

PS1 EUROPE

PSI Journal

International Magazine
For Promotional
Products

December 2020

Volume 59

burger swiss pen

Plastic deserves
recognition

Product Guide

Gastronomy and hotel
industry

Industry

Company, events,
markets

Frank Bürsten

Focussed on brushes
from head to toe



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Editorial

Yes, but ...

Since June, the second corona wave has been heading towards us. At a time when the media enjoyed a summer break, rather than the real world. But the more that summer became autumn, the more that what had been apocalyptic headlines until then became true. And those who kept an eye on the figures in several European countries also saw problems approaching for us, our industry and also for PSI. At the end of October, it was hardly possible to assume that we would be spared. The PSI Trade Show has now been postponed until May.

The primary goal was and is to massively reduce the number of people contacts in general and to ensure that the healthcare systems are not overwhelmed. This was strongly recommended by the virologists of the nations. The majority of governments in Europe see their countries in a "very serious phase". Many people also feel this way. But reason often turns into fear. Reason often turns into ignorance and conspiracy. You stand in the middle, looking side to side, no longer understanding the world.

The older ones among us have already experienced similar scenarios with similar feelings (without really wanting to make a comparison). There were horror headlines in the days of the mad cow disease when large herds of cattle were killed because one animal was infected. Similarly, when HIV made the headlines, there was a fierce debate among experts. There were even politicians who wanted to lock up infected people in camps. The media warned of an environmental catastrophe of unimaginable proportions when forest dieback hit the headlines in the early 1980s. To this day, no forests have perished.

As I have already said, I certainly do not wish to trivialise the matter. My only concern is that we cannot get rid of the corona pandemic with emergency lockdowns. All the problems that used to dominate the headlines have now been brought under control by the citizens themselves. Long-term strategies cannot work any other way. And what must not happen under any circumstances is an on-off state that repeats itself. Waiting for vaccination and medicines is hope, not a strategy.

That is why November must also be used by politicians and scientists throughout Europe to turn the emergency measures into a strategy for living with Covid-19. Then we will also be able to meet on 18 May for a successful PSI in Düsseldorf. I am very confident that we can do this in a sensible way and I look forward to seeing you all again.

In this spirit

Manfred Schlösser | Editor-in-Chief PSI Journal

Your opinion: schloesser@edit-line.de

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We say **THANK YOU** **DANK E** **GRAZIE**

The turbulent year marked by COVID-19 is slowly coming to an end and Christmas is just around the corner.

We from Mister Bags want to say thank you, thank you for a good cooperation and the trusting cooperation in this difficult time.

Even if COVID-19 will continue to be present in 2021, we will not let ourselves get down – together we can do it.

With this in mind, we wish you and your families a Merry Christmas and a Happy New Year 2021.

Stay healthy.



www.misterbags.de



Made in Germany & Europe

40

Well made. And well advertised. That is what “Made in Germany” conveys. The designation of origin continues to enjoy a high international reputation and, according to an international study, ranks first out of 52 countries in the Made in Country index. But products from the other EU countries have also long since met high standards in terms of quality and design. We have put together a collection with strong advertising appeal for you.

Plastic deserves recognition

60

For many consumers, plastic items are cheap, disposable products. It is this low recognition of what is actually a high-quality recyclable material that makes plastic an environmental problem. Xavier Canton, Managing Director of the Swiss writing instrument manufacturer burger swiss pen AG, sheds some light on this and other misunderstandings.



Focussed on brushes from head to toe

64

“We have the expertise in brushes”, is the confident comment from the management of Frank Bürsten GmbH. Indeed, the brush specialists from the southern Black Forest region have extensive know-how – and have also turned their core product into a multifarious promotional product with numerous attractive disguises.



Change of management at Daiber

68

The beginning of next year will herald a change in the top management of Gustav Daiber GmbH. As of January, Kai Gminder will head the family-owned business. In the 108-year history of Daiber, he represents the fourth generation of the family. Kai Gminder has already grown into his future position as Managing Director alongside his uncle Rolf Daiber since 2012.



OPTIMAL BY NATURE



Experiencing nature. Natural products. Natural colours. The dream of an intact **nature** provides **security and stability** – especially in **times of crisis** like now. “Never before have there been so many **natural colours** as there are today,” says Professor Axel Buether, perception psychologist and co-founder of modern colour psychology. “**Earth tones, clay tones, wood tones, sand tones, leather tones and wool tones** promise pleasant **haptic experiences** and stimulate a **feeling of security**. But also **bright colourful tones of flowers and fruits**, an aromatic palette of **spice colours such as curry**, dark natural colours such as **deep sea blue** and **shady forest green** offer a maximum of inner harmony because “**by nature**” they always fit together perfectly.

(Source: axelbuether.de, “Achtsamkeit-Trendfarben 2020”)



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Eco Basic: Green impression series

Giving Europe GmbH

www.givingeurope.de

PSI 45737



ON COURSE FOR SUSTAINABLE SUCCESS

For years now, the promotional product industry has been demonstrating that sustainability is an increasingly important part of its daily business. Products designed accordingly demonstrate how sustainability can be implemented in the industry. The use of natural and nature-conscious components does not exclude the integration of state-of-the-art technology.

Natural outside, high-tech inside

Eco gift set USB stick, powerbank,
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PSI 49627



NOVELTIES 2020



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BALSAM FOR THE SOUL

The **year 2020** has produced several **trends** that were not foreseeable a year ago. **Zukunftsinstitut** alone has identified twelve **mega-trends** for the **post-coronavirus period**. But there were also smaller, **non-epochal phenomena** that nevertheless expressed the need for a society. The **"tchotchke"** serves here as an example. As a trend, it has established itself primarily in the **decorative living area** and sets a **counter-accent to minimalism**. The trend is towards **shelves and tables overflowing with decorative elements** for which there are **neither rules nor limits** but which nevertheless express one thing in common: **Balsam for the soul**.

Looked up

The term "tchotchke" comes from the Slavic language and means "little jewel". In today's usage it can be a gadget or give-away as it is given out at trade shows, conferences and similar events. Tchotchkes can also be found in souvenir shops in tourist areas. In New York City, for example, where the term is widely used in the local dialect, there are still genuine tchotchke shops.

Holiday mood for body and soul

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New showdates: PSI, PromoTex Expo and viscom will take place from 18 to 20 May 2021

The trade show combination of PSI, PromoTex Expo and viscom, which was planned to take place from 12 to 14 January 2021 in Düsseldorf, has been postponed to 18 to 20 May 2021. This early announcement will hopefully allow time for the impact of Covid-19 across the world to stabilise and when safe to do so, ensure that the event can continue its important role in bringing the industry together again.

"The measures taken by the Federal Government and the Federal States since the beginning of November show how dynamic the developments around Covid-19 are. With the pandemic once again spreading throughout Europe, medium-term economic planning is challenging, including the organisation of PSI, PromoTex Expo and viscom. After consultation with our exhibitors and partners, and with their support, we have made this difficult decision to postpone," commented Michael Freter, Managing Director of organizer Reed Exhibitions Deutschland GmbH.

Providing best possible conditions

"Like the promotion production, textile and finishing industry, we had hoped for the reopening of our long-awaited business in January. It was to be a great reunion after a challenging time.

Unfortunately, this is no longer the case," continued Michael Freter. "Our top priority as organizers remains the safety and health of exhibitors and visitors, as well as providing them with the business success they expect from their participation in the trade fair. We are confident that the postponement of PSI, PromoTex Expo and viscom to next May will

provide the industries with the best possible conditions for a successful event, in order to provide the urgently needed impetus for a new start as soon as the crisis subsides," Freter stated.

Planned online formats also in May 2021

In addition to the face-to-face events, the planned online formats will be postponed to the new date in May 2021. Until then, exhibitors and visitors can continue to find out about trends and news from the industry online, the PSI Product Finder and at www.planet-advertising.com.

Current information and FAQs for exhibitors and visitors of PSI, PromoTex Expo and viscom can be found at

www.psi-messe.com | www.promotex-expo.com | www.viscom-messe.com | www.planet-advertising.com



**The future has never been based on the past.
The new date of 18 May is another milestone
in the history of PSI.**

Michael Freter, Managing Director Reed Exhibitions
Deutschland GmbH



Don't need to wait until May!
MAY ATKI is always one click away.



Reach us
here!





Our theme covers
products that can help
two important industries
affected by the
pandemic to make a lasting,
effective and tasteful
impression.
Let us inspire you!



Drying with pep

There is a lot to see here: Fresh, bold print motifs on high-quality tea towels turn unloved kitchen work into an entertaining pleasure. Customers are delighted about such promotional gifts that sweeten their work. Pure cotton in high-quality 170 g/m² ensures fast, good results when drying. Also ideally suited as glass cloths for the catering trade. The tea towels come in the standard size of 50 x 70 centimetres and can be individually printed. In addition, special sizes and special colours can be realised according to customer specifications. Suitable as a practical promotional gift for gastronomy, private customers, tourist information and souvenir shops.



PSI 48449
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werbeartikel@der-zuckerbaecker.de
www.der-zuckerbaecker.de

Sweet thank you

Especially in times like these, appreciation on any scale and in any form is important in order to bring joy and good humour into the daily lives of employees, visitors, customers and guests. Filled by hand and lovingly wrapped, these snack bags with crispy almond biscuit balls, mulled wine stars, candy hearts or Christmas candy canes convey sweet advertising messages. Individualised with their own design, the giver of the gift ensures a smile for the recipient with a very personal touch. The snack bags are available from 500 pieces, and can also be individually filled with other contents. As a small snack while waiting, we recommend the fruit gum strings for example: As "patience strings", the minutes just fly by.

Seed-bag spruce-seed



ef
emotion
factory
... aus dem Schwarzwald

Felt Christmas-card



Bird house



Birdseeds box



Order the Flyer „xmas ideas“



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

Food to Go

The Troika lunch box, available in two sizes, is almost a modern classic. In XL format, the product called Food to Go offers plenty of space for a big appetite or a lunch for two, and for anything that needs to be stored safely and dust-free. Just like its little brother, it is made of aluminium, light, sturdy and features a practical and nostalgically beautiful swing top. And at 147 x 236 x 72 millimetres, it is twice as spacious as the small lunch box. For over 30 years, the Troika lunch box has been cutting a fine figure on picnic blankets, workbenches and desks. It is made of lightweight aluminium, sturdy and easy to clean.



PSI 48500
Peugeot Saveurs Deutschland GmbH
Tel +49 2556 902110
deutschland@peugeot-saveurs.com
www.peugeot-saveurs.com

Vietnamese gift set

Presented in a wonderful red printed box, the Nancy Duo with black Tan Hoi pepper from Vietnam is available from Peugeot Saveurs Deutschland. The black pepper with its warm woody note develops a distinctive, striking spiciness. It is ideal with a piece of red meat, an oily fish or a potato dish. In the transparent body, the peppercorns and salt crystals of the twelve-centimetre Nancy pepper and salt mill invite you on a journey into the world of taste. With their timeless design, the Nancy mills are a must in every kitchen. The adjustment knob on top of the mills regulates the grinding degree from fine to very coarse. Peugeot Saveurs Deutschland offers a 25-year guarantee on the mills in Germany.

EasyMix

The easy way to individual apron

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WORKWEAR

Made in
Germany

Unique colour combinations

1
SELECT MODEL
Bib apron Potenza X
and bistro apron Pizzone

2
**SELECT FABRIC
AND COLOUR**
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Jeans in 42 colours

3
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DESIRED COLOUR**
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and for Pizzone

**From
1 piece**

HOW DOES IT WORK?



EasyMix-Video
Scan the QR code and
watch the video.

https://youtu.be/PhTUR48Xs_c

More products at www.cginternational.de



Delicious bedtime sweets

A sweet welcome in the room has always been one of the most effective promotional gifts for restaurants and hotels. The lovingly and individually designed bedtime sweet on the pillow, the biscuit with the hotel logo with a cup of coffee: gifts consisting of sweets or give-aways for guests in hotels are part of good manners and are popular with guests. After all, a gift is a token of appreciation, especially when combined with a positive message, for example the slogan "You are welcome" or "We look forward to seeing you again". This is how jelly babies, biscuits, chocolate or energy-packed advertising with Dextro Energy will be remembered by guests as appreciative, attention-grabbing ambassadors. Available only from Kalfany Süße Werbung and available even in small quantities in the Web2Print online shop without any printing costs.



PSI 41782 • Holz Fichtner
Tel +49 921 789510
info@holz-fichtner.de
www.holz-fichtner.de

Handwritten offer

An eye-catcher for regular and walk-in customers: With handwritten daily offers, restaurateurs draw the attention of passers-by on the street to their daily offers such as special dishes. Handwritten offers are read more often than printed ones. The guest perceives a handwritten offer as much more up-to-date and therefore pays more attention to it than to a printed text. Caterers can take advantage of this effect with the writable displays. Not only are different offers perfectly presented, but also explanations of their hygiene concept. The practical display stand can easily be written on individually with inexpensive chalk or with impactful liquid crayons. The wooden frame made of oiled, light-coloured hardwood literally lends a stylish setting to the product range.

Spice dispenser in limited edition

The Paris Graphite U'Select version of the pepper and salt mills available in limited edition from Peugeot Saveurs Deutschland is a symbol of the fusion of wood and steel. The lines of the wood are highlighted in an original way. In a deep anthracite grey, this new colour with its metallic effects interacts with the unique grain lines of the wood of each mill. The ingeniously elegant finish of the pepper and salt mills of this Graphite Collection 2020 can be ordered in three different sizes from 18 to 30 centimetres, and give the dining table an extra touch of sophistication. Also available are four ten-centimetre small versions from the Graphite Collection: Paris, Bistro, Fidji and Madras. Peugeot Saveurs Deutschland offers a 25-year warranty on the mills in Germany.



