

PS1 EUROPE

PSI Journal

International Magazine
For Promotional
Products

October 2020

Volume 60



Klio-Eterna Schreibgeräte

Ralf and Jessica Richter
Plastic at its best

Product Guide

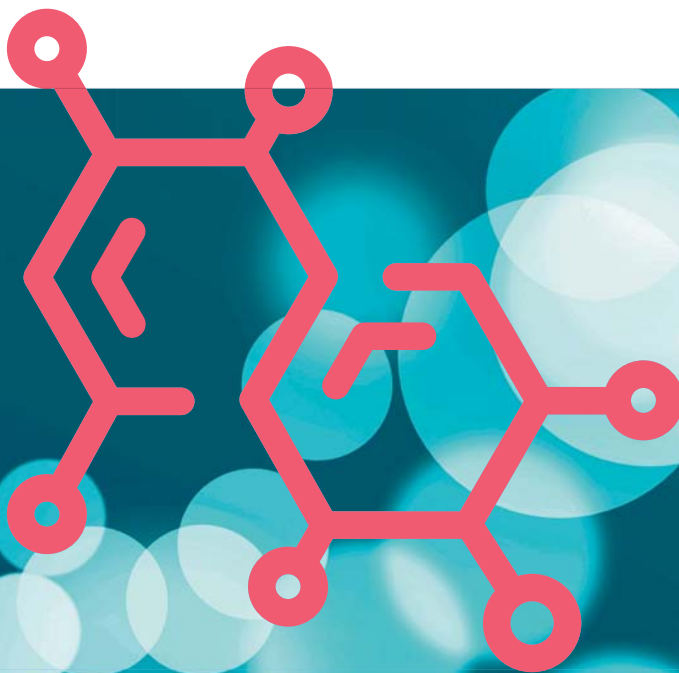
Autumn, winter, umbrellas,
outdoors
Knives and tools

meterex 100 years

Precision for the
highest demands

Prodir

From nature for nature



Material with a future

Plastic

– better than
its reputation

NEUHEITEN 2020



Laser-Distanz-Messer "Quick"
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Hochwertige schwarze Geschenkbox.



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Editorial

Things are working again



he corona crisis has hit the trade hard. Border closures, travel warnings and different measures across Europe have created uncertainty. The exchange of goods is more difficult, value-added chains are disrupted and the drop in demand is likely to be more

than significant over the year. So far, so bad. Nor can anyone predict whether the global flows of goods will pick up again after Covid-19 and return to the kind of development we have seen over the past ten years and more. Questions without answers.

Yes, we will have to adapt to change. Parts of the working world are changing because we are discovering new ways of working together. Culture, sport and society will need time after Covid-19 (if there ever will be) to trust in peace and return to their old glory. But getting to know each other personally, haptic experiences and social gatherings are not to be underestimated.

So far, so good. But how will things continue? As far as the virus is concerned, we still live in a cloud of perceived ignorance. Nevertheless, the crisis challenges us to rethink and develop. Ways into the future must be sought and found. But we must not get bogged down in what may or may not eventuate. It will happen anyway. We have to ask ourselves where we want to go. We must build the future, not accept it. That must be our goal.

If we look inside the industry, we see many companies that are taking advantage of the crisis and are heading for new shores. At PSI 2021, we will see what is happening there. We are looking forward to it. Small and large trade shows are already taking place again. The "Caravan Salon" with "TourNatur" in Düsseldorf have shown what is possible. They too were special trade shows in special times. Exhibitors and visitors were more than satisfied and glad that things are working again (page 74). Sales in the promotional product trade are going in the same direction – more here, less there – but upwards.

Unfortunately not everywhere in Europe. But everywhere, it is said, the industry is fighting its way with vigour hopefully to soon return to better times. Since the PSI came into existence, the industry has overcome no fewer than three major crises – and it will do so again this time.

Here's to a successful outcome

Manfred Schlösser | Editor in Chief PSI Journal

Your opinion: schloesser@edit-line.de

We want fish in our oceans, not waste.



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2-3 WOCHEN
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- › Waschbar
- › OEKO-Tex zertifiziert
- › Farben: schwarz und weiß
- › Größe: ca. 17 x 20 cm
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- › Druck: Transferdruck
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- › Unterstützt die Reduzierung von Tröpfchen-auswurf, z.B. bei Husten oder Niesen
- › Kein persönlicher Schutz oder Fremdschutz vor Ansteckung

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Senator CEO takes over Kahla 32

Daniel Jeschonowski, owner of the promotional product specialist SENATOR GmbH, took over the long-standing company KAHLA/Thüringen Porzellan GmbH on 1 September. Through this move, the Senator boss secured with its "Made in Germany" strategy the continuation of operations at the company's traditional location. His top priority is to maintain and expand innovative strength and manufacturing competence.

Launch of third Workwear collection 34

Following two successful Workwear collections, Daiber's own brand JAMES & NICHOLSON has launched its new "SOLID STYLE" workwear on the market, thus expanding the range for all target groups in the working industry. The third collection emphasizes three characteristics: unicolours, reduced, high quality.



Plastic: Better than its reputation 52



Plastic is demonised continually. It is therefore time to analyse its strengths, weaknesses and the dangers it poses and to get to the bottom of our prejudices. We have spoken to well-known plastics manufacturers in the industry, who have provided a detailed picture of "their" material: views of responsible plastics manufacturers.

Safe participation at trade show 76

The trade show "Caravan Salon" has just been taken place in Düsseldorf with a safety and hygiene concept very similar to that of PSI 2021. With some 30 promotional product specialists the PSI has attended the trade show. The common conclusion: safe and successful face2face business is possible, fears have been allayed, and with its concept PSI 2021 is well prepared – regarding the safety of everybody.



3 facts about green marketing

1 Green marketing is the process of planning, implementing, and controlling the development, pricing, promotion, and distribution of a product following three aspects: customer needs are met, organizational goals are attained, and the process is compatible with ecosystems. (Donald Fuller, Sustainable Marketing, Managerial-Ecological Issues, 1999).

2 In fact, Green marketing is considered as a trend, but it is not new at all. The term "sustainable marketing" was already coined a quarter of a century ago.

3 Authentic green marketing can be a real competitive advantage: It identifies customer needs better, creates a long-term improved corporate image and can be applied to almost all industries. (duesseldorf-wirtschaft.de, "Nachhaltigkeitsmarketing")



Conserving resources – in series

"Organic" cotton bags

Halfar System GmbH

www.halfar.com

PSI 45666



GREEN MARKETING

Back to nature

Linen collection

Boogie Design

www.boogie-design.com

PSI 49348



Sustainable on the go

Foldable backpack made entirely from recycled PET

Recycle Bags

www.recyclebags.eu

PSI 48301



Addressing the growing sustainability awareness of consumers and at the same time demonstrating responsible sustainable action through one's own corporate measures: There are more and more advocates in the promotional product industry. This means that the industry can set a sustainable example in terms of green marketing – and pave the way to green marketing for companies from other industries with appropriate products in an eye-catching way. In addition to the examples on this page, the PSI Product Finder offers a large selection of sustainable promotional products.



Attractive messages

"Eco Look" magnet line

Emagnets

www.emagnets.eu

PSI 48915



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Small packaging – big impact**“Bademomente” bath salt sachets****Römer Wellness****www.roemer-wellness.de****PSI 46887****Small pastry specialties****Mini-prints promotional flow pack****Kalfany Süße Werbung GmbH & Co KG****www.ksw24.com****PSI 42706****Maximum appreciation –
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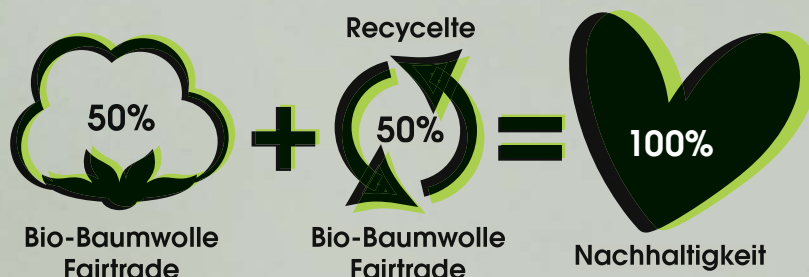
... leave their mark. After all, what else stands out among the huge amount of digital advertising? The letter. And it is celebrating a comeback (wuv.de, “Der Brief feiert sein Comeback als Werbemittel”). Even e-commerce has rediscovered it and increasingly includes physical mailings in its media mix. The amount of money spent on is in the billion euro range. Even big global online players are now relying on this type of communication (horizont.net/etailment.de, “Warum Onlinehändler Briefe schreiben”). The promotional product industry is able to supply appropriate mailing enhancers.

Promotional products against shortage of skilled workers

Promotional products have almost unlimited fields of impact. They are not only aimed at reaching (potential) customers and business partners. Produced as real eye-catchers and attractively designed, they can also position companies as attractive employer brands. This is how advertising all-rounders haptically counteract the shortage of skilled workers.

Double aha experience**Illuminated ballpoint pens****with motion effect****Lumitoys-GmbH****www.lumitoys.de****PSI 46095**

Unsere Neuheit: Recycelte Bio-Baumwolle



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memo
promotion

45 percent of young Germans say that

media will be more important to them in the long term. This is a finding by the latest Havas Media Corona Monitor. horizont.net

90%

of decision-makers in business and administration read specialist media regularly or occasionally. This is the finding of a special analysis conducted by LAE. horizont.net

82 percent

of the marketing experts in B2B companies interviewed in Germany for a study by the international communications agency Allison+Partners believe that it is enormously or especially important to make their brand more human. marketing-boerse.de

EIGHT

marketing trends which every marketer should know have been identified by the international Data and Analytics Group YouGov and highlighted in their white paper "Marketing Trends of the Future". The trends include authenticity and brand purpose. yougov.de

156 MILLION

euros gross was spent by advertisers in Germany on radio advertising in July. Thus, contrary to the general trend, the genre increased significantly – by 13.7 percent. horizont.net

3 out of 4

companies consider their content marketing strategy to be successful. This is the finding of the International Content Marketing Trend Study 2020 by Statista. According to this study, personalised content is equally decisive in the B2B and B2C sectors. marketing-boerse.de

33%

complaints reached the German Advertising Council in the first half of 2020. With 66 cases, digital advertising was the most criticised of all advertising media. werberat.de

TIP

100 % Carton

PSI Sustainable Product 2019
Recommended by PSI

Ritter Sport

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unserskacao.de

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PSI SUSTAINABILITY AWARDS
Gewinner
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TIP

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NEW

100 % Carton

Ritter Sport

NEW

Merry NachtExpress

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INLAY made of 100 % recycled material

Lindt
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SEIT 1845

Lindt LINDOR

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SEIT 1845

LIOT & SPRUNG
COCOA
TRAINING PROGRAM



Outdoors is in.
An entire industry is
dedicated to the urge
to be outdoors and
the promotional product
has a lot to contribute
to this topic – despite
economic crises and freak
weather.



PSI 47555 • Vim Solution GmbH
Tel +49 7661 90949 - 0
info@vim-solution.com
www.vim-solution.com

Bright head

See and be seen in the dark while keeping a warm head: Vim Solution, a specialist in electronics and trends, has solutions for this. Acrylic LED caps available in two different versions from the Baden-Württemberg company ensure safety in the dark during late walks, for example with the dog, or when jogging. The Eileen model has a headlamp at the front, the Liora version also has a rear lamp. The lights can be adjusted in three brightness levels, are easy and convenient to remove and rechargeable at any USB port. Both models are available in black, blue, white or grey. As with almost all Vim Solution products, special colours are available on request. The caps can be finished with embroidery or a printable seam label.

PSI 41583 • Hepla-Kunststofftechnik GmbH & Co. KG • Tel. +49 5681 9966
info@hepla.de • www.hepla.de

For dog and master

In order to meet the needs of your own dog, Hepla Kunststofftechnik offers its practical Gassi flashlight, available under article number 7949, which ensures that walkways are always clean even in the dark, as the bright product is supplied together with around 20 black poop bags. The flashlight makes the evening walk with the dog more pleasant and safer for both humans and animals. The integrated snap hook can be easily attached to the waistband, bag handle or dog leash and is thus always ready to hand. This useful promotional product can be used in a particularly targeted manner as an advertising medium for municipalities or initiatives for cleanliness and is supplied with three batteries. The Gassi flashlight is available in white/black as standard and can be finished by using pad printing in the in-house print shop on request.



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

Radiant rain protection

The winter season brings rain-soaked streets, fog and dim light. Umbrellas from Fare are the ideal companion during this season. They not only protect you from rain, but also withstand strong gusts of wind. Thanks to the Windproof system, they can be easily folded back after being turned inside out, and are immediately ready for use again. Eye-catching colours such as neon yellow and fashionably reflective panels or piping on the cover provide radiance on dark days. The transparent Fare®-Pure models provide a clear view even in rain with crosswind. And models with motif prints such as palm leaves, sunflowers, forests or clouds are available to put you in a good mood on dull days.



PSI 49982 • Edition Michael Fischer GmbH
Tel +49 89 21231744
tatjana.bleiler@emf-verlag.de
www.emf-verlag.de

Splish splash

All parents know the problem: On a rainy weekend, nobody wants to go outside and boredom is almost inevitable. This is where The Rainy Days Creative Book from Edition Michael Fischer can help. It provides numerous funny ideas and projects for indoors and outdoors that are ideal for turning bad weather days into exciting adventures. It is a great way to get people talking about brands, even among the little ones. To this end, the Bavarian publishing house offers a customised special edition from its diverse publishing programme – with the option of including a logo on the book cover, placing products and/or services in recipe texts and instructions. In short, a completely individual book can be created with a flexible number of pages, special features and your own corporate design.



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Knitted
Scarves



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Fashionable accessories

The Polish promotional product manufacturer TGL has practical, Oeko-Tex certified accessories for the winter season in its range, including various full-colour printable headgear. „Hat“ hats in a cap look convince with soft, flexible and robust material which ensures a high wearing comfort during walks or bicycle tours. With the Bandana multifunctional scarf, TGL offers an all-round talent that can be used as a scarf, neckerchief or shawl. It is also made of durable, cuddly and warming material and can be customised by using sublimation printing in a number of different colours or even with photos. Last but not least, the Gym Bag, a sports bag made of waterproof material with a drawstring, wins the customers' favour. The bag can also be used as a backpack and is ideal for children at school, in the swimming pool or for sports. It is very robust and can be personalised in various ways by using sublimation printing.

