

PSI

EUROPE

PSI Journal

International Magazine
For Promotional
Products

November 2020

Volume 59



Electronics · digital · smartphone

Smart ambassadors

koziol »ideas for friends

Plastic as the material
of the future

Product Guide

Cars, bicycles, safety
Innovative products

GWW appeal

For fair taxation and
reduction of bureaucracy

My PSI

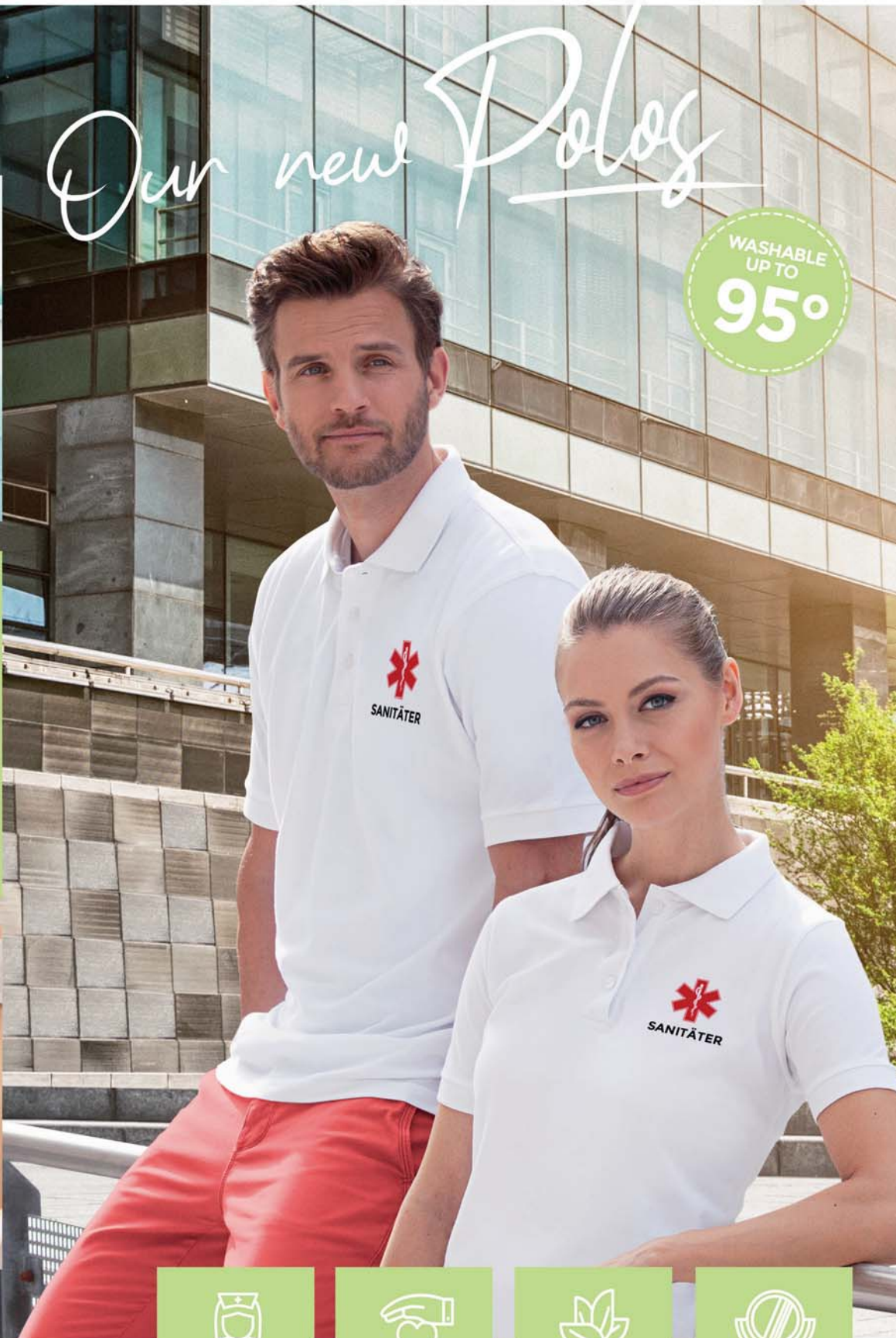
Network news

Our new Polos

WASHABLE
UP TO
95°



THE NEW
**HEALTH
&
BEAUTY**
COLLECTION





Editorial

Moments of change

Changes in society, technology and the economy which have been intensified by the coronavirus and beforehand will also be of great importance for companies in the promotional product industry. Those who keep an eye on these changes and capitalise on the standstill caused by the crisis to adjust their company and products will continue to stay ahead in the future: Let us adopt the changes into a we-culture as part of our lifestyles. The fact that problems can be solved better together with the “we” becomes clearer than ever in the corona crisis. Diverse collaborations and intelligent partnerships are gaining in importance. Increased cooperation is guaranteed to be a driver of change in the coming years. If only because it is easier to afford many things together.

On the customer side, target groups have long since ceased to be based on age. The new age groups are the communities of shared values. They no longer depend on age, but on lifestyle. Neo-ecology, Silver Society and New Work are new target groups for promotional products that need to be addressed.

After all, new communities of shared values need new products or repositioned products. It is clear that ecological awareness is growing in society. Sustainable promotional products (1) will play an ever greater role. The prosperity of the Silver Society is causing sectors such as health, care, nature and leisure (2) to grow. There are great opportunities in this broad spectrum for promotional products. New Work will enable products from the software, electrical and CE (3) sectors to grow. Daily electronic commerce, reinforced by home offices, is giving new impetus to countless small and tiny electrical and electronic devices. But also classic products such as writing instruments can be customised in their design and communication to appeal to new communities of shared values (4). Some manufacturers are already doing this in an exemplary manner, whilst distributors and consultants have to communicate this – with whatever measures and media they use.

And those who do not invest time and money now to drive digitalisation in their company (5) will soon be left behind when it comes to the presentation of products and services as well as the efficiency of processes. This is perhaps the last chance to make the digital transformation happen. Last but not least, digital challenges also require appropriate personnel (6) in companies.

I am more than confident that the promotional product industry will master this challenge, as many have done over the past 60 years.

In this spirit

Manfred Schlösser | Editor-in-Chief PSI Journal

Your opinion: schloesser@edit-line.de

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N° 2346
Fritz



Effective advertising ambassadors **14**

We live in a mobile world where people are constantly on the move. Our Product Guide shows effective advertising ambassadors “on tour” and proves furthermore: new communication media and three-dimensional advertising can be effectively complemented.



GWW calls on industry **42**

The reform proposal by the GWW and several umbrella organisations has now made it into the BMWi's proposal paper for BEG IV at the second attempt. The industry is now called upon to become actively involved in the enforcement of the demands.

Trade show events in autumn **44**

In summer and autumn, it looked like as if some kind of trade show normality had returned: Some regional promotional product trade shows as well as the “Trend” took place – under strict conditions and with less visitors, of course. Impressions of three events.



Entirely sensible **72**

Plastics are extremely versatile. It is particularly exciting when technical know-how and excellent design are combined. koziol has been at the forefront for decades with its creative, functional and ecologically correct lifestyle products “Made in Germany”.





Paper style

The fashion industry is very trend-intensive. It is inspired by non-textile themes and also becomes a source of ideas itself. The latest example is paper bag pants, pants with a high waistband that are tied and gathered at the waist with a belt. This makes the trousers look like a “crumpled up” paper bag at the waist. Many “paper acts” that the promotional product industry has to offer are also very trendy. And the sustainable eye catchers offer more than just a paper bag look.



Served sustainably

Napkin paper sleeve
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 PSI 49668



Pointful

Waste paper pencil
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www.e-xact.de
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Being your own trendsetter

Every Jack has his Jill, at least one saying claims. It remains to be seen whether everyone or everything will find **the right counterpart**. But it does not have to be limited to **Jack and Jill**. In the representational world, the magic word is **“mix’n’match”**: select elements, find the appropriate **matching pieces** and put them together to form a **complete product**. The **promotional product industry** shows how it can work. And (not only) our **examples prove it**: Obviously, **every Jack does have his Jill**.



The individual cup

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Reading coffee grounds with a **Wow** effect

Reading coffee grounds is an old tradition used to predict the future. So far so good. But storytelling with coffee grounds? It works – and it is tasteful in every respect. Especially when coffee grounds form the basis of an entire product line. And no less than 50 billion kilogrammes of it are produced every year. Even in this way, stories can be told and history can be written sustainably and guaranteed with a future.



WoW Sustainable Collection
Interall Group B. V.
www.interallgroup.com
PSI 41727

story telling

Reaching people. If you want to really inspire and convince your target group, you should have a story to tell. Stories touch the soul because they go beyond mere information and arouse emotions – especially when they address topics that people want to be involved in. However, successful storytelling should be authentic and be able to carry a brand. A timeless, yet meaningful aspiration and thus more than merely a simple trend.

Inspired by nature

Creating lasting values and environmentally friendly products that tell a story and leave a deep impression. Nature itself tells the most impressive stories – and is therefore a source of inspiration, also for the responsible use of its resources. Being inspired by nature for the benefit of nature, that is storytelling from its sustainable side.



Storytelling Print Works
BATO & DIVAJN
www.divajn.com
PSI 49860

Thematic tableware

Geda Labels GmbH
www.gedalabels.de
PSI 49535



Spatzl meets Lausubub

The Munich Oktoberfest is the largest public festival in the world. But during the corona pandemic, the “Wiesn” also reached its limits and had to be cancelled this year (for the 25th time since its premiere in 1811). So how should the story be continued? By setting no limits to one’s imagination – haptically and emotionally. A theme that probably many people would like to be involved in (on average six million visitors visit the festival every year).

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myPetrolina



myCasan



myBayamo



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6.4 percent or only 3.2 percent? More like 5.4 percent or 4.5 percent? What is the correct

forecast for the development of the German gross domestic product in 2021? In some cases, the predictions of governments, international organisations and economic researchers vary greatly. tagesschau.de

38%

of respondents to a study by the British Promotional Merchandise Association (BPMA) stated that they had received a promotional product during the COVID-19 pandemic. Unsurprisingly, this was mainly hygiene and protection products. pubs.ppai.org.

One fifth

of the media budget that advertisers invest in campaigns is ineffective, says media expert Thomas Koch. However, media decision-makers could find out which part of their spending is being wasted or where they could save without reducing the advertising impact. horizont.net

59 billion

US dollars will be spent on e-commerce platforms worldwide at the end of the year according to the World Advertising Research Center (WARC). That would be a growth rate of 18.3 percent. Amazon alone generates USD 517 in advertising revenues – every second. horizont.net.

552 billion

euros turnover in the retail trade is expected by the German Retail Association (HDE) for the current year despite the coronavirus. This would correspond to an increase of 1.5 percent over the previous year. absatzwirtschaft.de

Twelve

promotional products are owned by French people on average. 66 percent of them use these articles at least once a week. Prerequisite: they find them useful. 2fpc.com/L'objet Media

Five

factors are important for the success of a brand according to rheingold institut: Strategic relevance, a brand-specific formula for success, coherence, positioning, career. rheingold-marktforschung.de

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The products in this section show that our industry is also moving with the times. They demonstrate how **effectively new communication media** and three-dimensional advertising can be complemented.



PSI 41259
Lehoff Im- und Export GmbH
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info@lehoff.de
www.lehoff.de

High-quality Smartwatch

The user of the high-quality Smartwatch from Blaupunkt, available from Lehoff, receives all messages directly on his wrist thanks to the Bluetooth connection. The user interface has been optimised for use and is easy to operate via touch screen to call up features such as the time, vibration alarm, alarm clock function, sleep monitoring and analysis, call and SMS notification and entries in the calendar. An activity tracker and a pedometer are also available in addition to the other functions of the multi-talented device, which is suitable for iOS and Android and is equipped with a 180 mAh lithium battery. In addition to the Smartwatch, a USB charging cable and corresponding user instructions are delivered.



PSI 46479
Orgahead Consulting & Trading GmbH
Tel +49 4102 77899-00
info@orgahead.com • psi@orgahead.de
www.orgahead.com

Renewed energy

The multifunctional 3-in-1 mobile phone holder from Orgahead Consulting & Trading features an integrated charging station and cleansing coating and promises space-saving, comfortable working. Its classic triangular shape offers excellent charging stability with comprehensive compatibility for all Qi-compatible smartphones. The integrated microfibre cloth can be used to remove grease stains from smartphone and computer displays as well as glasses. In addition, there is the option of printing the 3-in-1 mobile holder with a brand design over the entire front.

Seed-bag spruce-seed



... aus dem Schwarzwald
ef
emotion
factory

Felt Christmas-card



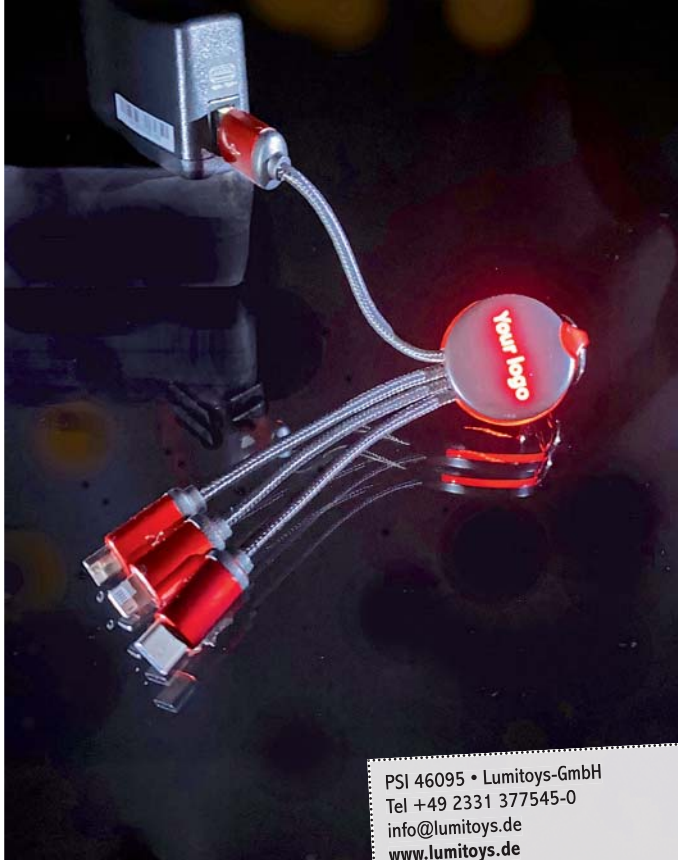
Bird house



Birdseeds box



Order the Flyer „xmas ideas“



PSI 46095 • Lumitoys-GmbH
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 www.lumitoys.de



Say goodbye to tangled cables

The practical 3-in-1 charging cables from Lumitoys-GmbH not only make the customer logo sparkle but also the eyes of the recipient. Up to three devices can be charged simultaneously with this useful tool: In addition to a classic USB connection, Micro-USB, Lightning and USB-C are also available. As a special highlight, it can also be equipped with an NFC chip. The cables are available in various lengths and LED colours. Additional printing is possible as well as delivery in an individual gift box. For all wireless fans there is also a backlit wireless charger which is an absolute eye-catcher with its fully printable surface. If desired, a mobile phone holder can be supplied, which also turns the charger into a decorative element.

Charged weekly planner

The VYNN® wireless charging calendar from Vim Solution, a specialist in electronics and trends, combines the analogue and digital worlds. Below the classic calendar view with three months is a wireless charger. This means that every cordless rechargeable device can be supplied with renewed energy. The wireless charger has a power output of five watts. A higher output is also possible on request. As standard, the base plate and calendar labels are available in black or white, the latter also in blue and red. This results in eight different possible combinations. Special colouring is possible from 500 pieces upwards. The calendar is designed for two years.



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Motivating office characters

mbw® presents a colourful mixture of seven typical office characters with its new Teamgeister series within the MiniFeet® brand world. The new colleagues include the caffeine junkie, the lateral thinker and the creative mind. The Teamgeister series combines the added value of the Schmoozies® display cleaners and Squeezies® anti-stress products in a popular promotional product. The detail-loving plush guys are true anti-stress heroes because they can be crumpled at will in stressful everyday life without losing their good mood. Thanks to their material composition, they immediately return to their original shape. In addition, they have a high-quality microfibre underside with which smooth surfaces can be cleaned as if by magic. The combination of these features creates a long-lasting promotional product that can be picked up several times a day and thus optimally transports advertising messages. No matter whether it is a give-away, loyalty bonus, funny gimmick for employees or mailing enhancer.



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

Click by click configuration

Click, click, click: An elegant Swarovski pencil in corporate colours with a logo sparkles on the screen, made possible by Reidinger's practical online configurator. For many years, the Franconian family-owned company has been offering its customers a state-of-the-art Internet platform for designing its sustainably produced writing instruments such as pencils, coloured pencils, carpenter pencils, custom-made pencils and folding rules made of wood: simply select the product and specify the desired type, colour and details click by click. In this way, a climate-neutral promotional gift is created in no time at all, custom-made in your company's corporate design. The pencil is available in a round, triangular or hexagonal shape with a practical magnetic attachment or eraser on request. Or even adorned with sparkling Swarovski crystals. Virtual configuration is fun and helps to find the perfect promotional gift with long-term benefits.