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Available in two colours and two sizes!

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mbw.sh



A clean solution

Listed under article number 9375, Giving Europe is launching its surface spray bottle called Cleaner. Manufactured in the Netherlands, the transparent bottle measures 11.5 x 3.2 centimetres and contains 50 millilitres of cleaning liquid with an alcohol content of 70 percent. The Cleaner is ideal for cleaning tables, chairs, door handles and other surfaces and leaves no residue. Advertising is applied using digital print stickers.

Placemats and mates

IMTC Manufacturing & Trade, a specialist for pads of all kinds, is expanding its Axopad® brand range of felt products to include placemats, glass coasters and seat cushions embroidered with a proprietary logo or slogan and Made in Germany. Pads made of recycled leather and recycled PET bottles round off the products made of sustainable materials. Doorhangers, writing pads and floor stickers, individually printed or personalised, are further highlights in the range.



Pleasant hygiene

LimeBOX hygiene products are perfect as an eye-catching supplement for hotel stays. The soap is made of balanced ingredients, keeping you healthy and fresh. The products of the Polish manufacturer contain glycerine which makes the skin smooth, moisturises and prevents skin irritations. The soap exudes a very mild fragrance and ensures a good mood when used.



I GOTTA FEELING



PAPER CAN ECO MINI EASTER



EASTER SIXPACK



HOUSE PRESENT EASTER





Effective hygiene dispenser

In order to support sectors such as gastronomy and the retail trade in general in times of the coronavirus and to make public places safer for guests, E&H Design GmbH has developed the modern Hygiene Tower which is operated contactlessly by a sensor or via a foot pedal with an integrated pump system. The Hygiene Tower is available in both 5-litre and 1-litre versions. Also new in the range are the protective walls made of acrylic or Plexiglas® with wooden feet, which can be cut to any size. As an absolute high-end product in this range, E&H Design offers a version of acrylic protective walls from the acrylic couture® brand, which is finished with aluminium particles. This product is available in individual formats.



Glass instead of plastic

GlasWerk, the drinking straw of the future, heralds the end of the plastic drinking straw. Available from TFA Dostmann and made of high-quality, strong Schott® glass, GlasWerk drinking straws are an ideal alternative for restaurants, hotels and bars. For many drinks such as exotic cocktails and fruity milkshakes, straws are simply a must for the right drinking experience. They are available in the classic, straight shape in three sizes and, more recently, also in the curved version called Curved. The curve in the glass straw makes drinking out of tall glasses and bottles more comfortable. GlasWerk drinking straws are entirely reusable, dishwasher-safe, tasteless and contain no harmful substances. They are suitable for hot and cold beverages, are food-safe, meet all hygiene standards and also satisfy the requirements of the catering trade. In addition, every drink looks elegant with a glass drinking straw. GlasWerk drinking straws are delivered to the customer in a pack of ten, including a cleaning brush, and are currently available in three different sizes. On request, TFA can individualise the straws by laser engraving or printing.





Elegant porcelain series

A straightforward design, timeless and stackable: These are the characteristics of the new porcelain series called Good Mood from Seltmann Weiden. Good Mood stands for cheerfulness, a great atmosphere and for healthy and conscious nutrition that is fun. The variety of articles offers numerous possibilities for using this porcelain series. Aligned with the most diverse culinary highlights, Good Mood offers a perfect stage for expressive food presentations. At the same time, it never puts itself in the foreground. The reduced design language fits harmoniously into every interior and underlines its impression. The elegant and functional form adapts to every dining table situation and ensures first-class handling. Entirely Made in Germany, dishwasher-safe with a non-breakable edge, it is ideally suited for the hotel and catering industry.



Brand-enhancing floor advertising

In the winter season, an average of around twelve grammes of dirt and moisture per person are carried into a building and 80 percent of this is redistributed. The hard-wearing and individually printable LogoMat Business, manufactured and available from the floor mat specialist emco Bautechnik, provides a remedy. The emco LogoMat brushes off the dirt and absorbs moisture before it spreads throughout the building. Printed with logos or marketing messages, the entrance area is protected and aptly highlighted. The LogoMat Business not only ensures more cleanliness in entrance areas, but also convinces with expressive, enduring colours. Individual sizes are available from one piece.



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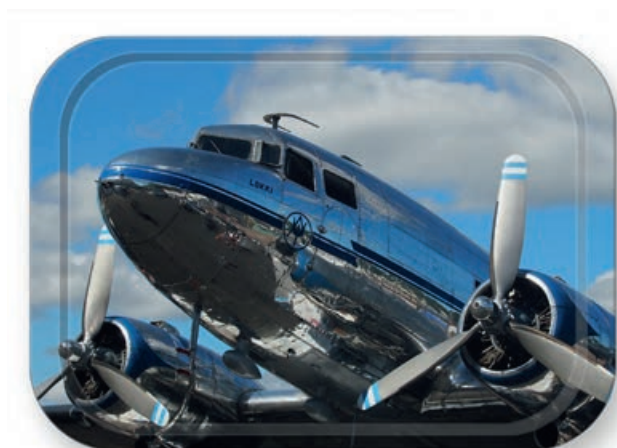


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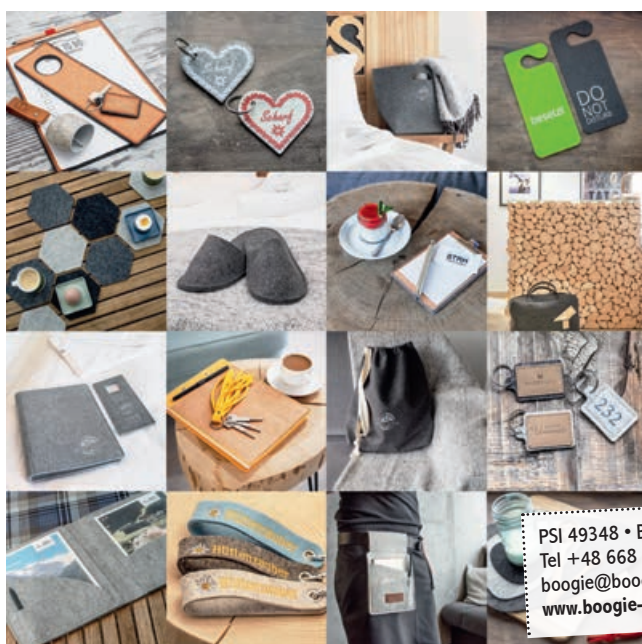


PSI 49498
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www.abraxa.biz



Decorative service trays

abraxa, a manufacturer of moulded parts made of compressed synthetic resin wood, is presenting its new "Happy to serve you!" tray. It is made of resin-impregnated kraft paper and features a scratch-resistant melamine surface. Made primarily of natural materials, the eco-version boasts an entirely organic resin that is made from waste from the sugar cane industry. The surface can be individually designed over the entire surface and is pressed as a decor overlay together with the resin-impregnated kraft paper package at around 150 degrees Celsius under high pressure. This creates a scratch-resistant surface and the motif is inseparably connected to the workpiece. The surface can also be made slip-resistant on request. All versions of the trays are available at short notice and are food-safe and dishwasher-safe. Individualisation is available from 25 pieces.



Give-aways for the room

The standard range from the Polish company Boogie includes a diverse assortment of products that are a real must-have for hotels, spas and restaurants. Among the many possibilities for effective advertising revolving around the hotel guest are products such as door signs for room service, hearts with slogans, various key rings, felt coasters for dishes or glass, slippers, notepads, organisers and much more. All products are made in Poland from high-quality materials and with great attention to detail. Personalised items are available from 50 pieces.

PSI 49348 • Boogie Design
Tel +48 668 117733
boogie@boogie-design.pl
www.boogie-design.com



High wearing comfort

Made in Germany, the generous shape of the oronasal shield from elasto form protects both the wearer and the person opposite from aerosols and liquids when speaking. Thanks to its high wearing comfort due to the generous chin contact area and the distinct supply of fresh air, it is particularly suitable for use in the catering trade. The shield can be separated from the holder on the chin and can therefore be easily cleaned with a damp cloth and disinfectant. The shield can also be replaced if necessary.

PSI 41369 • elasto form KG
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www.lunds-gmbh.com

Functional kitchen workwear

L&S GmbH offers high-quality, functional and comfortable gastronomy and kitchen aprons made of cotton and linen that protects the user's clothes. Headquartered in Baden-Württemberg, the company offers various types of kitchen workwear, from gastronomy aprons to cooking or grill aprons for the home. On request, the aprons can be provided with high-quality embroidery or printed with a logo to turn the kitchen textiles into an individual promotional gift. Other optional features are additional pockets on the apron to ensure cooking utensils are always at hand.

Sterile zone

Roll-Up.Bayern supplies various disinfectant dispensers, either automatic or with elbow function, table stand or wall mounting. The dispensers are made of high-quality stainless steel and are available at very short notice. On request, the South Germans also supply disinfectant for Covid-19. Further information and details can be found at <https://roll-up-bayern.de/covid/desinfektionsmittelspender>



PSI 49862 • Roll-Up.Bayern
Tel +49 8282 8900960
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PSI 49982
Edition Michael Fischer GmbH
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tatjana.bleiler@emf-verlag.de
www.emf-verlag.de

Meat Deluxe

Sophisticated recipes for preparing the perfect steak and roast for summer barbecues and Christmas menus are as much a part of Edition Michael Fischer's publications as sustainable handling and species-appropriate animal husbandry. Customers can use the content to positively promote their own brand. For this purpose, the Bavarians offer a tailor-made special edition from their diverse publishing programme: This can include a logo on the book cover, for example. In addition, your own products and services can be placed among recipe texts and instructions. The result is an individual book with a flexible number of pages, special features and your own corporate design.

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AWARD 2020



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Gramm medical healthcare GmbH
Tel +49 7151 250250
info@medical-promotion.de
www.medical-promotion.de

Protection and promotion

Medical promotion offers personalised medical promotional products which are produced in accordance with the German Medical Devices Act. Instead of chocolate, hotels and restaurants score points with their guests with hygiene protection articles such as the “We wish you a safe stay” face mask from the manufacturer based in Baden-Württemberg. At the reception, hygiene wipes can be offered as small protection sets – instead of the obligatory matches. A set consisting of a face mask and disposable gloves ensures a safe stroll through the city. In the bathroom, guests will find medical hand soap and a 30-second timer for sufficiently long hand washing. Or perhaps a personal protection kit with an oronasal mask instead of a chocolate on the pillow. The subject of hygiene must be reconsidered and integrated into everyday life in a different way. With the help of medical promotional products, customers receive an additional benefit that is considered to be part of the service.

Gift sets of your choice

Gift sets for the laid table can be found at Bühring. The UFOs, coasters and placemats are very slim and made of durable leather fibre. This consists of leather leftovers from salamanders bound with natural rubber and free of PVC. The water-based surface coating is also environmentally friendly and easy to clean. Individual designs are possible on request. For “normal” quantities, the trendy colours of recycled leather in light green or grey are available. From 10,500 coasters upwards, the material can be coloured according to Pantone. Advertising can be applied as blind or colour embossing and also by screen printing. Production takes place project-related in the EU. The delivery time in the standard formats is about four weeks. The packaging unit is 100 pieces per box for the coasters and 35 for the placemats.



PSI 40807 • Bühring GmbH
Tel +49 4154 795400
vertrieb@buehring-shop.com
www.buehring-shop.com

Needle-free Christmas

Rudolf is a natural Christmas tree without needles: If you are looking for a Christmas present, Rudolf, an individual, patented Christmas tree from Global Innovations that can be sent by mail, is the right choice. Small and compact when pushed together, the tree fits perfectly into the individually printable folding box. Later it can be easily set up and serves as a perfect decoration item for any room. Accompanied by an individualised card as a supplement, it can be used to send reflective Christmas greetings.



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



Discover the promotional watch as a **premium promotional item!**

Browse through our extensive workbook and be inspired to find great watch creations. After all, our workbook goes beyond conventional catalogues and explains how an advertising watch serves as an advertising medium. Creative examples of individual watch design, tailor-made for different target groups, illustrate the many options.

Get to know the advertising watch in a completely new way!

Rubbing in style

One of Alessi's most innovative items is the Todo which, thanks to its long, blunt-conical body and effective grating surface, makes it possible to produce the quantity of cheese required for a plate with a single grating motion. This grater is an elegant presentation piece for the kitchen or dining table and at the same time an excellent example of an item that has precise, innovative and functional performance. With the amazing effect of transforming an activity considered a necessary evil and universally unpopular into an almost playful gesture.



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



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

In vino veritas

A good wine at a constant temperature is a pleasure to drink. This is ensured by the wine cooler available under article number 7095 from Hepla. And it does so even at higher ambient temperatures over a longer period of time. The typical double-walled design makes it possible. The size of the wine cooler is suitable for common wine bottles. Two decorative chrome rings emphasise the noble appearance of this promotional product made of high-quality, crystal-clear acrylic. On request, the wine cooler can be finished by using pad printing in our in-house print shop.

A feast for the eyes as well

Condedi offers a wide range of household, kitchen and catering products in its Living series. Whether it be bowls, fruit baskets, snack trays, storage tins, napkin stands or even bottle openers, the range of the Westphalian company has just the right product. The items appeal with their great haptics and attractive design, made of polished or mirrored stainless steel with copper ornamentation. Suitable for short or long breaks, they are popular for presentations and for helping oneself to snacks and the like. Ideal especially for banks, insurance companies, hotels, gastronomy as well as for young and old. Finishing is possible by printing or engraving or with a combination of both techniques. The minimum order quantity is 25 pieces.



