spree in the city.

New approaches to brand communication

The experts at media agency Pilot recommend that brands should use this consumer mood to their advantage by orienting their communication towards it: "This current need

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Versatile

The helmet in the original Danish design by Poul Willumsen is a key ring with long durability, especially for industries where a promotional product should be robust and durable. The article is very versatile, for example for civil engineering, house construction, road and bridge construction, but also for companies that work with large machines. The helmet is made of PMMA acrylic and is available in numerous colours, either transparent or solid. It can also be ordered in 100 percent recycled PMMA acrylic. A logo or an advertising text can be printed on the front as well as on the side.

PSI 42713 • Poul Willumsen A/S
Tel +45 44 955200 • info@poul-willumsen.com
www.poul-willumsen.com

Measuring cups in bulk

Bott is a specialist for measuring cups of various sizes. The small group includes the Piko measuring spoon in capacities from one to 30 millilitres and the small measuring cups called Handy from 150 to 500 millilitres. The two measuring cups called Event are also suitable for events, concerts or festivals. For customers looking for cups with a larger capacity, the product portfolio includes measuring cups from one to even five litres. All products are characterised by their robustness and practical suitability and are made of chemical-resistant polypropylene. Imprints are produced using a durable screen printing process that is resistant to abrasion and chemicals.

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





High precision

To mark the occasion of its 100th anniversary, measurement specialist meterex is presenting its new highlight product called "Quick". This laser distance meter measures rooms, doors, windows etc. quickly and precisely. Currently the product is one of the smallest laser measuring instruments in Europe. Despite its handy dimensions, "Quick" has a high performance with a measuring distance of 30 m. The one-button operation is easy and safe even for the layman. The LCD display shows the last 4 measurement results. The product has a powerful battery for many measurements and is rechargeable via the supplied USB cable. The energy consumption is very low because the laser switches off automatically after 15s and the device after 45s. "Quick" is safe and meets all safety standards according to laser protection class 2, whereby the highest laser protection class 1 is optionally available on request. It is delivered in an elegant, black gift box with a magnetic closure including an easy-to-understand instruction manual in German/English or French. The high-quality anodised aluminium housing is available in the colours silver, blue, anthracite and champagne. Finishing with a customer logo is done by laser engraving. With an interesting price/performance ratio, "Quick" is ideal as a reward or gift for companies in the real estate sector, trade, industry, etc. meterex has the exclusive distribution rights for Europe.

PSI 41836 • meterex Karl Kuntze GmbH & Co.
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www.meterex.com

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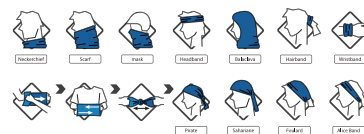
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Real eye-catcher

The FARE®-Reflex Contrary is sure to attract everyone's attention: it opens and closes in exactly the opposite way to what you are used to from conventional umbrellas. This not only looks interesting, but also has weatherproof advantages. On the one hand, the umbrella takes up much less space when you need it - simply practical in a crowd when it rains, when getting in or out of a car, or when you are just about to rush through a closing door. On the other hand, the wet outside is pulled inwards when closing. This means no wet trousers on the bus and train and no wet car seats in the car. Once at home, this model can be dried on the tips to save space. Another striking highlight is the completely reflective outer cover. Despite these special features, the FARE®-Reflex Contrary also has quality features such as the Windproof System, flexible fibreglass rails and a double cover with a lasered ventilation pattern to prevent air congestion. In addition to the finishing of the cover, the soft-touch round hook handle can also be provided with doming or laser-stickered.

PSI 43144 • Fare – Guenther Fassbender GmbH
Tel +49 2191 609150 • info@fare.de
www.fare.de



Mailing instead of trade show

In professional life there are new ways to stay in contact with the customer if, for example, trade shows cannot take place due to the current situation or if visiting the customer is difficult or even forbidden, says emotion factory. The company now wants to offer support to companies in a sustainable and creative way with mailing products, for example with seed bags, flower cards and seed papers. Flat packed, they are ideally suited as attractively priced mailings with a positive green message that transports something colourful to the customer - especially in the current difficult times. The packaging itself is also produced with green principles, ecologically down to the last fibre.