Germ killer and energy bundle

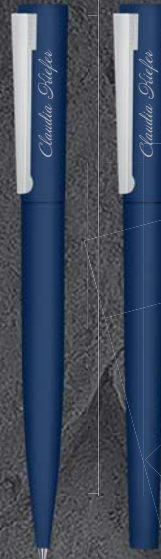
The Metmaxx® Charge&CleanStation ProUV from Spranz ensures health safety through disinfection by UV-C light creating practical additional benefits with its inductive charging function. The UV-C light neutralises viruses, germs and bacteria (source: Federal Office for Radiation Protection). Millions of germs and viruses can be found on smartphones in particular, but also on keys, wallets, masks. This useful product disinfects effectively and environmentally friendly without adding chemicals or releasing ozone. The separation of disinfection and inductive charging is a particularly interesting feature as the mobile phone can be charged overnight after disinfection and other objects of daily use can be disinfected at the same time, quickly and safely: When the lid is lifted, the UV light is automatically switched off. This is neither a medical product nor PPE.



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www.badge4u.eu

Secure hold

Flexi Holder from badge4u is a universal mobile finger holder that ensures that the smartphone is held securely in the user's hand. The cleverly designed product can also be used as a stand to place the smartphone on the table. The adhesive used to attach the holder to the mobile phone is extremely strong but can be removed from the surface without leaving any residue, thus leaving the mobile phone cover undamaged. A sticker can be UV printed on the back of the product.

Plan, motivate, experience

Lindocastelli is synonymous with efficient calendar marketing, combining the high-quality feel of the analogue world with the digital world with its urban timer, calendar and bullet journals. Advertising that is present every day, analogue, digital and well beyond a year. The urban timer – connect your life – products connect with the digital calendar by integrating QR codes. All information for daily planning such as holidays, public holidays, Bundesliga, sports, business, cities, education, TV or customer-specific offers can be linked with a single click. All common calendar formats and end devices are supported. A separate calendar lobby can be set up for companies and individual target groups. With advertising space, offers and services rolled into one. In this way, companies can get closer to their customers' everyday lives than ever before. The absolute top lead here is the Bundesliga. A wide variety of finishes for the right advertising message and short delivery times from stock are available for all products.



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

Digital pencil

The tablet PC has become an indispensable technical tool and it is impossible to imagine modern times without it. However, a world without pen and paper is just as unimaginable. The Pencil from Staedtler moves effortlessly in both worlds: With a classic pencil lead it puts ideas onto paper, with the integrated stylus function it clicks through the web, operates apps and takes notes on the tablet. This modern writing instrument is available as a single pencil or as a set consisting of a pencil with stylus tip and a cap as a pencil extension with an integrated sharpener and eraser, stored in an attractive gift box. Logos and advertising messages can be attached to the pencil from 50 pieces in the set and as an individual name or logo engraving from 100 individual pencils.



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



PSI 46311 • Troika Germany GmbH
 Tel +49 2662 9511-0
 d.geimer@troika.de
 business.troika.de

Disinfection case for travelling

The Troika UV-Traveller is the UV-cleaning case for disinfection: for on the go, always close to hand and ready to use, without chemicals. A smartphone, keys, coins, notes or a facial mask can be carried in this practical case. When closed with a zip fastener, the “click” of the magnetic fastener activates three ultraviolet LEDs which eliminate 99.9 percent of all viruses and bacteria within 30 seconds on each side. Fast, convenient and efficient. The integrated rechargeable battery lasts for approx. 140 disinfection processes of 30 seconds each and can be recharged using the USB-C cable supplied. The pleasantly soft polyurethane cover is available in black and silver. The UV case from Troika provides more than just a reassuring feeling in the current situation.

-Advert-

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Revered place for a mobile phone

Nosy is an incredibly smart Christmas idea from Anda Present, enabling a smartphone to be highlighted and placed on the office desk in an eye-catching way: The smartphone holder is made entirely of birch wood and designed as a reindeer: The little wooden animal serves as the backrest of the device, the base, also made of birch wood, serves as the support. This is designed so that the mobile phone cannot slip away. This economically valuable natural product is manufactured in the EU and is part of the Christmas collection of Anda Present.

All-rounder with a surprise effect

An excellent combination: The Turnus twist ballpoint pen from Klio-Eterna, which was awarded the reddot design award and the German Design Award, combines functionality and design. A combination of traditional ballpoint pen technology and modern storage medium of the latest COB storage technology housed in the removable cap: The USB memory of the latest COB technology can be ordered either with 4 to 32 GB storage capacity in 2.0 standard or with 16 to 32 GB storage capacity in the more advanced 3.0 variant. Available in 16 brilliant standard colours in opaque and transparent, designable in the "mix it, match it" modular system with design scope for great flexibility. In addition to the Softtouch and Softfrost surface finishes, the writing instrument is available in the exclusive Softgrip finish in four colours, and can be converted into special colours according to the PMS, RAL or HKS standard from 5,000 pieces upwards. Perfect printing surfaces, paired with innumerable combination possibilities of colours, material and surfaces, make the Turnus a versatile yet inexpensive promotional product.



PSI 40823
Klio-Eterna Schreibgeräte GmbH & Co. KG
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klio@klio.com
www.klio.com



PSI 41545 • Jung since 1828
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zentrale@jung-europe.de
www.jung-europe.de

Advertising against coronavirus

The popular promotional card assortment of the promotional product partner Jung since 1828 offers a wide range of filling options. The expressive appearance and the universal application options make the folding card in two formats a real advertising highlight for every occasion. New in the range are the individually printable promotional card Midi and the delicious filling Hanuta Mini. The tear-off perforation of the FSC-certified folding card is practical: whether as an original business card, discount coupon or voucher at a point of sale. There are no limits to your imagination and creativity. And the best thing about it is that for every promotional card given away a donation to Corona emergency aid worldwide is made, thus making an important contribution to the global care of people in need and in the fight against the coronavirus.



PSI 40807 • Gabriele Bühring
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Vertrieb@Buehring-Shop.com
www.buehring-shop.com

Safe with PET felt cover

Currently, laptops are being frequently transported between the company office and the home office. Protective covers made of PET felt are practical, modern and cushion the device at the same time. Gabriele Bühring creates products such as the "Sepl XL" notebook bag made of supple Upcycling PET felt. This felt is made entirely from recycled PET bottles (100% polyester) in Italy and is entirely vegan. The certified PET felt is available in a wide range of fancy as well as subtle colours. Production is project-related in Germany and individual design wishes can be taken into account. Gabriele Bühring recommends screen transfer printing for applying advertising. Blind embossing is alternatively possible on PET felt for motifs that are not too intricate. The delivery time is currently approx. 4-5 weeks after sample and logo approval, but depending on the quantity and availability of the colour it may be 8-10 weeks. Those in a hurry can choose the greater colour variety of high-quality wool felt which can be delivered as early as 4 weeks after order confirmation.

MEDIA CONCEPT

forward thinking

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www.promokick.de



Dual jigsaw puzzle

Puzzles have become best-sellers during the lockdown. This gave Promokick the idea to create a dual jigsaw puzzle. The incentive is to put together an image or logo of 50 pieces on the front side to get a scannable QR code on the back. This leads to a website where a reward or important information can be obtained. To retrieve the “reward”, the customer enters his contact details, for example. On request, the concept can also be delivered complete with a landing page. The puzzle is packed in a mailing-friendly C6 Maxibrief box. Thanks to its European production, Promokick ensures that projects are implemented on time.



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

Smart and sustainable

Sustainable accessories for the workplace, whether at the office or at home, and manufactured exclusively in Germany from solid wood, are offered by the long-established manufacturer e+m Holzprodukte. Preference is given to using local woods, naturally also FSC®-certified. Surfaces are treated with natural oils and waxes. Printing and high-quality laser engravings of customer logos can be implemented at any time. Individual special designs can also be produced according to customer requirements. The clever smartphone holder called Phone Board is available in oak and walnut. Two different width grooves offer space for different mobile phone models. This useful accessory is also available for tablets.

Ultra-thin protective cover

Fichtner's extra-thin Cover, the perfect protective case for the iPhone models SE, X, 11, 11Pro and 11ProMax, offers protection against daily hazards while being extremely slim and light. It hardly changes the appearance of your iPhone at all as it is hardly noticeable. You actually feel that there is no case on the iPhone. The wooden case protects the iPhone with an innovative material structure made of walnut wood and Kevlar fabric. The natural look of the mobile phone case is appealing and the wood feels comfortable in the hand. An extremely robust high-tech fabric is concealed inside. A wafer-thin layer of the indestructible plastic Kevlar is concealed within genuine wood. The result is a super-light, slim wooden protective cover that becomes unmistakable in its elegant classic wooden look.

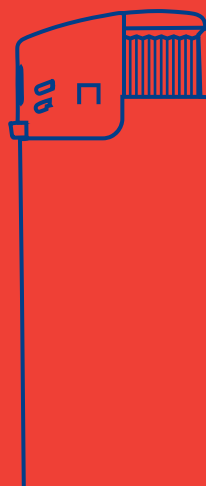
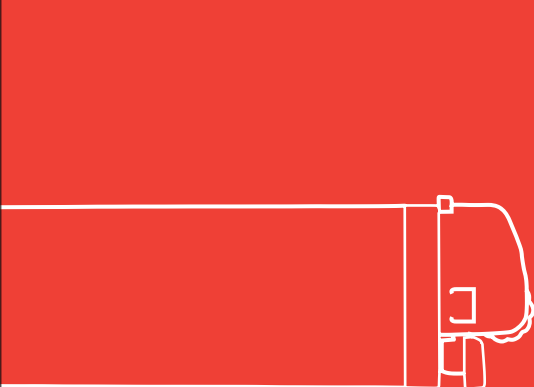


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Strong and clean

The Nucleus UV smartphone sanitizer with a 10,000 mAh wireless powerbank not only supplies mobile phones with renewed energy but also cleans them thanks to a built-in UV-C LED light. Besides smartphones, Nucleus can clean anything that fits in the box, such as keys, earphones and numerous other personal items. The useful hygiene utensil has been proven to neutralise up to 99.9 percent of all germs and bacteria on the objects to be cleaned. All you have to do is press the sanitizing button which initiates a five-minute deep cleaning process. Incidentally, the product cannot be switched on when the cover is open, thus preventing direct contact with UV light. The 10,000 mAh wireless powerbank is packed in a premium gift box and can charge a mobile phone wirelessly or via cable: The latter must be connected externally.



Cool outfit

Even IT professionals get picky about their outfit when it comes to their laptop bag. That is why Halfar® offers laptop backpacks that provide outstanding features for all technology-oriented professions, are lavishly manufactured, score points with safety features and offer thickly padded storage space for the technology. The lockable Giant backpack protects against data theft by shielding car keys, credit cards or other data carriers in the compartment with RFID protection. And the main compartment, which can only be opened from the back and features small zipped compartments for valuables, protects against theft. For all IT professionals who rely on in-looks as well as log-ins: The black Giant is sure to catch the eye with its straightforward design and high-quality workmanship.

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 Tel +49 521 98244-0
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 www.halfar.com



PSI 45899
 micx-media in concept gmbh & co. kg
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 www.micx.media

All-round talent

The new 3-in-1 Cable Magnetic Data from Micx-Media is a real all-round talent. It swiftly charges mobile phones with a transmission value of up to three amperes and also allows data to be transferred to a PC or laptop. Thanks to its three enclosed magnetic adapters for a USB-C, Micro-USB and Apple connection, the right plug is always at hand. The plugs can simply remain in the mobile phone after charging, thus protecting the port from dirt and wear. Measuring one metre in length, it is always within reach on the desk and the connected mobile phone can continue to be used comfortably even while charging. For a special advertising effect, the USB plug can be enhanced by engraving it with the customer's logo, on request also on both sides.

Illumination while smoking

If you are annoyed by cigarette ashes that drop all over the car, the LED ashtray from Global Innovations solves this problem. In addition to the LED lighting which also guarantees safe ash removal in the dark, the ashtray can be customised with a logo for quantities of 5,000 or more.



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



PSI 47317 • tobra GmbH & Co. KG
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 psi@tobra.io
 www.tobra.io

Innovative bracket

The flipster® mobile phone stand from tobra combines sustainability with practical everyday use, whether it is used as a mobile phone support on a flat surface or as a mobile phone holder on the wall. It is the first 2-in-1 mobile phone stand of its kind. The logo remains visible at all times, both in the table and wall versions. The product is listed under the utility model protection AZ 20 2020 104 854.6. The flipster® is Made in Germany, FSC® certified and is made entirely of wood. The wood itself comes from Finland. Production in the Roth plant relies almost entirely on in-house solar power and thus on renewable energy.



Delicious connection

Intended for all those who want to emphasise their advertising message in a sweet way, the edible cord can be ordered from Der Zuckerbäcker in various colours and flavours in a bag with an individually printed cardboard header. The nibbling bags and nibbling sachets are filled by hand with fruit jelly cords in the variety of your choice and, from small minimum quantities, individually printed with a motif of your choice. Depending on the occasion, this article can be used as “sweet spaghetti”, “edible fibreglass” or simply branded as “threads of patience” or as the classic „common thread“. The extensive range of applications of this promotional product is also worth mentioning.

Versatile everyday companion

The compact and stylish cable case from O-Square is the perfect everyday travel companion. The USB-C cable enables you to connect all common mobile devices to a power source at any time using the three five-pin adapters for Apple, Micro-USB and USB-A included in delivery. The case features a magnetic lock and contains a pen to remove SIM cards and a slot to store an additional SIM card. The case can also be used as a holder for a smartphone. To do this, open the case and place it with the tip pointing upwards. There is a small flap on the back of the box which serves as a holder. The cable case is also available as a resource-saving wheat straw version. The plastic consists proportionally of renewable wheat straw.





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

Safely organised

Hepla offers its smartphone and tablet stand, art. no. 7843KPC, with note memory and an integrated pen holder for the office and home. The product combines digital and analogue working. The holding edge, which also serves as an advertising space, ensures stability with the stable base plate which is equipped with non-slip rubber studs. Therefore not only smartphones but also tablets in portrait or landscape format can be held securely. Ballpoint pens and the like for memos on the notepads are always handy in the receptacle. The office product is "Made in Germany by Hepla" and therefore also available in large quantities at short notice. The standard colours of the memo holder are transparent-frosted whilst those of the base plate are white, red, blue or black. Special colours are available on request. If desired, this practical promotional product can be silk-screen printed in the in-house printing shop.

MIKA

promotional products
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WOPS

Dieser Smartphonehalter ist mit seinem urbanen Design sowohl für Business als auch für Freizeit geeignet.



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WWW.PSI-MESSE.COM




PSI is an important platform for cooperation with the advertising industry. Therefore, it is a matter of fact for us to be present with a stand this time again. Especially in times like these, contact with industry representatives must not be allowed to fall by the wayside. That is why we follow the current governmental requirements and have developed a comprehensive hygiene concept for our booth to ensure a safe exchange of information.

Dirk Müller,
Management, LEONARDO PROLINE HoReCa, glaskoch B. Koch jr. GmbH + Co KG



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We immediately decided to participate in PSI 2021. Despite or because of Corona. The personal contact to the customers and the technical discussions are decisive for us. There is no better opportunity for product presentation than trade shows. Only there haptics, quality and degree of innovation can really be communicated. We are aware that PSI 2021 will certainly be different than usual. But with our participation we also want to send a signal for normality and support the people whose jobs depend on trade shows and exhibitions in these difficult times.

Axel Dostmann,
Managing Director, TFA Dostmann GmbH & CO. KG



We are optimistic that the first trade shows in September were successful and that industrial customers will obviously be able to attend such events. After the current situation, Daiber is clear: When PSI takes place, we will be there too. PSI was and is always the leading trade show for us. For the timing of the show, the motto is: New year, new luck. The time for looking ahead couldn't be better.

Kai Gminder,
Managing Director, Gustav Daiber GmbH

daiber





For koziol, the PSI in January is a wonderful start to the year. We will do everything we can to inspire PSI visitors in 2021 as well. Of course, we are already thinking about how we can give our visitors a safe feeling and are focusing on all the necessary hygiene measures right from the stand planning stage. Personal interaction with customers and business associates is essential for our company and PSI offers the ideal conditions for this.

***Uwe Thielsch,
Sales Director, koziol***



PSI offers an important platform for intensive exchange with partners about the situation, focal points and ideas. This path offers an opportunity to return to a new normality, which will certainly look different than before the crisis. Every change brings not only challenges but also opportunities. STABILO will be there. The beginning of the year is the ideal time to present the new products and start the new year together with motivation.

***Harry Saffer,
Managing Director, Schwan-STABILO***





We will still need patience to see a stable recovery curve in the industry. This makes it all the more important to send out a positive signal in the new year 2021. In the end, the battle will be won with ideas by the customer, not by the controllers of this world, and please do so with a lot of optimism and persuasion. See you in 2021.