PSI 49729 • Condedi GmbH
Tel +49 2942 2160
info@condedi.de • www.condedi.de
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memo
promotion



The Nominees of the PSI Sustainability Awards 2021

With **98 submissions** and **53 participating companies**,
in a total of 8 categories to be submitted we are proud to present the nominees.

Are you curious who will win?

The winners will be announced on **12 January 2021**.

Further information will be available shortly at **www.psi-awards.de**.

Economic Excellence

BIC GRAPHIC EUROPE S.A.
Halfar System GmbH
Karl Knauer KG
Klio-Eterna Schreibgeräte GmbH & Co KG
Manufacturas Arpe, S.L.
PROMIDEA SRL
Schneider Schreibgeräte GmbH
Suthor Papierverarbeitung GmbH & Co KG
terminic GmbH
uma Schreibgeräte Ullmann GmbH

Environmental Excellence

BIC GRAPHIC EUROPE S.A.
Halfar System GmbH
Karl Knauer KG
Klio-Eterna Schreibgeräte GmbH & Co KG
Manufacturas Arpe, S.L.
PROMIDEA SRL
Schneider Schreibgeräte GmbH
Suthor Papierverarbeitung GmbH & Co KG
terminic GmbH
uma Schreibgeräte Ullmann GmbH

Social Excellence

BIC GRAPHIC EUROPE S.A.
Halfar System GmbH
Karl Knauer KG
Manufacturas Arpe, S.L.
PROMIDEA SRL
Schneider Schreibgeräte GmbH
Suthor Papierverarbeitung GmbH & Co KG
uma Schreibgeräte Ullmann GmbH

Environment Initiative

Ackermann Kunstverlag
BIC GRAPHIC EUROPE S.A.
Halfar System GmbH
IPPAG COOPERATIVE
Karl Knauer KG
Klio-Eterna Schreibgeräte GmbH & Co KG
PROMIDEA SRL
Schneider Schreibgeräte GmbH
SurvivAll i.G.
terminic GmbH

Social Initiative

BIC GRAPHIC EUROPE S.A.
Karl Knauer KG
Schneider Schreibgeräte GmbH
uma Schreibgeräte Ullmann GmbH

Sustainable Product

blvck GmbH
FARE – Guenther Fassbender GmbH
GEBAS GmbH
Hanbückers Werbung GmbH
Klio-Eterna Schreibgeräte GmbH & Co KG
Lindocastelli GmbH
Manufacturas Arpe, S.L. (2 product nominations)
mbw Vertriebsgesellschaft mbH
memo AG
PowerCubes
Premium Square Europe B.V.
PS Concepts GmbH (2 product nominations)
Ritter-Pen GmbH
Samoa GmbH
Schneider Schreibgeräte GmbH
SLODKIE UPOMINKI Sp. z o. o. sp. k.
Sprout World
tobra GmbH & Co. KG
uma Schreibgeräte Ullmann GmbH
Verlag für Prävention Wilken

Sustainable Campaign

cyber-Wear Heidelberg GmbH
PROMIDEA SRL

Innovator of the year

Alta Seta GmbH & Co KG
FARE – Guenther Fassbender GmbH
Halfar System GmbH
JUNG since 1828 GmbH & Co. KG
Kalfany Süße Werbung GmbH & Co. KG
Lediberg GmbH
Master Italia S.p.A
mbw Vertriebsgesellschaft mbH
Schwan-STABILO Promotion Products GmbH & Co. KG
XINDAO B.V.



L-SHOP-TEAM

The managing directors (left to right): Björn Emmerich, Stefan Schenk, Andrea Herrmann, Jörg Bittorf.

The next generation in management

As of 1 November 2020, Björn Emmerich and Andrea Herrmann (née Jolitz), partners of L-SHOP-TEAM GmbH and children of the company founders Armin Emmerich and Holger Jolitz, will be part of the management of L-SHOP-TEAM, a textile distributor for promotion, leisure and business operating throughout Europe. They will henceforth manage the company together with Jörg Bit-

torf and Stefan Schenk who have been managing the company for many years.

Björn Emmerich (41) has already worked in his father's company for 25 years and was previously responsible for Warehouse and Logistics Management. Andrea Herrmann (39) has been in charge of the Customer Relationship Management department since 2018, but has also been supporting sales and customer service for over seven years. "With Björn Emmerich and Andrea Herrmann, the course has been set for the L-SHOP-TEAM to remain a family business in the future and to continue successfully," says Stefan Schenk as he welcomes the addition to the management team. "As a team of four, we are well positioned to pursue further growth," adds Jörg Bittorf.

With more than 120 international brands and 6,500 articles in the leisure, promotion and business segments, Dortmund-based L-SHOP-TEAM serves the B2B textile market in Germany and ten other countries (Sweden, Denmark, Norway, Belgium, the Netherlands, Switzerland, Austria, Poland, the Czech Republic and France) with textiles, accessories and finishing materials. www.l-shop-team.de

New export manager at REFLECTS®

The Cologne-based promotional product specialist REFLECTS® welcomes Arthur Wagner as the company's new Export Manager. After completing his studies in business administration in Toulouse, France, he initially worked for the French distributor association FULL ACE for three years, gaining extensive knowledge of the French promotional product market. In 2019, he moved to REFLECTS Hong Kong Ltd. where he was responsible for international key accounts. Since mid-August, Arthur Wagner has been working for the Cologne-based partner company and is responsible for the new international profile of REFLECTS®. As part of the strategy change of the Cologne-based multi-specialist, an innovative export orientation was created under his leadership. In future, international sales activities will focus more on fewer markets and will be able to offer services individually tailored to each country. www.reflects.com



Arthur Wagner (centre) with Marketing Director Peter Leseberg (left) and Managing Director Meinhard Mombauer.

Web Shop extended to include logolini

CDH Computer Division Heinemann GmbH has been supplying industry-specific software solutions for more than 20 years. Since mid-October, it has also been offering the products of logolini Präsent – Fickenscher Backhaus GmbH in its CDH Web Shop. The article data including the finishing calculation of the "tasteful" supplier are available – www.logolini.com. This means that more than 156,000 articles are already available in the shop. Finishing can also be calculated for approx. 1/3 of these. A 30-day free test shop can be requested from CDH. Further information is available at:

www.cdh.info/webshop/



CDH

“WeCreative. Open for new ideas”

To support the industry during these difficult times and to offer an attractive trade show in spite of restrictions, the organisers of RemaDays Warsaw have chosen the motto “WeCreative. Open for new ideas” for the international trade show for advertising and printing. It will take place at the Ptak Warsaw Expo site in Nadarzyn, Poland from 10th to 12th February 2021. “We are concentrating on creativity which is indispensable for the advertising industry,” say the organisers. It is about presenting new ideas and the latest production technologies – with the aim of being able to react creatively to the challenges of a changing market. In order to ensure that all trade show participants can focus entirely on their business, the organisers will be doing everything possible to make both exhibitors and visitors feel safe and comfortable. “We are monitoring the situation in the country and around the world and heeding the announcements from the relevant institutions,” assures RemaDays organiser GJC International, and adds: “Trade shows organised during these exceptionally difficult times will be different. We are ready to organise one of the biggest trade shows for advertising and printing in 2021”. For more information about the trade show, exhibitors and visitors should visit www.remadays.com

RemaDays Warsaw 2021



First-class promotional products at strongly reduced prices

Since January 2020, Cologne-based REFLECTS® has been presenting itself with a new corporate strategy: The transition from generalist to multi-specialist provides for a stronger focus on defined product ranges. With the first-time presentation of its three brands RETUMBLER® – best of Drinkware, REEVES® – smart electronics, and RETIME® – cool watch concepts at the PSI in January 2020, REFLECTS® showed a first orientation towards the specialist ranges. As a result of this process, REFLECTS® is divesting itself of certain assortments and products. As a result, certain articles are now available to customers at extremely attractive prices under the label REFLECTS® SALE.

To this end, the company has bundled reduced items into attractive themed ranges and is offering them with immediate effect, including practical sales aids. Graphically appealing PDF flyers for downloading are intended to facilitate the integration of the products into customer communication. The PDFs can be adapted for customers on request. Current stocks can be viewed at any time in the company's shop.

The reduced items are of the usual high quality. As usual, REFLECTS® is also available as a professional partner for finishing and repeat orders. And according to the Cologne-based company, customers can soon look forward to further specialist catalogues. Classics such as lanyards, pins and shopping trolley tokens are being given a new look and presented with revised concepts.

www.reflects.com



REFLECTS®

Digital innovations in glass

Photo (left to right): Achim Deusner, Sabine Bätzing-Lichtenthäler, Raymond Sahm-Rastal, Meiko Wagener, Volker Müller, Thomas Nieraad, Hans-Joachim Gerloff.



Labour Minister visits Rastal

With its patented RASTAL Smartglass®, the glass finisher RASTAL has once again demonstrated its keen sense for future-oriented solutions. Digital concepts have been in greater demand than ever since the outbreak of the coronavirus. In order to gain first-hand insights, Sabine Bätzing-Lichtenthäler, Minister of Labour of Rhineland-Palatinate, and Hans-Joachim Gerloff, Central Rhine District Manager of the Mining, Chemicals and Energy Industrial Union, visited the company in Höhr-Grenzhausen as part of the labour market initiative #rechargeRLP.

The family business, which is still owner-managed today and steeped in tradition lasting over 100 years, is being managed by the third and fourth generations. As one of the largest employers in the region, the globally operating company has taken on the responsibility of combining technological innovation and good working conditions. To this end, the management and the works council work closely and constructively together. "At RASTAL, a well-functioning and stable social partnership has been established, which proves its worth especially in times of crisis. The company's sectoral collective agreement is a good instrument to satisfy the interests of both employer and employees. Collective bargaining coverage is a particularly valuable asset in times like the corona pandemic which does not stop at technological change in the modern working world. It is therefore a particular wish of mine to exchange views on the current challenges on the ground", emphasised Bätzing-Lichtenthäler.

More than five years ago, the specialists for drinking glass design tackled the topic of digitalisation and the possibilities of real-time interaction in glass. The result is a completely new communication platform. Thanks to the future-oriented RASTAL Smartprint® printing process, it is possible to integrate an NFC chip on drinking glasses permanently and dishwasher-safe into the brand image. "In order to remain successful, we have to recognise trends early on and ideally shape them. It is not enough simply to develop products. It is much more about offering new ideas and extended services, rethinking value chains

and organising strong customer loyalty," explains managing partner Raymond Sahm-Rastal.

The RASTAL Smartglass® concept has been awarded, inter alia, the Rhineland-Palatinate Innovation Award 2019 in the category Digitalisation/Industry 4.0. The Minister emphasised: "With the digitalisation of the drinking glass, Rastal has demonstrated an intuition for innovation and progress. Such companies are exemplary for Rhineland-Palatinate". www.rastal.com



Frank Schreiner has died

Frank Schreiner, who worked for the companies of the CHOICE Group / JCK for many years until 2018, has died unexpectedly and much too early. Initially employed in a leading marketing and IT position at Gustav Daiber GmbH, Mr. Schreiner promoted the interests of the CHOICE Group and in particular digitalisation as Business Development Manager from 2015. The Group – Daiber, Fare, Halfar, Karlowsky, mbw and SND – is deeply indebted to him for his work and his nature. The shareholders, managing directors and employees of the Choice Group are heart-struck by Frank Schreiner's premature death. Although no longer active in the promotional product industry since the end of 2018, he will be remembered as a visionary and knowledgeable interlocutor.



Minister recommends Protect Kids stamp

The coronavirus situation is becoming more acute again. Schools and kindergartens have opened and hand hygiene is again becoming an important topic in everyday life, especially for families. The Federal Minister for Family Affairs, Dr. Franziska Giffey, recently recommended the Protect Kids stamp in Tagesschau (news and public affairs programme), which emotion factory had already included in its range at the beginning of the pandemic.

“We have an example where a stamp is pressed onto the hand and if this stamp is almost invisible in the evening, the children have washed their hands sufficiently well”, said the Minister in the ARD television programme on 16 October 2020. The stamp was even included in a brochure by the Ministry for Family, Senior Citizens, Women and Youth.

In the morning, right after getting up, it is time to stamp: Press a stamp with the Corona monster motif onto the back of each hand and palm, let it dry for about 10 seconds and wash it well several times during the day. The virus monster should have disappeared in the evening before going to bed. Parents can now easily motivate their children to wash their hands. emotion factory has thus made this stamp not only the ideal ambassador against the corona crisis, but also a gift for companies that want to give a meaningful gift to their customers with a message and logo in the current situation.

The message from Minister Giffey underlines the important relevance at the present time.

The stamp is available with personalised index paper from 100 pieces or as standard from 1 piece. The product is also available as a gift in an organza bag with an additional promotional card. The Protect Kids stamp features dermatologically harmless certified stamping ink. Each stamp holds approx. 3,000 prints or 5 to 6 prints daily for 500 days. Further information is available at:

www.heri.de or
www.emotion-factory.com



The Protect Kids stamp is recommended by the Ministry of Health.
Image: emotion factory.