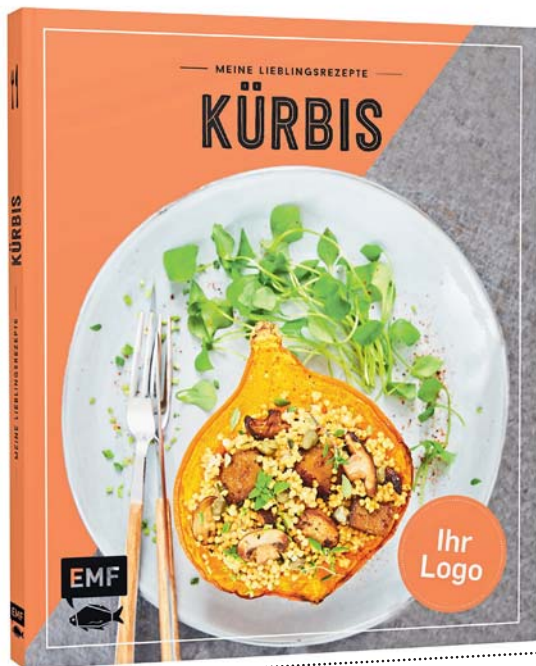
PSI 48418 • TGL Poland sp. z o.o.
Tel +48 61 3072345
info@tedgifted.com • www.tedgifted.com



PSI 44668
R. Cermak – Mini-Taschenlampen
(Made in Germany) • Tel +49 7231 106105
info@penlights.de • www.penlights.de

Bright arguments

The Nova mini flashlight from Richard Cermak, completely manufactured in Germany and equipped with a fast clip-moment switch, is the ideal companion on dark winter days and nights. Each product is equipped with bright, white LED and high-quality alkaline batteries and undergoes extensive quality testing. All production processes are carried out according to environmentally friendly standards. The housing of the high-quality penlights, which can be ordered in numerous colours, is made of ABS plastic.



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www.emf-verlag.de

Autumn time is pumpkin time

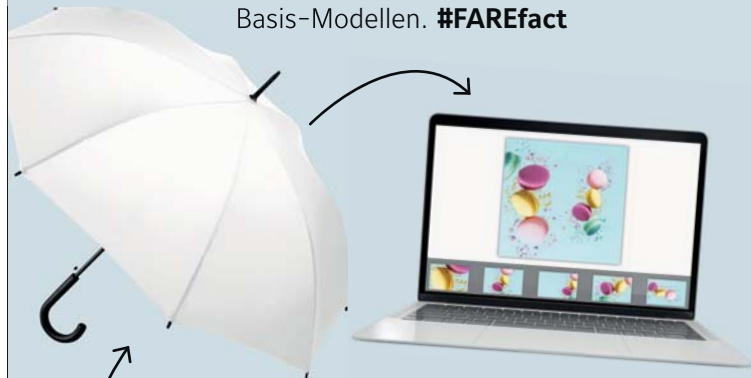
Delicious recipes with different varieties of pumpkin for cosy autumn days arouse one's anticipation for delicious meals revolving around the pumpkin. Edition Michael Fischer, the long-standing publishing house from Bavaria, combines varied and sustainable recipes for every day with meat, fish, vegetarian and vegan, with regional and seasonal products for a fresh and healthy autumn pleasure in its customised cookbook. Seasonal topics can be used ideally in order to get people talking positively about your brand. Among the many design possibilities is the integration of your own logo on the book cover as well as the placement of your own products or services in recipe texts and instructions. The result is a completely individual book with a flexible number of pages, special features and your own corporate design.

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 welcome@imagetools.com
 www.imagetools.com

Hot companion

As a special gift for effective marketing, Sanders Imagetools is launching its Bio TeaStick for the winter season, which can be ordered in five varieties. Simply place the stick into a cup of hot water, let it steep, and voila. The Bio TeaStick does not use genetic engineering or petroleum-based substances, is absolutely vegan and without exception made of renewable and natural raw materials and is biodegradable. Further product highlights are the Bio CitroStick with hot lemon as well as the CoffeeBag, drum-roasted coffee beans together with coffee filters in mini format as a natural alternative to conventional coffee capsules. The filter unfolds by itself when opened and is immediately ready for use. The products are available from 500 pieces with individual printing both as stock items and in a Premium Selection Design in five different varieties. As special spontaneous gifts, Sanders Imagetools also offers Tea and CoffeeBoxes filled with three or five Organic TeaSticks or CoffeeBags, as well as the TasteBox, which in a Premium Selection Design contains all five varieties in a mix and is available from stock from 100 pieces.



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

From white to colourful

When thinking of the cold winter months, many associate the colour white with snow-covered slopes, icing on cinnamon stars or marshmallows in cocoa. Textildruck Europa uses transfer printing to transform inconspicuous white or even grey garments into refined, colourful eye-catchers, making the softshell jacket, cap, scarf or even umbrella more colourful. In the case of transfer printing on textiles, mirror-inverted printing is carried out on a transparent carrier material. The printing is done with plastisol ink or GOTS-certified water-based ink: Even photos are possible in multicolour transfer. This is an added advantage, especially for small jobs. But transfer printing is also ideal for large print runs or mechanically demanding requirements, for small repeat orders or for online store solutions.



PSI 46970 • reflAktive Thomas Wassmann
Tel +49 4971 923312
t.huebner@reflaktive.de • www.reflaktive.de



Great reflexes

reflAktive, a manufacturer and distributor of road safety articles and reflective accessories, is supplementing its product range in the protective clothing sector with products from the company Salzmann. The high-quality, fashionable articles of this manufacturer meet the current specifications for personal protective equipment and feature reflective materials from 3M. Whether it be fully reflective for teenagers or colourful for children, the products cover the needs of all age groups. Thanks to large finishing areas and versatile application possibilities, the accessories convey the desired advertising message even in the long term and thus leave a lasting impression.

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www.andapresent.hu

Creative rain protection

CreaRain Eight RPET: The product name alone, with the convertible umbrella from the Hungarian promotional product specialist Anda, is an indication of a product that can be used creatively in the rain. After all, the automatic umbrella equipped with eight panels not only effectively protects the user from rainfall, it can also be customised. The minimum order quantity of the umbrella, equipped with a metal shaft, a wooden handle, fibreglass ribs and a covering made of 190T RPET, is 50 pieces.

Sharing makes you happy

With the new organic whole milk chocolate of the sustainable brand Share, Jung since 1828 offers an environmentally friendly and fair promotional product that will make many people happy. The soft-melting treat is a delicious example of Swiss chocolate art and consists of high-quality, natural organic ingredients, without climate critical palm oil. The special highlight: with every bar given away, a meal is donated for a person in need. Share is a well-known quality brand that stands for social justice and sustainability. With this promotional product, companies prove that they care about an ecologically and socially better world.



PSI 41545
Jung Bonbonfabrik GmbH & Co KG
Tel +49 7042 9070
jung-media@jung-europe.de
www.jung-europe.de



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

Time for a sweet

A new recipe, new design, new promotional products: Pulmoll, the traditional sweets from the long-established company Kalfany Süße Werbung, are surprising the promotional product industry with a new look and new taste. The single-variety wrappers in the Pulmoll design are now available in lemon with tangy lemongrass, cherry with spicy cinnamon, extra strong with refreshing essential oils or hemp. Cough sweets from Pulmoll soothe irritated throats and airways and taste wonderful even without a cough. Kalfany Süße Werbung packs the compostable wax paper wrappers, each containing two pieces, in a 100 x 75 millimetre compostable promotional sachet. Alternatively, there is also a recyclable metal promotional tin with contents in the four new flavours.



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

Fluffy winter scarf

Whoever thinks of an elegant design automatically thinks of the special style of Italian design artists. From the current autumn-winter collection of Filanti, the Italian textile specialist, comes the noble jacquard scarf made of a mix of viscose and modal. The unisex 180 centimetres long and 75 centimetres wide scarf and neckwarmer can also be created in individual customer designs, starting at a minimum order quantity of 50 pieces. Upon request, Filanti's designers will implement a design according to the customer's specifications.

COOL or CLASSIC

Sweet advertising

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Santa Claus
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Advertising ambassador for well-being

Chic knitwear with a reindeer motif on the outside, super soft plush on the inside: The fluffy soft socks from team-d Import-Export feature ABS anti-slip soles and are unisex and unisex suitable for men's shoes up to size 45. The material is entirely acrylic and is washable at 30 degrees. Winterzauber, the cuddly socks with the reindeer design, are available from stock in white and grey. The cuddly Ahoy socks with an anchor design are available in grey and black. Each pair is delivered with a sleeve on which advertising can be attached.

Synonym for cosy warmth

The youngest members of the Venzo textile advertising solutions in the Promo House collection are fashionable scarves made of soft merino wool, created for customers who long for warm, comfortable accessories, especially in winter. The Polish specialist for individual promotional textiles gives its Venzo scarves, designed in its own graphic studio, an individual touch according to the needs and wishes of its customers. Various colours can be combined just like tone-in-tone designs, no matter whether the customer prefers a classic, sporty or luxurious style for his marketing idea as well as his CI.



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Tel +48 12 4114242
biuro@promohouse.pl • www.krawaty.info

Visible in the dark

For all those who want to be clearly visible outdoors even in winter, Lumitoys offers the new Shoe Clip which promises safety and fun rolled into one. The continuous LED text is available in different colours and it is not only bright, it can also be easily programmed by the user via Bluetooth. The Clip is charged via USB and an additional print makes it the perfect give-away. Alternatively, the Shoe Clip is also available with an unchangeable, individual text without Bluetooth. In addition, Lumitoys offers the Zip Light featuring two lighting functions as an inexpensive give-away that by no means compromises on safety. This practical product can be easily attached to the zip of a jacket, bag or rucksack. This gadget is also available in various LED colours with the option of individual printing.



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Fresh breeze

Summer is drawing to an end but the lightness remains: With the Breeze series from the promotional bag specialist Halfar, customers are well equipped all year round. The three bags convince as lightweight, uncomplicated companions. With the backpack on your back, the belt pouch around your hips and the sports and travel bag in your hand, every season becomes light, especially when there is no sunshine. After all, the material is water-repellent and the seams are welded. The wrap-around closure on the sports and travel bag and rucksack can withstand rainy weather. Characteristic for all three are the welded colour-contrasting zip, the practical snap fastener and the belts and handles in grey. The Breeze series offers a fresh selection with the five colours red, black, white, navy and cyan. A promotional product with refreshing qualities for a young, active target group. The Breeze series can be discovered on the company website in the new Halfar® bag catalogue Best of Bags.

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“One line drawing” excites users

Bringing shapes and figures to paper with a single line without putting the pen down – that is what One line drawing is all about. To get its online community excited about the trend theme, Faber-Castell has launched an extensive social media campaign and a creative competition on Facebook and Instagram this summer. And it was highly successful: the campaign reached more than one million users. There was also a positive response to the call-to-action to unleash the creative skills and post a self-drawn One line drawing in their own Instagram story. The necessary inspiration was provided by four short videos which presented appropriate Faber-Castell writing instruments on Facebook and Instagram during the campaign period. The Broadpen fibre-tip pen proved to be the users' favourite – the video post generated the greatest interaction. Additional impetus was provided by the specially created One line drawing landing page.

www.faber-castell.de

Specialists for custom-made products

“We don't fit into any particular niche”, says Managing Director Kai Pönicke about his company Wirth Figuren GmbH. The proven specialists for custom-made products have been members of the PSI network since 1999. “For 30 years we have defined ourselves through service and reliability. Procuring good products from the Far East is our mission and we have succeeded in doing so, even during the difficult first half of 2020,” says Pönicke, who manages Wirth Figuren together with Joachim Bezold.

The company currently imports acrylic displays, toys, caps and scarves, wooden products, gift boxes, backpacks, tinplate cans, household products, office supplies and gift bags. Walking Acts are manufactured at the company's own production site in Rudolstadt, Thuringia. “If you're looking for figures that actively welcome customers in shopping malls, pedestrian zones or at events, you've come to the right place,” adds Pönicke. “Our direct import is the shortest way between the customer's idea and the finished product. Custom products are our strength, competence is our working style”.

In the company's own 1200 sqm warehouse, the specialists assemble products or manage shipping campaigns for its customers. Joachim Bezold: “Those who know us know that it works. We are regularly on site in the Far East checking our products and have been working constantly with our partners for years. Thus our experience is constantly growing.” The two managing directors know how to operate in the import business with the Far East and what possibilities and potential exist. “This is what our customers who want to create new promotional products count on”, emphasizes Bezold. Wirth Figuren GmbH is ISO 9001 certified and well networked. The company presents several samples of its work on its website. www.wirth-figuren.com



Wirth Figuren GmbH

The Wirth employee C. Hernandez and Managing Director Kai Pönicke check whether the “first” of a tinplate can from its production matches the hard copy and dummy. “Even with meticulous preparation, this is always an exciting moment that shows whether the implementation has been a success,” says Kai Pönicke. In the photo the tension disappears from their faces because everything fits.

New partnership between XINDAO and AWARE™

XINDAO, supplier of innovative, functional and sustainable business gifts, have entered into a strategic partnership with The Movement, to become a nominated partner of the AWARE™ Integrity Solution in Europe. “With this partnership, we guarantee the genuine recycled content and environmental impact reduction claims of our products”, says Albert van der Veen, CEO of XINDAO. “The world’s first fully traceable recycled polyester and recycled cotton gift collection: The true story behind a sustainable product will become as important as the design and quality”, commented van der Veen. XD Design and The IMPACT COLLECTION, embedded with the AWARE™ Integrity Solution, is fully traceable from fibre to final product. With AWARE™ tracer particles added to the certified recycled fibres, the final product can be scanned to verify that genuine recycled yarn has been used for the final product. As mass balance is registered on the AWARE™ blockchain application, sustainable claims are 100% verified and validated, thereby precluding greenwashing.

Sustainability

“Sustainability is a spectrum: I believe it is important for companies and brands to know where in the spectrum their products lie so they can make better decisions. AWARE™ technology enables us to do that”, says Kevin Zomerdijk, Product Director of XINDAO. “I see our partnership as key to pushing our industry further in the right direction of the sustainable spectrum”.

“We are officially disrupting the sustainable industry. Our revolutionary integrity solution combines both tracer and blockchain technology”, says Koen Warmerdam, Business developer of AWARE™. “We are continuously looking for innovative companies with a disruptive and transparent vision on the future. Therefore we are extremely proud to be able to work with industry innovators like XINDAO”. – “We feel that AWARE™ shares the same ethos as XINDAO to be as transparent as possible so brands and companies can have trust and hard data on the actual sustainability and environmental impact of their products”, adds van der Veen. The impact Collection launched in September. For more info go to: www.xindao.com/impact



With “umaPRIME” the best becomes even faster

uma Schreibgeräte Ullmann GmbH is providing its customers with a new effective tool called “umaPRIME”. “With the new umaPRIME service, we are providing our business partners from the promotional product trade with a special service that makes it even easier and faster to sell uma top-sellers”, says uma Managing Director Alexander Ullmann, and explains: “The large umaPRIME model variety is impressive, whether it be plastic, metal or sustainable, recycled PET writing instruments. The new umaPRIME programme contains 8 model series with 26 different model variants. The finishing options also leave nothing to be desired: Pad printing, screen printing or high-quality laser engraving – everything is possible and can be delivered within 5 days after approval”. More about umaPRIME can be found at:

www.uma-prime.com



Industry severely affected by corona crisis

As early as April, the German promotional products association (GWW) wanted to know from the market participants what effects the restrictions of the corona crisis had on their business performance. In a survey of approximately 1,600 promotional product suppliers and consultants conducted by the Institute for Commercial Research (IFH) attached to the Cologne university, the effects of the corona crisis on the promotional product industry were recorded. 368 companies participated in the survey. The results were published a few days ago and clearly show that the situation of the industry "is becoming increasingly critical". When the Federal Ministry of Economics and Energy expects the gross domestic product to decline by 6.4% (price-adjusted) in 2020 and the Federal Statistics Office forecasts an economic downturn of 9.7%, this appears almost harmless compared with the actual slump already experienced in the promotional product market.