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

Perfect accessory

The perfect wallet for every lover of orderliness! With the Slim-Wallet.eu made of high-quality leather, you are perfectly prepared for everyday life. Despite its small dimensions, it is a real space-saving miracle. The practical sliding mechanism of the cardholder promises an uncomplicated removal of credit cards. The magnetic closure of the wallet is unique. The solid, feather-light aluminium housing prevents physical damage to the credit cards and also offers integrated NFC and RFID protection. In addition, the Code24.de service provides customers with a lost and found service for valuables. By stamping a company logo on the front and printing it on the gift box, the products can be personalised according to the customer's wishes.

PSI 49467 • Einkaufswagenlösler.de
Tel +49 36705 65000 • sm@pinkey.de
www.einkaufswagenlösler.de



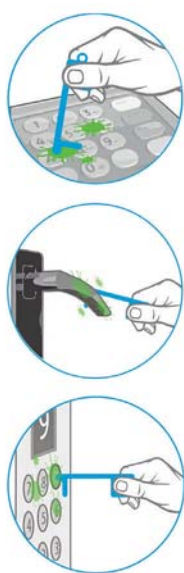
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Better safe than sorry

Correct hygiene is part of our everyday life, whether pandemic or not. If you want to reduce the dangers of much-frequented surfaces, the REFLECTS MY-KEY-DISTANCE is the right product for you. The article is a shapely helper made of aluminium, which is simply carried on a key ring and is always used when direct contact with a surface is undesirable. It helps to open doors, it takes over the pressing of buttons in the elevator, it opens the door in the tram or can be used to press the pin input buttons in the supermarket. The practical helper is available in various colours. With high-quality laser engraving, it even becomes the perfect brand ambassador in everyday life.

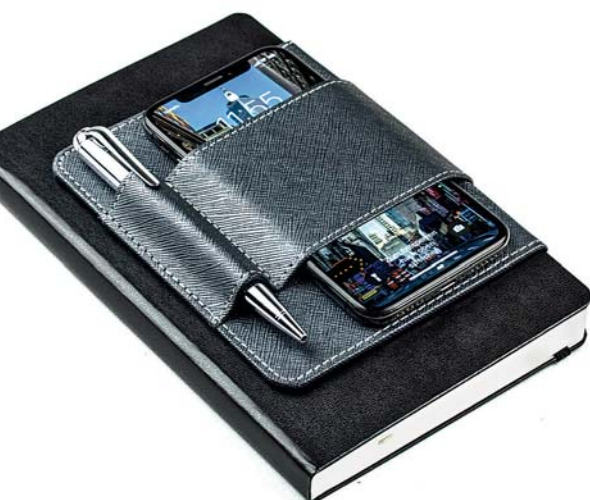
PSI 42487 • Reflects GmbH
Tel +49 2234 99000 • info@reflects.de
www.reflects.de

Disinfection wristband for on the go

Safety, not only in times like these, is promised by the disinfection wristband of the company Werbeartikel Feiner as a daily companion for on the go – whether shopping, travelling, at work, in the gym, commuting or at school. It is always with you and supplies disinfectant gel comfortably and reliably by simply pressing the tank. „There is probably no simpler and more advanced protective measure against infections“, says Werbeartikel Feiner. The Donzdorf-based company has secured the exclusive distribution of the disinfection wristbands of Cleanbrace GmbH for the German promotional product trade since June 2020 because the wristband is also perfectly suitable as a promotional product. On request, Werbeartikel Feiner will apply customer logos or individual names as laser engraving on the wristband or on the case. The scope of delivery includes a practical refiller free of charge (without content). The tank volume is sufficient for 5-6 applications. The wristband is available in 9 different colours.



PSI 6829 • Werbeartikel Feiner
Tel +49 7162 929317 • info@jf-werbung.de
www.jf-werbung.de



Elegant business must-have

This magnetic mobile phone and pen holder for notebooks has 2 tabs on the front side and can be attached by simply folding it around a book cover using 2 magnets. On the inside of the book there are 2 card slots. Smartphones with a maximum width of 8 cm fit into the flap. "Handmade in Germany", the elegant business must-have is protected by the supplier Göschl as a utility model. The exclusive imitation leather on PU basis with Saffian grain (PVC- and softener-free as well as REACH compliant) has a closed format of approx. 15 x 12 cm. The simple but elegant design of the handmade smartphone, pen and card holder is convincing: the organiser is simply practical and always fits!