Liudger Boell,
Managing Director, TROIKA

TROIKA®



At the PSI we can present ourselves in a high quality way. As an international trade show, it guarantees a brand-appropriate appearance. That's why it's no question for us whether we'll be there in 2021. At the moment there are a lot of things that neither PSI nor we have under control, but for me this is another reason to stick with it.

Frank Jansen,
Representative Corporate Clients for J.G. NIEDEREGGER



We will definitely be there at PSI because it is elementary for the industry to take advantage of this kick-off at the beginning of the year. Perhaps next year even more consciously. The trade show is always a good start to the year and I think that next year we should live it even more consciously and take it with us. Then there is nothing to be said against a good 2021.

Steven Baumgärtner,
CEO, Cybergroup International & Global Director Sales





Reinforcement in the management

The Advent calendar specialists at CD-LUX GmbH are strengthening their team with immediate effect through a further managing director. The managing director duo, consisting of the brothers Alexander and Dennis Dirscherl, is now complemented by Volker Prüsse (right at the picture). Mr. Prüsse gained his previous experience at the German headquarters of the Swiss Lindt&Sprüngli Group where he was responsible for B2B business for over two decades. His most important tasks within the company include sales, marketing and operations management as well as strategic development. “Volker Prüsse is an experienced expert who brings a wealth of passion into the company,” says Alexander Dirscherl. “I am looking forward to the new challenge at CD-LUX. I know the excellently positioned company very well and I am sure that together we can further expand its market position and make optimum use of its growth potential,” says Volker Prüsse. www.cd-lux.de

Growth in online business

BOFA-Doublet GmbH in Hennef has reinforced itself for its online marketing and e-commerce activities. Christopher Schmitz has been in charge of the online business since the beginning of September and manages the digital channels of BOFA. The 29-year-old, who holds a bachelor's degree in media and communications management, gained his expertise in various positions at agencies. “We are delighted to have gained a real expert in this field in Christopher in order to further expand our online business and to use the potential accordingly in the future”, says Lisa Pias, Managing Director of the company, which specialises, among other things, in flags, advertising technology and event equipment. www.bofa.de



Christopher Schmitz



Anel Muratovic

New member of management board

The long-standing Austrian company Forum Werbemittel GmbH, a renowned agency in the field of haptic advertising and manufacture of promotional products based in Weißkirchen, is transferring responsibility for the Sales & Service Management division to Anel Muratovic in the course of its further strategic orientation. 29-year-old Muratovic has been responsible for this task since the beginning of September 2020 and was simultaneously appointed as a member of the management board. Anel Muratovic is no stranger to the industry and has accumulated many years of know-how in his area of responsibility. After completing his training in wholesale, Muratovic took over as head of the promotional product department in an international group in 2012, before moving to Forum Werbemittel GmbH in May of this year. Markus Angermayr, Managing Director of Forum Werbemittel GmbH: “We are delighted to have gained a competent and experienced manager for our further strategic orientation in Anel Muratovic, and that we are well prepared for the upcoming tasks in our company management. Anel Muratovic brings with him a wealth of experience in the development of new business areas and digital processes and will also ensure that the quality of implementation is appropriate”.

www.forum-shop.at

Game manufacturer opens eco-factory

On 4 September 2020 Fabryka Kart (B2B brand of Fabryka Kart Trefl-Kraków, a Polish company with over seventy years of experience in producing playing cards and board games) officially opened an innovative eco-factory. With this new production facility, Fabryka Kart is now, in its own words, “worldwide the first company in the industry to be able to offer its customers environmentally friendly production facilities for board games”.

The eco-factory was built in accordance with the BREEAM (Building Research Establishment Environmental Assessment Methodology) standards which are the most widely used in Europe for assessing the environmental performance of buildings. The new factory incorporates numerous ecological solutions such as gas heat pumps, photovoltaic systems and rainwater harvesting in sanitary facilities, thus demonstrating Fabryka Kart's self-image as a socially responsible company.

The modern building is located in Podłęże, 20 km east of Krakow city centre. Together with the current building which the company moved into from Krakow in 2014, it now houses 12,500 m² of production and storage space and 2,000 m² of office space. This new investment will add more jobs to the more than 200 current workplaces.

“Thanks to the eco-factor we can, without hesitation, offer our customers environmentally friendly production facilities for their games. This is not only a response to the global trend but, above all, an opportunity for our customers to support nature conservation measures. If they decide to use environmentally friendly production, they will receive a certificate from us and the opportunity to label their games with the ‘Environmentally Friendly Game’ logo. Thanks to the solutions we propose, game suppliers can show their customers that they care about the environment,” says CEO Jan Polak. Grzegorz Skokoń, Director Customized Projects – International Sales, added: “We hope that all these small steps will, over time, lead to major changes that will have a positive impact on nature and the environment. Our goal is a better world. We are convinced that we can do a lot for our planet by consolidating our efforts”.

www.fabryka-kart.eu



A toast to the new factory (from left): Grzegorz Skokoń (Director / Customized Projects - International Sales), Jan Polak (CEO Fabryka Kart – Trefl), Stanislaw Wiazowski (Executive Director Trefl Krakow), Kazimierz Wierzbicki (Miteigentümer Trefl Krakow), Szczepan Kniter (President Trefl SA).



The new facility of Fabryka Kart: “Eco-Factory”.



Patented antimicrobial drinkware

Manufacturer Listawood are reporting a surge in demand for their innovative and patent protected range of anti microbial drinkware. Sold under the AntiBug® trademark, the company first launched this range of products back in 2012; responding to well-publicised concerns about the transfer of pathogens in busy settings such as hospitals and care homes as well as in the corporate environment. During the past 8 years, Listawood have extended the lines available with this treatment now available on a comprehensive range of the most popular drinkware items including ceramic mugs, stainless steel thermal bottles and coffee-to-go cups and tumblers.

“Our AntiBug® treatment has always been a popular line for us but in recent months demand has been growing exponentially with brands and the wider consumer being much more conscious about hygiene best practice and the risk of infection transfer.” Commented Alex Turner,

Managing Director, Listawood. “We’ve always been committed in our desire to offer unique and innovative lines and AntiBug® is testament to this. It is important that our customers are aware that they are supplying products whose performance is supported by robust independent laboratory test data and is protected via our patent process, meaning that they can pitch Listawood products with complete confidence” added Turner.

AntiBug® coated surfaces start to fight bacteria as soon as they come into contact with the product and the process has been clinically proven to kill 99.9% of harmful bacteria within a 24 hour period. AntiBug® products with-

stand repeated cleaning cycles whilst maintaining antibacterial effectiveness and, what’s more, the AntiBug® treatment lasts for the lifetime of the product. This treatment is available on a wide selection of Listawood’s best selling promotional products; including the entire range of its Thermal Bottles, coffee-to-go cups, pantone matched ColourCoat mugs and Duraglaze PhotoMugs.

Listawood have invested heavily in global patent protection to support their innovations. In addition to their anti-microbial technology for drinkware they have a wider portfolio of granted patents and applications in progress for their satin / matt dye sublimation drinkware, toner transfer coloured ware and their multi-award winning new colourfusion products. For more information visit: www.listawood.com/antibug



Listawood

STABILA products now available in the CDH shop

Since the beginning of September, the article data including the finishing calculation of the renowned measuring instrument manufacturer STABILA has been available in the web shop of CDH Computer Division Heinemann GmbH. More than 155,000 articles are now available in the shop. Moreover, the finishing can also be calculated for more than 1/3 of these articles. CDH offers a 30-day free test shop as a service. Further information is available at: www.cdh.info/webshop/



New company headquarters in Wetzlar

Tie Solution GmbH moved into a larger and modernly equipped office building in Wetzlar at the beginning of August 2020, offering employees an attractive working environment. The relocation to the new company headquarters at Philipp-von-Bostel-Weg 20 was unavoidable as the team at Tie Solution, a leading manufacturer of ties, scarves, logo ties, corporate ties, winter scarves and shawls for merchandising, corporate identity and fashion, has grown steadily in recent years. In addition to more spacious and modern business premises, the immediate proximity to public transport and a wide range of shopping opportunities directly on site were the main reasons for choosing the new company headquarters in Wetzlar – which is also renowned for its significant position in the international optical industry and as the birthplace of 35mm photography.

“The new premises on the outskirts of Wetzlar’s city centre not only offers sufficient space for Tie Solution’s current employees but is also designed for further staff growth – despite the coronavirus. The attractive office concept with short distances strengthens teamwork, which usually requires direct coordination with all parties involved, and at the same time promotes communication between the various business units,” explains Antonio G. Sanchez, Managing Director of Tie Solution GmbH. In a spacious and technically professionally equipped training room, colleagues who join Tie Solution are intensively and comprehensively familiarised with their future tasks – consulting, design, sales. Various rest areas, a cosy cafeteria and two beautiful terraces provide the necessary relaxation and a pleasant atmosphere.

“These facilities, together with the excellent accessibility and the outstanding infrastructure, contribute significantly to increasing Tie Solution’s attractiveness as an employer. Customers also benefit from the positive working environment as it encourages the creation of innovative accessories,” continues Sanchez, adding: “Moving into the new premises in Wetzlar represents another milestone in our successful company history. We are thus offering our employees a modern and attractive working environment in which they feel comfortable, and which promotes cooperation and team spirit. Just like regular and targeted development and further training courses, this is one of the central prerequisites for long-term employee retention,” says Antonio G. Sanchez, Managing Director of Tie Solution GmbH.

www.tiesolution.de – www.tiesolution.es



The exterior view of the new company building.

Tie Solution GmbH



More than 30 years experience in the industry:
Manfred Nieder

Manfred Nieder now at i.p.a.

On 1 September 2020, Manfred Nieder took over the position of Sales Manager for the promotional product trade at i.p.a. cosmetics GmbH and i.p.a. sweets GmbH. He can rely on the support of the experienced sales teams of Beckum-based i.p.a. cosmetics in the field of “care cosmetics” and the Syke-based “i.p.a. sweets division”. Manfred Nieder boasts more than 30 years of experience in the promotional product trade and most recently he was responsible for the promotional product division at Betz Manufaktur und Destillerie. Further stations of his career were Macma Werbeatikel oHG, Mid Ocean Germany GmbH, Inspirion GmbH as well as the British manufacturer of plastic articles SPS (now PF Concept). Founded almost 40 years ago by pharmacist Norbert Püllenber, i.p.a cosmetics GmbH

i.p.a.

is a cosmetics manufacturer for high-quality proprietary brands in the pharmacy and promotional product sector. i.p.a cosmetics currently supplies sought-after hygiene and disinfection products as well as high-quality care products at “pharmacy level”. i.p.a. sweets GmbH was also founded around 40 years ago by pharmacist Harro Kunz. The North German family business offers a creative basic assortment as well as custom-made productions in the area of sweet and spicy promotional products. Both i.p.a. companies also stand in the second generation for quality “Made in Germany”, creativity, flexibility and systematic customer orientation. **www.ipacosmetics.de, www.ipasweets.de**



The new photovoltaic system supplies the electrical machinery with “green” electricity.

Electricity from solar energy

306 solar panels have been gracing the roof of the Klio-Eterna production halls since July 2020. Installed on a total area of 520 square metres, the modern solar modules should have a clearly positive influence on the energy footprint of the company in the future. “The electricity generated will mainly benefit our machinery and production. Any surplus energy stored, for example at weekends, will be fed into the Wolfach energy supply network. Since commissioning at the end of July, we

Klio-Eterna Schreibgeräte

have already been able to save 11 tonnes of CO₂ with our

solar panels,” explains Peter Richter, Technical Manager at the writing instrument manufacturer Klio-Eterna. “With this decision and our investment in the photovoltaic system, we have taken the next step towards climate-neutral production and CO₂ reduction. In combination with the conversion from purely hydraulic to energy-efficient electric injection moulding machines, this has a very positive effect on our overall energy footprint and the associated CO₂ emissions,” adds Managing Director Michael Gleich. www.klio.com

Certified to the “COVID-19 Occupational Health and Safety Standard”

The company JUNG since 1828 convinces with a comprehensive catalogue of measures for COVID-19. The special protection, safety and health of all employees, customers and suppliers are always top priority for the specialist for sweet promotional products from Vaihingen an der Enz. In order to be able to stand by its customers as a partner without any restrictions even during the Corona pandemic, JUNG since 1828 has successfully developed and implemented a catalogue

JUNG since 1828

of measures for the “COVID-19 Occupational Health and Safety Standard” in cooperation with the chemical engineering company Lapp as part of a COVID-19 risk assessment. With the strict adherence to and control

of the defined hygiene and safety concept as well as further protective measures relevant to certification, JUNG would like to guarantee, even during the pandemic, that ongoing business operations are ensured at all times and that customers experience a carefree all-round service without any restrictions. This level of protection has been certified by the specialists of the chemical engineering company Lapp and enables the JUNG team to work safely and healthily in times of a pandemic. www.jung-europe.de



Reinforcement in the team

MTS Sportartikel Vertriebs GmbH, a well-known partner in the areas of purchasing, import and distribution of sporting goods, has received reinforcement. Since August 2020, Pia Maas has been supporting the MTS team in the areas of product management and international sales. She has profound knowledge in table tennis and fun sports. As the new contact person for PSI members, she will benefit from 12 years of expertise in the areas of product development and customising. The 38-year-old business economist also has experience in the development and design of packaging and in dealing with the industry in the Far East.

Contact: pm@mts-sport.de • www.mts-sport.de

Pia Maas is looking forward to supporting PSI members.



MTS Sportartikel

Frank Krüger leaves REFLECTS®

The Cologne-based multi-specialist REFLECTS® has announced that Sales Director Frank Krüger is leaving the company at his own request on 1 October 2020. Frank Krüger started his career in the company first as Sales Manager in the sales department before he finally took over the position of Sales Director. According to Meinhard Mombauer, managing partner of the Cologne-based company, his commitment has had a decisive influence on the LM era and later REFLECTS® since 2003. Frank Krüger has played a major role in the positive development of the company and will be greatly missed. His impulses and commitment have been highly appreciated. In particular, his special connection to many customers and partners within the industry has created links that have enabled close cooperation to this day. "REFLECTS® would like to thank Frank Krüger for 17 wonderful years of productive and successful cooperation", said Mombauer. The industry is losing an expert with the departure of Frank Krüger who will continue his professional career in the family business. Frank Krüger's successor will be Peter Leseberg who has been with the company as Marketing Director since April 2019. www.reflects.com



Exemplarily masked: Meinhard Mombauer (left) and Frank Krüger.

REFLECTS®

Brand portfolio further expanded

Since August 2020, Hamburg-based Living Bytes "The Brand Agency" has been responsible for sales to promotional product distributors of the brand manufacturer CityBlitz. "Designed in Germany" is the motto of the full-range supplier for e-mobility. "E-mobility is becoming an increasingly important part of a smart and resource-saving lifestyle. Therefore the decision to include CityBlitz in our existing brand world was quite easy for us. Due to the different areas of application of the e-scooters, which can of course also be enhanced, we are thus offering our promotional product partners a new product segment with high growth potential", says Johanna Herrmann, Head of Sales at Living Bytes "The Brand Agency". The following brands are currently available from Living Bytes "The Brand Agency": Weber-Stephen (incl. food), FISKARS (garden and kitchen), GERBER, Esbit, Fuji-film Instax, Kryddhuset and CityBlitz.

www.die-markenvertretung.de



Living Bytes "The Brand Agency"



70,000 ballpoint pens for Africa

"We are delighted that we were able to provide more than 70,000 ballpoint pens for a good cause again this year and send them to Africa," says Stefan Wolf, project manager at Klio-Eterna. The Black Forest writing instrument manufacturer Klio-Eterna has been involved in school aid projects in Africa and Russia since 2016. This time the donated goods went to the small town of Chikombedzi in the south of Zimbabwe. In this rather rural area, there is often a lack of money and state support to enable all children there to have access to schooling. Therefore, such donations often determine the professional career and future of the children. "Looking at the grateful and happy faces of the children encourages us in our social commitment. It is wonderful to see that we can achieve so much with so little. That is why it is particularly important to us to continue to support such aid projects on a regular basis", says Managing Director Edeltraud Syllwasschy.

www.klio.com

Klio-Eterna





Cuddly with GOTS and GRS certification

Responsibility down to the smallest fibre: At Promotion Pets, the renowned German supplier of individual brand mascots, it has recently become possible to produce soft toys with sustainable GOTS and GRS certification. Managing Director Jan Basjmeleh has thus taken a further step towards sustainability by offering customers innovative Pets that are produced entirely from organic cotton in compliance with the highest social standards: All guaranteed by the worldwide recognised GOTS certification (Global Organic Textile Standard).

Another product novelty from Promotion Pets is soft toys with GRS certification (Global Recycled Standard). These Pets are made entirely from recycled PET bottles also in compliance with the highest social standards, and are no less cuddly than conventionally manufactured soft toys. Both new products can now be ordered from Promotion Pets including sample production runs.