Showroom as a “World of Experience for Promotional Products”

In August, the team of the promotional product creative agency werbemax from Amerang moved into a newly built office building. Due to its growth in the last few years, it was necessary to create more space. The main focus was put on modern, ergonomic workplaces for the team as well as a completely new staging of the showroom. An interior designer from the shop fitting department was hired for this task. A wealth of experience gained from designing modern specialist stores resulted in exciting ideas for the planning of the new showroom, which was created under the title “Erlebniswelt Werbeartikel” (World of Experience for Promotional Products).



The new home of werbemax.

werbemax GmbH

well as interested parties are delighted to use this live presentation with competent advice from us. The exclusive appointments are highly effective for both sides. The customer benefits from personal advice and brainstorming. As distributors, we gain absolute proximity to the customer and can develop targeted ideas on site. But this always requires new ideas on how to stage the showroom. Twice a year, 80% of the product range is completely revised. We constantly create new impulses by focusing on trends, applications and themes. In 2019, we were able to welcome 160 different companies with 317 contact persons, mainly from the marketing department, to Amerang”, says Managing Director Christian Höfling.

The timing for the expansion and the move was of course difficult during a crisis and many decisions had to be assessed. However, founder and managing partner Gerhard Bezold did not allow himself to be diverted from his goals in the last few months and consistently put the plans into practice. The result is modern office space with lots of details. Purist design such as a concrete look and colour play alternate with the usual pragmatism such as old wooden furniture made by cabinet makers using natural materials. The employees received a modernly equipped office with sound insulation and a cooling ceiling, work islands that meet the latest ergonomic requirements and above all more space. With now more than 550 sqm of office space, great possibilities for variable and flexible working have been created for the 10 employees. The main focus here was also on the break rooms with their own new kitchen as well as a covered balcony for breaks in the fresh air. Gerhard Bezold is convinced that the investment will pay off: “My team should be able to work to their full potential here and feel absolutely comfortable during the 9-10 hours a day. The working environment has certainly become one of the most important retention instruments in personnel marketing. That is why I have focused on it here during planning and implementation”.

www.werbemax.de



The heart of the new werbemax premises is the showroom with “shop-in-shop” islands for the brand partners.

New service: Umbrella with a motif of your choice from 100 pieces

An umbrella offers a particularly large advertising space, especially when printed over the entire surface of all canopy panels. What could previously only be realised as a custom-made product in high quantities and with long delivery times can now be realised with the umbrella specialist FARE – Guenther Fassbender with its new FARE®-Allover Xpress Service from a quantity of just 100 pieces. There are five basic models to choose from: two pocket umbrellas, two stick umbrellas and one guest umbrella in the usual good FARE® quality. After selecting the model, almost any motif can be printed over the entire surface of the outer canopy. In this way, company logos, mascots, photos of company buildings, product images or other beautiful photo motifs make a huge impression. Product approval is carried out very simply by e-mail. After approval, the individual models are ready for dispatch within 15 to 20 days. If you would like to design your umbrella even further, you can also make use of other finishing options such as doming, printing of the umbrella inner side, printing on the closing strap or the case. In this way, an individual, unique item can easily be created. Further information is available at: www.fare.de

FARE®



RETIME® Workbook: Simple explanation of promotional watches

RETIME®, the specialist brand of REFLECTS® for premium promotional watches, has published its first own workbook. In contrast to a conventional catalogue, this workbook clearly explains the subject of watches and their design possibilities and provides inspiration for individual watch projects.

The long-standing Cologne-based company presented its new multi-brand strategy at the PSI in January: Various core brands provide focal points for high-quality, creative promotional products and give the range more transparency and clarity. In addition to RETUMBLER®: Best of Drinkware and REEVES: Smart Electronics, the Cologne-based promotional product supplier has been active in the watch sector for over 20 years. "RETIME®: Cool watch concepts" is synonymous with high-quality promotional watches, custom-made for the respective target group and enhanced by excellent finishing options.

The clear decision against a classic catalogue is particularly aimed at distributors who have not yet discovered the potential of the promotional watch as an advertising medium. The comprehensive workbook has been prepared in an informative and creative way for distributors. The promotional watch is understood as a creative concept with which

different target groups can be addressed through individualisation. Even distributors who already design promotional watches with their customers receive new impulses and can discover new possibilities for themselves. REFLECTS® also provides exclusive insight into the manufacturing process and demonstrates genuine specialist know-how with its in-house watch workshop.

The new workbook is initially available exclusively as an online catalogue. Distributors can order cover versions of their own design on request.

www.reflects.com



REFLECTS®

Serious about sustainable branding

PF Concept is delighted to announce that from October 1st we are offering not only certified sustainable apparel in our Elevate NXT collection. PF Concept is also able to offer certified branding on all GOTS and GRS certified products. This gives the assurance that Elevate NXT products are certified in regards to the whole production process from raw materials used up to the final decoration process.

In January 2020, PF Concept launched Elevate NXT – certified sustainable apparel. This fall PF Concept has added products to the collection, fitting the current situation, with the GOTS certified Calla face mask and Bryn – a GRS certified snood. In January 2021 at least five additional styles and a collection of GRS certified bags will be introduced. The focus is on supply chain transparency, strictly controlled materials, and BSCI audited factories.

The next step in the development of Elevate NXT was to offer certified decoration. GOTS and GRS certified embroidery has been available for several months, but the most important branding techniques for apparel went live on October 1st: certified screen print and transfer. In addition to the Elevate NXT items PF Concept also launched a GOTS certified cotton tote and drawstring backpack called Orissa, with certified screen print and transfer branding possibilities! So a 100% certified cotton tote up to the branding.

“To be able to offer these decoration techniques to the market has been a key priority for PF Concept in 2020. Our teams at our decoration facility in Poland (PFLE) deserve a big compliment for realising this, despite the challenging circumstances we all face this year!” Anne Karine Lemstra, Director of Category Management and Marketing at PF Concept, explains. “The possibility to offer a truly sustainable product from raw material to decoration is unique in our market. Usually you see certified apparel or

totes offered at suppliers but you need to find a separate certified printer to keep the certification intact. Via the PF Store you can order a GOTS or GRS certified product and have it printed with certified techniques and inks in just a few days. Assurance meets efficiency.” Further information at: www.pfconcept.com

WELCOME HOME 2020 – The Best. Digital.

This year, the companies Aditan, Daiber, FARE, Geiger-Notes, Halfar, JUNG since 1828, Koziol, mbw, Reflects and UMA will again be inviting their guests, but differently than usual. According to a statement from the collaborating partners, “Out of a sense of responsibility and respect towards our customers, it is unfortunately not possible this year to welcome them at the individual locations in the usual manner due to the current situation. At our own premises, it is not possible to maintain the minimum distances that are required for a successful hygiene concept”. Alternatively, the 10 companies will this time be presenting their new products, product innovations and advertising ideas for the coming promotional product season at an online trade show under the motto “WELCOME HOME 2020 – The Best. Digital.” From 1 December, the

hosts of WELCOME HOME will be opening their online doors for a virtual tour of the trade show, and are already looking forward to welcoming many visitors. Further information will follow shortly at: www.welcome-home-tour.de



10 companies invite guests

uma myCalculator goes live and is available as an app

After the successful launch of the myUMA distributor portal, uma has extended its service with another distributor tool: the myCalculator app. The new uma myCalculator enables you to calculate all uma products yourself with just a few clicks. The service can be used immediately after registering on the myUMA distributor portal.

The uma myCalculator can also be used as an app on mobile devices. Whether it be in the office or while visiting a customer, the current prices can always be called up quickly and easily. Designed for Apple and Android, the app makes the calculation of uma products even easier. Furthermore, all calculations can be saved and recalled at a later date.

“We would like to further extend our support of uma partners by providing further service tools for the trade via the myUMA portal. This will not only make daily work easier for our customers but will also further expand our partnership-based cooperation with the trade”, comments Managing Director Alexander Ullmann.

Registration and testing at:

www.my.uma-pen.com



New ordering platform for distributors

As of now, promotional product distributors have a new opportunity to benefit from mypromo, the networking platform for the promotional product industry. mypromo order is the name of the new service which was first presented at the GWW-Trend in Mainz in September 2020. “We want to offer the benefits and advantages of mypromo, even if a partner does not initially want to establish an open white-label shop for its customers,” explains Managing Director Heike Lübeck. This is how the idea of an ordering platform for distributors with the mypromo product range based on mypromo technology was born. With mypromo order, every consultant can enter conventionally generated orders online and thus benefit from all the advantages of mypromo automation: automated checking and optimisation of print data, direct visualisation of the advertising imprints and automatic forwarding of the order to the supplier. The advertising imprints generated online can be temporarily stored until final approval is given by the customer. In addition, the distributor can view tracking information in the mypromo backend and receive the order data as a GWW file (thus eliminating the annoying double entry).

mypromo order



Reliability and increased speed are not only offered by mypromo for customer service: All articles at mypromo are characterised by valid information on availability and fixed delivery times and complete prices including printing and freight. By focusing on top sellers, many products can be delivered within a few days. According to mypromo, this enables distributors to offer their customers services that are difficult or impossible to provide in a conventional offline ordering process. Further information is available at www.mypromo-service.com/mypromo-order



A new production hall with an area of 1,400 m² for manufacturing spirit levels has recently been put into operation by measuring tools specialist Stabila at its Annweiler site in Rhineland-Palatinate. The company has invested more than 5 million euros in the new building and the new machines installed there.

Stabila: High-quality spirit levels “Made in Germany”

New production hall in operation



A new hall with an area of 1,400 m² for manufacturing spirit levels has recently been put into operation by Stabila at its Annweiler site. In the foreground: the spirit level production.
Photo: Stabila



The new building is Stabila's response to the increased demand for high-quality spirit levels “Made in Germany”. Stabila has always manufactured all its spirit levels, which are sold in over 80 countries worldwide, in Annweiler – up to 10,000 each day. The new building has now created additional space to further optimise the processes in various areas – prefabrication, plastic production and assembly – to integrate new machines into the existing production process and thus to achieve even higher quantities.

High vertical range of manufacture

Characteristic for the production of spirit levels at Stabila is the high vertical range of manufacture. Only raw

materials such as metals and granulates are purchased. All parts

that make up a spirit level are then produced and assembled in Annweiler. “Only in this way can we guarantee the high Stabila quality at all times,” explains Managing Director Dr. Ulrich Dähne. The company has placed particular emphasis on good ergonomic operation with convenient material input and output for all machines which have now been purchased for the new building as well as those purchased in recent years. Fast, continuous processing also results in a high degree of economic efficiency. “Our continuous investments are a strong sign for the secure future of Stabila and the jobs of our employees,” concludes Dähne.



“The new building has given us the opportunity to further optimise our production processes as a whole and thus to achieve even higher quantities,” explains Managing Director Dr. Ulrich Dähne. Photo: Stabila

WE ARE aimfap

THE MUST BE ASSOCIATION

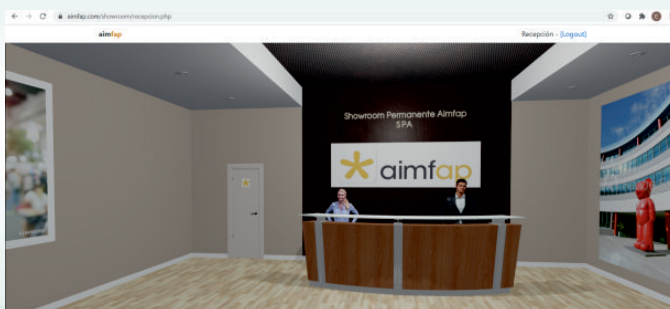
Why be a member of AIMFAP?

Aimfap borns 20 years ago as a **non-profit association** for the defense of the interests of importers, manufacturers, wholesalers and printing companies of promotional items. It is currently formed by more than 115 associated companies, with presence 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 Service.** Where associated companies and customers can search any product.
- **Permanent virtual Show Room.** New service for associated companies to show in a 3D ambient the latest products with access to their customers.



Due to the growing number of associated interested in expanding their sales to other countries wishing, AIMFAP started to promote the association in the most important European trade shows and helped their members to do it.

For this reason, the internationalization of the association is one of our main goals for the coming years.

Within this international context, our objective is to give visibility and to help our associated companies promoting synergies and commercial contacts between all of them.

The "International AIMFAP" service will allow all the member 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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IMPORTERS, WHOLESALE AND PRINTING COMPANIES OF PROMOTIONAL PRODUCTS ASSOCIATION

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Hygienically clean from nature

Hygiene and cleanliness are always an important topic, but they are particularly relevant in these times. At Hepp, the cleaning specialist, we know this and offer a wide range of high-quality soaps as promotional products and give-aways. The focus is especially on the company's natural sheep milk soaps. Customers can choose from a wide variety of shapes, colours and fragrances. The company even offers individually personalised soaps.

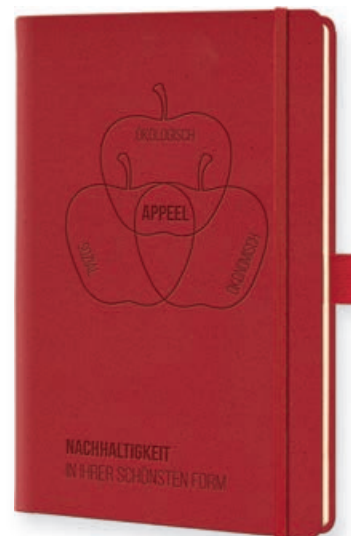


PSI 48898
b + a Vertriebs GmbH
Tel +49 7062 978910
gauger@b-und-a.com
www.promotionkicker.de

Personal protection in the foreground

New colours and new yarns distinguish the work gloves of b+a Vertriebs GmbH produced in Europe. Top-quality seamless knitted gloves made of polyamide, cotton or cut-resistant Hitec fibres are part of the product range. The supplier has further extended its range of work gloves and reduced the minimum order quantities. A delivery time of around four weeks is already common from 300 pairs with 4c print. On request, the gloves can be made up in a mailing package for letter post.