According to the survey, the average decline in orders for all stakeholders in the promotional product market is already at 56 % compared with the second quarter of 2019 and continues to deteriorate. As a result, short-time working figures in the battered sector have risen once again since March to 55 %, as have the utilisation of emergency aid from the Federal and State governments and of KfW fast loans, since liquidity reserves are likely to have been virtually exhausted by many market players after a lean period of six months. Even the loans and short-time work implemented by 56 % of the companies could not save some of the jobs. As a consequence, the number of redundancies continued to rise in the second quarter.

For more information on the study, visit: www.gww.de



MY-CASAN with individual carrying straps

As of the publication date of the new specialist catalogue RETUMBLER for drinkware, Cologne-based REFLECTS is offering a new corporate concept and thus more individualisation options for the drinking bottles in its assortment. The drinking bottles called RETUMBLER-CASAN and RETUMBLER-PETROLINA are among the most popular. The CASAN series

has been expanded in recent months to include various bottles with new filling volumes. The Cologne-based company is now equipping the customer's favourite with customisable carrying straps. This special individualisation option is similar to the

finishing of lanyards. Their design is completely customisable. The handle straps are personalised by hot transfer, thus giving the drinking bottles a high recognition value even from a distance. Every detail was taken into account in the design: The high-quality aluminium clasp fastens the strap securely to the drinking bottle. It can be finished with high-quality laser engraving. The CASAN and PETROLINA drinking bottles can now be finished in three ways: by applying printing to the body of the bottle, an individually designed grip strap and high-quality laser engraving on the strap clasp. All bottles are excellent companions for sports activities.

www.reflects.com



Introducing House of Inspiration

PF Concept is delighted to announce the launch of its new marketing concept "House of Inspiration". The concept went live on September 1st. House of Inspiration offers the promotional distributor a wide range of digital tools to use in their digital marketing to their customers. From digital catalogues to social media content to a new print-on-demand option, all accessible via the PF Store. When the PF Concept marketing team started with the End of Year marketing planning they knew that 2020 was a year like no other. This is why they decided to do things completely differently. They asked themselves, "what does the promotional distributor need in these strange times? What does the end-user need?" The answer is: "inspiration and tools". This has led to the next step in PF Concept's digital transformation. From a paper catalogue in 2019 to a wide range of digital content in 2020. PF Concept wants to offer as much marketing support as possible in these challenging times.

House of Inspiration has a dedicated landing page on the PF Store where the distributor can easily access the digital catalogue, customizable product and brand flyers, LinkedIn and Instagram banners, but also email templates and email signatures and even seasonal cards and gift cards.

Another great improvement is the print-on-demand possibility. With one click the distributor is linked with a dedicated printing partner where the House of Inspiration magazine can be ordered, digitally printed and send directly to a customer.

Next to all the tools that can be downloaded, PF Concept has also developed an inspirational website www.house-of-inspiration.gifts. This website is an online platform for the end-user to get inspired with brands and themes for corporate gifts, whilst directing the end-user to their own promotional distributor. The site is as neutral as a traditional catalogue and is not linked to the PF Concept website. For more information visit: www.pfconcept.com

PF Concept



MYRIX offers climate neutral production

"Sustainability is a responsibility and an attitude to life – and only through the contribution of each individual can we secure our environment for future generations. We are aware of this responsibility and would like to make an active contribution to it", says Patrick Döring, Managing Director of MYRIX GmbH, supplier of a diverse range of notebooks, calendars and paper products for the promotional product trade. From now on, all MYRIX stock models will therefore be produced exclusively in an entirely climate neutral manner. Through a partnership with ClimatePartner, MYRIX supports regional projects and plants trees in Germany. "Of course, customer-specific production can also be realised entirely climate neutrally", adds Döring. "In this case, the products would be labelled with the ClimatePartner logo and advertising companies thereby create a link between brand with active climate protection and sustainability – a real added value".

In addition to the possibility of climate-neutral production, MYRIX offers a wide range of recycled paper and environmentally conscious materials to implement creative and successful promotional notebooks for their customers. More details are available at: www.myrix.de/de/klimaneutrale-produktion

klimaneutrale Produktion

MYRIX

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The imperial rooms were well filled – still an impressive backdrop for the trade show.



On 2 September, the 10th edition of the marke[ding] – Trade Show for Haptic Advertising and Visual Communication took place in the imperial rooms of the Hofburg Vienna. The 2nd of April had originally been planned as the date of the event but due to the outbreak of the Covid-19 pandemic, the trade show had to be postponed to September.

marke[ding] Vienna 2020

An atmosphere of optimism in the Hofburg

The first trade show whatsoever in Austria after the lockdown almost six months ago had been eagerly awaited. According to the organiser, expectations were not dashed. In fact, “for the most part, they were even exceeded for most of the attendees”. A Covid-19 prevention concept thought out down to the smallest detail, which had been developed by marke[ding] in intensive cooperation with the Hofburg Vienna in the past months, ensured a completely safe trade show in a thoroughly relaxed atmosphere.

“Show me your smile”

Visitors and exhibitors alike were informed in detail about the safety precautions in advance and everyone complied with the regulations in an exemplary and disciplined manner on the day of the trade show. The absolute requirement for exhibitors to wear masks did not detract from the atmosphere, and the organisers provided exhibitors with various types of transparent protective shields. “Show me your smile” was the hip motto of the organisers. Even the visitors, for whom masks were only compulsory in designated areas such as at the check-in or in the sani-



With its guided tour, the check-in reminded visitors of the check-in at airports.



tary facilities, wore a protective mask in the exhibition area almost without exception. Cotton gloves and disinfectant in a tube were also distributed in the entrance area, which this year had to be extended to two separate entrances and exits. Due to official restrictions, however, the supporting programme including the auditorium was not included. The visitors' focus was thus entirely on the trade show and the dialogue with the sponsoring agencies and exhibitors. In order to avoid large crowds at the stands of the seven inviting sponsor agencies – Forum Werbemittel GmbH, kw open promotion gmbh, Mitraco GmbH Nowak Werbeartikel, Pro Concept Promotions GmbH, SSI Schäfer Shop GmbH and Wertpräsent GmbH – it was decided in advance to divide the reception stands into two areas.

Colourful diversity

A total of 128 exhibitors from seven nations took part in the trade show. The vast majority, around 75 percent, represented the extensive portfolio and variety of haptic advertising, while the remaining exhibitors presented innovations from the visual communication and event sectors. Even the last-minute cancellations by several major brand manufacturers and importers could not detract from the visual appearance of the trade show. Various variations of protective masks were discussed and exhibited by some exhibitors, but overall they were not predominant and, at most, were in the programme as a current addition to the range. The focus was clearly on the colourful variety and the enormous potential of haptic advertising.



Pleasing visitor numbers

The number of visitors was also very pleasing. Despite the current rise in infection figures, marke[ding] Vienna managed to welcome 1,071 industry customers who checked in via the digital trade show enquiry and registration tool dMAS. This was of course far behind the usual figures of previous years. But in the run-up to the trade show, the expectations of the exhibitors and sponsoring agencies had been kept extremely low under the circumstances. In addition, there was advance feedback from major industry companies that they currently do not allow employees to visit trade shows and events.

A touch of 'normality'

In the end, the exhibitors and sponsoring agencies were pleasantly surprised by the well-dispersed visitor traffic during the day and, above all, by the quality of the trade show visitors in attendance. "In general, there was a real upbeat mood on the day of the trade show, the atmosphere was relaxed throughout the day and you could feel a bit of 'normality' in the hustle and bustle. The visitors were pleased with the range of products and the commitment of the exhibitors, showed lively interest in the products and also made a number of concrete enquiries," says organiser Martin Zettl, who adds: "Admittedly the last few weeks have been an extreme challenge for me and my colleagues. Now we can draw a pleasing, positive balance. We have proven that it is possible to hold trade show events with appropriate preventive measures even in times of Covid-19 and that live communication is gratefully accepted by the target group. The next marke[ding] trade show in Vienna is planned for 15 April 2021. If the trade show is not feasible at this time due to Covid-19, an alternative date of 2 September 2021 has already been agreed with the Hofburg Vienna." <



The discussions between visitors and exhibitors took place in an exemplary "masked" manner. In spite of this "small" handicap, the visitors were happy to resume talking about products and campaigns with strong advertising appeal.

All photos: © Zsolt Marton

Biopolymers are the basic building blocks of living organisms – and the revolutionary raw material from which the Swiss writing instrument manufacturer Prodir produces the housings for its new QS40 True Biotic.

Prodir launches new QS40 True Biotic

From nature for nature

By using bio-based, biodegradable and non-toxic biopolymers (PHAs), Prodir is setting new standards in terms of sustainability. PHAs are not only produced by micro-organisms through natural processes such as biosynthesis, but are also broken down again without leaving any residue: The carbon cycle is closed, everything is transformed, nothing is lost.



tivation and use of traditional PLA-based bioplastics. Their production does not require the extraction of soil from food production, no fertilisers that pollute groundwater, hardly any water is used and no particulate matter is emitted. The overall balance of True Biotic is significantly better than that of PLA.

Strong in communication

“The new QS40 True Biotic is unique, not only in the promotional product market. It combines sustainability and high-quality design in a product that is strong in communication. The QS40 model has already received an industry award for its innovative and material-saving design. In the True Biotic version, the pen is now available in seven matt colours, from coral orange to snow white and algae green. Designed for durability down to the last detail, it is refillable like all Prodir pens and is equipped as standard with low-emission Floating Ball® 1.0 lead-free refills and lead-free tips.

Quick and environmentally neutral degradability

“A True Biotic housing,” says Eckhard Sohns, Chief Sales & Marketing Officer at Prodir, “can be buried in the soil in the garden where it will contribute to the good taste of your fully organic tomato. Unlike other bioplastics, biodegradability does not simply exist in theory under the conditions of industrial composting plants, it is real, fast and feasible anywhere. Even in salt water: True Biotic also degrades quickly and environmentally neutrally in the sea. That changes everything.”

Great overall balance

In addition to the advantages of biodegradability in natural environments, biopolymers (PHAs) produced by microorganisms solve central problems that arise in the cul-

Pre-printed case communicates sustainability features

As an option, Prodir offers the QS40 True Biotic exclusively in a pre-printed case made of recycled paper. It clearly communicates the pen's sustainability features and transfers the high level of innovation, sustainability and environmental awareness to the brand, the logo of which is printed on the pen's clip. True Biotic was developed by Prodir in close cooperation with MAIP, a Turin-based company that won the 2017 Global Bioplastics Award for its ground-breaking bioplastic “I am Nature”. <

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Daniel Jeschonowski, owner of the promotional product specialist SENATOR GmbH, took over the long-standing company KAHLA/Thüringen Porzellan GmbH on 1 September. Through this move, the Senator boss secured the cult brand's porcelain factory in Thuringia with its "Made in Germany" strategy.

Senator

SENATOR CEO takes over cult brand KAHLA

After the internationally esteemed porcelain manufacturer KAHLA/Thüringen Porzellan fell into a liquidity squeeze due to a failed major order and had to file for insolvency under its own management on 10 March 2020, the search for an investor was successfully concluded on 1 September 2020 with a change of partners. Daniel Jeschonowski, who already acquired SENATOR GmbH in December 2018 and turned it back into a pure family business following successful restructuring and market reorientation, is now pursuing the same goal with the takeover of KAHLA/Thüringen Porzellan GmbH: securing the continuation of operations at the company's traditional location. For the future, Jeschonowski is pursuing a course of maximum continuity. The two companies SENATOR + KAHLA will continue to operate independently of each other in their respective industries and business fields. Jeschonowski underlines his position towards Germany as a production location. His top priority is to maintain and expand innovative strength and manufacturing competence.

The KAHLA porcelain factory in Thuringia.



Senator boss Daniel Jeschonowski wants to maintain KAHLA's unique characteristics on the global market.

"Made in Germany" strategy

"Nothing is more sustainable, future-oriented and meaningful for a German entrepreneur than manufacturing and individualising high-quality products at home. A systematic Made in Germany strategy is the right way for both SENATOR GmbH and KAHLA to maintain and create unique selling points on the global market. I am extremely grateful to the Raithel family for raising their child KAHLA who deserves a great future. All Raithels will always be welcome at the factory and I very much hope that we will be able to celebrate together again soon. I am looking forward with confidence and vigour to the future of a first-class lifestyle brand with strong trading partners. I will look after KAHLA with respect and gratitude," explains entrepreneur and change expert Daniel Jeschonowski.

Traditional company history

KAHLA looks back on a long company history. In 2019, the company celebrated 175 years of company history since its foundation in 1844 and, at the same time, 25 years since its refoundation after the fall of the Berlin Wall. Since then, KAHLA has been awarded more than 100 international design prizes for innovative product design as well as intelligent and ecological concepts.



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MEDIA GUIDE 2021

 Reed Exhibitions



Following two successful Workwear collections, Daiber's own brand JAMES & NICHOLSON has launched its new "SOLID STYLE" workwear on the market, thus expanding the range for all target groups in the working industry. Unicolours, reduced, high quality. From sizes XS to 6XL there is something for every professional.

JAMES & NICHOLSON

New Workwear collection



"SOLID STYLE", the new Workwear collection of the JAMES & NICHOLSON brand, comes across as clean and modern.

The Swabian manufacturer of high-quality corporate and functional wear, the JAMES & NICHOLSON brand of Gustav Daiber GmbH, focuses on a reduced, single-colour design and dispenses with fanciful accessories and bright colours in its brand-new Workwear collection which was officially launched at the A+A 2019 in November. Just as the first collection "STRONG STYLE" focussed on durable and sturdy material, especially for the

building trade, and the following Workwear line "COLOUR STYLE" focussed on more flexibility, colour variety and scratch protection, "SOLID STYLE" now comes across as clean and modern. In addition to the new design, quality plays a crucial role: This Workwear collection uses only high-quality YKK zips as well as practical features such as 3M reflective elements.