PSI 40969 • Jakob Göschl GmbH
Tel +49 8082 348 • info@leder-classic.de
www.leder-classic.de



Well protected

DreamPen, a well-known supplier of writing instruments, has expanded its range. From now on, oronasal masks and visors can also be ordered. The products belong to the BestCover collection of the DarMar brand (belongs to DreamPen) and are manufactured in Poland. The supplier emphasises the excellent quality of the masks which can serve their purpose for a very long time. As there is space for advertising prints on the bands, for example, the items are perfectly suitable for an advertising campaign. Storage boxes are also supplied and can also be printed.

PSI 45720 • DreamPen
Tel +48 477 2232 • sales@dreampen.com
www.dreampen.com • www.clip4you.com • www.medical-tourniquets.com

Promotionally effective protection

If you believe scientists and politicians, the wearing of oronasal masks will be compulsory for a very long time to come, especially in places where people have to get very close to each other, for example in the workplace. It is therefore appropriate to take a look at Arpe's products, as there are masks that are not only made of recycled materials, but also meet all standards and approval criteria, for example UNE EN 14683:2019+AC:2019. All articles can be printed in 4c if desired.

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Play golf like Tiger

Orgahead distributes Bridgestone golf balls exclusively for the promotional product market. An absolute highlight in the range is the TOUR B XS Tiger Woods Edition, a product that was created in cooperation between Bridgestone Golf and Tiger Woods. Every golfer is now able to tee off with the same ball that the world class player uses in his tournaments. From the unmistakable "TIGER" side stamp to the number 1 imprint, the ball is immediately recognisable as original. An individual design can be implemented with your own logo. Whether on the golf course or as a promotional gift at events, Bridgestone golf balls are a real eye-catcher for any event.

PSI 46479 • ORGAHEAD Consulting & Trading GmbH
 Tel +49 4102 4698000 • info@orgahead.com • psi@orgahead.de
www.orgahead.com

Guaranteed rustproof

Tools from Wera have always been characterised by premium quality. Now they have put the icing on the cake: stainless steel! This not only looks great, but also prevents rust in a particularly safe way. The two screwdrivers included in the set are also vacuum ice-tempered, which makes for a very special strength of the material. Two particularly common cross slot profiles offer a wide range of applications. The "Kraftform" handle is modelled on the human hand, so the application not only produces good results, but is also fun to use. Wera customises with a customer logo from 250 pieces.

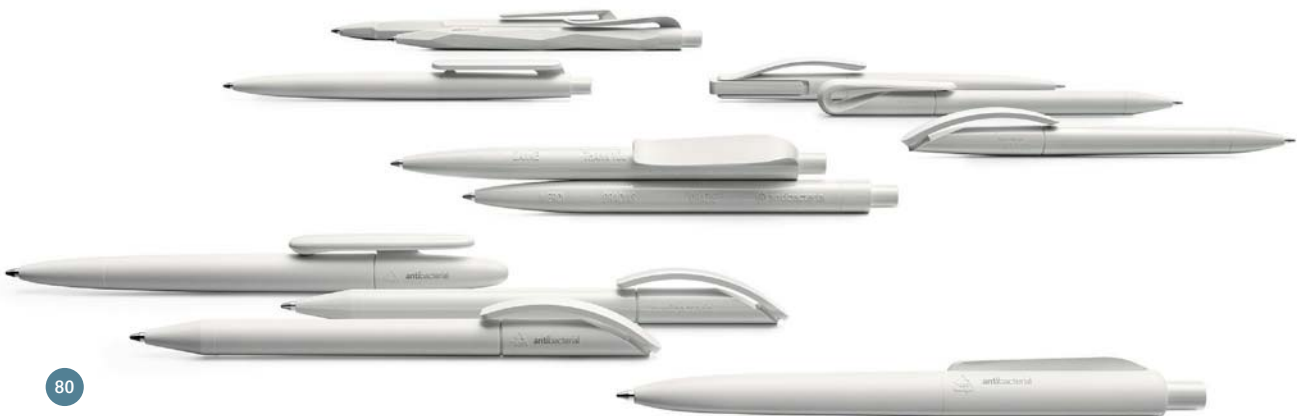
PSI 48078 • Wera Werkzeuge GmbH
 Tel +49 202 4045144 • info@wera.de
www.wera.de



Antibacterial and more

Swiss company Prodir has revised its portfolio. All QS and DS models are also available with highly effective antibacterial surface protection. 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. 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. They allow the two major themes of sustainability and hygiene to be highlighted in one product. To ensure that the antibacterial protection is also reliably guaranteed, Prodir uses Biomaster™ additive from Addmaster. It is based on silver ion technology which stops bacterial growth with an effectiveness of 99.99% for the entire life of the pen. The effectiveness of the pen has also been certified in accordance with ISO 22196.