NACHHALTIG WIRKEN



Nachhaltig denken, handeln und Impulse setzen. Mit der Appeel Kollektion demonstriert **Lediberg** einmal mehr, wie sich Kreativität, ökologisches Bewusstsein und Fingerspitzengefühl verbinden lassen. Die edle Produktlinie aus recycelten Naturmaterialien umfasst Notizbücher und Kalender, die Aufmerksamkeit und Sympathie wecken. Kombiniert mit der richtigen Werbebotschaft, werden die Produkte zum perfekten Kommunikator Ihres ökologischen Bewusstseins.

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www.bottdruck.de

European quality for the future

For many years, the Polish company Bott has been manufacturing exceptional products for numerous sectors such as agriculture, construction, the chemicals industry and the food industry. The measuring cups and unique products for agriculture have gained recognition in the advertising industry as original advertising vehicles. Some of these products are protected by patents in Europe. Bott creates individual logo imprints and precise measuring scales on its articles. All imprints are resistant to chemicals, temperature and abrasion.

Protection Made in Germany

The year is drawing to a close with no end to the current pandemic in sight. This will probably continue to accompany us in the coming year, fears an apprehensive Global Innovations. Reason enough to now stock up on type-tested FFP2 masks – Made in Germany. According to the supplier, they offer the best possible protection at this time. In addition to the mandatory imprint, a single-colour logo print is also optionally available. The masks are produced according to DIN EN149:2001+A1:2009 and EU 2016/425 and are Ökotex 100 certified.



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



Power from the wooden pack

The Q-Pack Timber Titan is the most powerful power bank in the Timber product family from Vim Solution, the specialist in electronics & trends. As with all products in the range, the pine wood comes from sustainable forestry right on Vim Solution's doorstep in the Black Forest. The capacity of the Q-Pack Timber Titan is an impressive 5,000 or 10,000 mAh. There are two USB type A connections and one input via Micro USB or type C.

PSI 47555 • Vim Solution GmbH
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PSI 46131 • KHK GmbH
 Tel +49 2233 717710
 sales@lipcare.de
 www.lipcare.de

Fairtrade lipcare

A sustainable alternative to the classic lipcare stick is "Lipcare Recycled Plastic" from the specialist KHK GmbH. The cover of the lipcare stick is made of recycled plastic, the content is entirely vegetable or vegan and contains a high Fairtrade raw material content of 58%. The high-quality "LipNature Fair" formula is produced in the company's own laboratory in accordance with the high requirements of the recognised NATRUE natural cosmetics seal, whereby the Fairtrade seal can be printed in black and white on request. All lipcare products are produced in Germany in accordance with the new Cosmetics Regulation and Cosmetics GMP and are registered on the CPNP portal.

Fun all year round

A traditional item that ensures fun and good spirits throughout the year is the Sunshine flying disc from Giving Europe. This small piece of sports equipment is made of plastic and is perfect for printing your own logo using screen printing. The disc is available in eight different colours and can be used on meadows, in the water, on the beach or even at home in the garden.



PSI 45737 • Giving Europe B.V.
 Tel +31 344 640500
 contact@givingeurope.com
 www.givingeurope.com

Inductive charging with oak

A sustainable inductive charging station made of domestic oak is being presented by the camarc design group. The ecoCHARGER fits the common smartphones from Apple (iPhone), Samsung, HUAWEI and the like. The unique click system without screws or glue – copyright by camarc® – including a micro charging cable is striking. The innovative tool is packed in an ecological corrugated cardboard slipcase made of 80 percent recycled paper. Special shapes as well as other types of domestic wood such as beech, ash, walnut, cherry, larch, Swiss stone pine, zebrano or smoked oak are available from 500 pieces at an additional cost.

PSI 2043 • Kaldenbach GmbH
 Tel +49 9151 817850
 info@kaldenbach.com
 www.kaldenbach.com

Identifying with “Made in Germany”

The manufacturer of ECO wooden writing instruments, Heilemann Schreibgeräte GmbH & Co. KG, based in Schwäbisch Gmünd, identifies with the “Made in Germany” seal of quality. The certified woods come from southern Germany and the local forests are subject to strict environmental and sustainability criteria. The company uses 100 % green electricity for the handcrafted production of ECO writing instruments and saved 64 tons of CO₂ in 2019. In order to guarantee the high quality standard, Heilemann produces writing instruments in Germany and, as a family-owned business, attaches great importance to local sourcing. Comprehensive machinery and well-trained employees enable the company to manufacture an extensive product range. The specialists have recently started using what Heilemann calls “probably the best European refills” for their x-20 ballpoint pens.



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info@heilemann-germany.de
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Face mask of a special kind

OXY Masks, a brand of the Puch Group, is launching a new product in December for winter. The full-print bandana can be used as a face mask and is made of high-quality polyester fabric. The fabric is suitable for all-round printing with a high image quality. Each bandana is individually packed in a polybag and is available from a minimum order quantity of 100 pieces.



Made in Germany for 120 years

Brands play an important role for many customers, and not only in sports and luxury goods. Klio-Eterna knows that consumers in other sectors are also increasingly turning to brand manufacturers and thus to quality. Especially products "Made in Germany" are enjoying growing popularity again in a global comparison. In the field of promotional products, especially promotional pens, there are only a handful of suppliers in Germany who actually produce their own products. Klio-Eterna is one of these few companies on the market. The long-established company from the Black Forest has been producing plastic pens "Made in Germany" for 120 years and has made a name for itself as a brand in the industry. The writing instrument specialist not only convinces with high-quality products, but also offers a wide range of almost 200 models. Klio-Eterna is also one of the last manufacturers with its own in-house refill production. The product development of the branded originals is also mainly based in Germany, a technology and innovation location.



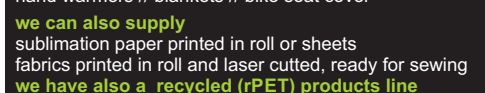
PSI 40823
 Klio-Eterna Schreibgeräte GmbH & Co. KG
 Tel +49 7834 9730
 klio@klio.com
 www.klio.com



For all those who love to give someone great pleasure with small gifts, the sweet Easter greetings with fine premium chocolate from Lindt, Ritter Sport, Ferrero or Milka are the right choice. At CD-LUX, individually printable Easter nests or a golden bunny from Lindt are offered in an individually printed gift box. All products are packed by hand with attention to detail, or lovingly decorated with Easter grass. "This attention to detail makes the difference," promises the supplier.



The saying that time is money is becoming increasingly important. When ordering products from all over the world, customers expect to receive the items in the shortest possible time. Likor East-West Promotion produces various promotional wall clocks in Poland with a variety of transport options to all over Europe. Even if the customer wishes to receive a product in a personalised shape and size, the production and delivery time can be adjusted to meet the stipulated deadline.



www.media-concept.ro
office@media-concept.ro



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

Soft colours and a clear statement

With the Textliner 46 Pastel made of recycled plastic, Faber-Castell is setting a clear creative trend and gaining new fans. Home office and home schooling have become part of everyday life for many people. So we spend more and more time at our desks – and naturally we want to make them as beautiful and sustainable as possible. The Textliner 46 Pastel provides the ideal support for this: the shaft and cap of this marker is now made entirely of recycled plastic. The long-lasting wedge-shaped tip is also sustainable. It has three line widths and its water-based ink is suitable for all standard paper.



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

Good products are close at hand

“Why look far afield when good products are so close at hand?” asks Reidinger, a Franconian company steeped in tradition. The high-quality writing instruments and folding rules manufactured here reach the recipient reliably, quickly and in climate-neutral quantities. Customers benefit from individual promotional gifts in high-quality, multi-faceted designs. The range extends from pencils, coloured pencils, carpenter’s pencils and special pencils to folding rules in a wide variety of colours, shapes and finishing options. Top priority is given to environmental protection at all stages of production, from certified woods to short transport routes.



PSI 60203 • snagger GmbH
Tel +49 160 8014689
hello@snagger-germany.com
www.snagger-germany.com

Snacks in the hand

With the Snagger, the company of the same name presents a hygienic and stylish snack dispenser that makes snacking a clean experience thanks to its portioning function. The cup is suitable for a variety of commercially available snacks and can be filled with peanuts, NicNacs, trail mix or M&Ms, for example. Whether snacking in the hand or in the mouth, the remaining snacks remain sealed inside. The Snagger fits into any cup holder and is easy to clean.



Bandana

„Einfach“ ist out – „Multifunktional“ ist in!

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MULTIFUNKTIONAL



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your colour
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Tel +49 7042 9070
g.kralj@jung-europe.de
www.jung-europe.de

Twice as good for the climate

Promotional gifts are intended to make people happy and promote good relations. At JUNG since 1828, they go a step further. The climate-neutral company attaches great importance to sustainable packaging with an optimal environmental footprint. Its latest innovation is the biodegradable Eco paper box made from rapidly renewable raw materials, which has already received an award this year. Brand new in the popular paper box assortment is the Eco mini Easter paper box filled with a Lindt Easter bunny à 10g made of the finest alpine milk chocolate and two delicious Lindor mini Easter eggs à 5g.

Innovative material mix

Modern design and sustainability are wonderfully combined here! Manufactured in Germany, the "Arbaro" ballpoint pen series is made of FSC®-certified birch wood with a wide clip, functional hole in the push button and a tip made of durable metal (chrome-plated). Special feature: the clip holder and internal thread are made of recycled ABS plastic. An exciting mix of high-quality, sustainable materials for expressive advertising messages! High stock levels as well as screen and pad printing finishing in Germany ensure fast delivery to the customer.



PSI 43927 • memo AG
Tel +49 9369 905410
info@memo-promotion.de
www.memo-promotion.de



PSI 49211 • USB System
Tel +48 227534162
sales@usbssystem.eu
www.usbssystem.eu



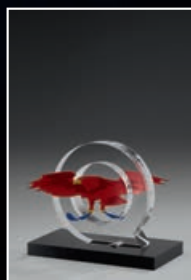
Perfect for the guest

The safety and comfort of hotel guests are extremely important nowadays and have become a special concern. For this reason, the Polish manufacturer USB System has launched a range of antibacterial gels and sprays with a personalised label under its Safety Gifts brand, in small capacities from 15 to 100 ml, perfectly suited for hotels, restaurants and spas. All products disinfect effectively as they contain 70% alcohol. They are enriched with aloe vera and glycerine to moisturise and regenerate the skin.

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WWW.TROPHIES-GERMANY.DE



Convenient advertising vehicles

The individually printed cardboard furniture with advertising message from PackMotion is also popular during the corona pandemic: The assortment includes disinfectable and moisture-resistant stools for wiping. The product range includes stools in different variations, counters, desks and even sunshades as well as common packaging, individually adapted to the customer's requirements and budget. The stools are used at a wide variety of events and are a great souvenir to take home with you, where they will continue to serve you for a long time thanks to their sturdy construction.

No fear of bacteria

A sustainable and reusable alternative to the disposable cup is the practical to-go cup made of double-walled plastic with lid from elasto form. Thanks to its special components, the outer cup protects against the growth of harmful bacteria on the surface. The manufacturer claims a reduction in bacteria by over 99 percent. This is effective for the life of the product and has no influence on the recyclability of the cup which complies with ISO 22196:2011-08 – Measurement of antibacterial activity on plastic and other non-porous surfaces. It is offered with a filling capacity of 350 millilitres.



Qualität Made in Germany.

Enjoy colourful and vegan

The IFS-certified production at Kalfany Süße Werbung also includes vegan fruit gum treats for connoisseurs. Kalfany Süße Werbung produces the varieties Smart Bears, Exotic Fruit, Jogger Fruit Gums, XXL Bears, Feel Good Fruit Gums and Organic Bears completely without any animal ingredients. Ideal for all nutrition-conscious people, vegans, vegetarians, animal lovers or those with a sweet tooth who love the tender and somewhat softer vegan fruit gum consistency. The use of pectin instead of pork gelatine creates a special soft fruit gum experience.



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



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

Naturally delicious

The filled door hangers from Der Zuckerbäcker are sweet and naturally delicious. These hand-filled promotional bags with a mounting function for attaching to door handles, bottle necks or even to the rear-view mirror in the car can be individually printed with your own logo or greeting message, starting at a quantity of 500 pieces. This article can be filled and finished in different ways to suit the occasion or your own advertising message. Greet guests at the hotel room door with fruit gum hearts or as a thank you on a wine bottle filled with mulled wine spices. This attachment can be used to convey many messages.

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For that little thank you

Father Christmas is coming soon and Christmas is just around the corner: Reason enough for CD-LUX to point out its current gifts as a vicarious thank-you for a successful year full of collaborative work and effort. The company's Christmas specialists have a suitable product for each of these occasions, which can be individually designed even at short notice. Of course, the classic "Father Christmas" should not be forgotten. The sweet version can be found at CD-LUX in different sizes from the gift brands Milka and Lindt. A limited glamour edition from Lindt is also exclusively available.



Give-away from Germany

Classic give-aways are one of the main areas of focus at HEPLA. The portfolio ranges from chip holders, flying discs, ice scrapers, clipboards, ballpoint pens and bottle openers to note boxes. HEPLA uses injection moulding to produce bio-based, recycled and petroleum-based plastics in Germany and finishes using screen, pad and digital printing. In-house production and finishing have been important pillars of the company for over 47 years.