By its own account, Promotion Pets GmbH, under the management of managing partner Jan Basjmeleh, is "Germany's leading supplier of individual brand mascots and the number 1 in sports merchandising in this segment". Under the motto "everything cuddly", the Hamburg-based company has already successfully manufactured over 1,000 individual animals and figures made of plush and fabric. The brand mascots are not only designed and haptically produced, but

Promotion Pets

also conceived in the storytelling area and digitally animated on request. The concept: Creating mascots that are cuddly friends and loyal life companions, popular figures and thus the ideal brand ambassadors. Promotion Pets offers its customers everything through various channels from a single source. And all this with the highest guaranteed product quality and safety, far beyond the legal requirements. Promotion Pets is also a member of amfori, a worldwide association of responsible companies that are committed to a verifiably sustainable and value-oriented production process and code of conduct. www.promotion-pets.com

Farewell to print catalogues

The current situation is also posing new challenges for CRIMEX and encouraging the promotional product agency to further rethink its strategy. In March, the entire CRIMEX team moved to home office until further notice. Thanks to previous investments in digitalisation, all teams, including the accounting department, were able to do this overnight without any problems. Digitalisation is closely linked to sustainability. This is another topic that CRIMEX attaches great importance to: Since the beginning of the year, the promotional product agency has been campaigning for the environment and nature conservation as a cooperation partner of Plant-for-the-planet and as a distribution partner of beeswe.love.

CRIMEX is now taking the next step and wants to do without print catalogues in the future. "We would like to focus even more on the topic of sustainability and digitalisation and ask our suppliers to stop sending us catalogues by post in the future", says Managing Director Claus Roeting and adds: "We are looking to the future with confidence and see the crisis as an opportunity. We are using this time to be better positioned afterwards and hope that we all remain healthy!" www.crimex.com



CRIMEX

In the bin: CRIMEX is now doing without paper catalogues.

850 face visors for the community

The Austrian promotional product specialist MultiGate Plus recently relocated to Karls-gasse 18 in Mödling. To mark his company's move to its new domicile, Managing Director Daniel Keltscha donated 850 anti-reflective face visors (suitable for spectacle wearers) to support the town of Mödling. They will be used in schools, kindergartens and other community facilities. Mayor Hans Stefan Hintner, City Management Managing Director Michael Danzinger, City Councillor for Economic Affairs Gert Zaunbauer and Social Services Manager Martin Czeiner expressed their gratitude for the generous donation.

The relocation to Mödling was completed in July 2020. "Mödling is optimally situated in a particularly beautiful countryside approx. 5 km from the Vienna city limits. Our new location is sustainable and we have created our own garden to allow our employees to work outdoors in the fresh air. In addition to several seating facilities, a gas barbecue is also available. The new office has a Multigate Bar where we can welcome and entertain friends and partners of our company", says Managing Director Daniel Keltscha in describing the advantages of the new company headquarters. www.multigate-plus.com/

MultiGate Plus



Daniel Keltscha, Michael Danzinger, Hans Stefan Hintner, Gert Zaunbauer (standing from left to right) and Martin Czeiner with the face visors donated by MultiGate Plus.

New name – proven service

From now on, the promotional product specialist m.e.s. Marketingservices GmbH will trade as m.e.s. ideenreich GmbH. Managing Director Ralf Hesse explains the change of name: "After more than 40 years in the promotional product industry, we are much more than just a supplier of high-quality promotional products. We are a source of ideas and impulses, support successful positioning on the market, are experts for meaningful advertising messages and make life as easy as possible for our customers with our flexible, convenient full service offer. In addition to competent advice on the selection of suitable products and the conception of an individual promotional product strategy, our customers also benefit from the creative skills of our team."

However, full service means much more to the Leichlingen-based company. Ralf Hesse continues: "If desired, we can take over all process steps, from warehousing to complete logistics. And not only for promotional products. For a smooth (re)ordering process, we create a tailor-made e-commerce solution for our customers with numerous expandable features that are tailored to their exact requirements. These include, for example, the integration of the merchandise management system, a password-protected area, various payment methods and the allocation of certain rights, roles and discounts for individual customers or customer groups."

In this way, m.e.s. ideenreich always strives to find the optimal solution for every industry: "Industry customers will also find this special service with us. Thanks to our co-

operation with a wide range of customers from the most diverse industries, we now know exactly what is important and what special features characterise each industry. No matter whether it is modern city marketing, direct sales, the bakery trade or a completely different industry, we provide support with a lot of passion and know-how on the way to more awareness, recognition and turnover", emphasises Hesse. www.mesideenreich.de



m.e.s. ideenreich

With the inclusion of the reform approach of Section 4 (5) No. 1 German Income Tax Act (EStG), developed by the Institute for Finance and Taxes (ifst) in dialogue with GWW e.V., in the key issues paper of the Federal Ministry of Economics (BMWi) on the Bureaucracy Reduction Act III (BEG), a hurdle was cleared in 2019 on the way towards equal tax treatment of promotional products.

Reform approach for more tax justice and less bureaucracy

GWW calls on industry to show commitment

Deductibility, recording obligation, flat-rate taxation – the current tax law has always made things particularly difficult for the industry. For years, the GWW has therefore focused its political work on the full recognition of the promotional product as a business expense and thus on equal tax treatment with other advertising media. With the support of GWW and several umbrella organisations, the reform proposal has now made it into the BMWi's proposal paper for BEG IV at the second attempt. The industry is now called upon to become actively involved in the enforcement of the demands. GWW Chairman Frank Dangmann explains why this is worthwhile.

Mr Dangmann, what is the reform approach about and what is its significance for the industry?

The proposal of the ifst provides that recording recipients in the case of non-cash benefits – usually from 10 euros upwards – will no longer be required in future. The object-related exemption limit demanded by the ifst and GWW would ensure that a recording obligation only applies from a value of 35 euros. This reform would lead to a significant reduction in bureaucracy and mitigate the disadvantages of our form of advertising. As we know from the market and from our valid studies, the enormous bureaucratic effort deters especially small and medium-sized companies from using promotional products. A uniform, comprehensible set of rules and regulations would eliminate many uncertainties and simplify processes for advertising companies as well as for the tax authorities.

What happens now?

The BMWi's so-called non-paper on BEG IV is now being discussed in the ministries and committees. The GWW

has met with politicians in Berlin and for further talks with representatives of the umbrella organisations and the German Union of Small and Medium-Sized Enterprises (MIT) in order to consolidate alliances and to once again campaign for the necessary support towards a far-reaching reform of Section 4 (5) No. 1 German Income Tax Act (EStG). That alone will not be enough, however! We urgently need support from the promotional product industry to reinforce our demands even more.

What can promotional product entrepreneurs do in concrete terms?

I call on entrepreneurs in the industry to get in touch with their political contacts in the region, state-level politicians, members of the Bundestag in their constituency, as well as political bodies that wish to promote small and medium-sized businesses, and to raise awareness of the issue. You can use the information on the next page for your letters and discussions. The GWW will be happy to advise you. We now have the chance to improve the framework conditions for our industry through BEG IV. My petition: Commit yourself to our common goal and stand up for our positions! <

Call on all members

“For the promotional product industry, achieving a relevant object-related exemption limit of 35 euros would be an enormously important goal. We all have to fight to achieve this. So please use every contact with politicians to promote our cause and to actively support the GWW's campaign. Together we can make a difference.”

Michael Freter, Managing Director PSI



Frank Dangmann

Reform approach Section 4 (5) No. 1 German Income Tax Act (EStG) Non-cash benefits in business life

Initial situation

Promotional products are an important budget-conform form of advertising for medium-sized companies. However, the tax treatment – especially the recording of the recipients – is often perceived by them as bureaucratic and consequently medium-sized companies are deprived of a highly efficient form of advertising. By simplifying the tax treatment, this marketing instrument can increase the competitiveness of companies, contribute to the reduction of bureaucracy, make a positive contribution to the development of Germany as a business location and can be designed to promote tax revenue. This requires a change in the law.

Justification of the need for reform

The tax regulations pursuant to Section 4 (5) No. 1 German Income Tax Act (EStG) limits the tax deductibility for promotional products to an amount of 35 euros per fiscal year and recipient. If it is a matter of non-cash benefits, promotional gifts can be treated for tax purposes according to Section 37b of the German Income Tax Act. The use of the regulations requires certain records and causes a considerable bureaucratic effort for companies using promotional products as a form of advertising, particularly as the business process is not suitable for digitalisation. Examination of the facts is also associated with considerable expense for the tax authorities.

The excessive compliance effort can be significantly simplified for the administration in companies as well as for the audits conducted by tax authorities through the reform proposed by the Institute for Finances and Taxes (ifst) in Berlin by converting the regulation pursuant to Sec-



tion 4 (5) No. 1 German Income Tax Act (EStG) into an object-related exemption limit, whereby the recording obligations will only apply in future from a value of 35 euros. As the existing exemption limit would remain in place, the tax authorities would not suffer any loss of tax revenue. However, the effort involved in meeting the recording obligations would be significantly simplified. The tax authorities would be relieved in terms of administration and control because only matters above the limit would be subject to an audit.

Conclusion

The simplified obligation to keep records would lead to significantly less bureaucracy for the advertising form of promotional products, advertising activities – especially of small and medium-sized enterprises – would be encouraged and, due to an expected increased use, additional revenue from the taxation of income and turnover from the production, trade and distribution of promotional products would be generated. Promotional products are not gifts but rather haptic advertising media. Reliable market research studies show that promotional products have a lasting effect, they have a positive impact on customer relations, promote trust in the advertising company and increase the likeability of a brand. 78 percent of the recipients of promotional products are happy to recommend the advertising company to others.

As a traditional autumn meeting of distributors and suppliers, the Trend took place in Mainz under special conditions in the “Corona Year”. Despite fewer participants than usual, the trade show remains a communication forum that puts the industry in the mood for the year-end business.

GWW Trend in Mainz

Together out of the crisis

Industry



Trend 2020: The industry showed itself to be motivated and professional. Despite compulsory masks and restrictions, the Trend remains the Trend.

The German promotional products association (GWW) invited visitors to the TREND Autumn in Hall 45 in Mainz on 16 September. The GWW's traditional event was one of the first trade shows after the break in events due to the coronavirus and was therefore a welcome platform for personal interaction for the 100 participating exhibitors (previous year 156) and 364 promotional product consultants (previous year 619). In recent months, face-to-face conversations have been largely taboo and communication has been largely digital. Even though sales representatives have been on the road again for some time now, trade shows are simply the ideal environment for personal advice and intensive discussions. Unsurprisingly, the assessment of participants and organisers was positive.

Professional and motivated

With wide aisles, a spacious layout and “masked” participants, the trade show did indeed have an unusual appearance. However, despite the necessary restrictions in accordance with the hygiene concept, the professionalism of the industry was particularly evident in this exceptional year: Motivated exhibitors presented their new products with great commitment and had no trouble entering into dialogue with the well-prepared, inquisitive consultants. The quality of the discussions and the qualified enquiries pleasantly surprised many exhibitors – an urgently needed boost for the coming months. Although the exhibitors we spoke to do not see the dry spell as over yet and are very cautious in their assessment of the

situation, they nevertheless recognise positive signals and, above all, they are as inventive as ever and are determined to look ahead together with the trade and get business going again.

Almost as always

Among other things, ideas for the Christmas trade in which the industry has high hopes following the losses of the past months were developed together. Thus, the need for normality and “business as usual” was felt everywhere and everyone involved did their best to foster their business relations and contacts. In the mask-free zone

Creative suppliers

The focus of the trade show was on a wide range of products which the suppliers, wherever possible, had creatively adapted to the current requirements. In addition to the classic products there were hygiene articles of all kinds and fashionable, functional mask designs that have become an integral part of the range. There were also ideas for the home office, incentives for employees, delicacies for connoisseurs and lots of little things for deserved good mood moments. Distributors should therefore be well equipped to convince customers to utilise at least some of the frozen budgets at the end of the year.



in the outdoor area, people met with friends and colleagues over ice cream or curried sausage for a relaxed chat and to share experiences. The networking factor was all the more important as the Trend had to take place under the special conditions without lectures and evening events. The GWW team was also extremely satisfied: “It was also a great pleasure for us to see the great commitment and impressive professionalism shown by the exhibitors when product information and quality of advice were requested. Equally convincing were the visitors who, despite the compulsory wearing of masks, spent hours finding out about new products, ideas and trends with open-mindedness and interest”.

However, the industry is currently making things rather difficult for the trade: consultants are hardly getting any appointments and there is also short-time work in the companies. This makes acquisition tedious and makes it difficult to reach anyone and coordinate things. If the economy really does recover faster, as some key indicators suggest, then there should be light at the end of the tunnel again.

It is already certain that the GWW also wants to hold the TREND in 2021: TREND Spring 2021 will take place in Dortmund on 26 January 2021. TREND Autumn 2021, on the other hand, will remain in the Rhine-Main region: the association will be inviting visitors to the RheinMain CongressCenter in Wiesbaden on 17 September. <

Despite the coronavirus, the WerbeWiesn 2020 in Munich took place almost as usual – thanks to comprehensive safety and hygiene measures which were expressly praised by the responsible district administration department in Munich. 392 trade visitors and 122 exhibitors were delighted to finally be able to attend a trade show again and thus regain a bit of normality.

WerbeWiesn 2020

Beer keg tapped despite coronavirus



Promotional products are finally experienced “live” again. Visitors visibly enjoyed this.

According to the organisers, there was a surprisingly large crowd in front of the two entrance gates of the WerbeWiesn at 8.30 am on 9 September 2020 in wonderful summer weather. The visitors found the event excellently organised and well prepared for the special circumstances of the pandemic. Just like the exhibitors, including numerous major and well-known brand manufacturers in the industry, the customers were delighted to finally be “among people” again and experience promotional products “live”.

“New normality”

The main themes were the start towards the “new normality”, the feeling that “together we can get through this”, and the search for new, contemporary approaches in brand communication. More than ever, the focus was on sustainable promotional products which not only now belong to the range of products of almost every manufacturer, but which also significantly define the current product range. This was gratefully accepted by customers, as documented by the more than 4,000 enquiries generated



Despite the coronavirus, a largely white-blue festive atmosphere prevailed in Bavaria.



among exhibitors. Among other things, they addressed the topic of corporate social responsibility and the question of how to do something good for customers and employees who are particularly suffering from the current restrictions.



Visitors found the event excellently organised and well prepared for the special circumstances of the pandemic.

Savouring Bavarian delicacies at a distance

Thomas Gottschall, Managing Director of EIDEX GmbH, punctually tapped the beer keg at 12 noon to signal the serving of lunch (adapted to the new time). The classic Wiesn buffet was transformed into individual Bavarian delicacy stands at which hearty “TO GO” treats were served free of charge. Drinks were self-served in the half-open alpine hut. Walking paths and minimum distances were marked everywhere and a total of nine disinfection points were set up. There were only restrictions insofar as the Best of Bestsellers (BoB) Award for the best new bestsellers of the year could not take place at the trade show as it was necessary to avoid group formation among the spectators, prize winners and sponsors. (The prize winners are also still being determined).



A hearty “cheers!” to a successful trade show during the Covid-19 pandemic.

Trade show continues online

After the WerbeWiesn is before the XPO-WerbeWiesn. This online promotional product trade show is open until the end of 2020. Independently of their visit to the trade show, the customers of the 5 organising promotional product distributors can thus view all new articles posted by the supplier partners online, have samples sent to them and vote on the articles in the BoB Award.

Other supplier partners spoiled by the record years before with over 800 customers on one day would of course liked to have had even more contacts. However, they all know that at this moment one simply has to make concessions and possibly approach customers even more aggressively”, says Thomas Gottschall and adds: “EIDEX GmbH from Baierbrunn as the organiser, together with the four co-sponsors admixx, Amedea, CD Werbemittel and the Hagemann Group, would like to express their sincere thanks to all visitors and exhibitors who have adhered to the applicable hygiene regulations in an exemplary manner and thus made WerbeWiesn 2020 not only a ‘special’ but also a particularly safe event.”

Finally customer contact again

The exhibitors’ opinions were divided after the trade show. “The majority were satisfied and some even euphoric, finally being able to advise customers again, sell articles, feel the spirit of optimism and see their colleagues again.



“O’zapft is!” was also the motto at the WerbeWiesn in 2020 – thanks to a comprehensive safety concept. Tapping the beer keg: Eidex Managing Director Thomas Gottschall.

50 exhibitors answered the call of S&P Werbeartikel and set up their stands at the 6th NRW Promotional Product Trade Show at the Rheinterrassen Düsseldorf on 17 September. According to the organisers, holding the trade show despite all the obstacles was an important signal for customers and supplier partners alike.

2020 NRW Promotional Product Trade Show

A step towards normality

Industry



There was a lot of positive feedback on the 6th NRW Promotional Product Trade Show in Düsseldorf.