Reliable and comfortable

In all ambient conditions in the workshop or in enclosed spaces in the laboratory, good workwear must meet high requirements in order to offer both functionality and optimal comfort. JAMES & NICHOLSON combines exactly this with "SOLID STYLE": In addition to trousers, waistcoats, jackets and new outerwear, for the first time the Workwear also includes a professional Work Overall (JN887) with a reinforced knee area. A strong, durable blended fabric and a tearproof triple seam provide the necessary resilience. Diverse front and back pockets are ideal for stowing tools, a folding rule and mobile phone. Reflective elements on pockets, shoulder, back and pants ensure good visibility when working outdoors. The overall is available in four different colours, washable at 60° and suitable for tumble drying.

Practical and comfortable

The new Workwear Polos and T-shirts (JN891/JN892, JN1807/JN1808, JN889/JN890) with contrast piping made from combed, ring-spun organic cotton are both practical and comfortable. They are also hard-wearing and very easy to care for. They are available in all sizes (XS-6XL) and always fit perfectly especially when on the move. For even



For the first time, the Workwear includes trousers, waistcoats, various jackets and new outerwear, as well as a professional work overall with a reinforced knee area.

more elasticity, JAMES & NICHOLSON recommends the BIO Stretch-T Work (JN1801/JN1802) T-shirts made from extra-soft, elastic single jersey with a round neck. They are also available for cold workdays as BIO Stretch Long-sleeve (JN1803/JN1804) and ideal as an undergarment.

Broad target audience

For JAMES & NICHOLSON, it is also important that the new "SOLID STYLE" Workwear collection suits the widest possible target group in the working world from head to toe. Tradesmen working indoors and outdoors as well as engineers and laboratory staff should be able to work in this modern workwear. The new professional Work Coat (JN888) in a clean look made of high-quality blended fabric impresses through its simplicity and functionality: Two side pockets and a practical chest pocket with pencil pocket ensure the worker always has all essentials at the ready. All buttons are concealed to avoid damage to any workpieces.

Wide variety

JAMES & NICHOLSON is synonymous with high-quality corporate fashion. Consequently, the new Workwear has been designed to individually meet every customer requirement with even more space for logos and messages and numerous matching colours that correspond to the users' corporate identity. In addition to the large selection of colours and models, mix and match is also an important topic. Especially for the cold autumn and winter days, the new jackets are the ideal all-rounder and can be individually combined in fast-paced, day-to-day work. The new Workwear Sweat Jacket (JN893/JN894) with a stand-up collar and contrasting piping made of an easy-care cotton/polyester blend and rib-knit cuffs with spandex on cuffs and hem and the Knitted Workwear Fleece Jacket (JN897/JN898) with a fluffy liner provide pleasant warmth in the cold season. The Doubleface Work Jacket (JN1809/JN1810) is particularly soft and impresses with a two-layer material (cotton single jersey outside, fleece inside) and kangaroo pockets with concealed YKK



For JAMES & NICHOLSON, it is also important that the new Workwear collection suits the widest possible target group in the working world from head to toe.

zips and a reflective front zip. If you need it a bit more compact and robust, the best choice is the Workwear Softshell Light Jacket (JN882) or the Workwear Softshell Jacket (JN884). These are wind- and water-repellent, breathable and permeable to water vapour. The continuous YKK zip with a windbreak and chin guard protects against weather and potential dangers. These two models are also available as a softshell waistcoat (JN881, JN883). The warmest yet most durable jacket is the Workwear Softshell Padded Jacket (JN886) which is also available as a waistcoat (JN885). It combines what all employees want from workwear: light and soft but at the same time flexible and durable.

Various workwear pants

To complete the work outfit, JAMES & NICHOLSON offers a variety of workwear pants. The Workwear Cargo Pants (JN877) are casual cargo pants that can be worn both at work and during leisure time – BIONIC-FINISH®E-CO also protects against water and dirt. The new Workwear Pants (JN878) feature a CORDURA® reinforced knee area and lots of beautiful details such as various tool pockets and reflective elements. The Workwear Bermudas (JN880) are functional work shorts. Functional dungarees such as the Workwear Pants with Bib (JN879) are also an important part of "SOLID STYLE".

myrtle beach completes work look

myrtle beach, the headwear and accessories brand, completes the new Workwear collection from JAMES & NICHOLSON. The 6-panel Workwear Cap SOLID (MB6234) made of recycled polyester with reflective elements is available in a wide range of colours. Likewise, the 6-panel Workwear Cap Colour (MB6235) not only looks fashionable, it also impresses with its functionality thanks to its padded sweatband. Integrated air holes on the front panels provide the necessary ventilation, even during strenuous activities. The Reflective Beanie (MB7141), a classic knit cap with a reflective stripe in the yarn-over, ensures better visibility in the winter months. <



Only good promotional products are also durable promotional products. This applies especially to **the group of tools as brand ambassadors**. Here, too, the trend towards **high-quality products** which permanently refine the advertising message can be seen.



Nutcracker comes by mail

The elegant Christmas card from Multiflower contains a stainless steel nutcracker which will be used again and again during the winter season. It is perfect for opening walnuts and can also be used as a mailing enhancer. There is space on the standard motif of the card for a promotional print or your own design from 250 pieces. An envelope is available separately.



Bicolour optics for the anniversary

meterex Karl Kuntze GmbH is celebrating its 100th anniversary in 2020 and is presenting a wooden ruler in bicolour optics for the first time in its anniversary year. In addition to the eight white middle links, the customer can choose from 14 standard colours for the end links. The coloured framing of the logo significantly increases the advertising effectiveness of the rule. The minimum quantity with print or UV-LED digital print is only 100 pieces. The rule has internal, springy metal joints that ensure smooth opening and closing. The angle scale on the 2nd link is suitable for measuring roof and stair inclinations.



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Wenn Sie das Wort Schweizer Taschenmesser hören, denken Sie wahrscheinlich an das legendäre Offiziersmesser. Und die Legende lebt weiter im Huntsman Taschenmesser. Nutzen Sie diese Attribute und vereinen Sie die Grundwerte mit Ihrer Werbebotschaft und generieren Ihrem Unternehmen so einen nachhaltigen Imagetransfer.

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**FROM THE MAKERS OF THE
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ESTABLISHED 1884**



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matuschek@wera.de
www.wera.de

All tools powerfully at hand

Small can be quite big, as the Kraftform Kompakt 10 Tool-Finder PROMOTION from Wera proves. With ten high-quality Wera screwdriving tools, this tool set offers an incredible amount of application potential in a tiny space. With the so-called Kraftform handle with hard grip zones for high working speed and soft grip zones for firm gripping. Simply attach the bits and you are ready to go. The nine bits included provide the user with the most common screw profiles and feature the Wera Tool Finder "Take it easy" for finding the right bit size quickly and easily. The set can be customised with a customer logo from 100 pieces upwards.



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

... and stay healthy!

Many conversations and phone calls this year ended like this or something similar. This year's events have clearly shown us how important it is to observe general hygiene rules. Their observance is often the best protection for our health. Regardless of the coronavirus, sensible hygiene behaviour will always protect us from avoidable infections – and, incidentally, keep the number of sick days in companies down. So there are good reasons to pay attention to good hygiene. For this reason, Stabila has now developed a standard that incidentally reminds us of the most important hygiene measures. This promotional folding rule thus offers an additional benefit in terms of preventive health care and promotes awareness of recommended distances. Further information can be requested via werbemittel@de.stabila.com.



Regenschirm
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Regenschirm
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DIE KALTE UND NASSE JAHRESZEIT KOMMT. BLEIBEN SIE SICHER!
CHRISTMAS HIGHLIGHTS 2020

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Eye-catching pocket knife

With the camarc® BLADE pocket knife, Kaldenbach presents a cutting device made of stainless steel and aluminium that immediately catches the eye. The handle colour is anodised titanium and shines thanks to the individual doming inlay on both sides, which can be customised according to customer requirements. When opened, the knife is about 185 millimetres long with a blade length of around 80 millimetres.

PSI 46149 • Kaldenbach GmbH
Tel +49 9151 817850
info@kaldenbach.com
www.kaldenbach.com

All keys perfectly at hand

BrandCharger's Keyper is a good example of a multifunctional device that you did not know you needed but would not want to do without once you got to know it. This organisational talent sorts keys easily without them rattling in your pocket. When in use, only the key that is currently needed swings out. The tool also offers another six useful functions for daily use.



PSI 48361
BrandCharger Europe VOF
Tel +31 10 4434352
info@brandcharger.eu
www.brandcharger.eu



Healthy nibbling in winter

Multiflower has now put together a particularly delicious and extremely healthy winter snack for the upcoming winter season. In addition to 100 grammes of chestnuts which are roasted without fat and served without sugar, the chestnut bag also comes with a matching knife. A small card offers plenty of place for an advertising print in the standard motif or also for customisation starting from 250 pieces.

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



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

Baking “cup”-board box

Cinnamon stars, chocolate crossies or vanilla croissants are never baked and eaten as much as at Christmas. But the favourite Christmas cookies are and remain the classic butter cookies. They bake especially well with the stainless steel baking cups from emotion factory, which are now also available in a single carton box. The baking cups are available in eleven different themes – from a Christmas tree to a bell, horseshoe or elk. The slide box also enables the advertising company to create an individual message, the imprint of a recipe or a company logo. The promotional card is inserted into the box in a clearly visible position.

Der Hygienemaßstab



Vorsorgen
ist besser
als heilen!

Ein praktischer Werbeartikel mit prophylaktischem Zusatznutzen in der Erkältungszeit Herbst/Winter.

Die Beachtung der 10 Hygieneregeln schützt vor vermeidbaren Infektionen.

Für Behörden und Unternehmen im Gesundheitswesen, Zeitarbeitsfirmen, Firmen mit betrieblichem Gesundheitsmanagement usw.

Variante
1

1. Seite (Abb.1): Standard-Duplexskala
2. Seite (Abb.2): Die 10 wichtigsten Hygienemaßnahmen (individuell gestaltbar, Mindestmenge 200 Stück)



 **Hände häufig waschen** (auch nach dem Nase putzen) 

Abb.2

Variante
2

1. Seite (Abb.1): Standard-Duplexskala
2. Seite (Abb.3): Duplexskala mit den 10 wichtigsten Hygienemaßnahmen zwischen den Skalen (Ab Lager lieferbar, Mindestmenge 50 Stück)



 10 Hygienemaßnahmen für Ihre Gesundheit: 1. Wunden schützen 

Abb.3

Zu Chancen oder Zusatznutzen fragen Sie Ihre STABILA-Kundenbetreuerin oder wenden Sie sich an werbemittel@de.stabila.com.

www.stabila-promotion.com



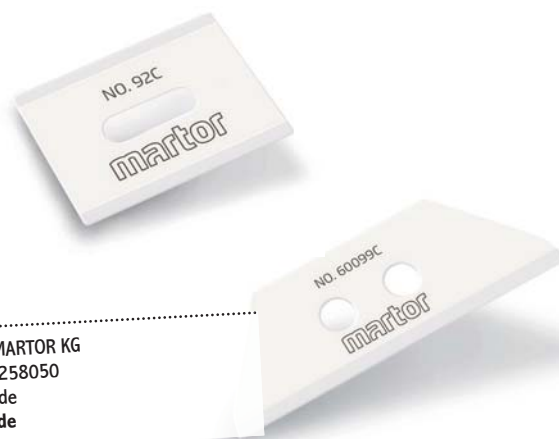
PSI 41853 • Frank Bürsten GmbH
Tel +49 7673 888650
info@frank-brushes.de
www.frank-brushes.de

Accurate and original

With the helmet brush from Frank Bürsten, advertising companies play it safe and at the same time help their target group to achieve a clean appearance. The helmet brush has the shape of an original construction and safety helmet on a black brush with synthetic bristles and measures 115 x 85 x 80 mm. Not only does it boast an appealing appearance, but of course it appeals with its functionality as a clothes brush. The combination of functionality and great design makes the helmet brush a popular give-away. It is available in the colours white, black, yellow, orange, red and blue in an optional gift box. Individualisation is possible on the helmet or gift box.



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



Ceramic blades expand assortment

The Solingen-based company MARTOR is expanding its range of blades to include three new high-quality ceramic blades. They can be flexibly inserted into existing MARTOR knife handles. MARTOR customers have always enjoyed a great deal of freedom of choice when it comes to safe cutting. For example between universal and special knives. Between aluminium and plastic handles. Or between the different safety technologies the knives are equipped with. Now a new dimension has been added: ceramic blades – and with it the possibility to flexibly choose between steel and ceramic blades, depending on your preference. After all, both types of blades fit exactly into the same existing handles.

LAMY



About Tracks and Impressions

Christmas 2020 will be the time to say „Thank you“ to customers and colleagues. Thank you for your commitment, patience and trust.

2020 will leave its mark. A gift consisting of a LAMY writing tool and the matching notebook creates a lasting impression.



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www.exclusive-gifts.com



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



Tailor-made for tailors

Not only professional tailors are delighted about this: The tailor-made, 150-centimetre long Caruso tape measure from ANDA is made of polyester with sturdy metal clips. It can be printed with graphics on both sides by using sublimation and is offered with this individualisation starting at a minimum order of 100 pieces. Upon customer request, the tape measure is also available in an RPET version.



PSI 41583
HEPLA-Kunststofftechnik GmbH & Co KG.
Tel +49 5681 9966
info@hepla.de
www.hepla.de

Wooden construction site helper

The practical carpenter pencil from HEPLA is a useful aid on any construction site or in the hobby room at home. It is ideally suited for marking on wood, bricks and other rough surfaces and lies particularly well in the hand due to its rectangular shape. The unsharpened carpenter pencil is made of wood, about 250 mm long and available in seven standard colours. The hardness grade is HB. On request, it can be finished in the in-house print shop using pad printing or effective digital printing.



Carbon as an eye-catcher in the kitchen

The KING® knife set from Lehoff in the trendy carbon design is the absolute eye-catcher in every kitchen. The black knife blades are stainless steel coated and the ribbed structure and coating of the knife blades ensure that nothing sticks to the blades when cutting. The knife handles are pleasant to touch and the knives lie lightly in the hand. Three knives are included in the set which consists of a cook's knife, a utility knife and a vegetable knife.



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



Lasting stamping fun

After already selling over 20 million copies, Global Innovations is now offering the patented biscuit stamp as a sustainable, bio-based version made of sugar cane. With a height of only three millimetres, it is ideally suited as an inexpensive on-pack or mailing item. It is possible to choose your favourite motif from a wide range of football, Easter and Christmas motifs. Of course, your own motifs or licensed products can also be created.

LEDER CLASSIC'S



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LEATHER & SYNTHETIC



SPECIAL DESIGNS



LEDER CLASSIC'S

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Germany | Phone +49 8082 348
info@leder-classic.de | www.leder-classic.de



Multitools with multiple uses

The practical ROMINOX® Multitools from Römer Lifestyle are now also available as shopping trolley tokens with useful additional functions. Small, light, particularly inexpensive and yet versatile, the mini everyday helpers made of hardened tool steel are convincing in everyday life, in the office or when travelling. Due to their light weight and small dimensions, the three new Mini Shop tools are ideal mailing enhancers, trade show give-aways or on-pack products. The tools come in an environmentally friendly cardboard folder with a function description. All ROMINOX® tools can be purchased with an optional KeyRefinder code.