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



Antimicrobial protection

A large selection of articles from the Geiger Notes range is now available with a new antimicrobial protective coating on request. Promotional products in particular pass through many hands and serve as a collection point for bacteria, fungi and also viruses that can cause serious illnesses. With the new antimicrobial protective coating called Protect, you can effectively protect yourself and others against pathogens. The active principle of the protective coating has been clinically tested by independent institutes and achieves an efficient germ reduction of up to 99.5 percent. It is harmless and has a permanent, long-lasting effect.

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Für allgemeine Informationen sowie Fragen zur Stelle steht Ihnen gerne Herr Tobias Löbke unter 05451 / 50 58 30-16 oder per E-Mail unter tobias@loebeke.com zur Verfügung.

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TOP PRODUCT TOPICS IN PSI JOURNAL

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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

Issue
01
2021

NEW TRADE SHOW PRODUCTS AT PSI 2021
Copy deadline: 9.11.2020
Deadline for ads: 15.11.2020



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PSI

ASI | Michael Freter named “International Person of the Year”

The Advertising Specialty Institute® (ASI) announced the winners of the 2020 Counselor® Awards on 23 July 2020, including Geiger CEO Jo-an Lantz, who was named “Person of the Year” and Michael Freter, CEO of PSI, who was named “International Person of the Year”. The annual awards, which are nominated by industry peers and selected by the editors of the award-winning ASI magazine Counselor, recognize outstanding individuals and companies in the industry. For the first time, the awards were presented in the form of a virtual presentation (#ASIAwards) hosted by ASI President and Chief Executive Officer Timothy M. Andrews, which included acceptance speeches recorded by the award winners themselves. “I am proud of each and every one of our Counselor Award honourable guests who have demonstrated ingenuity, creativity, leadership and generosity during an unprecedented period in the history of our industry,” said Andrews.

Ambassador for promotional products industry

PSI celebrated its 60th anniversary this year. “Although Freter’s main task is to ensure the continued success of the show, he also asserts himself as an ambassador for the global promotional products industry – bringing together professionals, making contacts, collecting and analysing market research and data and constantly adapting the show to keep it fresh and attractive for thousands of visitors and exhibitors alike,” writes ASI in its press release on Freter’s award. “I first visited the PSI trade show in January 2008,” says Freter, who has been working for Reed Exhibitions Deutschland, the organiser of the show, for 12 years. “I was overwhelmed by the huge variety of products and the comprehensive range on offer. Every year there are more challenges, from the transition to digital and promoting sustainability to compliance, legislation and shrinking profit margins. Add to that competition from everywhere. But the industry today is the most professional ever as we face all these challenges”.

A trade show organizer in the pandemic

When asked how one of the world’s largest event organizers handles trade shows during the COVID-19 era, he says, “We’ve moved most trade shows into 2021. In addition, digital match-making events and webinars are being designed. The added value of these formats is well received. The number of participants reaches up to 400 people per online event,” Freter confirms. “The most important thing is to stay in touch with customers and ask them what they are looking for, what they need and how we can help them.” Regarding the PSI 2021 trade show, which is to take place in Düsseldorf from 12 to 14 January, he says: “We are in the middle of a regular planning process for PSI 2021; the trade show will take place. It is a different world with less travel, but with more understanding for each other and for the virus. The best advice I ever got was from my grandmother, who always said: ‘Never give up’”.