Following their 6th Promotional Product Trade Show with 50 exhibitors and around 200 visitors, S&P managing directors Daniel Thywissen and Carsten Lenz are clearly relieved. “Every visitor is more than we dared to hope for four months ago,” says Carsten Lenz, summarising what has preoccupied the team right up to the end.

Expectations exceeded

After all, planning the trade show under strict conditions and frequently changing requirements for hygiene measures was very time-consuming, but in the end it was all worth it: “We are proud to have seen so many customers at a trade show again despite the economic crisis and pandemic, and that makes us all incredibly happy. That is why the number of visitors, which was about half that of the previous year, has honestly actually exceeded our expectations under these conditions,” adds Daniel Thywissen.

“Exhibitors enjoyed knowledgeable discussions and received numerous enquiries which are now being processed.”

Exemplary concept

In order to implement the hygiene concept, visitors were asked to choose one of three time windows. “This enabled us to control the influx of visitors in such a way that we did not run the risk of exceeding the maximum capacity,” reports S&P Managing Director Daniel Thywissen. “This temporal division, as well as the guided route in serpentine lines to avoid oncoming traffic, was received as a positive innovation by visitors and exhibitors alike, and will prove to be a lesson from the corona pandemic for future events. And of course there was no

shortage of sanitiser dispensers,” says Project Manager Matthias Janßen. As the regulatory authorities also praised the implementation as exemplary, the 2020 NRW Promotional Product Trade Show has proven that there are good concepts that can gradually lead the industry back to business as usual.

Longing for normality

The S+P team agreed that the longing of visitors for normality was very strong. Even though hygiene products are in vogue and the first antiviral ballpoint pen “Boogie Clinic” from Quatron attracted a lot of attention, the demand for qualitative and sustainable products has nevertheless continued to increase. “We are optimistic that we will be able to hold the next NRW Promotional Product Trade Show on 2 September 2021 under regular conditions. The first step towards normality has been taken,” says Matthias Janßen, looking positively to the future.

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Spies stay outside

The Car Key Case Pro – protection case with readout protection from Troika offers special protection functions for radio transmitter car keys. The small case has two interior compartments, one of which is equipped with readout protection for RFID and NFC chips. The other is reserved for change, parking cards, business cards or receipts. The case is made of robust black imitation leather and can be safely transported with a Velcro fastener and carabiner.



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

Safety vests ensure visibility

The 8078 Safety Vest offered by HEPLA boasts a large advertising space. Thanks to the neon colours yellow and orange in which the vest is available and the two all-round reflective strips, wearers are clearly visible in the event of an accident or breakdown. The vest is closed with Velcro strips. It can be stored in the enclosed yellow or orange polyester bag to save space. If desired, finishing can be done on the vest or the bag in the in-house print shop. The same applies to the 7180 Children's Safety Vest which is also available and which offers protection by means of all-round reflective strips when cycling, on the way to school or in the event of an accident, and can be worn over normal clothing.

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PSI 42130 • Regine IQtrim GmbH
 Tel +49 7432 907110
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 www.regineiqtrim.com

Safety with elastic reflex

The reflective wristbands from Regine IQtrim are a classic among promotional products. The reflective wristband with a Velcro fastener is coated with the highly elastic IQseen™ reflective material. This extremely elastic reflective material is used by some of the leading clothing brands for their sportswear, especially running and cycling clothing. The reflective wristband is certified according to EN 13356, extremely compact and can be stored inconspicuously in a jacket or jeans pocket. The wristband is available in the standard colours neon yellow, neon orange, white and black, but can also be dyed according to Pantone for quantities of 1,000 pieces and more.

Protection with advertising

The washable Mister Bags oronasal mask is made of two-ply OEKO-Tex certified cotton and can be washed at 60 degrees. The elastic piping is placed over your ears to ensure a comfortable fit. Important: This mask does not replace a sterile mouth-nose protector or a mask according to the FFP2 / FFP3 standard. Further information – also about the various customisation options – can be obtained directly from the manufacturer's customer advisors.

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For all those who no longer want to pump by hand, Vim Solution offers the Aria electric air pump. Made of high-quality metal, this pump ensures that the desired pressure in bar, PSI, kPa or kg/cm³ is set via the LCD display. After pressing the start button, the pump continues pumping until the set pressure is reached. Car or bicycle tyres, for instance, can be inflated easily and in a flash. The automatic shut-off device ensures that the maximum pressure is not exceeded. Thanks to the extensive range of accessories, almost any object can be pumped up. The integrated 2,000 mAh rechargeable battery is charged using the charging cable or the 12-volt car charging cable that are also included.

Sets made to measure

If you want to make a really extraordinary impression on your customers, the Promoteus gift set is the right choice. A wireless powerbank with an LED logo, a wireless mouse, a pair of wireless TWS Bluetooth earphones, a USB stick and a 3-in-1 USB power cable in a lanyard are delivered to the recipient in elegant packaging. The entire set is designed in an appealing design exactly according to the customer's requirements. It is also possible to select the necessary technical parameters for each device.



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With the Metmaxx® Hold'n'Charge wireless charger from Spranz, recharging your mobile phone is child's play. The mobile phone holder with an integrated wireless charger can be attached to a ventilation slot in the car. Now all you have to do is latch in the mobile phone and charge it either inductively or conventionally. The charger provides an output of 1A and is delivered to the recipient with a USB cable in a design box.

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With Clip4You writing instruments, DreamPen introduces a range of pens with individually interchangeable clips. They are thus perfect for tool manufacturers who want to advertise individual products with their very “own” pen. The 3D clip can be produced in any shape and assembled according to the customer’s specifications.



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www.hepla.de

Classics for icy times

The trapezoidal ice scraper with a rubber water wiper from HEPLA removes ice and snow from car windows. Available in twelve standard colours and readily available, the ice scraper offers a large printing surface and numerous possibilities for highlighting inexpensive advertising ideas and customer wishes. It is “Made in Germany by HEPLA” and therefore also available in large quantities at short notice. Thanks to in-house production, special colours are possible on request. If desired, it can be finished in the in-house printing shop using pad or digital printing.



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

Reflective on the wrist

Reflective plastic snap-on wristbands from NonvisioN feature a steel spring and velvet back. They are available in various stock colours and sizes and can be individually printed according to customer requirements from 100 pieces upwards. Depending on requirements, the wristbands are certified in white and yellow as safety articles according to EN13356. The manufacturer will also be happy to provide free design suggestions.

Prepared for any breakdown

The Mannesmann KFZ Breakdown bag from Lehoff contains a comprehensive range of tools for the most frequently required problem solvers in the event of a breakdown. The non-slip boot bag adheres securely to a carpet in the boot. The contents include a compressor with pressure gauge, 3 valve adapters, a torch, an extendable wheel spanner, various tools, a tow rope, spare bulbs and a jump lead.

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



Supported on trips

Many parents are familiar with the problem that their child tilts forwards or to the side when sleeping in the car or riding a bike. The SleepFix® sleeping pillow from Sandini with its gentle support function is the comfortable and safe solution. The pillow can be combined with almost any type of car seat, bicycle seat or bicycle trailer. The premium version with Outlast® temperature compensation and heat regulation was awarded the German Design Award Winner prize. It also offers an attractive advertising space.



PSI 49768 • SANDINI GmbH
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www.sandini.de

All-rounder for on the go

Condedi's high-quality Stop & Go repair tool convinces users with the most common keys from the cross, slot to Allen key as well as nuts, nut adapters and spoke turners. The multitool is not only intended for repairing bicycles, it can also be used in a wide variety of ways. It is robust, durable, easy to clean, easy to store and due to its light weight it is ideal for travelling. The practical all-rounder can be finished with an imprint and comes in a black gift box.



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Fragrances for pleasant travelling

Invame's car fragrance is the perfect companion for short and long car trips. Thanks to the option of complete personalisation and the use of the latest printing technologies, this fragrant companion can be used as a small, discreet advertising board in the car. The manufacturer offers eight unique fragrances, each of which can make a trip even more pleasant.

Priority for bottles

The term "bottle" is commonly used on German streets – and here it is clearly applicable for once: The CIRCLE backpack from Halfar is made of the material of recycled PET bottles and, in courier style, it becomes a showpiece in terms of sustainability. The material conserves resources without skimping on urban chic thanks to its mottled colour scheme in light grey, black or blue-grey. A laptop can be safely transported in a well-padded compartment. In addition, the main compartment featuring a zip and snap fastener offers space for folders, calendars, pens and much more.



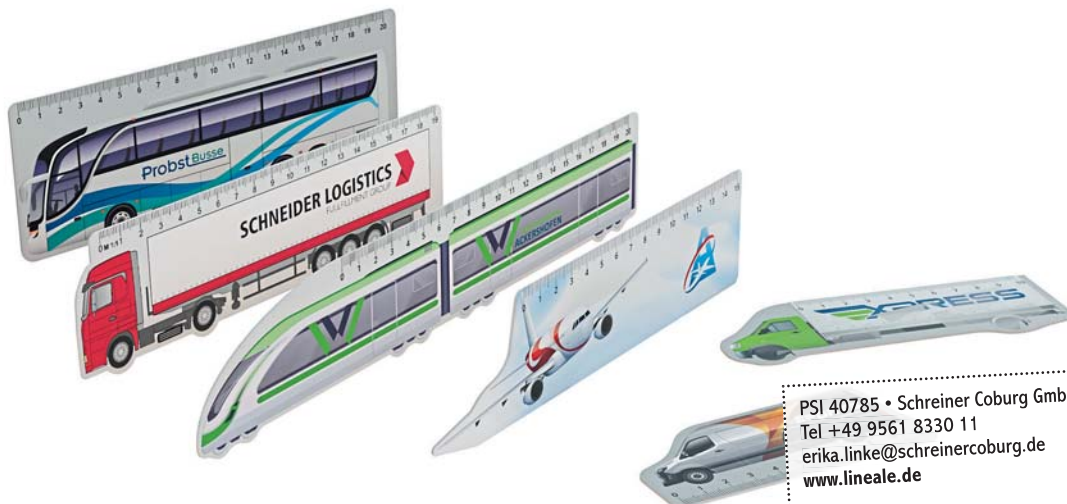
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Protection also in autumn and winter

During the Covid-19 pandemic, Graffiti Print decided to develop a mask that stands out from other masks available on the market. Due to its shape, it is perfectly adapted to cold autumn or winter days and protects ears and cheeks. The materials used allow you to breathe freely and naturally through the mask. Thanks to the sewn-in thin elastic bands, the mask fits your face perfectly, and the sewn-in Velcro fastener allows easy adjustment of the closure. All raw materials and inks used are OEKO-TEX certified.



PSI 49359 • Graffiti Print
Tel +48 618148454
biuro@graffiti-print.pl
www.graffiti-print.pl



PSI 40785 • Schreiner Coburg GmbH
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www.lineale.de

More than just measuring

Schreiner's Contour rulers offer much more than just a tool for determining distances. The rulers can be adapted to the shape of a product or service according to the customer's wishes and then become an ambassador for the advertising company. Contour rulers attract attention and become a special promotional product both visually and haptically. According to the supplier, they are manufactured in Germany and are available at short notice.



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



Advertising bridge building

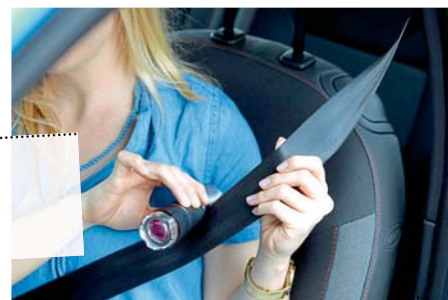
The 2021 Bridge calendar from Ackermann is an architectural calendar that connects. It shows fascinating bridges from five continents. Twelve masterpieces of historical and modern building technology are presented as proof of the human spirit of invention. Like all Ackermann calendars, it is produced exclusively in Germany and printed in cooperation with NatureOffice in a climate-neutral way on paper from sustainable forestry. Advertising imprints are possible from 50 pieces.

This torch has what it takes

With the multifunctional Emergency torch made of ABS plastic, stainless steel and silicone, Giving Europe presents a tool that is literally a tool in itself. In addition to its luminous quality, it comes with a seatbelt cutter, an emergency hammer, a pocket knife with 5 functions and various tools. Advertising can be applied by using pad printing, laser engraving or doming.



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





PSI 49110 • Stickerei Klam
Tel +49 7129 928690
mail@klam.de
www.stickerei-klam.com

Embroidery with luminosity

The textile finisher Stickerei Klam has relied on quality Made in Germany for more than 30 years. At the company's site, the Swabians not only embroider third-party goods but also offer a wide range of textiles from well-known brands. Time flexibility is guaranteed in the implementation of high-quality embroideries thanks to the company's own embroidery machinery. Small minimum order quantities, short delivery times and special textile productions complete the company profile.



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

Hobby fun with safety

The individual craft sets for snacking on Der Zuckerbäcker are memorable and delicious and provide a playful way of focusing on the advertising message or product. Whether it is an edible car, bus, lorry or the sweet train, the fruit gums, foam sugar, chewy sweets, sugar decorations or chocolate combine to create the motif of your choice, which can then simply be eaten. Der Zuckerbäcker supplies the hand-filled snack bags with individual printing on the header card for orders of 250 pieces and more.



Plüschtierwelt

40 Jahre Kompetenz in Plüsch

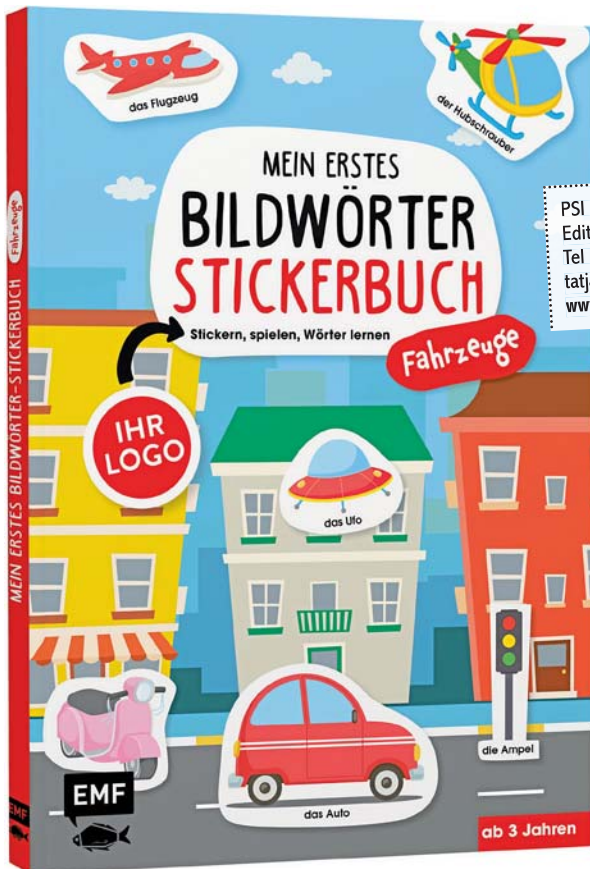
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- Premium Edition
- Sonderanfertigungen nach Kundenwunsch
- Veredelungen



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



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

Rapid embroidery fun

You can create your own picture book with the fantastic sticker book from Edition Michael Fischer. 250 large-format stickers bring entire scenarios to life. The foil stickers depict vehicles such as cars, tractors, buses, bicycles, trucks and ambulances. Even an excavator and a train are waiting to be stuck on. This content can be used to gain positive publicity for a brand. For this purpose, EMF offers a tailor-made special edition: Integration of a logo on the book cover, placement of products and/or services in recipe texts and instructions as well as the creation of an individual book with a flexible number of pages, special features and your own corporate design are possible.

Traffic jam refresher

A tin of peppermint, chewing gum, sweets or DEXTRO ENERGY should be in every car as a refresher or traffic jam sweetener. Practical, refillable and with ample content, the Promo Box from Kalfany Süße Werbung is an absolute advertising highlight. Stowed away in the cup holder so that it is conveniently handy when on the move, the advertising always remains in the customer's field of vision. The tin with tic tac is available with a sliding lid and the elegant techno tin lies pleasantly in your hands. It arouses haptic interest through the special embossing of individual dots around the advertising message.



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

For accurate readings

The temperature in a car can vary greatly between many extremes and where the air conditioning system only shows a trend instead of the exact temperature. According to Technoline, this does not have to be the case. Technoline presents the thermo-hygrometer as a retrofittable optional extra. It has a large display for accurate temperature and humidity values in vehicles and interiors. A secure adhesive enables it to be attached to smooth surfaces. Background lighting also allows optimum reading of the measured values during night-time driving.



PSI 43817
 TechnoTrade Import-Export GmbH
 Tel +49 3375 216050
 info@technotrade-berlin.de
 www.technotrade-berlin.de

All-rounders for adventure

With the “Soft case mini” compact first aid kit from MEDICAL promotion, the advertising company is always ready to help customers in emergencies. The all-rounder is filled with a multi-part plaster set, quick bandage and alcohol swabs. This is what scores points with outdoor fans in particular. Wind and weather cannot harm this first aid kit made of resistant materials. The inside of the bag contains clearly arranged net pockets. Thanks to the snap hooks on the back, the bag can be easily attached to a rucksack or bicycle.