PSI 48671 • Studio Anan
Tel +386 1 292 72 78
sales@canper.promo
www.canper.promo

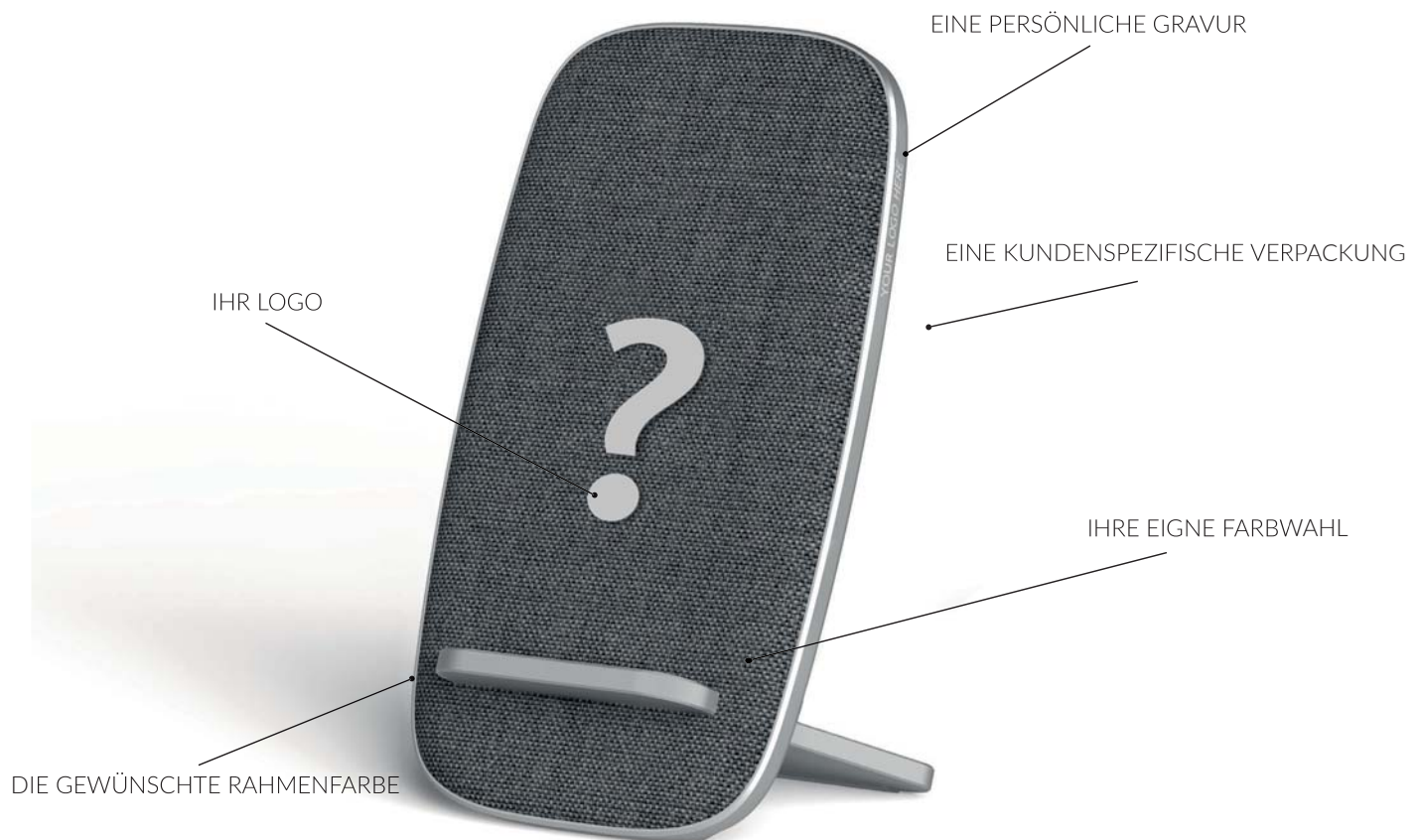
Hygienic drinking enjoyment

New Canper can closures from Studio Anan enable hygienic drinking from aluminium beverage cans. The can closures are available in eight colours. An individual and personalised promotional design can be applied to the closures in full colour print. They are delivered hygienically in flow-pack packaging and are fully reusable, dishwasher safe, tasteless and food safe. They also prevent unwanted insects from getting into the drink.

AUF WELCHES PRODUKT WÜRDEN SIE **IHR LOGO** DRUCKEN LASSEN?

Stellen Sie sich diese nicht unwichtige Frage.

SACKit bietet eine breite Palette an sonderangefertigte Produkte für Ihr Branding an, damit Sie Ihren Mehrwert steigern können.



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LED-LEUCHTE

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Kontaktinformation: Export Manager, Brian Stilling bsl@sackit.dk

SACKit[®]
DARE YOURSELF



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

For household and handicraft

A good plan begins with the stroke of a pencil. This is how ideas take shape. Carpenter's pencils and specialist pencils from Reidinger, such as the well-known stonemason's and multigraph pencils or multiwriting pencils set the standard in terms of quality and functionality. As a promotional gift, these helpers for the household and trade are always welcome and remain in use for a long time. With the practical online configurator on the manufacturer's website, the sustainable writing instrument can be customised with just a few mouse clicks.

An entire workshop at hand

Lehöff Im- und Export offers the 155-piece tool box from Brüder Mannesmann made of sturdy sheet steel. The box has everything a craftsman's heart desires. In two smooth-running drawers and a lockable lid compartment, everything is perfectly sorted and thus immediately ready to hand. With the practical carrying handle, the tool box can be taken everywhere. Lehöff offers the complete service package from consulting and purchasing to delivery to the customer.



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



PSI 49729 • Conedi GmbH
Tel +49 2942 2160
info@conedi.de
www.conedi.de

Maxi-sharp for all cases

Whether it be for work or spare time, at home or in the garden, the razor-sharp cutters from Conedi (previously distributed by Gustav Selter GmbH) are popular companions when it comes to cutting and opening. They combine stability with an attractive, harmonious design in black and silver, are rust-proof and combine absolute functionality with long durability. The 16-cm long Maxicut and the approx. 13-cm long Minicut have a practical metal bracket on the back for carrying. Alternatively, they can be safely stowed in clothing.



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

Design on the cheese board

Food should also be a feast for the eyes – in this case the striking two-piece cheese knife set from L&S supports this impression. The set of polished stainless steel consists of a cheese knife for hard cheese and a cheese knife for soft cheese. It is dishwasher-safe, dimensionally stable, hygienic and acid-proof. The holes in the cheese knife prevent soft cheese such as camembert from sticking to the cutting edge. An attractive gift box is also delivered and engravings for individualisation can be added on request.

Plant-Barrel Xmas spruce seed



PEFC

... aus dem Schwarzwald
ef
emotion
factory

Baking-shape in slide-box



Mini Soap + Bath tab



Woodies Art Stamp



FSC



Order the Flyer „x-mas ideas“



PSI 44531 • INDEXA GmbH
Tel +49 7136 98100
info@pentatech.de
www.pentatech.de



Workstation in the right light

For electrical work, do-it-yourself, in the car repair shop or when camping, the LB01 illuminated goggles from Indexa give you a brilliant view and the necessary light. Hands thus remain free. Especially practical: The bright lights are mounted at eye level and shine exactly in the direction of vision. Spectacle wearers can simply wear the worklight goggles over their glasses. The worklight goggles are powered by batteries and can be provided with an individual imprint if desired.



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



Magnetic order

Two writing instruments fit into the magnetically adhesive pen holder from Göschl, which can be used for notebooks from about DIN A6 size. The book cover must have a width of at least nine and a height of 16 cm. The holder has two compartments for pens and pencils on the front side and can be easily and stably fastened by simply folding it around a book cover using magnets located opposite each other. The holder is made of imitation leather on a PU basis with Saffian grain.



PSI 47980 • Audio Protect AG
Tel +41 44 7745353
u.germann@audioprotect.ch
www.audioprotect.ch

Something for the ears

With the hearing protection products SaveRave and EasyPlug, Audio Protect introduces reusable and disposable products with different packaging options. The products are all tested according to the latest EU regulations and are subject to EU market control despite being manufactured in the Far East. The new website www.saverave.ch is available in three languages and offers information and photos as well as flyers and certificates, which can be downloaded free of charge. Furthermore, the website provides a list of possible applications as a source of ideas for distributors.



Spacious and resistant

The Tool Bag from Troika is unquestionably practical. It offers a spacious main compartment with six pockets and three more pockets with pen loops on the outside. The sturdy tarpaulin material makes the bag resistant. The bag has an impressive carrying capacity of ten kilogrammes and a volume of about 6.5 litres. This makes it particularly suitable not only for do-it-yourselfers who want to carry their most important tools.



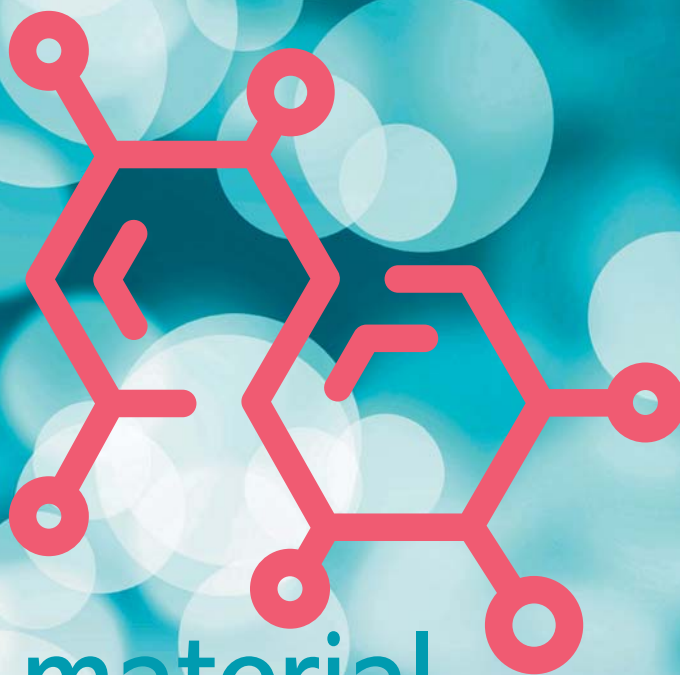
PSI 46311
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<https://info.troika.de>



PLASTIC

Plastic is omnipresent. We all use and need plastic products every day, and yet we continually demonise this versatile raw material. It is therefore time to analyse its strengths, weaknesses and the dangers it poses and to get to the bottom of our prejudices. To this end, we have spoken to well-known plastics manufacturers in the industry, who have provided a detailed picture of “their” material. In the coming issues, we will present the views of responsible plastics manufacturers.


Company



Versatile material
with a future

Plastic

– better than its reputation



Let us start with a short overview of our knowledge of plastics: Plastics consist of synthetically or semi-synthetically produced polymers with organic groups. A solid body of plastic is made up of millions of very long intertwined molecular chains (polymers) of constantly repeating basic units (monomers). The technical properties of plastics such as mouldability, hardness, elasticity, breaking strength, temperature and heat resistance as well as chemical resistance can be varied considerably depending on the starting material, manufacturing process and the addition of additives. This versatility is an

Plastics: The main categories

Thermoplastics: Through the supply of energy, thermoplastics become malleable to plastic and finally melt. They can be brought into the desired shape by using various moulding processes. After the respective part has cooled down, it retains its shape. This process is reversible. Most of the plastics used today fall into this category. They are used for simple consumer goods, packaging etc. as well as for technical parts in the automotive and electrical industries or in the construction industry.

Thermosets are created in a hardening process (usually by heating) from a melt or solution of the components. This reaction is irreversible: finished thermosets are hard and brittle and cannot be plastically deformed even by heating. They can only be processed mechanically. They have high mechanical and chemical resistance. Examples: One of the most common and oldest plastics in this class is bakelite. This category also includes polyester (PES), polyurethane resins for paints and surface coatings and practically all synthetic resins.

Elastomers include all types of cross-linked rubber. Elastomers are flexible, do not become soft when heated and are not soluble in most solvents. They are used, for example, for hygiene articles or chemical gloves. The rubber compound of car tyres is also an elastomer which obtains its properties through vulcanisation.

outstanding feature of plastic and the basis of its almost unlimited applications: Plastics are further processed into moulded parts, semi-finished products, fibres or films. They are used as packaging materials, textile fibres, thermal insulation, tubes, floor coverings, components of paints, adhesives and cosmetics, in electrical engineering as material for insulation, printed circuit boards, housings, in vehicle construction as material for tyres, upholstery, dashboards, petrol tanks and much more.

All-rounders with quirks

Half of all plastic products end up on the rubbish heap after about four weeks and only a fraction of them is recycled. This fact is one of the core arguments of the anti-plastic campaign which unfortunately neglects the fact that our modern life would simply no longer be possible without this versatile, high-quality, durable material. After all, it is found in packaging, consumer goods, industrial and medical products. From superfluous, useful and indispensable to making people ill – all this more or less applies to articles made of plastic. The sense of responsibility of manufacturers, importers and consumers is an important lever in the handling of plastic. If not everything that is possible were produced and not everything that is on the market were bought, then the market should at least be able to regulate the flood of unnecessary and often cheap products to some extent. And if we manage to put utility and quality before price, and ensure that sustainability starts with product development, then we will have achieved a great deal.

Exciting discourse

Climate protectors and environmentalists not only express criticism, they also try to influence consumer awareness in such a way that disposal works better – i.e. less plastic goes into the environment and more is recycled. The promotional product industry also approaches the issue of sustainability with ever greater conviction, and plastics manufacturers in particular are aware of the problems associated with the material. They approach them openly, provide information and everyone works on company-specific solutions. An exciting discourse which we will be documenting for our members in the coming issues. <

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www.chemie.de

PLASTIC

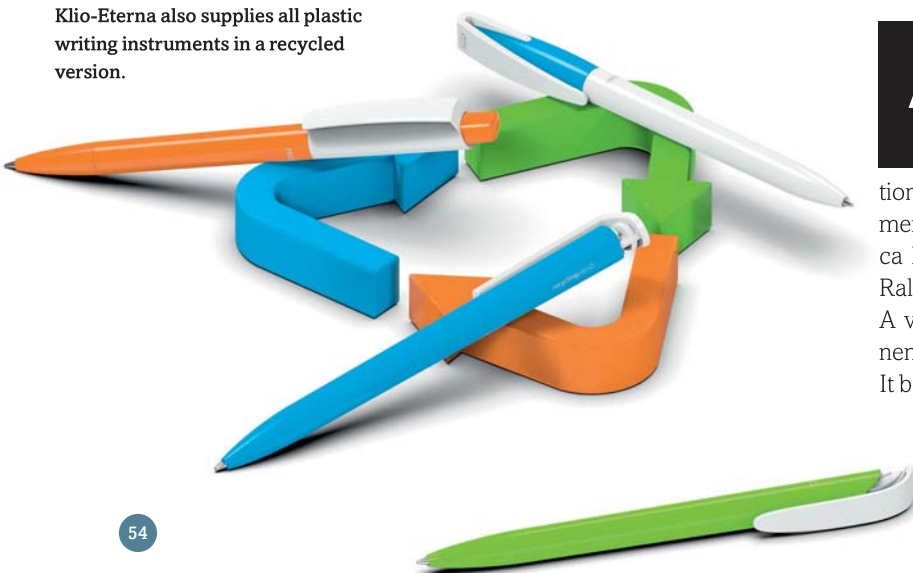
Klio-Eterna produces ballpoint pens for the promotional product market at its Wolfach site. A market that demands good design, pleasant haptics, consistent quality and a wide range of options for individualisation. The plastic manufacturer implements these goals responsibly and creatively.