PSI 41583
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www.hepla.de




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

Sustainable with wood

Made individually and entirely of wood, the Shaper wooden ballpoint pen from e+m Holzprodukte features an unusually slim shape for particularly ergonomic writing. The wood used for this product is FSC-certified. The colour black is produced with water-based stain. The German-made refill can be replaced at any time. Pure design and wonderful haptics are combined here to create a sustainable gift which can be personalised by printing or laser engraving at any time.

HEILEMANN

Germany
WoodenPens

Handmade
in 



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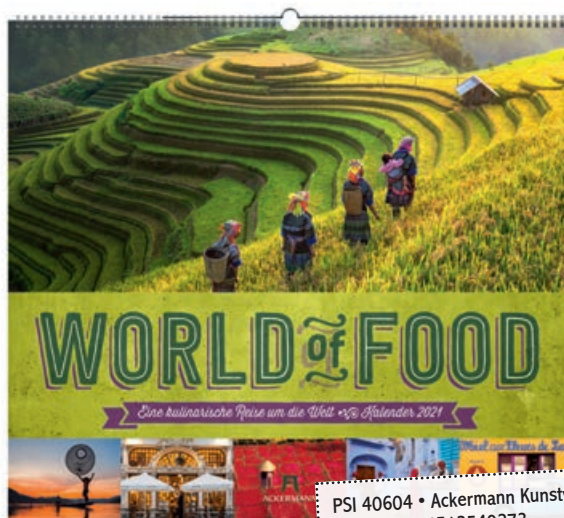
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Tel +49 69 408090100
kontakt@brandbook.de
www.brandbook.de

Domestic brand ambassadors

Made in Germany is one of the most important basic principles of brandbook. After all, local production, without exploitation of people and nature, is increasingly appreciated. Since 1998, the Frankfurt-based company has specialised in the design and production of high-quality notebooks, calendars and corporate books – produced entirely in Germany. Individual production from a print run of just 100 copies is possible within 3-4 weeks. A huge range of materials with extraordinary cover materials and paper as well as various printing and finishing techniques make every book an unmistakable brand ambassador.



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

Culinary world tour

The new "World of Food" calendar from Ackermann offers a culinary dream journey around the world. Exotic fruits of Asia or tapas in a real Spanish bar are just as much a part of it as enchanting oriental spices or fragrant French lavender shops. The coordinated calendar makes this product a colour-intensive sensual delight and guarantees wanderlust for all great gourmets and connoisseurs. 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.

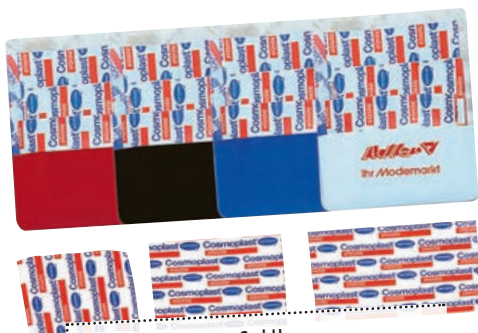




One product fits all

The Multiscarf from Mediaconcept is perfectly suited for all outdoor activities on cool days. Due to its seamless shape, it can be used as a bandana or scarf, as well as a headband, eye protection, a round cap or wristband. The Multiscarf is a good choice for various activities such as skiing, jogging, hiking, tennis, motorcycling, cycling or mountain climbing. Patterns or decorations according to customer specifications can be applied by using sublimation printing. The manufacturer is happy to assist with the layout.

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www.media-concept.ro



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

Helpers for mishaps

With its thanxx® "PflasterM" plaster cases, Spranz presents a practical utensil for small mishaps on the go. The plaster case comes with six individually sealed Hartmann plasters Made in Germany in sizes 40 x 20, 60 x 20 and 80 x 20 millimetres. The case can be customised according to customer requirements. More articles on this and many other topics can be found in the current Spranz collection.

-Advert-

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 www.reflaktive.de



A different kind of safety

The company reflAktive is known for road safety articles. In light of recent events, it currently offers the anti-virus pad. Instead of a reflective surface, films which are known from the production of calendar and vehicle registration certificate covers are used for this purpose. Measuring approx. 12 x 13 cm, the anti-virus pad is an excellent advertising vehicle which can be finished by using screen or digital printing. It can be used as a double pack on shopping trolleys of any kind or individually on the handholds in buses and trains. It can be reduced to about one third of its width and can therefore be stowed in any trouser pocket.

Amsterdam delicacies

They come in a decorative metal tin and are a well-known treat from the Netherlands. Made in Holland, the Amsterdam Stroopwafel consists of two waffles with a caramel filling packed by Giving Europe in a metal tin of eight pieces each. The tin is available in silver and multicoloured. Advertising can be applied by pad, digital or screen printing.



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PLASTIC

For many consumers, plastic items are simply cheap, disposable products. It is the low recognition of this high-quality recyclable material that actually makes plastic an environmental problem. Xavier Canton, Managing Director of the Swiss writing instrument manufacturer burger swiss pen AG, sheds some light on this and other misunderstandings.

Throw-away mentality is the real problem

Plastic deserves recognition



Plastic – a curse or a blessing? It is not that simple because it depends on how we handle this advanced material and what we make of it. “Nearly 200 different types of plastic and around 100 additives are in use worldwide”, says Xavier Canton from the Swiss writing instrument manufacturer burger swiss pen AG, whom we asked to express his view in our analysis of the plastics problem in this issue. “At burger swiss pen, we focus on only a few plastic compounds: ABS (acrylonitrile butadiene styrene) for the writing instrument barrel and POM (polyacetate) for the moving functional parts.” POM is a high-strength, technical plastic with excellent sliding prop-

erties and low wear. We all know ABS because the Lego bricks we played with as children are made of this impact-resistant, durable plastic. ABS is very widespread, unproblematic in terms of processing and properties, and can be recycled very easily due to its chemically stable character.

Own formula for responsibility

The company recycles between 30 and 50 percent of the material in its own production. Recycled granulate is purchased for the “100 percent recycled” writing instruments. But this is only one aspect of sustainability that is imple-



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pen®**

welcome to quality

mented in the company. Plastics processing is energy-intensive, which is why burger swiss pen has been producing with a high proportion of renewable energy for years: 85 percent of the energy comes from hydroelectric power, 10 percent from wind and solar plants, and the remaining 5 percent comes from conventional generation. “We manufacture give-aways in the high quality segment which is reflected in the long lifespan of our products”, says Xavier Canton, and explains his formula which illustrates the responsible use of plastics: “responsibility factor = product benefit x lifespan”. The product benefits of ballpoint pens include writing comfort, a large advertising space and a clear design line that retains its emotional value over a long period of time. A long lifespan of writing instruments is ensured by the quality of their components, their well thought-out design and meticulous production. You only have to replace the refill from time to time.

face, transparency and colour. In addition, plastic products can be designed with much greater complexity than before with the help of 3D techniques, for example to save components, simplify assembly or improve ergonomics. Hard and soft components can be processed simultaneously in one tool, in one operation. Due to the high degree of automation in production and the low oil prices, plastic products can be manufactured at a low cost. Consequently, plastic offers a wide range of possibilities and applications as a low-cost material for promotional products and is therefore frequently found in the product mix of promotional products.

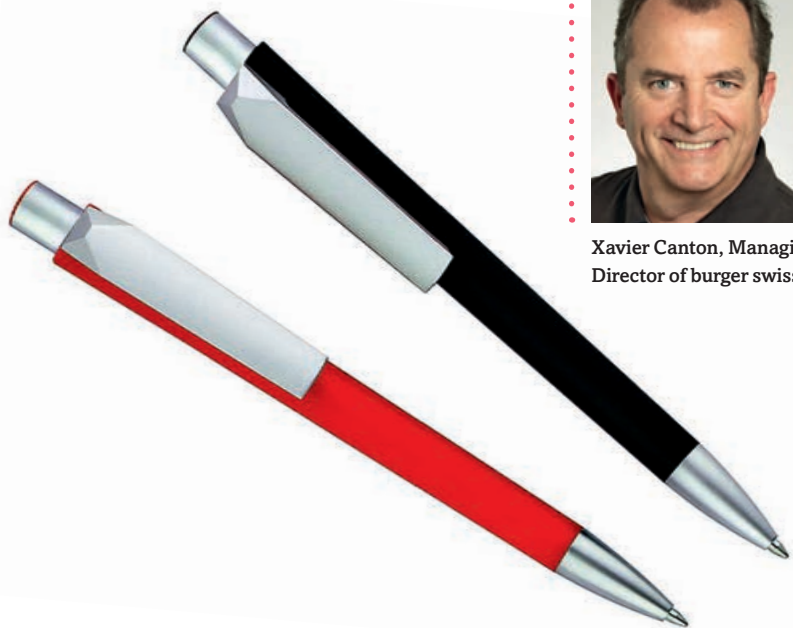
Bioplastics is not a real solution

Nowadays, where the problems caused by plastic waste have become obvious, bioplastics made from renewable resources are increasingly being promoted. Their poly-



Ideal properties for promotional products

With the exception of a few gadgets, most promotional products are consumer articles which we know from our daily life, be it drinking bottles, notebooks or ballpoint pens. For their promotional use, they are printed, lasered, embossed or otherwise individualised with logos or slogans. Therefore, there are no typical promotional product-specific materials. Promotional products and their materials are as diverse as their users. But there are good reasons why so many promotional products are made of plastics: In terms of their product properties, plastics are often superior to traditional materials, for example in terms of functionality, weight, strength, haptics, sur-



Xavier Canton, Managing
Director of burger swiss pen.

mers are structured in the same way as conventional plastics – albeit on the basis of sugar cane or corn. Many things that are de facto not very sustainable are marketed today under the generalising collective term “bioplastics”. Xavier Canton has a clear point of view on this: “The problems are the same as with biofuel: Virgin forests are cut down for monocultures which require increased use of fertilisers and pesticides, and natural habitats are lost”. There are also two sides to the issue of compostability: “If plastics are produced to be durable, they are poorly degradable. If, on the other hand, plastics are produced in a compostable way, they are relatively unstable and are not suitable for every product – perhaps for packaging film, but not for



ballpoint pens. The quantities of bioplastics are simply still too small for sensible recycling". The conclusion is sobering: Unfortunately, even bioplastics are not environmentally friendly plastics.

Priority on waste prevention and recycling

Nevertheless, Xavier Canton is convinced that any approach to make plastics more environmentally friendly or to optimise their recycling is desirable and absolutely necessary, and cites some examples of useful projects: There are now research projects that want to use plastic waste from the sea to produce hydrogen. Others are doing research on bacteria that break down packaging films. "We are also constantly testing new developments, the latest being plastics against viruses and bacteria that do not require the addition of problematic nanoparticles. We Swiss are considered conservative because we do not follow every trend without testing. However, we are well aware of the problems that plastic brings with it and try to implement the best possible solutions using state-of-the-art technology. Waste avoidance and recycling are currently our top priority".

Disposal remains problematic

Like all responsible plastics manufacturers, burger swiss pen is also aware of the disposal problem. Plastics are not degradable by natural means. Of the 400 million tonnes of plastic produced each year, 10 million tonnes end up in the oceans where they form gigantic waste whirlpools whose

images in the media shock us time and again. The largest of a total of five waste whirlpools is the Great Pacific Garbage Patch which covers 1.6 million km², 4.5 times the area of Germany and is a constant threat to dolphins, turtles, sea birds and all other marine creatures. 90 percent of this waste comes from Asia and is mainly discharged via the rivers. Here in Germany, 60 percent of plastic waste is incinerated, 30 percent recycled and 10 percent dumped or exported, which is not a good solution either because the waste is more or less illegally dumped somewhere where nature has been in order up to now. Research by burger swiss pen has shown that the Philippines is the main importer of our waste now that China no longer accepts plastic waste. Against this background, the company supports environmentally friendly disposal methods and is doing everything possible to improve the situation. Xavier Canton lets his thoughts run free: "In theory, these disadvantages could be avoided through an orderly waste system. In theory, plastics could be collected and recycled according to type. In theory, food could be transported in its own containers if this were not hindered by a flood of EU hygiene regulations. Realistically, this development will only stop when oil and energy have become so expensive that it is no longer worth throwing away".

Plastic is a matter of trust

When we ask about pollution caused by plastics, we get a clear answer: "If plastics smell, that is always a bad sign. Smell means that I am inhaling some of this substance. This can be outgassing softeners, but also exter-

Self-disinfecting plastic for ballpoint pens

Germ-free thanks to the power of light

In the corona pandemic, solutions for reliably and long-lastingly effective germ-free surfaces are increasingly in demand. In the course of its research, burger swiss pen came across a clinical plastic that meets these requirements. The self-disinfecting plastic is now being exclusively used for the first time by burger swiss pen AG for ballpoint pen models. The innovative material has already proven itself in clinical use for several years and eliminates germs and (enveloped) viruses such as coronaviruses without promoting tolerance. The pathogens are quickly and completely destroyed before they can develop resistance.

How does the self-disinfection of surfaces work?

With photocatalysis, a technology which in principle works like a photovoltaic system. Microfine, light-sensitive semiconductors embedded in *clinic® plastics generate a high electrostatic voltage on the surface even with a minimal incidence of light. In combination with air humidity, oxygen radicals are produced which attack the shells of bacteria and viruses. As a subsequent reaction, an acidic environment develops, comparable to the acid protective mantle of the skin. The functionality has been scientifically verified and patented worldwide.