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





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

Seat cover made from bottles

The custom-made, colourfully printed CreaRide bicycle seat cover from Anda Present certainly catches the eye with its individual sublimation print. But it gets even better: the seat cover with elastic band is made of RPET, i.e. recycled PET material as used for drinking bottles. Starting at 100 pieces, the seat covers can be fully customised and provided with a unique graphic design.



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

Twice as good for the climate

The specialists for tasteful advertising at JUNG since 1828 have the well-being of the planet at heart. This is why the climate-neutral company places great value on sustainable packaging with an optimal ecological footprint. Their latest award-winning innovation is the biodegradable Eco paper made from rapidly renewable raw materials. Thanks to a wide range of filling variants from strong brands such as Lindt, Ritter SPORT, mentos, M&M's and Ferrero Rocher, the paper box available in three sizes – Mini, Midi and Maxi – with its individually printable paper label all around, is sure to be a special Christmas highlight for every taste.



www.bestcover.eu

PROTECTIVE FACE MASK WITH LOGO

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PROTECTIVE FACE SHIELD

Pharmacy 

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www.bestcover.eu

Best Cover 

by  DreamPen[®]



PSI 49959
 PUCH Group Trading & Consulting
 Tel +48 692 538772
 w.puch@puchgroup.eu
 www.puchgroup.eu

Individual face mask

The COVID pandemic has also triggered a transition in the Puch Group. Previously known for leather goods, document folders and document rolls, the company now also produces facial masks that can be individually adapted to customer requirements. Customers can choose from over nine models ranging from disposable masks to full-print polyester facial masks. Each of them can be designed with either a logo or graphics. Minimum orders from 50 pieces apply.



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

Give the gift of safety

Fire protection is an important topic, especially during the Christmas season. Every corridor and every room should be equipped with a reliable smoke detector. The RA260 Smoke Detector from Indexa already reacts to smoke from smouldering fires and triggers a loud alarm. This way it can save lives: This is a product that no household should be without. The photo-electronic smoke detector is tested according to the relevant EN 14604 standard (corresponds to DIN 14676). Replaceable DURACELL batteries and mounting parts for quick and easy installation are included.



Hygiene variety

Roll-Up.Bayern supplies a variety of dispensers, whether they be automatic or elbow function, table stand or wall mounting. All models are made of high-quality stainless steel which is crucial for longevity and easy care. The supplier promises extremely short delivery times and, if desired, a disinfectant for Covid-19 can also be dispatched immediately.

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



Basic protection for everybody

Troika scores points in these uncertain times with a hygiene set in waterproof PVC roll-top packaging with a carabiner. The set includes a pair of vinyl gloves (size L), eight alcohol swabs and two oronasal masks. The expiry dates of the sterile packaged contents are noted on the package. Hygiene is especially important in these times. According to the supplier, this set ensures that you are always well equipped wherever you are.

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



PSI 49467 • Einkaufswagenlöser.de
Tel +49 36705 65000
sm@pinkey.de
www.einkaufswagenlöser.de

Contactless safety

Einkaufswagenlöser.de presents a perfect give-away for these uncertain times and for everyone who cares about their health. The no-touch tool made of high-quality brass or stainless steel is ideal for everyday use. The sturdy companion enables contactless opening of doors and operation of buttons and is also easy to clean. It can be finished with an engraving and the corresponding information card can be designed according to the customer's individual ideas.



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

Bracket supplies power

Kaldenbach GmbH presents the camarc® TRACK, an induction charger for the car that also functions as a mobile phone holder and charger. Due to the gravitational connection, the right and left handle automatically adapt to the mobile phone in use. Individual advertising messages can be printed directly on the charger.

DRUCK PAPIER LEIDEN- SCHAFT

www.druckmarkt.com
www.druckmarkt.ch



Photo by Elijah O Donnell on Unsplash



Plastics are extremely versatile. It is particularly exciting when technical know-how and excellent design are combined. koziol has been at the forefront for decades with its creative, functional and ecologically correct lifestyle products “Made in Germany”.

Plastic: Material with unparalleled properties

Entirely sensible

Plastic is the material of the 21st century: Without plastic there would be no car, no plane, no mobile phone, no computer, no modern medicine, no prosthesis, no pacemaker, no protective clothing, no intensive care unit – and these are just some of the many areas in which plastics play an indispensable role. koziol rightly points this out to demonstrate the importance of the material from which the company manufactures its internationally successful brand products – exclusively in Germany. koziol also does not avoid the question of whether plastics can be used with a clear conscience, but discusses it openly on the basis of facts and its own corporate practice. koziol is synonymous with responsible, future-oriented action and design with a clear conscience. The issue of sustainability was and is a natural part of the corporate strategy. We talked to koziol about our main topic

“plastics” and learned a lot of interesting things about materials and production, as well as about the company’s self-image.

Differentiation is necessary

According to koziol, it is a big mistake to lump all plastics together: This results in generalisations that are not correct and do not do justice to the material. It is therefore time to show more appreciation for materials and to take a more differentiated view of them. koziol processes only thermoplastics that are entirely recyclable. Thermoplastics are the most environmentally friendly materials available on the market. They are hygienic, food-safe, dishwasher-safe and they do not contain any additives such as formaldehyde or softeners during processing. koziol selects the appropriate material for each product depending on



Polypropylene is used for lunch boxes because it is light, unbreakable, food-safe and dishwasher-safe.

HI SAFE TOUCH hygienic finger protection.

the required properties, for example polypropylene for lunch boxes, as it is light, unbreakable, food-safe and dishwasher-safe. Traditionally, pure additive-free materials and pollutant-free pigments are used.

Infinite design possibilities

We are all familiar with the smart and well thought-out design products for household and living from the specialist trade. The experience of the promotional product trade shows that they are also suitable as high-quality gifts that credibly convey advertising messages, gratitude and appreciation. As a manufacturer with an exceptional vertical range of manufacture, koziol is also a competent partner for developing tailor-made products for targeted advertising. There are plenty of examples of successful campaigns with koziol products. koziol is currently demonstrating its innovative competence with its new collection of corona protection products – the HI Community mask, the HI LOOK face shield and the HI SAFE TOUCH hygienic finger protection. The fact that design, development, construction, mould making, production, dispatch and administration are all under one roof in Erbach is part of the comprehensive sustainability strategy of the company which has been in existence since 1927. Plastic is the ideal material for promotional products. There is no other material that is so versatile in its design possibilities. You can play around with wall thicknesses and surfaces, the appearance can be transparent or opaque, it can be produced in almost any desired colour, the material can be solid or flexible, hard or soft. The choice of plastic alone gives rise to a wealth of possible variations. koziol also has a number of finishing techniques at its disposal, such as screen printing, laser engraving and in-mould labelling. Thanks to a special

technology, even 3D logos can be incorporated directly into the product.

Recyclable organic material

The company is highly successful with its own organic material which consists of cellulose fibres and thermoplastic material. In contrast to so-called bioplastics, this material is not a compound, but pure material that can easily be completely recycled. The products are absolutely food-safe, BPA-free, dishwasher-safe up to 100 °C like all koziol products and particularly hygienic in use. Bio-based plastics such as those derived from sugar cane are rejected by most consumers for ecological reasons. koziol has had these plastics in its portfolio for over 10 years, but only uses them for special customer requirements. Recycled plastics are not approved for food contact products as they are not physiologically safe.

Ecologically and economically sensible

Up to 90 percent less energy is consumed in the processing of thermoplastics than, for example, in the production of comparable articles made of glass, ceramics or aluminium. Thanks to resource-saving production, plastic is currently the most ecologically and economically sensible material on the market. This is why koziol prod-



Attractive promotional products in typical koziol design.

Harmless: koziol uses only pure, additive-free materials and pollutant-free pigments.



Design with a clear conscience: koziol uses only thermoplastics that are entirely recyclable

ant odours; they are usually inconspicuous. However, it is precisely in this context that we should be aware that there are worlds apart among the

qualities available on the market. If you take a close look and choose brand products from trustworthy manufacturers such as koziol, you are on the safe side: koziol uses only high-quality certified and pollutant-free quality materials. With koziol Superglas and koziol Organic, two exclusive material qualities have been developed which have unique advantages.

Reusable and durable for environment's sake

Years of irresponsible disposal of waste and disposable packaging in the sea is a gigantic environmental sin. It is also a thorn in the side of the manufacturer of high-quality design products because it brings a great material into disrepute. Plastic is the material of the modern age. It has made our lives simpler, more democratic and more hygienic. Especially because of their hygienic properties, plastics are vastly superior to other materials. In any case, there is not a single material in the world that from the outset is only good or only bad or only sustainable. Even natural materials – keywords: monoculture, pesticides, water consumption – are not the better choice. In point of fact, in every product development it is important to select the most sustainable material for the required application and to use it economically. The use of reusable products with a long service life still offers the best environmental protection.

<



Stephan Koziol

“Due to its resource-saving production, plastic is currently the most ecologically and economically sensible material on the market.”

ucts are never disposable products, but long-lasting life companions that stand for the sensible use of plastic. They are robust, light, unbreakable and ergonomic, and their intuitive handling promotes long-term use. Their surfaces are particularly hygienic and easy to clean. Plastics are valuable sources of energy if you know how to use them properly. koziol therefore takes back used products and recycles them.

Certified, pollutant-free quality materials

Opponents of plastics always like to argue that plastic products often spread strong odours, and point to the toxicity of various components. koziol admits that there are contaminated products that are produced somewhere in the world and marketed by ignorant or even unscrupulous companies: Inferior materials or their additives such as colourings or softeners can contain toxic substances which can then be transferred to food and humans. They do not necessarily have to be noticeable in the form of unpleas-

WE ARE aimfap

THE MUST BE ASSOCIATION

Why be a member of AIMFAP?

Aimfap was born 20 years ago as a **non-profit association for the defending the interests of importers, manufacturers, wholesalers and printing companies of promotional items.** It is currently formed by more than 115 associated companies, with presence both at national and European level and is headquartered in Madrid.



Some AIMFAP services

- **Newsletter distribution** to our sectorial database, advertising companies at zero cost and social media diffusion.
- **Free page in our Directory of Members with all commercial data and product lines**, distributed at national and international fairs and roadshows. Highly valued tool for such events visitors.
- **Advertising at reduced cost** in AIMFAP graphic media, magazine (two editions, January and September), as well as in the Directory of Members.
- **Product searcher.**



In view of the growing number of companies wishing to take up the challenge of opening their market to other countries, AIMFAP is actively working to provide its members with this challenge.

For this reason, the internationalization of the association is very important through its participation in all the leading fairs of the sector, both in Spain and in Europe.

Within this international context, our objective is to give visibility and support to our member companies and to all those international companies interested in other markets, facilitating and promoting synergies and commercial contacts between all of them.

The "International AIMFAP" service will allow all the associated companies to be able to define to which national or international markets to direct their products and with which of them to establish commercial contacts.

AIMFAP is in possession of the Certificate of compliance in terms of Data Protection according to the new GDPR of May 25, 2018



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Asociación de Importadores, Mayoristas y Fabricantes de Artículos Promocionales

Pza. Sta. M.ª Soledad Torres Acosta, 1 - 5.ª Planta (Oficina 24) - 28004 Madrid T. +34 91 010 54 43 - M. +34 671 68 47 44
aimfap@aimfap.com oficina@aimfap.com www.aimfap.com

Follow us   

Robust tool set

The 2-in-1 set from Wera Werkzeuge includes practical screwdrivers that not only allow you to screw, but also to chisel, stem and hammer. The continuous blade and integrated striking cap make these tools **particularly resistant**. With the selected slotted and cross-recessed profiles, this set becomes a real all-rounder for more robust tasks in professional quality. The trademarked "Kraftform" handle fits perfectly in the human hand. As it is made of several components, an optimum of working speed and torque is ensured. This quality product can be individualised with a customer logo from 250 pieces.

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



Prima terry towelling

Since 2000, the Hungarian manufacturer Diszker Ltd. has been supplying the promotional product trade with terry towelling and compressed textile goods. The experienced specialists produce exclusively in Hungary where Diszker operates a large European factory. The wide range of products includes numerous models and designs which can be viewed either in the company's catalogue or online at www.diszker.hu/katalogus. Among them are also woven and compressed towels of selected quality. Production is carried out according to ÖKO-Standard 100 on modern, energy-saving machines using high-quality work processes. Diszker offers its **compressed textile products** in twelve standard designs which unfold their original shape after unpacking.

PSI 16809 • Diszker Ltd.
Tel +36 27 333373 • diszker@diszker.hu
www.diszker.hu



Strong on pillars

MainzAir offers **inflatable advertising pillars** in three different versions. The advertising pillar is the classic among inflatable promotional products. Their shape and size show off any brand to its best advantage. They are characterised above all by their uncomplicated and quick installation. When erected, they attract attention and arouse curiosity in the viewer. The three models each consist of a classic, square and XXL version. All models can be used both indoors and outdoors, whereby the XXL version is recommended for outdoor use. The inflatable pillar is classically erected with a fan in continuous operation. As there is not always a power connection, it is also possible to equip the advertising pillar with an airtight inner core. In this case, a pressure relief valve ensures that the pillar does not burst in the event of increased internal pressure caused by solar radiation. The square version has the advantage that the four sides can be divided thematically. The XXL version offers all the advantages of the classic version, but is more suitable for outdoor use due to its height.

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



Campaigns for the planet

Stilolinea, the long-established Italian manufacturer of individual writing instruments for the promotional product trade, supports an initiative for the reforestation of Kenyan forests in cooperation with Treedom with its Reforestation Project: In this connection, the Southern Europeans are launching a writing instrument line made of **completely biodegradable materials** such as recycled r-PET and PLA, provided with the Reforestation Project logo, which allows customers to adopt a tree of the Kenyan forest at the same time. In addition, these products contribute significantly to the reduction of the ecological footprint, as they are made entirely of renewable fibres. Made exclusively from recycled plastic, the Recycled ABS series is also subject to this high standard of environmental protection. Just like the r-PET Pen made from recycled plastic bottles, it is glossy with crystalline transparency and boasts high strength and durability as this material does not lose its original properties during recycling. A further highlight is iProtect, processed in the new antibacterial writing instrument and manufactured according to the ISO 22196 standard: the antibacterial material is added to the plastic in the form of special, natural zinc ions and protects the pen against 99 percent of bacteria over the long term.

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



Small magic firelighter

The safe and environmentally friendly small **firelighters made of waxed wood wool**, which can be ordered from Multiflower, make it easier to light the fireplace or even the grill. The standard motif on the label of the small XS firelighter offers enough space for advertising. An individual design is also possible from 250 pieces upwards. Each bag contains four lighters made of waxed wood wool.

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



Fiery moments

The new Fiery Moments gift set from Römer Präsente ensures fiery moments in the evening. The 0.75-litre bottle of Bardolino red wine is a pleasure in candlelight on the terrace or the couch. The exquisite red wine is combined **with a practical arc lighter**. This device is a useful alternative to the classic lighter. It ignites things with a hot arc. Therefore it needs neither petrol nor gas, but only an integrated rechargeable battery. A USB charging cable is included. The lighter can be finished with engraving if desired.

PSI 43892 • Römer Präsente by Römer Wein und Sekt GmbH
Tel +49 6541 8129-0 • info@roemer-praesente.de
www.roemer-praesente.de



Desire to bake

This year in particular has shown how valuable the time spent together with the family is. In order to maintain this family quality time, emotion factory Heri-Rigoni has **high-quality baking cups** with various individually designable packaging and recipe ideas for baking biscuits together in its range. In addition, the family product also offers the possibility to remind the customer of your company with a gift towards the end of the year. The cookie cutters are available, for example, in the shape of a shooting star, a fir tree or also in shapes that can be used all year round, such as a heart or star. Whether in a high-quality metal tin with digital print, a newly designed slider box made of cardboard, the variation with a recipe pad or as an Advent calendar tin, emotion factory has put together numerous colourful, high-quality ideas for this winter. All variations can be individually printed with a company logo or advertising message.

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



Scrumptious house

Christmas without gingerbread is not imaginable: With the traditional gingerbread house from Jung since 1828, merry Christmas can be experienced in a different way. The cardboard box in the form of a 3D house offers plenty of space for an advertising message and can be individually printed with a Christmas design. Inside the house are four delicious mini gingerbreads of the Weiss brand. The small, **sweet give-away** is particularly suitable for companies in the real estate, construction financing or handicraft sectors as an atmospheric bearer of Christmas advertising messages.

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



Multi-part mask set

Textile distributor L-Shop-Team offers customers the opportunity to test all masks available in its range at a special price of 24.90 euros. "We have the masks. You have the choice!" – with this slogan the company has been offering a wide range of various reusable oronasal masks since May. Each mask is ideally suited for finishing and appeals with different characteristics: There are masks to tie, masks to secure with elastic bands, folded models as well as those with extended nose and chin sections and many more. In addition, all oronasal masks have different material properties and care instructions. To make it easier for customers to choose the right mask, the distributor has **a set of eleven masks available in its range**. This gives customers an overview of the different masks, allows them to test special features and thus make the right decision for each order and for each intended use. The masks are not tested and certified medical products and are not intended as protective equipment (PPE) against infections and harmful substances.