High-quality pens from environmentally friendly production

Plastic at its best



Klio-Eterna also supplies all plastic writing instruments in a recycled version.



A company that boasts more than 120 years of experience in the production of high-quality writing instruments raises high expectations. After all, continuous success cannot be achieved without technical perfection, constantly updated production processes and investments. Our conversation with Marketing Manager Jessica Richter and authorised signatory and Sales Manager Ralf Richter focuses primarily on the production process. A variety of plastics are used for the individual components of a ballpoint pen depending on the requirements. It becomes clear what this material is capable of and how

much finesse is required to handle it correctly. Enormous background knowledge, also for the trade – as the basis for sound, professional customer advice. Finally, facts and thoughts on sustainability round off the self-image of a company that is also exemplary in this area.

ABS order-specifically coloured

„The largest part of our production is made up of the housing parts of the plastic ballpoint pens which are manufactured exclusively in-house. ABS plastic is the ideal material for all housing parts. It is easy to process, is very strong and therefore durable, insensitive to external influences such as heat, cold and moisture, and can be excellently personalised with the usual printing processes of screen printing, pad printing, digital printing and sometimes even laser engraving“, explains Jessica Richter. The company purchases ABS as neutral-coloured virgin material and, to an increasing extent, also as recycled regenerated material, also neutral-coloured. The granulate is then order-specifically coloured. „This gives us the flexibility to offer the option of special colours even for very low order quantities, especially for recycled ballpoint pens“.



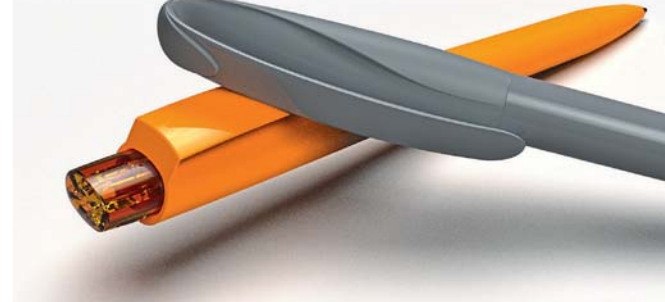
Ballpoint pen production, plastics know-how and sustainability: Ralf and Jessica Richter explain the important aspects.

application. On the one hand, PP protects the ballpoint pen paste from external influences, but above all it ensures that a vacuum can be created inside the refill during the writing process, which is the basic prerequisite for the technically perfect function of a ballpoint pen refill. This material can also be processed very well in injection moulding machines and offers similar advantages to the ABS material in terms of quality and durability. However, printing on polypropylene is difficult. Therefore, Klio-Eterna does not print its refills, but stamps the production date (calendar week and year) onto the refill tube. „In this way we show the customer that we do not use stock products, but always produce fresh refills to order. Finally, we also provide a two-year guarantee on the refills,“ adds Richter.

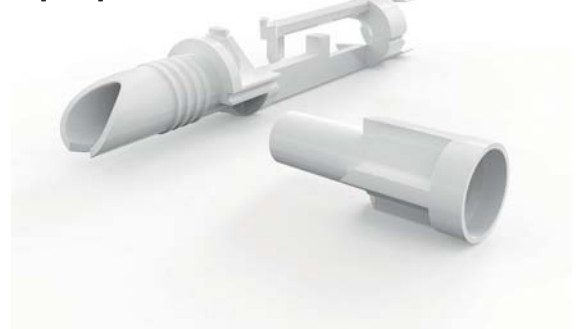
Solidly built mechanics made of POM

The mechanism in ballpoint pens must be able to withstand extreme stress and have good gliding properties. So

Experience, precision and a comprehensive understanding of sustainability characterise the success of the Klio-Eterna brand.



Mechanics made of POM: Each component of a ballpoint pen is made of a special plastic.



here again, other material properties found in POM plastic are required: it shows hardly any signs of wear and glides very well. For these reasons, Klio-Eterna manufactures the complete mechanics from POM. Recycled POM is used for the mechanical components of the recycled ballpoint pens to make them as sustainable as possible, not only on the outside but also on the inside. The Shape recycling model, for instance, has an extremely sustainable refill variant with a stainless steel refill tip. But our ballpoint pen which we are currently „manufacturing“ in this example is not yet complete. The rubberised grip zones, which in turn require a specific plastic, are still missing. They are made of TPE, a very high-quality material that does not become sticky even after long and intensive use. It is characterised by durability and is safe to use. Cheap imported products often contain high concentrations of plasticisers which can leak out and are harmful.

Organic materials are booming

As we have seen, plastics are omnipresent in the production of writing instruments: at Klio-Eterna, four different materials are already being used in a tiny space. And more are being added for the sustainable models. „The demand for bio-based or biodegradable writing instruments has increased significantly in recent years, despite the high cost of organic materials,“ notes Ralf Richter. „We use PLA plastic here, which is obtained from plant starch from renewable raw materials. We make sure that native plants are used for this and that the material is manufactured in Germany. Its industrial compostability has been confirmed according to DIN EN 13432. This means that the entire outer housing of all our ballpoint pens is compostable under certain conditions. In addition to the high material costs, PLA plastic also poses special challenges for processing during injection moulding, colouring the granulate and printing. The material as a whole is more sensitive to scratching and impact, and due to its changing composition, it occasionally behaves a little differently in processing. For this reason, not all models in the extensive Klio range can be manufactured using PLA plastic. Nevertheless, Klio-Eterna can still offer 5 models in 8 standard colours and a special colour option from 5,000 pieces.

Environmentally friendly concepts

Ultimately, each customer must judge for himself whether the concept of organic ballpoint pens is the right one for his company philosophy, conclude our interlocutors. „In any case, we make sure that we do not compromise on the material mix when it comes to the outer shell. Some ballpoint pens on the market are made of natural materials and combine metal elements from Asian production or other plastics that are not sustainable. From our point of view, this is not at all transparent for the end custom-

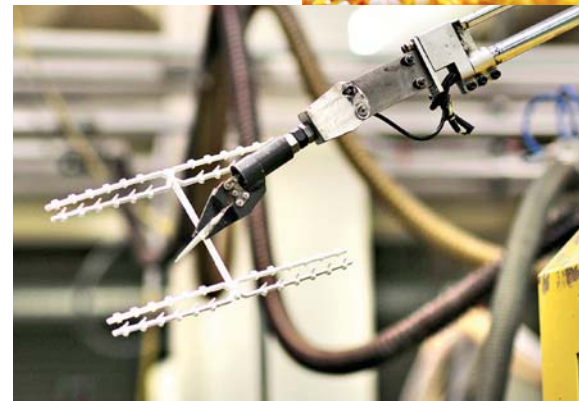
er. Therefore, we use concepts that are uniform, understandable and in this sense really environmentally friendly. However, the most logical and sustainable concept from our point of view is the systematic use of recycled plastics“. After all, every plastic that has ever been produced in this world is still available. So what could be more logical than to separate discarded plastic waste according to type and reuse the respective materials to manufacture new products? Plastic allows this to be done virtually without any loss.

Environmentally friendly production and recycling

At Klio-Eterna sustainability is understood in a comprehensive sense: The processes and material flows are organised in such a way that the company can produce in an extremely efficient and environmentally friendly way. This applies to the entire production process, not just to the manufacture of sustainable writing instruments. „Sustainability is not a product segment for us, but a central component of our corporate philosophy. That is why we also manufacture all our plastic writing instruments in a recycled version on request. We even go so far as to produce ballpoint pens for individual customers from their production waste. The resulting recycled ballpoint pens have no restrictions whatsoever in terms of quality, durability and colours – at least not in our concepts“.

Price and performance in harmony

The previous passages show what is technically possible and what is implemented. But promotional products primarily have to be one thing: inexpensive. This poses great challenges for companies right from the beginning of product development, the more so the greater the production width and depth. Jessica Richter explains what is important: „Our tools must be designed in such a way that the output quantity is maximised and no complications arise with the materials used. Both man and technology have to measure up to expectations here; experience and precision are the success factors. Knowledge of the processing capability of the respective material, the special behaviour of certain materials over the entire life cycle – including disposal – as well as sound commercial pre- and post-planning and carefully considered process optimisation are the prerequisites for a quality product 100 per-





New plastic granulate (yellow) and recycled granulate (pink).

Plastic waste from production is reused.



cent Made in Germany to still offer a good price-performance ratio and compete with low-cost suppliers“.

Critically scrutinise consumption

Jessica Richter is convinced that „plastics cannot be held responsible for their bad reputation, man is responsible for making plastics an environmental problem“. The main causes are carelessly or incorrectly disposed of PET bottles, plastic film, packaging and, what is less apparent, the abrasion of car tyres. Most of the plastic waste comes from unnecessary packaging. Used sensibly and disposed of correctly, plastic is a great, high-quality material that has become an integral part of our lives. „Every consumer should ask himself which products should be made of plastic and which should not. Do disposable products of questionable production and inferior quality have to travel halfway around the world until they become the cheapest promotional product in our country?“, asks Jessica Richter, bringing the right approach into play here. And she rightly refers to high-quality products such as ballpoint pens that are 100 per cent Made in Germany and also includes other plastics manufacturers here: „All companies that produce here in Germany have long since oriented their production to the established quality management standards DIN EN ISO 9001 and DIN EN ISO 14001. We are even going one step further and are currently starting with EMAS certification, thus aligning ourselves to the highest environmental standards“.



For hygiene conscious customers:
Klio protect



gifts-on-point GmbH, a promotional product specialist from Freienwill near Flensburg, has acquired Zernisch Werbung GmbH, Flensburg, and the rights to its name. From the beginning of August 2020, the two companies will operate under the name Zernisch Werbung GmbH and combine their respective competencies.

gifts-on-point acquires company and name

Bundled strengths

The previous owners Petra and Manfred Zernisch (left) hand over the company to the new Managing Director Lasse Petersen (right) and Oliver Zernisch.



Photo: DAUSKONZEPT GmbH

The merger of two such large promotional product distributors is unique for the Schleswig-Holstein region in northern Germany. The fusion of our expertise in the field of online marketing and web-shop with 40 years' tradition and know-how in the market is a great combination for us", says Lasse Petersen, Managing Director of the newly formed company. The merger also marks the retirement of Mr. Manfred and Mrs. Petra Zernisch after more than half a century of self-employment together in Harrislee and Flensburg. In 1992, the two founded Zernisch Werbung GmbH, and more than 20 years ago their son Oliver Zernisch joined the family business. In peak times, the owner-managed company employed more than 10 people at its Flensburg site and in the field, most of whom have remained for several decades. Just as loyal as the team were the

long-standing customer relationships, report Manfred and Petra Zernisch with pride.

New successors no strangers

The company's new successors are no strangers. Founded in Freienwill near Flensburg in 2014, gifts-on-point GmbH has specialised from the outset in haptic promotional products, gifts, special productions, vehicle labelling and outdoor advertising, and supplies promotional products for regional companies as well as for major brands such as Deutsche Bank, Pirelli and Bayer. Both companies have the same specialisation – with different core competences. At gifts-on-point, a large part of the business is already geared towards the digital market, while at Zernisch Werbung the focus has always been on personal contact – and that is how it should remain.

Analogue and digital competencies combined

The merger of the two companies brings these competencies together for customers. Personal contact will continue to be lived – with an on-site showroom, customer appointments, trade shows and events. Thanks to modern tools such as target group-oriented product suggestions, knowledge transfer via an online blog and, in particular, online orders and enquiries, the company will be able to provide customers with even more information and advise them more intensively and quickly in future. “Especially in times of the coronavirus, digital transformation reveals its advantages”, says Managing Director Lasse Petersen. Petersen himself looks back on many years of industry knowledge and experience and is optimistic about the future of the company.

New headquarters

The new headquarters of Zernisch Werbung GmbH is located at Eckernförder Landstraße 16 in Freienwill directly near Flensburg, while the familiar location in Westerallee in Flensburg will remain as a branch office. Not only will Oliver Zernisch continue to work in the company, both long-standing permanent employees have also been taken on.

The usual high consulting quality

The corporate identity has already been given a fresh design. The relaunch of the word/figurative mark and the corporate design has laid the foundation for modern corporate communication while the values lived by the company remain recognisable. Of course, nothing will change in terms of the usual high consulting quality directly at the customer's premises or in the showroom. As in the past, the company will also continue to be a competent partner for outdoor advertising, vehicle labelling and illuminated advertising for customers on site.



Photo: DAUSKONZEPT GmbH

“Another highlight is our full-service offer which will save our customers a lot of work and time. We store articles for the customer already printed with a logo and can despatch them within 12 hours as required.

Our customer receives online access for ordering at short notice so that, for example, a customer's sales representative can replenish his stock of promotional products for the next customer visit at short notice.”

Lasse Petersen

Online shop with 12 product categories

A new feature is a huge online shop with more than 100,000 articles, which today ensures the digital transformation of the company. 12 product categories and numerous themes in various segments as well as extremely short delivery times characterise the “promotional product king”. Both the online shop and the new website were designed and technically implemented by the affiliate company and advertising agency DAUSKONZEPT GmbH.

“The right article for every industry”

Oliver Zernisch emphasises that promotional products are no longer just pens or lighters with advertising print. Nowadays, biodegradable give-aways are smart and valuable products – many of them also “Made in Germany”. Whether it be inexpensive give-aways, innovative employee gifts or individual special productions, “the right article can be found for every industry and every budget”, says Oliver Zernisch.

Quality and speed

“The business still provides in-depth consultation but quality and speed are also important. The market is growing strongly and haptic promotional products are currently gaining more and more relevance. Through the merger, our company is positioning itself as one of the market leaders for the procurement and finishing of promotional products in our region and provides the basis for this with a Europe-wide network and various sales channels”, says Lasse Petersen. Oliver Zernisch and Lasse Petersen are looking forward to the discussions and appointments in Freienwill, Flensburg or directly at the customers' premises. <

The new online shop for promotional products from Zernisch Werbung GmbH comprises over 100,000 items with individual imprints. The shop can be found under the brand “Werbeartikelkönig”.