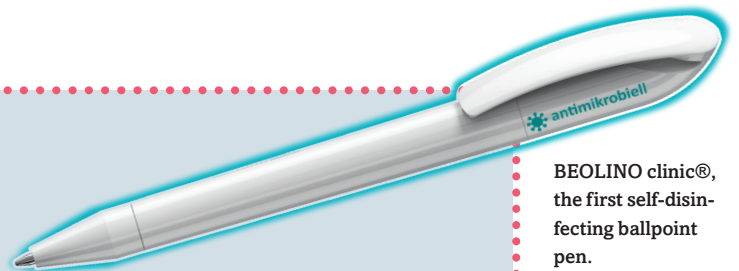
nal chemicals that have diffused into the plastic because the transport containers have been treated with insecticides, for example". But not all problematic substances smell unpleasant, and therefore it is difficult for consumers to detect contaminated products. Additives, and there are hundreds of them, do not have to be labelled on plastic products. Phthalates, i.e. plasticisers, fluorinated compounds used to impregnate textiles or brominated substances which act as flame retardants and endanger our health in many different ways are still problematic. In the EU, the situation with problematic substances looks comparatively good: one step in the right direction is the new chemicals regulation called REACH. "However, it will still take a decade before all the evidence for the harmlessness of plastics and their ingredients used to date has been provided. In the end, it remains a question of trust, who we buy from, but above all, where the plastic comes from", says Canton in his summary of this delicate issue, and emphasises: "We at burger swiss pen are on the safe side because we work with classic plastic mixtures that have been in use for decades and whose properties are known and harmless".

Recognise value, enhance image

After our comprehensive all-round view, one thing is clear: Plastic is an extremely versatile and useful material that has become an integral part of our everyday lives. In his wise conclusion, Xavier Canton sums up where he sees the core of the problem: "It is primarily our low regard for plastic that makes it an environmental problem. Unfortu-

nately, consumers perceive plastic articles predominantly as cheap products because half of all plastic articles end up in the trash after less than four weeks. But instead of revaluating our attitude towards plastics, global competition is pushing prices down until they match the run-down image. The result is a downward spiral that nobody really wants, a spiral that affects quality, which leads to even faster disposal and a further decline in the image of plastics. This development, which is neither economically nor ecologically justifiable, was preceded by a time when products were designed for durability and long-term use. Plastic objects were treated just as carefully as those made of any other material because people knew that they were made of a technically high-quality material. Here is where everything comes full circle for Canton who states: "A quality ballpoint pen lasts for years. We have writing instruments from our production that are 20 years old and still work perfectly. Far too good to throw away! Our attitude towards this fascinating, versatile and useful material is what makes the difference."

<



BEOLINO clinic®,
the first self-disinfecting ballpoint pen.

The only antimicrobial plastic with EU approval

The *clinic® technology is the only one with EU biocide approval *Regulation (EU) No 528/2012, is proven non-toxic and entirely biocompatible. The plastic contains no nano particles, no copper, zinc or silver ions, and has been tested against bacteria and (enveloped) viruses, including MRSA, VRE, ESBL and Legionella. ISO 22196 and ISO 21702 certified by independent laboratories and clinical references.

Catalysts do not expend

That is why the germicidal effect lasts longer than the life of a ballpoint pen, up to 20 years. Even dirt and skin grease do not reduce the antimicrobial effect.

The *clinic® technology for ballpoint pens is only available from burger swiss pen. With the elegant twist ballpoint pen BEOLINO clinic® and the practical retractable ballpoint pen CINEMA clinic®, the company offers two self-cleaning writing instruments with this technology.

“We have the expertise in brushes,” is the confident comment from the management of Frank Bürsten GmbH. Indeed, the brush specialists from the southern Black Forest region have great know-how – and have also turned their core product into a multifarious promotional product with numerous attractive disguises.



Long-established Black Forest company with lasting success

Focussed on brushes from head to toe

The foundation stone for the company in its present form was laid in 1942 when Adolf Frank acquired the present premises in Schönau and turned his “independent, small-scale brush production” into a company. With the production of brushes, he practised a craft that has a long tradition in the southern Black Forest. As early as 1866, brush woods for manual brushing were manufactured at the present site of Frank Bürsten GmbH. It was Adolf Frank who introduced the mechanisation of production. Even then, the path which the company still successfully follows today was already apparent: Preserving tradition and successfully harmonising it with modernity.

Promotional brushes as a unique selling point

The idea of also using brushes for advertising purposes and creating a line of business out of it was born in the 1960s. In the advertising sector, the company specialised in a few products, including shoe care sets of all kinds. In addition, however, Frank Bürsten’s customers can also find “evergreens” such as the construction helmet brush and golf brush as well as other clothing brushes, massage brushes and wellness brushes as well as outdoor brushes (including ski brushes). The brushes may have different appearances, but they all have one thing in common: they are high-quality products made exclusively in-house. “We are the only brush manufacturer that is widely active in



Particularly in its most important shoe care product line, the company offers an almost inexhaustible repertoire – including an instruction guide for the care of smooth leather, suede or textile shoes.



the advertising market”, is how the management sees the unique selling point of the company. And that’s not all. “We have a clear goal: When a manufacturer of promotional products thinks of brushes, he must think of us. We always draw attention to ourselves through different channels to ensure that we are ever-present when we are needed”. However, this thinking and acting is by no means limited to the advertising sector.

Successful international orientation

Particularly in their most important product line of shoe care, the southern Black Forest company offers an almost inexhaustible repertoire – whether it be brushes for smooth or suede leather, stiff brushes or polishing brushes. There are almost no limits to the imagination or the sales markets. With its shoe brushes, the company is “represented in almost all markets of the world”. From Schönau throughout the world. This is the best way to describe the sales philosophy of the family-owned business which produces at its Schönau site and sells worldwide. The international orientation of the company, which describes itself as Europe’s leading manufacturer of brushes for leather care and shoe care, has been strongly driven by its current Managing Director Stefan Ganzmann, the great-grandson of the company founder Adolf Frank, since he joined

“Brushes are our world,”

remarks the Schönau-based family-owned business. A look behind the scenes or into the production impressively proves that the company from southern Black Forest knows its craft. The main step in the manufacturing process is to fit the brush bodies with natural bristles, horsehair or synthetic bristles, as well as with nylon or bronze wire. Up to eight million brushes are assembled each year. The in-house wood production makes it possible to fulfil wishes quickly and flexibly. Timber cut into planks is purchased, dried, sawn, planed, milled and sanded and thus processed into brush bodies. Plastic bodies are produced using the company’s own moulds by two plastic injection moulding companies in the region. In the last and most important step of production, the brush bodies are bristled on state-of-the-art assembly machines. An interesting numerical comparison: Before mechanisation in the early 1940s, it took an employee three hours to bristle a brush. Today he produces up to 1,500 pieces per hour.

the company in 1992. With great success. Well over half of the brushes are sold in markets outside Germany.

Local and organic production

Thinking globally is one thing. However, Frank Bürsten systematically acts locally. Local production allows us to respond very flexibly to customer requirements – even for small quantities. But acting locally is also the focus of the company’s considerations for very sustainable reasons. “Production in harmony with nature is important to us. Right from the outset, energy is generated with the help



The foundation stone for the company in its present form was laid by Adolf Frank in 1942 when he acquired the present premises in Schönau. Up to eight million brushes are assembled each year.

What is more, since October 2019, excess heat from the wood combustion plant has been fed into the local heating network. "A good 400 MWh per year replace heat there that was previously generated with fossil fuels. Our CO2 footprint, which

has always been very small, has been zero ever since – in fact, it is actually negative," says the proud management when describing the footprint of their ecological production.

Acting in the interests of future generations

However, the brush specialists do not want to see their sustainable commitment reduced to this. For the family-owned company that is now in its fourth generation of management, sustainability means "acting in an ecologically and socially responsible manner in the interests of future generations". In concrete terms, this means that, in addition to the ecological generation of electricity and heat, further emphasis is placed on the purchase of raw materials which "whenever possible come from regional or national suppliers. Our wood comes exclusively from regional forests", is the principle of the company's environmentally conscious purchasing policy.

Taking the right path

Looking back and somehow also looking ahead, Frank Bürsten's management is glad "that we have remained true to our conviction of always producing ecologically, sustainably and with high quality over all these years. Today's change in people's mindset confirms that this path and the decision for sustainable production in Germany was and is the right one. We focus on good quality with a fair price-performance ratio because that is what we can do." With tongue in cheek, the Schönau-based company asserts: "Our expertise lies 'only' in brushes, but we do that well. The southern Black Forest company has proven this on several occasions over the past 80 years during which it has been a member of PSI for 50 years. And there are no plans to change that in the future either because they know from experience that customers would not be happy with "cheap" in the long term.

of our own hydroelectric power plant," claims the Schönau-based company. This is something once advocated by company founder Adolf Frank who changed the use of water power from pure power transmission to electricity generation. The plant generates peak outputs of up to 60 kW. Since June 2005, the company has also had a photovoltaic system with a peak output of 21 kW. According to Frank Bürsten, self-generated electricity from solar and water energy eases the burden on the environment by approx. 270 tons of CO2 emissions per year. For many years now, the heat required has also been generated using the company's own wood chip heating system. The wood combustion plant is operated with production waste such as sawdust and wood chips. According to the company, this would save around 50,000 litres of heating oil every year.



The construction helmet brush and golf brush are among the "evergreens" of the company.



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Rolf Daiber has headed the long-standing family-owned business for 46 years and is now handing over the reins to his nephew Kai Gminder. The 43-year-old will be responsible for the future of the corporate fashion manufacturer from January 2021.

Rolf Daiber hands over responsibility to Kai Gminder

Change of management at Daiber



In January, Rolf Daiber (left) will be handing over the management of the company to his nephew Kai Gminder.

The beginning of next year will herald a change in the top management of Gustav Daiber GmbH in the Swabian town of Albstadt. As of January, Kai Gminder will head the family-owned business. In the 108-year history of Daiber, he represents the fourth generation of the family. Kai Gminder has already grown into his future position as Managing Director alongside Rolf Daiber since 2012.

Long success story

All good things must come to an end at some point. After all, even a consummate entrepreneur like Rolf Daiber still has so many things to do that give him pleasure and for which he would like to have more time. In future, the 65-year-old wants to devote himself to his hobbies, sailing and travelling. Behind him lies a long and successful professional life in which he took on a lot of responsibility at

an early age. In 1974, at the age of 19, he took over the company from his father Walter Daiber. He remained true to the core business of the founder Gustav Daiber, trading in textile accessories, especially for the production of underwear. Nevertheless, in the mid-1950s he realised that the key to success lay in production and import. Walter Daiber started manufacturing bows for the local corsetry industry and imported elastic Raschel lace from France as well as bows from Italy.

Modernisation and innovation

The young company boss Rolf Daiber also focused on modernisation and innovation and thus successfully continued the work of his father and grandfather. When there were problems with the purchase of rubber strands, he ventured into Asia after only a few weeks and at the end of the 1970s gained new suppliers in Taiwan. This sense of success encouraged him to enter uncharted territory. The young entrepreneur later secured the sole agency of the first manufacturer of transfer motifs in Germany, thus changing the company's orientation from a pure distributor in textile accessories to a finisher. One year later he purchased four embroidery machines and set up an embroidery workshop. New employees were hired and production was carried out in multi-shift operation.

From finisher to manufacturer

„With the decline of the textile industry in Europe in the mid-1990s, our existence was extremely threatened. Not only were there no orders, but almost all our customers went bankrupt,“ recalls Rolf Daiber. A new opportunity now opened up for the innovative entrepreneur who still saw himself primarily as a textile finisher. „Through our office in Hong Kong, we were able to find our feet in importing baseball caps. We quickly became the market leader in Germany thanks to our large embroidery capacities“. Inspired by this, both proprietary brands called myrtle beach (caps and accessories) and JAMES & NICHOLSON (textiles, exclusive corporate and functional clothing) were created at the end of the 90s. Today, Gustav Daiber GmbH is primarily a manufacturer of these textile brands.

Successor with extensive experience

Kai Gminder is not an unknown face in the industry, and certainly not in the company. From his holiday job in the embroidery, ironing and printing department to the position of sales manager, he got to know the company from scratch. Since 2012, he has been supporting his uncle as Managing Director. After completing his studies, the marketing and communications specialist actually wanted to

work in advertising agencies or in the brand management of a major automobile manufacturer. But things turned out differently: the more he got to know the industry and the company, the greater his passion for high-quality corporate and functional clothing became. And when he accompanied Rolf Daiber on an Asian trip to Hong Kong – „not because of the caps but because of the architecture“ – and discovered the dazzling diversity of the advertising industry there, Gminder's desire to help shape Daiber's future was clear.

Continuity with a fresh look ahead

The 43-year-old wants to continue the cooperation initiated by his uncle with partners in Albstadt as well as in Europe and Asia. There will also be continuity in the textile supplier's service portfolio: Daiber offers an attractive all-inclusive package from the unfinished textile collection to finishing with embroidery or print and services for all aspects of finishing. Kai Gminder can build on his uncle's wealth of experience and wants to retain the tried and tested, such as his hands-on mentality. Always informal, fair and always approachable, Rolf Daiber enabled his 120 employees to contribute their specific know-how to the company. An entrepreneur who also wants to be a role model.

Fit for the future

Kai Gminder has felt at home in the promotional product industry for a long time. He particularly likes the family atmosphere and creativity. He is convinced that „as a manufacturer you always have to be resourceful“, and he lives by this conviction with success. The latest milestones are the collections made of organic cotton as well as the sports collection made of recycled polyester which was released in March 2020. A good price-performance ratio is essential, as is excellent quality. All textiles comply with both REACH and Oeko-tex Standard 100, and the latest technological materials are always used. The workwear collection is brand new with UV sun protection.