PSI 42155 • L-Shop-Team GmbH
Tel +49 231 99310 • info@l-shop.de
www.l-shop.de



From nature – for nature

Biopolymers (PHAs), the basic building blocks of living, biodegradable and non-toxic organisms, are the revolutionary raw material used by the Swiss company Prodir to manufacture the housing for its new QS40 True Biotic. In addition to the **advantages of biodegradability** in natural environments, biopolymers produced by micro-organisms solve key problems arising from the cultivation and use of traditional PLA-based bioplastics. For example, no soil must be removed from food production for their manufacture, no fertilisers polluting the groundwater, hardly any water is used and no fine dust emissions are produced. The new product, which has won the Promotional Gift Award 2020, is available in seven matt colours and combines sustainability and high-quality design rolled into one. Designed for durability down to the last detail, it is refillable like all Prodir pens and comes as standard with low-emission Floating Ball® 1.0 lead-free refills with a lead-free tip. As an option, Prodir offers the QS40 True Biotic exclusively in a pre-printed slipcase made from sustainable FSC® paper with added algae. It pointedly communicates the pen's sustainability features, transferring the high level of innovation, sustainability and environmental awareness to the brand whose logo is printed on the clip of the pen.

PSI 42332 • Prodir
sales@prodir.ch
www.prodir.com



Epic notation

For all companies whose logo is relatively large, Kotobuki Europe now has a new product in its range: the Epic, a twist ballpoint pen with a replaceable refill, smooth writing thanks to innovative Mach ink, a translucent, coloured barrel and a matching, visible twist mechanism, but without a clip. The promotional classic has been reinterpreted to attract new customers or to reinspire old customers. Available in bright colours: White, black, purple, pink, red, orange, yellow, light green, dark green, blue and dark blue. The Epic is therefore guaranteed to match any logo and, thanks to its compact size, fits into any pocket. However, as **it can be printed almost all around**, the writing instrument boasts a generous printing area so that even the largest advertising message can be placed. Available until the end of the year including 1c print, additional costs and shipping at a special all-inclusive offer price.

PSI 43534 • Kotobuki Europe GmbH
Tel +49 911 3766206 • info@koto-eu.de
www.kotobuki-europe.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 Condedi (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 49729 • Condedi GmbH
Tel +49 2942 2160 • info@condedi.de
www.condedi.de • www.adwerboom.com



Oh how joyfully!

The Advent season will soon begin and with it the time to think about people who are important and valuable to you. Sweet promotional products and especially Christmas presents are suitable for all those who love to give small gifts to give great pleasure and to say THANK YOU or to be remembered in a friendly way. This is especially true this year for employees, suppliers or their customers. Inspiration for this is provided by the **exclusive new products** of the specialist CD-LUX, starting with the "Sweet Present Box" Christmas Maxi and Mini, the Christmas Parade or the Advent wreath with tenderly melting Lindor balls right up to the Christmas sleigh. And of course Santa Claus for 6 December should not be forgotten. This can also be wonderfully presented in a high-quality printed gift box.

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

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Darüber hinaus produzieren wir in unserer Hof-Manufaktur seit über 30 Jahren eine stetig wachsende Vielfalt an haltbaren Kostlichkeiten. Sowohl klassische, traditionelle Erzeugnisse wie süß-sauer eingelegte Gurken und fruchtige Marmeladen gehören zu unserem Sortiment wie auch innovative Produkte, z.B. Brot- und Kuchen-Backmischungen im Weckglas oder Tassenkuchen. Nach dem Motto „Mit Liebe handgemacht“ verbinden wir Tradition und Moderne in der Herstellung von haltbaren Lebensmitteln. Nach alten Hausrezepten und nach wie vor von Hand verarbeitet, erinnern unsere Produkte nicht nur an „gute alte Zeiten“, sondern auch an den natürlichen und unverfälschten Geschmack der unzähligen Kostlichkeiten aus Großmutter's Keller.

Diese Produkte vermarkten wir deutschlandweit an ein breites Kundenspektrum: Direktvermarkter gehören ebenso zu unseren Kunden wie Kreativ- und Lebensmitteleinzelhandelsgeschäfte und größere Warenhäuser.

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Ihr Ansprechpartner:
Für allgemeine Informationen sowie Fragen zur Stelle steht Ihnen gerne Herr Tobias Löbke unter 05451 / 50 58 30-16 oder per E-Mail unter tobias@loebke.com zur Verfügung.
Ihre vollständigen Bewerbungsunterlagen mit Gehaltsvorstellung und möglichem Eintrittstermin senden Sie bitte an: personal@loebke.com

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Das Lieferantenverzeichnis des PSI

Das Recherchetool für PSI Händler
und das PSI Sourcing Team

Erscheint zwei Mal im Jahr.

Der PSI Supplier Finder ist das Print-Pendant zum PSI Product Finder und damit das Nachschlagewerk für die PSI Händler, um zertifizierte Lieferanten zu finden.

Sind Sie verifiziert? Welche Veredelung bieten Sie an?
Welche Produktsegmente bedienen Sie?

Das PSI Sourcing Team berät PSI Händler bei ihren Produktanfragen und spricht Produkt- und Lieferantenempfehlungen aus.

Nutzen Sie die Chance, bei der Produktsuche als passender Lieferant schnell gefunden und empfohlen zu werden!

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- Firmenstammdaten
- Firmenbeschreibung (Print 300 Zeichen/
Online 3.000 – inklusive Leerzeichen)
- PSI Nummer
- 2 Warengruppen-Listungen
- Unbegrenzte Listung im
Zertifikatsverzeichnis

Zielgruppenansprache

- Werbearbeitellieferanten und
Werbearbeitelhändler
- Firmeninhaber
- Geschäftsführer
- Marketingleiter
- Vertriebsleiter
- Vertriebsmitarbeiter
- Marketingentscheider

Redaktions- und Eintragungsschlüsse

Ausgabe 02/2020: 12.10.2020
Ausgabe 01/2021: 10.05.2021

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Die aktuellen AGB finden Sie unter:
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PRELIMINARY ALPHABETICAL EXHIBITOR LIST 12 – 14 JANUARY 2021 IN DÜSSELDORF












We are happy to welcome the following exhibitors:

PSI No.	Aussteller / Exhibitor	Stand / Booth	PSI No.	Aussteller / Exhibitor	Stand / Booth
49009	12M	11H19	60174	Belbal Sp. z o.o.	9M41
43899	A34 Ambalaj Reklam ve Hed. Esya Ltd. Sti.	10E52	47646	BergHOFF Worldwide N.V.	11A32
49799	ABC-N Plus Przemyslaw Plaskacz	10D14	60128	BierEx - Die Bierkistenmöbel - Inh. R. Hansen	9D10
44151	ADA FUAR ORGANIZASYON TAN.YAY. TEKS.DIS.TIC LTD STI	10D60	46839	Bio Laboratories Ltd.	10M45
45448	Aetzkunst GmbH & Co. KG	9F36	43700	Biova GmbH	10A06-09
48751	AFISA	9E10	41435	Böckling GmbH & Co. KG	9D75
	AKarton	11G79	48718	BOHEMIA SPORT, spol. s.r.o.	9L01
47800	ALFA PROMOSYON TEKSTİL Pazarlama 	10F23	49348	BOOGIE Design	9C38
41002	Alfred Fischer e.K.	9C19	50388	Boxiland GmbH	9L18
45590	aloga gmbh	10F66	46905	Brauns-Heitmann GmbH & Co. KG	9A27
43401	Altadif International SARL	11D62	43753	breAd. & edible labels s.r.o.	10A06-08
49719	AMGS Group Sp. z.o.o. Sp. K.	11C64	60187	Brevetti WAF S.r.l.	9E40
49591	AMK Group Rekawek, Kondraciuk Sp. J.	9C76	48045	B-TOKEN BVBA	9F19
45753	Anda Present Ltd.	11C40	47952	Büyüksoy Bayrak Ve Semsiyi San. Tic. A.Ş.	10C56
	Aquadana	11H25	44950	C.I.F.R.A., S.L.	10C30
45194	ARA NV 	9L79		Capella Industries AB	9L42
49755	Art For Fans - Jan Bagin	9L26		Carry Products GmbH	9M20
49998	Asya Promosyon Bilg. Malz. ve Matbaa San. Tic. Ltd. Sti.	9D43	49968	CASPI GRUP MATBAA PROM	11E20
47980	audio protect ag	9E16	43811	CDH Computer Division Heinemann GmbH	11F20
49958	Aysoy Pazarlama Konfeksiyon Tekstil Sanayi ve Ticaret Limited Sirketi 	10E24	48316	CHOCOLISSIMO	11F73
47411	badge4u Wojciech Pawlowski	9A37	90042	CHX Products Ltd. Çınar Bez Çanta Tekstil San. Tic. A.Ş.	9M44 10H19
41338	Bären Luftballons GmbH	9B23	48748	Claymore	11F01
45434	Bartl GmbH	9D02	46153	Clipper A/S 	11E62
43602	Bauer GmbH Bandweberei	9L38	46789	CoMo Europe B.V.	9F79
			47506	Condom Message	9A55

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60181	Confiserie Möhlenkamp Gbr	9M73	45156	F&F Products b.v.	9M66
49112	Consilio Jakub Michalski	10D19	43144	FARE - Guenther Fassbender GmbH	10E50-01
41421	Coolike-Regnery GmbH	9F26	43562	Feelino GmbH	9L10
45939	Corthogreen bv	10K55	43421	Fenix GmbH	11H15
47376	CosmoShop GmbH	11B40	47123	fides Druck und Medien GmbH	9C57
48842	Cottonland - Textile Agency 	11K60	48519	Finardi Milena SRL	10M22
43968	CRUX Spj.	11G70	47964	First Editions Ltd.	10K82
	Danish Sign Export A/S 	11L56	60070	foodloose GmbH	10A06-11
46527	DBP Plastics NV	9C10		Forum	10A34, 10B33
43415	Demre Tarim Turzm Tekstil Gida Ins. Kuyum	9F04		Forum Corel & Adobe	11F60
47097	Disenos NT	9C40	47674	frottana Textil GmbH & Co. KG 	11K39
90029	Disrupt Sports Ltd	9N37		Fulfill Your Shirt	11A70
48615	DIZAYN ETIKET San. ve Tic. A. S. 	10D53	46428	GALKO d.o.o.	11C39
40723	DOM POLYMER-TECHNIK GMBH	9A79	43449	GARZINI BVBA	9L50
41752	doppler H. Würflingsdobler GmbH	10K38	43860	Gebas GmbH	10E56
46897	Dosenspezialist GmbH	11G16	41615	Geiger-Notes AG	10K01
44886	DreiMeister Spezialitäten	9F34	48575	Geoman Bulgaria Ltd	11K01
60193	DRINKLOGO / COSMELOGO	9L81	47052	GIFT STAR	9M65
48122	Dubi's Promotionartikel Service GmbH	9L69	43492	Gifts with Impact V.O.F.	9M23
	Eckart signplastics GmbH 	11H71		GINSANITY- Gefährlich guter Gin / Frangenberg & Frangenberg GbR	9L06
	Ecopack Makine ve Gida San. Tic. Ltd. Sti	11D58	45192	Glasmark Sp. z o.o.	9G35
	EdgeMax GmbH 	11K05	49420	GOBILAB SAS	11H35
49982	Edition Michael Fischer GmbH - EMF Verlag	11D52	45829	Goldstar- Europe	10M29
44127	Elektronica SM-Handels GmbH	10C59	42351	Gollnest & Kiesel GmbH & Co. KG	10M30
48996	ELITA Spółka Jawna	10K57	46517	Görenler Giyim Tekstil A.S	9A20
44736	ELITE Srl	11G72	49095	GPS Spa	11K46
47306	emco Bautechnik GmbH	11F50	47265	GRASPO CZ, a.s.	11K35
	Epilog Laser BV 	11F49	90034	Grayson Group Limited	9N41
47527	Erich Utsch AG	11G46	48277	Green Earth Products	11A52
40684	ESKESEN A/S	11H36	48623	GSE gGmbH	10D28
60160	ESPA SRL	10D06	42819	Gustav Daiber GmbH	10E50
49704	European Sourcing Sarl	10H65	46944	Gutting Pfalznudel GmbH	9A19
47094	Extrapack OOD	10M06			

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49079	Haid Werbeagentur GmbH	11F23		JustLaser GmbH 	11M69
45666	Halfar System GmbH	10E50-02	48245	JUTEKO GmbH	9C21
51349	HAPPY bvba	10C60		Kaaspakket.com	9M43
44954	happyROSS GmbH	10D01	42706	Kalfany SüBe Werbung GmbH & Co. KG	11D40
48313	Headwear PL Spolka z ograniczona odpowiedzialnoscia Sp.J. 	11A21	49826	KERNenergie GmbH	10A06-10
47574	HEGA PROMOTIONS	10H23	60092	Kilavuz Görsel Cözümleri Ve Reklamcilik San. Tic. A.S.	10D17
44145	HELO	9E30	49319	Klaus Stephan GmbH	9F29
41583	HEPLA-Kunststofftechnik GmbH & Co KG	11D02	40823	Klio-Eterna Schreibgeräte GmbH & Co KG	10E30
49978	Herforder Werkstätten GmbH	9E01	41614	KM ZÜNDHOLZ INTERNATIONAL	10M02
46235	HERKA GmbH	11D60		Koçakkaya Tekstil San. ve Tic. Ltd. 	9C37
	Hock Design e.K. Inhaber Kristof Hock	11G24	44071	KÖNITZ PORZELLAN GMBH	10E81
41118	hoechstmass	11A51	47406	koziol ideas for friends GmbH	10H29
46994	Hubbes Verkstad AB	EN02	41565	KP Plattner GmbH	11F26
42567	i.p.a. cosmetics GmbH	11D01	47203	Krüger & Gregoriades Im- + Export GmbH	10E01
45185	IBSI Business Services & Trading	9F30, 11H39, 11K15	44039	Lanyard.PRO - lanyard factory	11G06
45302	ICO JSC	9C52	44323	Ledlenser GmbH & Co KG	11L50
47022	Idee & Design GmbH & Co. KG	11H59	49326	Legra Sp. z o.o.	11B60
	Ideenschmiede	11M76	49644	LEONARDO - glaskoch B. Koch jr. GmbH + Co. KG	10H66
45193	ID-Sneakers	10D41	46175	LEUCHTTURM Gruppe GMBH & CO. KG	11D51
43622	Imak Ofset Ltd.	10D32	49756	Living Bytes GmbH	10M80
44740	Impliva B.V.	10H80	46104	logolini Präsente	9D23
	Infopoint Halle/Hall 11	11K02	43569	Lumento GmbH	9L30
	Infopoint Halle/Hall 9	9A10	80310	Madeira Garnfabrik Rudolf Schmidt KG 	11C82
49880	Inkcups Europe GmbH	10M39	44321	Mahlgrad GmbH	11C53
60153	J Point Plus Ltd	11C51	44833	Mahlwerck Porzellan GmbH	11F40
49346	Jaguar Tomasz Chwilowicz	11G41	48283	Maikii s.r.l.	10M47
49524	Jähn Handels GmbH & Co. KG	11H79	48309	Manufacturas Arpe, S.L.	10D05
45898	JAVRO 2 Sp. z o.o.	9C39	48871	Marker Print Ltd	10M06-01
60134	JENLUCA ASSEMBLING ELECTRICAL L.L.C.	9L14	43452	Marmara Pak Plastik San. Tic LTD STI	9E29
46097	José Albero Puerto, S.L. - Secaneta 	10C01	49181	MART'S BAGS	10H60
41990	Joytex GmbH & Co. KG	10C05	45721	MASAS METAL AMBALAJ San. Ve. Tic. A.S.	9C44
	Jungfleisch GmbH	9M07		MASCOT International A/S 	11F77