This year meterex is celebrating its 100th anniversary. The specialists for tape measures and folding rules have acquired an immense wealth of experience in dimensionally accurate promotional products throughout their existence and have always been at the forefront in their metier whenever tradition and modern developments are successfully combined.

100 years of precision promotional products

Precision for the highest demands



A bird's eye view of the company building of meterex in Langenfeld.

The anniversary year of meterex – Karl Kuntze (GmbH & Co.) started with a promising appearance at the PSI Trade Show. meterex, the specialist in the field of tape measures and folding rules, started its anniversary year under the motto “1920-2020 – 100 years of measurable success”. Founded in Solingen, the family-owned company has continuously developed into one of today's leading, internationally operating players in the industry. Based in Langenfeld, the measuring specialists have one of the largest product ranges in Europe in their core area and score points with constantly new product interpretations in their field. The high demands on quality, processing, utility and individualisation make meterex products truly custom-fit as well as lastingly effective in

their segment and thus also highly sought-after promotional products which numerous renowned customers throughout Europe gladly rely on.

Anniversary with obstacles

At the PSI, where the guests were welcomed with a glass of champagne to mark the occasion of the anniversary, four new folding rule models as well as an exclusive European novelty – a laser distance meter – were brought along, with which meterex is paving the way into the future of measuring instruments. In addition, the visitors of the stand received the “work of the century”, a folding rule with the company history, as a gift. An anniversary event with an “open day” in June was planned as a further high-



The beginning of an impressive company history: the founding document of the company from the year 1920.

light, to be followed by a large celebration. But the developments revolving around Covid-19, like so many others, scotched this festive project. But a company that has existed for 100 years and successfully survived several economic crises and a world war is not discouraged by the effects of the current pandemic. On the contrary: at meterex, they continue to look ahead and combine the treasure of tradition with innovative developments in a successful way. We were able to convince ourselves of this on a visit to the company.

The beginnings

Just as remarkable as the present impressions is the company history which we will review here in short. Karl Kuntze, who is still present in the company name, founded the company together with his brother Richard in Solingen in 1920 as an electroplating company in which cutlery and steel measuring tapes were refined. In 1937, the first tape measure with an automatic return left the production line. After the 2nd World War, the company then became a specialist in manufacturing tape measures "Made in Germany". As early as 1950, the first tape measures with advertising imprint were produced.



Focus on promotional tape measures

In 1964, Richard Kuntze, the son of the founder Richard Kuntze Sr. joined the company. From 1966 he managed and developed meterex Karl Kuntze (GmbH & Co.) for over 40 years, successfully focusing the company on the production of tape measures for the promotional product and tool industry and expanding the range of products to include the production of spirit levels. From the 1970s onwards, the company focused on the German and European promotional product market. "Visita", the world's first tape measure in a business card format, was developed in 1970, before the award-winning design tape measure

Quality anno 1950: A range of sturdy, promotionally effective tape measures.



Two generations of the company's 100-year history in one photo: Oliver Kuntze and his father Richard Kuntze in the company's modern digital print shop.



Congratulations at PSI 2020: Ralf Uwe Schneider (Head of Distributor Sales PSI) and Exhibition Director Petra Lassahn, flanked by Oliver and Richard Kuntze, presented a birthday cake.



Oliver Kuntze also explained the promotional possibilities of the anniversary company to the Parliamentary State Secretary Elisabeth Winkelmeier Becker at the meterex stand.



One of the in-house finishing techniques: Individualisation by means of pad printing.



Precision machines that are still used today for special tasks.

“Imperial” was launched in 1972. In 1982, the first body circumference tape measure “Bodyflex” became a worldwide success. Both models became classics and are still “Made in Germany” today.

New accents

Oliver Kuntze succeeded his father Richard as managing director in 2005. Since joining the company in 1990, he has set new accents and expanded the product range to include folding rules made of wood and plastic as well as high-quality spirit levels and other measuring tools. In addition, he has intensified the marketing activities and strengthened the internationalisation of the company. (Today almost 40 percent of the products are exported, with Europe as the core area, but also to Australia and America).

Cutting-edge finishing

In 1999, the company moved its headquarters from Solingen to Langenfeld where it benefited from better logistical possibilities, and has steadily expanded its production and storage capacities to this day. At the same time, the finishing techniques for products were further devel-

oped and refined, including the introduction of photo-realistic prints by means of digital printing. meterex was one of the first companies in Germany to introduce this especially for folding rules. At the Langenfeld site, meterex combines its own plastic injection moulding, production and assembly as well as the individualisation options of screen, pad and digital printing under one roof. Digital printing machines of the latest generation and a qualified team are the guarantors for an impressive performance and high product quality which guarantee optimal results and flexibility for customers.

Latest developments

meterex is also always at the forefront in the area of new developments. Current highlights include a wooden folding rule in a new, promotionally effective 2-colour look in 16 colour combinations for the start and end links from 100 pieces (see product presentation in this issue) as well as two versions of a highly efficient laser measuring instrument which meterex offers Europe-wide exclusively for the promotional product market (see also product presentation in the PSI Journal 8-9/2020). The two models are the smallest of their kind available so far and measure



The “Imperial” tape measure won the first design prize for the company in 1972 – and it remains a classic and bestseller to this day.

or calculate distances (Quick) as well as areas and volumes (Quick Magic) by simple operation. Both are also described in detail in the latest meterex catalogue for its 100th anniversary.

Personally there for the customer

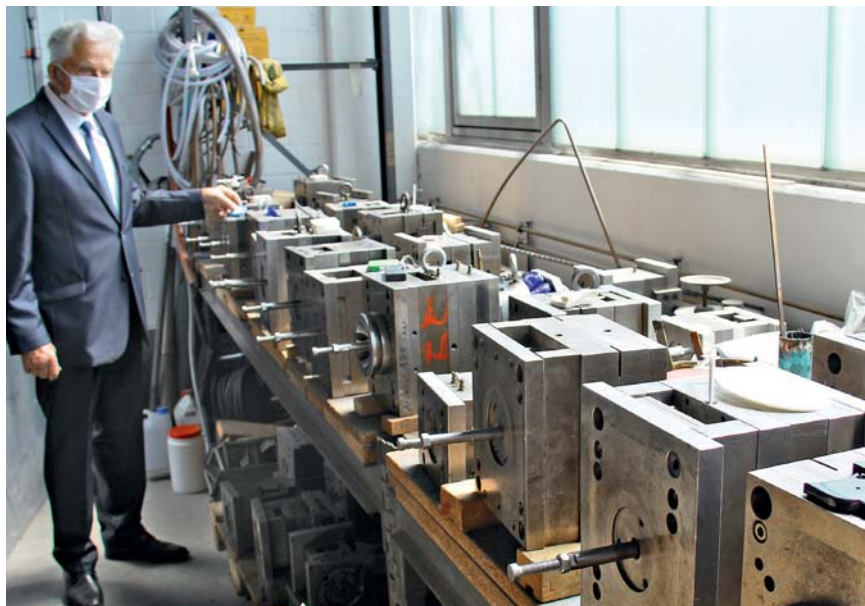
In addition to its exceptional products with their remarkable qualities, the company also has a great advantage in terms of service where speed, flexibility and efficiency are of the utmost importance. And as a true family business, meterex still looks after the customer personally. This is not least also due to the continuity in the company management. Although Richard Kuntze is no longer active in the operative business, he is still at his son's side in an advisory capacity at the age of 83. The spontaneous nature of the father and the strategically planning nature of the son have always perfectly complemented each other. Father and son are united by their passion for show jumping, where both are also highly successful.

Confident in the future

A component of the flourishing, constantly flowing recipe for success of meterex is ultimately also its membership in the PSI network, which will be 55 years old in 2020.



High-end digital printing enables full-surface, true-colour individualisation options up to the photorealistic reproduction of motifs.



A range of injection moulds: Tools for promotionally effective customisation.

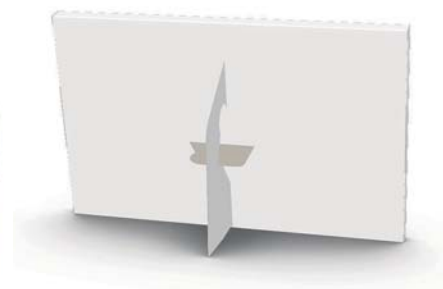
meterex is also a loyal exhibitor at the PSI Trade Show: “For us, the PSI was and still is the central trade show event to meet our customers once a year in a concentrated form and to acquire new interested parties. Consequently, the PSI has been a central theme throughout our company history,” says Oliver Kuntze. And the anniversary year was also initiated at the latest PSI. Even though the big anniversary celebration in the summer fell victim to the pandemic, it remains in the company's plans. “If circumstances permit, it will take place in the coming year,” emphasises Oliver Kuntze who, despite the coronavirus, looks confidently into the future and wants to “continue to be there for customers” with his company. In any case, meterex already clearly imparts “positive impulses and a new momentum”.

<

Sustainability as a bonus

The individually designable colordruck desktop Advent calendar filled with the finest chocolate can really sweeten the pre-Christmas season for customers, business partners or employees. This Advent gift is guaranteed to be remembered for a long time because **it is made exclusively of recyclable material**: cardboard with a high degree of whiteness for perfect colour brilliance and corrugated cardboard for the thermoformed part. The latter gives the calendar the necessary stability. Measuring 16 x 25 centimetres, there is plenty of space for a personal Advent message. If desired, the manufacturer will gladly take care of the entire logistics right up to delivery to the recipient.

PSI 49780 • Design your Packaging by colordruck Baiersbronn
Tel +49 7442 830555 • info@designyourpackaging.de
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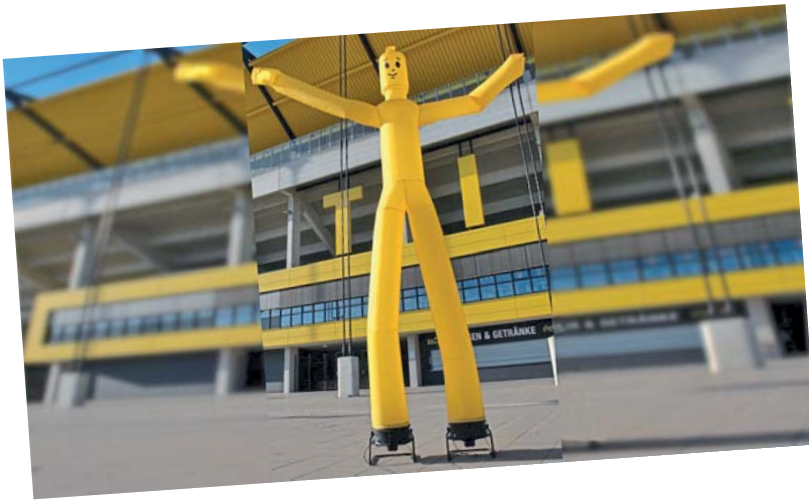
With individual Advent calendars as supplied by CD-LUX, you can express your appreciation to customers, employees and suppliers. This is demonstrated by the high quality of workmanship, the convincing price/performance ratio and the delicious fillings of the finest premium brand chocolate from Lindt & Sprüngli, Milka, Sarotti and Ritter Sport, among others. The environment has also been taken into consideration: the inlay of the most popular CD-LUX calendars **is made entirely of recycled material**, such as collected and recycled drink bottles. Alternatively, many products are offered with entirely bio-based, compostable inlays made of renewable raw materials.

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

Dancing eye-catchers

Skydancers are unmistakable eye-catchers for any event, according to supplier MainzAir. Their **impressive size** alone draws all eyes to them. And the background noise of the fluttering fabric also plays a central role. Environmental consideration is also not neglected because the Skydancers from MainzAir consist of high-quality high-tech materials to ensure longevity. And there is another special feature: In contrast to other manufacturers, the small version is delivered ready for use in a flight case. Just open the lid, insert the cold-device plug and the promotional object is ready for use in seconds.

PSI 48441 • MainzAir
Tel +49 241 47581230 • info@mainzair.de
www.mainzair.de



Elegant and stylish

Writing instruments continue to enjoy enormous popularity when it comes to promotional gifts that are intended to be used for a long time. However, the article should be stylish, elegant and well-made in order to stand out as exceptional. This is definitely the case with the MYTO from Stilolinea. The ballpoint pens not only impress with their shape and functionality, but also with the almost **infinite variety of colours in combination with the choice of surfaces**. Various models are available, such as MYTO JUNIOR, MYTO GIFT and MYTO GLAMOUR, all in premium quality and Made in Italy.

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



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Addition to the family

The Cologne-based promotional product multi-specialist REFLECTS® is expanding its successful Bayamo Corporate thermo-cup concept. REFLECTS® is presenting the Bayamo Corporate Grande just in time for the publication of its first specialist catalogue titled Retumbler - Best of Drinkware. **The double-walled vacuum cup is a new variant of the popular Bayamo cup** with a generous filling volume of 440 millilitres. The insulating cup offers an eye-catching finishing surface and the larger version will also be launched on the market with an intuitive online configurator. In the simple mix-and-match system, the high-quality cup with a soft-grip cuff and ring can be configured in various colours. The two cup sizes, three body colours and 17 colours for the grip cuff and the ring allow the customer to configure the Retumbler-Bayamo thermo cup in accordance with his corporate identity from the Cologne-based site right from the very first piece. Further special colours, an individually designed grip cuff and personalised packaging are possible from a minimum quantity of 500 pieces.

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



Chocolissimo moments

Hand-made Belgian chocolate and pralines combined with a customised promotional impact – that is the successful concept of Chocolissimo. Simply surprise your customers, employees and partners with creative, personalisable gifts made of the finest chocolate. Why not simply create a chocolate bar starting at 300 pieces in the shape of an airplane or lettering? Or create an individually printed ChocoPrint bar from 50 pieces? Finishing on packaging can be done with a sleeve from 30 pieces and on the entire packaging from 200 pieces. A special highlight are the exclusive wooden boxes. They can be personalised with elegant engraving from just one piece. To ensure that the freshness of the chocolate is not lost, the products are manufactured shortly before delivery and can be delivered in tranches if desired if the product is to be used for several occasions.

PSI 48316 • Chocolissimo by MM Brown Deutschland GmbH
Tel +49 69 25427127 • verkauf@chocolissimo.de
www.chocolissimo.de



Fully recyclable

Sunware B.V. is a manufacturer of highly sustainable products that consumers can use for years. From fresh food cans to storage boxes, all these articles contribute to the reduction of food waste and disposable plastic. All Sunware products are entirely recyclable. In the coming years, the company plans to manufacture more and more products from recycled raw materials. The first step towards this has already been taken with the Relife collection. These articles are **made entirely from recycled plastic packaging**. By using packaging waste, Sunware contributes to a better utilisation of raw materials by producing new durable products from the raw materials obtained. The company's production facility is in the Netherlands. Only a few packaging materials are used for packaging. Because of the short transport distances, Sunware also minimises CO2 emissions.