Always in action

Freter describes himself as a networker and communicator – a creative who is always in action. Anyone who knows his work ethic confirms this. “Michael is a truly international interested and experienced person who represents the promotional products industry in Europe,”





says Ralf Oster, Counselor's 2017 International Person of the Year and Managing Director of PF Concept, the European branch of Polyconcept. "His personal attitude, open-minded, respectful and keen to build cultural bridges makes him a real leader in the global promotional products market". Marcus Sperber, whose family owns the large Bavarian supplier elasto form, agrees. "It is always a pleasure to work with Michael, and we are glad to have him as a reliable partner and friend at the top of our industry," says Sperber. "Michael is doing a great job at PSI to keep our industry current and well positioned for the future. His strategic overview and network are an incredible advantage for the entire industry." Among other things, he played a key role in forming a PromoAlliance with ASI and Sourcing City in the UK to present a joint initiative to improve the global promotional products marketplace. The international alliance offers reciprocal access to education, shows and meetings, and technology platforms – a forward-looking undertaking considering how many promotional product companies are opening outposts in other countries.

Long list of goals

Freter, who has already been honoured with the Worldwide Board of Reed Exhibitions award and two Chairman's Awards, still has a long list of goals to achieve. "The first is the acceptance of our industry as an equal part of all marketing disciplines – the marketing category is the key to this achievement," he says. "My other goal for the industry is to speak with one voice, which is crucial to be heard as an industry. Maybe it's an illusion, but I'm an optimist". "I've never experienced a situation like this before, but the most important thing is that we take care of our people and their families. The other is the technology. Everyone is well equipped, and we've learned that communication in the home office has worked well from day one. The industry is fast, flexible and creative." Freter says he is the most proud, along with his family, to have created the PSI Sustainability Awards, which have helped consumers around the world begin to understand the importance of corporate social responsibility and ecology to the industry. "There are many things I'm proud of," he says, "but the best lesson I've learned is, that you have to make mistakes to get better, and I've done that very often."



We must meet again



Even if telephone and video conferences work great during these times, this type of communication cannot be a permanent solution. Man is a social, networking, contact-seeking being. And business cannot be permanently virtual, even though Covid-19 has given a significant boost to online channels.

“We absolutely must see each other again” is therefore the guiding principle for PSI 2021. Personal meetings and individual discussions have always been the basis for trust and good business in the promotional product industry. It is necessary that we all meet in Düsseldorf from 12-14 January to finally be able to “network” again. But also to show that the industry has made good use of the time to develop profitable product concepts that will boost business again. Innovative product presentations and the PSI Sustainability Awards, which are being held for the first time at the trade show in Düsseldorf, are topics with which we are looking ahead. For the first time, we will also link the live trade show with a virtual trade show platform. In this way, the trade show can be extended beyond the duration of the trade show in Düsseldorf.

Despite all the uncertainties and economic problems, it will be a PSI Trade Show which will show how powerful the promotional product industry continues to be. It will again show a large number of small and new companies with great functional new products. And it will again present itself as a bulwark for the trade, whose importance in the identification, selection and procurement of promotional products still plays the greatest role.

Best regards,

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



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Well prepared for autumn

The past few months have been marked by the pandemic and its negative effects. Covid-19 will continue to preoccupy the world for some time but glimmers of hope are gradually appearing on the advertising horizon. At the start of autumn, the industry is showing that with its products and services it can provide valuable and strong impulses for businesses, industry and the skilled trades to regain economic momentum. Even though it may not be a "golden" season, it will be one that sets the tone for the future. We will be presenting the latest products for autumn, winter and outdoor. A further topic is "Knives and tools".

Please give some consideration to your product presentations for the November 2020 issue of PSI Journal with the topic groups "Electronics, digital and smartphone accessoires" as well as "Auto, bicycles, transport and safety" and send your product suggestions (image and text) no later than 17 September 2020 to:

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

One hundred years of custom work



Under the motto "100 years of measurable success", meterex, the specialist in the field of tape measures and folding rules, started its anniversary year at the PSI Trade Show. Even though the anniversary celebrations had to be cancelled due to the coronavirus, the company shows itself to be strong even during the crisis, combines tradition and modernity in a successful way and strives forward with innovative accents. We were present to report.

Continuity, quality, innovative strength



For over 35 years, Kalfany Süße Werbung has been synonymous with a wide range of sweet promotional items of the highest quality. After restructuring and the appointment of the new managing director, we talked to Sales Manager Stefan Eiche about the promotional product market, product news and the company's planned appearance at the PSI.

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