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60094	Maslacak Art. D.O.O.	11F63		Nukag B.V.	9M36
	matchmaking Lounge	10A80	80075	Offene Systeme Software!	10D49
46386	Matterhorn Sverige AB 	11K19		OKI Europe Limited, Branch Office Düsseldorf 	11M49
49572	MAVIYEL AMBALAJ TEKSTIL SAN. VE TIC. AS.	11A28	43341	OLEFFE Editions S.A.	10M28
46503	MAXIM Ceramics GmbH	10D38	43438	OMETEC S.R.L.	11G36
42020	mbw Vertriebsges. mbH	10E50-04	49663	Orakel bvba	9E20
	Media Lounge	10A62	46666	Orchard Melamine Products Ltd. 	9N43
49967	MEDIACONCEPT SRL	9A62		Osnaled Display Technik GmbH	11L46
47281	Melco International LLC 	11C77	44057	P.P.H.U LEZAKOWO	9E39
7009	memo AG	10F37	43993	Paper Fantasies UAB	10D23
43618	Metal Silver and Golden Industries Co. Ltd.	10C26	45999	PASSATGUMMI	9C79
41836	meterex	11F82	60171	Perletti S.p.A.	10D37
41680	METRICA SPA	9F02	49706	Phicogis Europe Sarl	11B52
43921	Microcarton	10E54		Pink Pepper Media GmbH 	10H13
43439	Miiego	11K67	60009	Plastdiversity, Lda	10M66
43410	Mister Bags GmbH	10H05	43488	Plastoreg Smidt GmbH 	11B05
48364	MIYO MENDIL VE GIDA SANAYI DIS TICARET LTD STI	9A16	49765	PNG 1962 Ltd 	11F19
49997	MIZU Europe BV	11F53	43406	Polipromotion, S.A.	9L80
48784	Modal BRG Örgü Dokuma Tekstil 	9B39	49402	Polskie Karty sp. z.o.o.	10F40
	Mountek GmbH 	11C68	43755	PopSockets EMEA Oy	11F57
47925	mt products GmbH	9M31	42713	Poul Willumsen A/S	9G79
47774	Müller Werbemittel GbR	10M01	48685	PR Tryck AB	10M79
45974	Multiflower GmbH	10E60		Print Equipment GmbH & Co. KG 	11F39
44146	MyDoli UG (haftungsbeschränkt)	11L59		projekt software GmbH 	11H38
47673	myfitmix GmbH - Sweets&Snacks	9B10	48727	Promedya Tanitim Matbaacilik Montaj	9D80
43849	Mypromo Service GmbH	10H02	46355	Promidata Deutschland GmbH	9D40
49462	Nastrotecnica srl	10F28	60169	PROMODA TEKSTIL San. ve. Tic. Ltd. Sti 	9D30
49206	New Idea Crafts GmbH	9C22	49109	Promopremiums BV	11F44
46376	J.G. Niederegger GmbH & Co. KG	10E46	43424	Prowide Promotions	10D20
45981	NOEX spolka z ograniczona odpowiedzialnoscia sp.k.	9K01		PSI GUSTO Tasting	10A76
	NORDHORN J.M. Stasiak Sp.J. 	11H54		PSI Members Only Lounge	11K03, 11K04, 11K16
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	Pusula Cizgi Altı Basım San. Tic. Ltd. Sti.	9A70	44010	Softybag AB	11K63
48056	Ral Tekstil AS 	10F16	47677	Sopp Industrie GmbH	11D59
43454	Rascal Sp. z.o.o. 	11H47	47019	SPÓLNOTA - Drzewna	10M65
90039	Ravensden Plc	10M58	44120	Sport Böckmann GmbH	10F42
43474	Recom d.o.o.	10E53	49286	STAINER Schriften & Siebdruck	9B83
47032	Regatta Limited 	11D19	45179	Starsmade SA 	9L77
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47182	Reisenthal Accessoires GmbH & Co. KG	10H46	45280	Stiefelmayer-Contento GmbH & Co. KG	9G19
48273	Retap ApS	9D19	45328	Stilolinea Srl	9G39
40884	Richartz GmbH	11D70	43658	Stryve GmbH	11F02
44940	RICOLOR MK-Haushaltswaren	10E69	49382	Studio 55 International GbR	10E10
	Rolleat MARCADIFERENCIA S.L.	10D11	60170	Sunline Tekstil Mad.Ins.Orman Ürün.San.Ve Tic. Ltd. Sti. 	10K54
47847	Rösler Ceramlno GmbH	11E42	60155	Sunware BV	10M21
47430	RO-WE SNC DI Brusaterra Roberto & C.	9F20		SupaStyle	11H05
60084	SACKit ApS	11F43	41032	Suthor Papierverarbeitung	9B80
47489	Safe Pocket	9C18	43581	Tabacco d.o.o.	11F05
46525	Sanjuan Hermanos, S.A. 	10H41	45767	Tacx B.V.	11G40
47541	Rudolf Schaffer Collection GmbH & Co.KG	9B38		Taha Dis Tic A.S. 	11K29
46903	Schäfer Promotion GmbH	10K30	44574	Take2-Design GmbH & Co. KG	11H69
43287	Schwan-STABILO	10C41		TB International GmbH 	11A06
45297	SDX Group sp. z.o.o.	9G80	43817	TechnoTrade	11D81
49961	SecuFerro B.V.	10M55		Teko Tryck AB	9D20
49025	Porzellanfabriken Christian Seltmann GmbH	10D12	47525	Telco Accessories b.v.	11K45
90047	Sharon Lee Limited 	11G74	48161	Tessloff Medienvertrieb GmbH & Co. KG	9F35
	Show Area	11M80	43720	Texpro Solutions Sp. Z o.o.	11G20
	ShowDown Display	9C61	48870	Textildruck Europa GmbH 	11F79
46405	SIPLAST Siegerländer Plastik GmbH	9C15		Textile Campus	11D05
44885	Heinrich Sieber + Co. GmbH	10E35	41875	TFA Dostmann GmbH & Co KG	11D69
	SL BAGS	11K40	48418	TGL Poland sp. z.o.o.	9A35
46325	SŁODKIE UPOMINKI" SPÓLKA Z OGRANICZONA	9C30	49412	TH CLOTHES 	10D30
	Snack Point	11A37, 11A40	46304	The Brand Company, S.L.	9F39

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	Thermopatch BV 	11F70	49316	Zorel Tekstil 	10C50
45780	TITAN HAMBURG GMBH	10M32	47395	ZWILLING J. A. Henckels Deutschland GmbH	11D73
47317	tobra GmbH & Co. KG	10E29			
43963	TOP-2 Fabryka Chusteczek S.A.	9H01		Updated: 09 Oct 2020	
46108	travelite GmbH + Co. KG	10M32-01		Subject to change	
49563	Trendy Sport GmbH & Co.KG	10C02			
44970	Trigon Deutschland GmbH	10F17			
46311	TROIKA Germany GmbH	11F80			
47804	Trotec Laser Deutschland GmbH 	11G50			
48398	Tryumf sp. z o.o.	9E41			
43722	TÜRMAK	9C14			
60147	Turteks Tekstil Etiket San VEtic A.S.	11B19			
41848	uma Schreibgeräte	10H06			
49994	UMBRA design d.o.o.	11D64			
60184	Valenta International B.V.	9L74			
48790	Vangard Retail A/S 	11E61			
43535	Viaduct GmbH	9L34			
43829	VICBAG SAS	11G30			
47555	Vim Solution GmbH	10C80			
46622	Viva-Plus II Firma Handlowa	9D29			
45850	VOG Tekstil Prom. San ve Tic. A.S. 	9C20			
44685	WAGUS GmbH	9A61			
17203	Walter Schulze GmbH 	11K50			
44295	walther design GmbH & Co. KG	11C20			
	Weinkellerei Höchst GmbH	9M28			
48078	Wera Werkzeuge GmbH	10F24			
	Werbetechnik Wüstner GmbH 	11K82			
49362	Westerwald - Brauerei H. Schneider GmbH & Co. KG	9C59			
49622	Wunderle	10F39			
60179	WUNSCHPRODUCTS	9L70			
44066	Zippo GmbH	10K32			



PSI 2021 | Ticketshop is online

PSI will take place in 2021 – with a comprehensive hygiene concept, a focused range of topics and an even stronger emphasis on sustainability. As the first major event for the promotional products industry, it will be the start of a new business year – together with viscom and PromoTex Expo – from 12 to 14 January in Düsseldorf and will combine the Face2Face business with the new, digital reality.

Haptic meets digital

While the first trade shows with well-functioning concepts are already taking place this autumn, the PSI organizer Reed Exhibitions has also developed a comprehensive hygiene and safety concept which will be continuously adapted to current requirements as needed. At the same time, the trade show format will be further developed. With new solutions and formats, PSI exhibitors and visitors will in future be able to network virtually in addition to the classic “live event” in January and benefit from the advantages of digitalization in the trade show business. “For those visitors who will not be able to come to Düsseldorf next January, we are currently developing new, digital solutions with many options,” says Petra Lassahn, Director of the three trade shows. Among other things, the new concept provides prepared product highlights from the exhibitors and the streaming of events. Also new is a “Video Matchmaking”, with which PSI brings exhibitors and visitors into live contact. “However, there is one thing that the digital offers cannot replace: interpersonal contact, explanations of products in need of explanation and the haptic experience of products at a trade show. Personal contact at a trade show is and remains indispensable for long-term, trusting business relationships,” says Michael Freter, Managing Director of PSI. That is why PSI will again be at the start of next year with the broadest spectrum of the promotional products industry, numerous product innovations and programme highlights. All formats will take place in compliance with hygiene and safety regulations.

Tickets: All changes at a glance

Visitors of PSI, PromoTex Expo and viscom can now buy tickets in the online ticket store. You can choose between 1-day, 2-day and 3-day tickets. Due to safety regulations, it is necessary to specify the day on which the trade show is planned to take place when buying the ticket. However, the days can be adjusted later, provided that tickets are still available for the desired day. The trade show ticket entitles the holder to access to all trade show halls.

As in previous years, PSI members only need to log in with their PSI login data and then go directly to the ticket store. All member tickets are marked as such so that all member benefits can be used on site without any problems. www.psi-messe.com/ticket



PSI Sustainability Awards | Nomination process begins

A protective mask which is entirely impervious to viruses and bacteria and is also produced in a completely sustainable way; a cuddly bear made entirely from recycled plastic bottles; a website which provides an overview of the environmental friendliness of promotional products: The diversity of entries for the PSI Sustainability Awards, the winners of which will be presented at the PSI from 12 to 14 January 2021, is considerable.

“Innovator of the Year” successfully launched

All sustainably oriented companies from the promotional product industry had until 30 September to register for the sixth PSI Sustainability Awards. Despite the corona pandemic, the response has been great because the topic is more relevant than ever. The new category 7 “Innovator of the Year”, in which not only the sustainability of products plays a role but also the story behind them, also met with great interest. With more than 20 submissions, it is celebrating a successful premiere. In a new series in the coming weeks, we will be presenting the projects and companies behind the PSI Sustainability Awards, and accompanying all interested parties into the next phase of “Innovator of the Year”. We will accompany the projects during their realisation because at the end of the day, the consumer should know what the product is made of, where and under what conditions it is produced, how big the ecological footprint is from the initial idea to the arrival at the destination, and who the people behind it are. What counts here is the overall contribution made by manufacturers to ecological, social and economic activity in terms of a sustainability strategy.



Jury begins its work

In the next step, all entries will be handed over to the expert jury which this time will be made up of Julian Ekelhof, director at CO2OL Climate Solutions, Ville Heimgartner, co-managing director at ImagineCargo GmbH, designer Lutz Gathmann, Melissa Streif, risk management consultant at Warth & Klein Grant Thornton, Anja Heidebüchel of Reed Exhibitions Deutschland GmbH, Daniela Rau of content management & live-communication at Deutsche Bahn AG, Dr. Jens Wiggershaus, head of corporate responsibility at RWE AG, Marlene Siemers of RWE Power AG, and Paolo-Daniele Murgia of 2bdifferent. While they will evaluate the social and ecological initiatives, individual products, product sets, product lines and campaigns during the jury meeting on 4 November, a scoring system will be used in the other categories. This will automatically award points for the certificates submitted. All winners of the awards will be announced at PSI 2021 and introduced at the trade show from 12 to 14 January 2021.

All information on the awards is available at: www.psi-awards.de



PSI Product Finder | New message center

Suppliers and dealers of promotional products can now communicate with each other in real time and directly in the PSI Product Finder. This is possible thanks to the new message center, which can now be found in the back end of the online tool, where users maintain their product pages, among other things. The handling is very easy: If a distributor finds an interesting product, he can – as before – request an offer directly in the PSI Product Finder. The supplier is notified by e-mail about the receipt of the request. What is new is that from this point on, communication takes place directly in the PSI Product Finder itself. This means that communication can now take place in real time. Images or PDF files can also be attached, so that the entire communication between dealer and supplier is clearly displayed in a history. In the overview page of the message center, users can thus obtain a complete overview of all offer and product inquiries. The interface is clearly laid out and, thanks to the filter function, is easy to use and can be edited by several people at the same time. <https://psiproductfinder.de/en>

Virtual data café

In order to learn more about the versatile features of the Product Finder, PSI has regularly opened the virtual data café since 7 May. The next data cafés will be on 4 November and 17 December.

All suppliers of promotional products are invited. Suppliers who would like to present themselves here and take advantage of the benefits of the online database can meet the PSI team and industry colleagues in a relaxed atmosphere at the virtual data café.

Questions about successful data import or updating will also be answered here. All interested parties can simply contact us at importe-productfinder@reedexpo.de and will receive a participation link in the registration confirmation. If you have any questions, please phone the PSI team on +49 211 90191-721 or send an e-mail to importe-productfinder@reedexpo.de.

my > PSI

Exclusively for PSI members | Powerful media, higher sales

As the international network of the promotional products industry, the PSI offers attractive cross-media solutions running the gamut from print to web, e-papers and e-commerce to regional events and international trade shows and congresses. It's a true added value and a competitive communication advantage for PSI members – and thus a unique cross-media platform for successful advertising. The PSI's publications are among the promotional products industry's principal trade media. They reach executives as well as marketing and sales leaders from PSI member companies across Europe and beyond. In short: the decision-makers. The Media Guide 2021 promotes a successful Media planning and helps to avoid wasted circulation. www.psi-network.de/mediaguide



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TOP PRODUCT TOPICS IN PSI JOURNAL

The diversity of advertisement products is very important and create an unforgettable product experience. Use the novembers issue of the *PSI Journal* and present your products for the topics gastronomy & hotel industry as well as Made in Germany/Europe.

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GASTRONOMY & HOTEL INDUSTRY and MADE IN GERMANY/EUROPE
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Issue **01** 2021
NEW TRADE SHOW PRODUCTS AT PSI 2021
 Copy deadline: 9.11.2020
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Please don't hesitate to contact the PSI Cross-Media Sales Team at any time for assistance. Phone +49 211 90191-114/-150, Fax +49 211 90191-180, e-Mail publishing@psi-network.de



The divider

It is now almost four years since suppliers and I visited the ASI Power Summit in Miami, one of the annual meeting places of the promotional product industry. That was just before the 2016 presidential election when Florida was one of the so-called swing states. That is why all the candidates were there at that time. The bizarre highlight for us was that we met Donald Trump in the hotel bar the night before the event. At that time, nobody believed that he would be elected, at least none of the Europeans present.

As we all know, it turned out differently. Trump has been President of the USA for four years now and he wants it to stay that way. During this time, he has divided society there and also world politics in many ways. He stirs up fears among the most diverse ethnic groups. His power relies on these fears. In doing so, he constantly changes his opinions and his tonality. Martin Klingst of DIE ZEIT once made this clear in a commentary.

The novel coronavirus behaves similarly to Trump – it stirs up fear. The irrationality of the people, politics and a lack of information are also unsettling. But fear has never been a good advisor. We have been living with the virus for many months and we will have to live with it in the future. Despite restrictions, this is manageable. We will also come to terms with this situation in our business life. The German virologist Hendrik Streeck strongly advocates a pragmatic approach to the virus, without fear and scaremongering. Revitalised business with promotional products and looking ahead to 2021 now require increased entrepreneurial activities in marketing and sales. I already see this pragmatism among many colleagues in the industry – but not among all of them. The virus is also dividing our society.

Best regards,



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



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Well made – well advertised

Who would have thought that the designation of origin “Made in Germany” has not always stood for reliability and quality. It was actually introduced in Great Britain at the end of the 19th century as protection against supposedly cheap and inferior imported goods. This has changed rapidly over time. According to an international study from 2017, “Made in Germany” enjoys a high international reputation and ranks first out of 52 countries in the Made-in-Country index. However, products from the other EU countries are also increasingly meeting high quality standards. In addition to presenting products of this provenance with strong advertising appeal, a further product topic in the December issue is devoted to useful and attractive new products for the “catering and hotel industry”.

Please give some consideration to your product presentations for the January 2021 issue of the PSI Journal on the topic “New products at PSI 2021 Trade Show” and send your product suggestions (image and text) no later than 8 November 2020 to: Edit Line GmbH, Redaktion PSI Journal, e-mail: hoechemer@edit-line.de



And the nominees are ...

On 4 November, the expert jury will meet up to prepare for the PSI Sustainability Awards. While the jurors carry out their own personal evaluation of the different social and ecological initiatives, individual products, product sets, lines and campaigns, a background automated scoring system is used to assess the remaining categories. This system automatically awards points for the certificates that have been submitted. The winners of the PSI Sustainability Awards 2021 are determined by adding together the points scored and the jury's personal evaluations. And the nominees are ...

Positive developments

A new creativity, new applications and tax relief: Even though the sales expectations in the promotional products industry for 2020 have been significantly revised downwards, the Dutch industry association Platform Promotional Products | PPP is also observing positive developments and trends in the market. The PSI Journal will show an overview.



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