PSI 60155 • Sunware BV
Tel +31 13 5703200 • info@sunware.nl
www.sunware.nl



Spicy Christmas greetings

For work colleagues, loyal customers, long-standing business partners or simply friends – Just Spices GmbH ensures a spicy Christmas season for everyone. The Spicy X-Mas box with **four holiday helpers** in it, which make cooking pure pleasure, is part of the offer: The Potato Allrounder transforms the great tuber into a highlight. The Pizza and Italian Allrounder offer the Mediterranean alternative to roasts and the like. In addition: Avocado is the new holiday green! With the Avocado Topping, food is also a feast for the eyes! An extra pinch? The box can be personalised with an individual logo sticker.

PSI 49391 • JUST SPICES GmbH
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Environmental thinking as a company philosophy

For more than 20 years, the Frankfurt-based company Brandbook has been manufacturing notebooks according to customer specifications – entirely Made in Germany with a minimum print run of 100 copies. The products are not just any old disposable products that are carelessly disposed of after the initial use, but rather high-quality gifts and work tools that are gladly kept and become more valuable with every entry. The selection of sustainable materials as well as resource-saving and meticulous production ensure the high durability of the products. Always on the lookout for innovative cover materials, recycled leather and vegan jeans label material have long been among Brandbook's favourite sustainable materials. But also **covers made from recycled PET bottles and vegan leather** produced from leftovers from apple processing can be found in the range. Printing is done with mineral oil-free organic inks on FSC paper from sustainably managed forests, and further processing is done with vegan adhesives without solvents.

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



Fresh from the barrel

Rustic, Christmassy and growing – a Christmas gift with natural flair for customers. This is the X-Mas Spruce Seeds plant pot which emotion factory has added to its assortment this year. This promotional product looks like a miniature wine cask, but with the help of spruce seeds, a substrate tablet as soil and planting instructions as well as a little gardening work by the recipient, a miniature Christmas tree grows out of it. The barrel itself **is made of PEFC-certified maple wood** and can be laser engraved. The lid of the barrel lends itself as an advertising space with a paper sticker on which a text of your choice can be individually printed. This humorous and caring advertising gift is produced from a quantity of 250 units.

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



A truckload full of anticipation

With these new means of transport from JUNG since 1828, every Christmas message is guaranteed to get into the fast lane! 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 big role models. Fully loaded with sweet treats from the popular Lindt and Ritter SPORT brands, nothing stands in the way of the upcoming Christmas business. Even at first glance, the original commercial vehicles, individually designed with creative Christmas greetings, are an absolute eye-catcher. And once the enjoyable contents have been consumed, the small freight transporters usually remain on the desk for a long time. That is pure long-lasting advertising.

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



Sustainable at first hand

From classic promotional towels to exquisite golf and beach towels, HERKA Frottier produces towels in the heart of Europe in a resource-saving way with multiple certifications. 12,000 towels per day and over 90 years of experience guarantee unique know-how and short delivery times. Small minimum quantities starting from 1 piece (embroidery) or 40 pieces (weaving) make (almost) all wishes come true. HERKA as one of **the most modern terry towelling weaving mills in Central Europe**, the affiliated textile finishing and the in-house production allow even the most unusual customer wishes to be fulfilled. All products are also available as organic goods in GOTS quality. On request HERKA will send its new product catalogue.

PSI 46235 • HERKA GmbH
Tel +43 2864 2317 • office@herka-frottier.at
www.herka-frottier.at

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www.wetzel-pens.de

Shape recycling

Sustainable to the very tip: Under the brand klio eco® and the sustainability label "recyclingpen", writing instrument manufacturer Klio-Eterna offers **pens made of biodegradable raw materials as well as pens made of recycled plastic granules**, all Made in Germany. In addition to recycled products with an antibacterial protective function under the brand klio protect®, the Shape recycling model is being launched on the market. Apart from the visible outer shell, the inner mechanism and even the refill tube of this beautifully designed product are made of recycled plastics. Writing enjoyment is guaranteed thanks to the durable Silktech L refill which is made in-house and is document-proof. Highlight: The stainless steel refill tip included as standard is the sustainable lead-free alternative to conventional refills. Based on the „Mix it, match it“ modular system, the four components can be combined in any combination of material and colour. With the PMS service, the new Shape recycling can be implemented in special colours according to PMS, RAL or HKS from 5,000 pieces. The products are packed in bags made of bio-film (based on renewable raw materials) and cardboard boxes made of recycled waste paper.

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



A successful combination

Under the new brand Frank & Richie, memo exclusively offers **carrier bags and pouches made of Fairtrade cotton**. 50 percent of the material used is obtained from single-origin Fairtrade cotton waste collected from textile production. The other 50 percent is made of fresh Fairtrade cotton. A large part of the (recycled) cotton used also comes from controlled organic cultivation – together they both save valuable resources such as water and make an important contribution to waste avoidance. It was important in the development process to end up with a product made entirely of cotton without the addition of, for example, PET, as is the case with some other recycled products, because such a blended fabric would not have been an acceptable solution for memo AG.

PSI 43927 • memo AG
Tel +49 9369 905160 • info@memo-promotion.de
www.Memo-promotion.de





Every year a star!

Whether it be 3-month calendars, desktop calendars, wall calendars, picture calendars, annual planners, school, book and pocket calendars or desk pads, Sprintis has the right solutions for almost all types of calendars to make them a visual and haptic experience. The products are not only effective planning tools, they also play a prominent role as **ubiquitous, unique and individually designable advertising messages**. Sprintis already helps in the planning process, for example with the selection of high-quality finishing options or the type of binding, hanging or edge protection solution. Customised designs and unusual formats always ensure a high degree of individuality.

PSI 47909 • SPRINTIS Schenk GmbH & Co. KG
Tel +49 931 40416100 • info@sprintis.de
www.sprintis.de



Active help for nature

Greenplanet is not only a brand of the Polish company Crux, but also an innovative project that promotes the idea of **renewing the tree population** and thus stopping global warming. This idea is actually quite simple: the supplier adds a small bag of pine seeds to every industrial product that is based on deforested forests. This is also the case with the so-called Grownotebooks from Crux. The person who receives this as a gift can sow the seed and with a little patience it will grow into small trees. In this way, nature that was taken to make paper products is given back.

PSI 43968 • Crux GmbH
Tel +48 32 7508080 • info@greenplanet365.eu
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Issue
10
2020

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Issue
11
2020

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Copy deadline: 17.9.2020
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Issue
12
2020

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Issue
01
2021

NEW TRADE SHOW PRODUCTS AT PSI 2021

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PSI

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Safe participation at trade show | PSI tests concept for face2face business

Together with a good 30 promotional product suppliers and distributors, a PSI delegation visited the “Caravan Salon” trade show in Düsseldorf on 9 September, the largest trade show in Germany since the introduction of the restrictions imposed by the pandemic. The idea behind it was to see at first hand whether comprehensive measures taken to ensure safe participation at trade shows during the COVID-19 pandemic would be successful. The conclusion of Michael Freter, Managing Director of PSI: “The Caravan Salon has clearly demonstrated that safe and successful face2face business is possible even during the COVID-19 pandemic. Admittedly, everything is a little different but that is the case in all everyday situations. We all have to get used to a new normality – this also applies to trade shows”. Directional arrows on the floor, posters on windows, walls and doors, disinfectant dispensers at the entrances, contactless ticket purchasing and sophisticated ventilation measures were just some of the visible changes at the trade show which otherwise proceeded as usual. What remains unchanged is that despite corona protection measures, the trade show is still and will be all about business and networks.

PSI 2021 with a very similar concept

“We will be launching a very similar safety and hygiene concept in January,” says Petra Lassahn, Director of PSI, viscom and PromoTex Expo. “Some of the measures will be directly visible, others more hidden, such as the use of high-performance ventilation systems that supply the entire exhibition centre with natural airflow. Thanks to pre-registration and monitoring, we will be able to control the number of people in the halls, we have made arrangements for congestion points where crowds of people normally gather, and in an emergency we will be able to seamlessly trace chains of infection”. In 2021, the areas will be larger and transparent partition walls as well as well thought-out routing will direct visitors and exhibitors safely through the halls, while the doors will always be open to avoid unnecessary hand contact.

Feeling safe has top priority

“We understand the fears and concerns of our exhibitors and visitors. The fact that they feel safe with us is our top priority. Today we were able to give a better impression of what PSI will look like during these exceptional times. Visiting the trade show in January will be at least as safe as shopping in the supermarket,” emphasises the trade show boss as she and her group walk through halls radiating optimism and finally get a whiff of trade show air again. “That’s what has been missing in the past few months,” she confesses.

PSI 2021 as an elementary annual kick-off

Among others, Steven Baumgärtner, CEO of Cybergroup International & Global Director Sales, confirmed that visitors can feel safe at the trade show. He took part in the guided tour of the Caravan Salon: “The big question of safety at trade shows and major events now no longer concerns me. Large trade show organisers in particular have a good concept. The PSI concept has already been communicated. In my view, there is no reason to feel anxious and not come to the PSI. Anyone who does not belong to a risk group does not need to have any safety concerns”. Steven Baumgärtner has already scheduled



his PSI visit. “We will be there because it is fundamental for the industry to take advantage of this kick-off at the beginning of the year. Next year possibly more than ever before. If we adopt an even greater conscious approach to next year’s trade show and learn a lesson from it, I believe 2021 will be a good year provided the coronavirus reaches normality at some point,” says Steven Baumgärtner.

Exhibitors also have faith in PSI 2021

As for the exhibitors, confidence in a successful trade show has increased following their visit to the Caravan Salon. “I felt very safe at the Caravan Salon and believe that the concept will also succeed at the PSI,” assures Frank Jansen, a representative for corporate customers of J.G. NIEDEREGGER. He encourages his industry colleagues to participate at the PSI because “while I consider the health risk to be manageable, the economic risk would be much greater without PSI 2021”. For him, participating at the PSI Trade Show is therefore not up for debate. “In the future we will have to see how the industry develops under the current circumstances. There are a lot of things that neither the PSI nor we have under control, but for me this is just one more reason to stay on the ball.”



Fears have been allayed

How many visitors will fit into the new concept? Will the halls remain empty? Michael Freter was also able to dispel fears like these during the guided tour: “The safety concept provides for a tailored number of people in the areas. If we reach these figures, we will actually reach the level of recent years. It will merely be more controlled. No visitor has to stay at home because there is not enough space”.



Seizing opportunities in a safe environment

At the end of the trade show day there was a basic feeling of optimism and confidence. “We will of course be holding a great many more talks because this issue will be with us for quite some time,” emphasises Petra Lassahn. “But we have seen that trade shows can take place despite the coronavirus. The exhibitors at the Caravan Salon did good business – in some cases even more than in previous years, as our colleagues in Düsseldorf report. We must not forget that the current situation also offers opportunities that must be seized. And with our hygiene and safety concept, we will ensure that this is done in a safe environment.”

www.psi-messe.com

Christmas trade has started

In the first four months of the Corona crisis, the PSI Product Finder and the PSI Sourcing Hotline were almost exclusively used to find hygiene products. Many companies kept their heads above water during the lockdown with face masks, protective goggles, disinfectants, etc. This could be observed in all European countries as well as in the USA. In-house production facilities for hygiene products "Made in Europe" were even set up.

Since August the picture has been changing. Not only has there been a fundamental increase in enquiries, but there is also a growing demand for classic Christmas articles: Advent calendars, cookies as well as an increasing number of writing instruments and articles from other categories. A clearly positive signal for the industry! And that is not the only thing. Activities are increasing, incoming orders are rising. We received this feedback at the online conference of the BPMA as well as at customer meetings at the Caravan Salon, the first major trade show this autumn. PSI had invited members to the Caravan Salon in Düsseldorf to experience the hygiene concept for PSI live beforehand. The Caravan Salon was attended by up to 20,000 visitors daily, especially at the weekends. It was a great experience to meet the suppliers and also the stand constructors once again in person and to go through the trade show together. At long last a real trade show again to see and touch products! And to be assured that trade shows work well in a relaxed way even under Corona conditions. Everyone was impressed and agreed that this is the way to hold a trade show again.

A number of smaller industry events were also held in Holland, France and Germany at the same time. What they all have in common is the realisation how good and important it is to be able to see each other again. The positive feedback comes from all countries, even though there are still many restrictions and uncertainties. International travel in particular is still an issue from today's perspective. All those who have recently visited trade shows again also say: "I felt safer there than at many other activities".

For all those who are undecided, the following applies more than ever: The industry must meet again at PSI 2021!

Best regards,

Michael Freter
Publisher of PSI Journal
Managing Director PSI
michael.freter@reedexpo.de



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Smart messages

The latest products of the "Electronics, Digital and Smartphone Accessories" product group, which will be presented in our November issue, show that the promotional product industry always moves with the times. The promotional products on this topic demonstrate how effectively new communication media and three-dimensional advertising can complement each other. Today, electronics plays a major role in our society and it is impossible to imagine many areas without it. New media technologies include all electronic, digital and interactive media as well as multimedia context. The interaction of the digital age (and the adequate devices such as laptop, smartphone and tablet) with three-dimensional advertising media is ever present and generates a desirable lasting advertising impact through daily use.

Please give some consideration to your product presentations for the PSI Journal December 2020 issue with the topic groups "Gastronomy and Hotel Industry" and "Made in Germany/ Europe" and send your product suggestions (image and text) no later than 16 October 2020 to: Edit Line GmbH, Redaktion PSI Journal, e-mail: hoechemer@edit-line.de



Sporty and environmentally conscious

The new sports collection of the Daiber label JAMES & NICHOLSON is not only characterised by a modern look, but also by the innovative use of recycled polyester for sports and leisure. In short: Reduced in colour, lots of space for individual finishing, out-and out sporty and at the same time environmentally conscious. We will be presenting the collection in detail.

Be ahead instead of behind



Adopt new trends at an early stage. Choose innovative approaches. Be ahead instead of behind is the motto. But this is about more than just being trendy. Which trend you follow requires a lot of thought. The PSI Journal examines trends and directions and in the Trends & Brands section presents examples of how the promotional product industry makes people sit up and take notice of an advertising brand.

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PSI Supplier Finder

The supplier directory of PSI

The research tool for PSI distributors
and the PSI Sourcing Team

Published twice a year.

The PSI Supplier Finder is the print counterpart to the PSI Product Finder and thus the reference work for PSI dealers to find certified suppliers.

Are you verified? What types of finishing do you offer?

The PSI sourcing team consults PSI suppliers with their product inquiries and makes product and supplier recommendation.

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- Company owners
- Managing directors
- Marketing managers
- Sales managers
- Sales personnel
- Marketing decision-makers

Editorial and Entry Deadlines

Issue 02/2020: Oct 10th, 2020

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