Focus on digitalisation

According to the outgoing senior boss, one should never rest on one's laurels. Therefore, his successor wants to push digitalisation not only because of the corona crisis but also because of the warehouse. „We will start 2021 with our new software solution (ERP) and build online tools to support our distributors. We will also optimise our warehouse to create more space for the constantly growing range of products due to innovations“. So the tasks for the near future have already been set and Kai Gminder will tackle them with his profound know-how and his usual vigour. <

GEDA LABELS is celebrating its 10th anniversary in 2020. Founded with an affinity for trends and the idea of changing things and making them better with passion, the company has developed into a competent trading partner. Today their extraordinary designs can be found on high-quality products made of glass, porcelain, plastic and textiles. For the kitchen as well as for the set table, for beautiful living and of course a lot of surprises for children.

10 years of affinity for trends

With passion and creativity

Gerald Knetsch and Daniel Rood, founders and managing directors of the company, laid the foundation stone for today's GEDA LABELS GmbH in their home town of Hildesheim in 2010. The company name is composed of the first two letters of the first names of the founders, Gerald and Daniel, respectively. Gerald Knetsch, 55 years old and business economist, had previously worked in a leading position for UNITED LABELS AG as well as for LURCH AG. Daniel Rood, a 42-year old

banker and business economist, gained his experience as Key Account Manager at LURCH AG and UNITED LABELS AG, among others. Together they started in 2010 with a small, select product range and the vision of building a solid company. Since then the company has steadily grown.

own design now accounts for half. "It has always been clear that we would go two ways and offer generic products in addition to licences," reports Daniel Rood. The two managing directors have invested in their creative department. This is the main area at GEDA LABELS. The company's designers create fresh designs and new product ideas with great creativity and passion.

Smart design

The current favourite from the in-house creative studio is the new Gedöns collection. Large black letters emboss cups, cereal bowls and drinking bottles and bring back almost forgotten treasures of language use in a charming way. With cheeky and funny sayings like "Before you ask, no!" it becomes a bit more provocative from November. But also topics like skull, panda or back to school are in demand. The new ideas are first tested by their families. "As a father of two small children, for example, I can tell the quickest way to find out whether our topics are popular with children," explains Daniel Rood.

Now established in Europe

Depending on the target group and requirements, the designs are quickly and flexibly coordinated with the customer. Furthermore, communication plays an important role. The products are presented authentically via print, online and social media. This area is continuously being expanded. From discounters to specialist distributors and online – the company is now established in Europe and serves the entire commercial landscape. <



Gerald Knetsch and Daniel Rood, founders and managing directors of GEDA LABELS.

Own creative department

"We are proud that our business model is set up in such a way that it can absorb fluctuations caused by the coronavirus," explains Gerald Knetsch. Despite the major licences such as the Ice Queen, Mickey Mouse and the Nimmersatt Caterpillar, the sales share of the company's



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What is currently where in the trend? This question was also asked by the Australasian Promotional Products Association (APPA) and happily they shared the evaluation of the results with us to introduce them. We would like to take this opportunity to thank them once again for the international exchange and are pleased to offer you an insight into the global trends.

APPA abroad: Promotional product trend comparison

Promo around the world

Un the article “APPA abroad: A guide to what’s trending in promo around the world” that had been published in the September issue of the Promotional Products Marketing Magazine APPA wrote: “Europe, Asia, America; if you’re an Australian or New Zealand-based distributor of promotional products, chances are high that at some point in the last decade you’ve

traversed at least one of these continents to discover what’s trending in promo on the other side of the equator. There’s nothing quite like the thrill of the hunt, and there’s no greater believer in this than the modern promotional products distributor. The ban on international travel in both Australia and New Zealand has profoundly affected the promotional products industry and stymied the ability of local promotional product distribu-

tors to scope out what's trending overseas before it trickles down to the local market. For these businesses, being able to see the world means getting ahead of the game, rendering the travel bans particularly inhibiting. Australian and New Zealand nationals are renowned lovers of travel; isolated somewhat from the rest of the world, we share a love of exploration and a combined culture of adventurism. For the travelers among us, it feels like the COVID-19 pandemic has clipped our wings and anchored us to the land we live on. With restrictions on international travel likely to remain until 2021, APPA has enlisted the help of our friends and partner associations across the globe to discover what's new and trending in promo at home and abroad.

ENGLAND

Right around the world, the COVID-19 pandemic is influencing the products manufactured and supplied by the promotional industry. CHX Products, one of the UK's leading manufacturers of brandable and bespoke plastic products, is capitalizing on the trend with their new range of antimicrobial products. The range is manufactured with an antibacterial additive, ionic silver, reducing the spread of bacteria and germs on the surface of each product by 98 per cent. Our favourite is the Keepsafe Change

Tray, which makes the exchange of cash, cards and receipts safe. Ideal for food outlets, newsagents, retailers and any situation where social distancing makes it difficult to conclude transactions. If you're looking for a creative alternative to a scarf,

British promotional merchandise supplier IF Solutions is offering an ingenious and stylish solution. The Versatoob, pictured right, is a multi-functional form of brandable headwear that can be fashioned as a scarf, headband, balaclava, skull cap, bandana, wristband – the list is endless! Colourful, eye-catching, practical and fashionable, the Versatoob is ideal for all outdoor activities from walking in the park to snowboarding down a mountain.

GERMANY

People from all over the world come to Germany to taste the country's signature mulled wine (known locally as Glühwein) during the Christmas season – what would a visit to a Christmas market be without it? With COVID-19

threatening the occurrence of the German Christmas markets this year, consumers can fall back on a comforting alternative – the Glühwein to Go. For lovers of mulled wine and Christmas markets, the pack includes a reusable cup and mulled wine spice, sufficient for a total of 1L of mulled wine enjoyment. Traditional products are having a resurgence in Germany, exemplified by the surging popularity of brandable, spicy-sweet gingerbread. The spicy pastry has a long tradition – originally invented in Dinant, Belgium before it finally found its way into German bakeries. In Dresden, the gingerbreads are still produced according to an old home recipe then customized, branded and packaged by hand. A wide range of promotional gingerbread products is offered by Werbekonfekt GmbH from Landshut in Bavaria, among others.



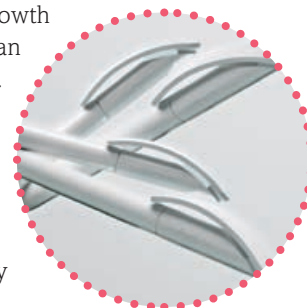
NETHERLANDS

The Netherlands is renowned for consistently producing some of the most innovative products in the promotional products industry. While the biggest trade fair in the country, Prom Z Live has been postponed until May 2021, this hasn't stopped the release of some exciting new products and decoration techniques to serve the industry. Xindao, one of the most recognizable names in the European promotional products industry, has released a collection of Light-up-Logo products, including charging cases, flasks and wireless headphones. Our favourite is the Light-up-Logo notebook, an attention-grabbing promotional product that combines new technology with old-school merchandise.



SWITZERLAND

Prodir® pens are more popular than ever, with the Swiss manufacturer now offering antibacterial protection to the casing surface of their pens. Prodir® uses silver-ion based Biomaster technology to inhibit the growth of surface bacteria by up to 99.99 per cent, an effect which will last the lifetime of the pen. One of the most popular products in the range is the DS Regeneration Pen, available in a range of colours and a classic matt finish. The pen is both recyclable and antibacterial, encapsulating two of the most pressing issues of the modern era: sustainability and disease-prevention.





USA

All across North America, custom footwear is emerging as one of the biggest trends in the promotional products industry – thongs, slip-ons and even sneakers can be customized and branded with a logo, message or unique design element. Florida-based UBIX Custom Footwear is an emerging player in the custom footwear category, selling a huge variety of styles that can be customized and designed to your specifications by their team of third-generation shoemakers. Check out the range at www.ubixnow.com. Technology-wise, the G3 Smart Water Bottle is a clever innovation from California-based Cavatina Elite, providing gentle hydration reminders to let end-users know when it's time to drink water. The bottle is programmed to 'ding' or flash when it's time for a sip and includes a built-in thermometer that displays the internal temperature, along with battery life and timer on a customized LCD touchscreen.

CANADA

4imprint is one of the best-known suppliers of quality promotional products anywhere in the world. This year, the team at 4imprint is paying tribute to the dedication of our police forces and medical workers by releasing a set of Police, Fire Station and Hospital-themed activity books for kids. Peel and stick eight pages of reusable stickers onto almost any surface and remove without leaving any messy residue. At a time when our doctors, paramedics and police force are doing more for our communities than ever before, this is a unique way to pay tribute and remind our kids who the true heroes in our community really are.



AUSTRALIA

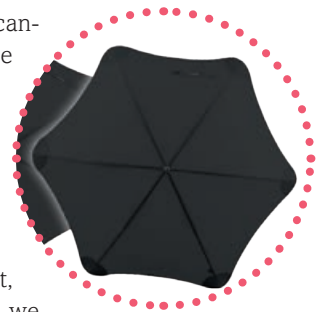
Did you know that 61 per cent of households in Australia and 64 per cent in New Zealand own pets? Pet products, especially dog products, are often neglected by the promotional products industry. With so many people working from home this certainly looks set to change, with our furry friends an even more important part of our lives than ever before. This is one of the reasons why brandable pet products, especially dog products, are popping up everywhere in 2020. Inexpensive, thoughtful, and most of all useful, they are the



ideal product to brandish a company logo or playful message across. Our friends at EziTag have a great collection of brandable products for pets, including the Hard Plastic Retractable Dog Lead with Sublimated Disks. Alternatively, get in touch with the team at Promo Collection to source a range of customizable products, equipment and apparel for your client.

NEW ZEALAND

World famous BLUNT Umbrellas are now available at TRENDS. All BLUNT umbrellas feature patented tips which open like miniature umbrellas within pockets at the canopy edge to reinforce the umbrella. They also create even tension across the canopy and give BLUNT umbrellas their highly recognizable trademarked shape. If you're looking for a street-smart, compact way to stay dry, we recommend the Metro or Coupe umbrellas. Alternatively, opt for the Exec or Classic models to keep both yourself and a friend dry in even the most brutal of storms.



HONG KONG

Hong Kong has always been the place to source creative novelty gifts and awe-inspiring gadgets, and 2020 is no different. Amid a global pandemic, Hong Kong suppliers are producing a diverse array of health-related products that can be branded with your client's logo, slogan or message. Deepfield Creative, one of Hong Kong's leading manufacturers of promotional gifts and merchandise, has released a Wearable Air Purifier, one of the more creative interpretations of the wellness product category. Weighing less than 30g, the pendant can be worn close to the face to protect the wearer from air-borne toxins, viruses and disease particles."



To learn more about the promotional products market "Down Under" see www.appa.com.au. There you'll find the entire issue of the Promotional Products Marketing Magazine.

GIFT REVIEW

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for promotional gifts industry

AUDIENCE

- producers and suppliers, importers, distributors, wholesalers, retailers etc.

- advertising agencies, event agencies, communication agencies, corporate clients ordering gifts & souvenirs and goods of similar assortment



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- to enhance awareness of your brand
- to find customers and business partners in Russia



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info@gift-review.ru gift-review@mail.ru www.gift-review.ru/english

Antibacterial and practical

Antibacterial hand gels and sprays, which can be individualised with a personalised label, can now be ordered from USB System in Poland. The products are available in 30, 50 and 80 millilitre fill quantities with a certain safety margin. They are extremely popular in light of the coronavirus and are constantly monitored during the production process by the BAuA and the Polish Office for Registration of Medical Products. The bottles are conveniently supplied **with a carabiner hook**, for example for attaching to the belt loops of trousers. The gels and sprays contain 70 percent alcohol, aloe vera and glycerine, which not only has an antibacterial effect but also moisturises the skin.

PSI 49211 • USB System
Tel +48 22 7534162 • sales@usbssystem.eu
www.usbsystem.eu



Hansi birdfeeder

For a small price, the Hansi birdfeeder is available in natural, **FSC-certified birch plywood** – as an invitation for hungry birds. Made in the EU and including a feed dumping, Hansi is particularly popular with all nature lovers. The birdfeeder measures about 19.5 centimetres in length and is about 8 centimetres high. The product offers numerous possibilities for a print or laser logo. For orders of 200 pieces and more, you can create your own motif.

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



Long-term presence

The promotional products from Einkaufswagenlöser.de ensure a sustainable presence where it is most important: directly with the customers. The special feature is that the shopping trolley token **comes with added value** because when attached to a bunch of keys, it ensures a successful return of the keys in the event of loss thanks to the free lost property service from Code24.eu integrated on the back. Moreover, it creates the impulse to never want to take the printed advertising message off again. The durable and versatile shopping trolley token can be used for your own advertising message and target group. Thanks to the extensive range of sizes and shapes, there are numerous design options available for this purpose. The shopping trolley token ensures long-term customer loyalty and also protects the buyer from using short-lived and therefore environmentally harmful promotional products.

PSI 49467 • Einkaufswagenlöser.de
Tel +49 36705 65000 • os@pinkey.de
www.einkaufswagenloeser.de



Great emphasis on environmental protection

For more than 15 years Stilolinea, the long-established Italian manufacturer of writing instruments, has been investing in research and development of environmentally friendly products such as biodegradable and compostable writing instruments made of certified reusable materials and R-PET materials. Emerging from these is the **Recycled Line**, including the industry-wide renowned pen called Baron O3, now made entirely of recycled ABS plastic. This material comes from a global leader in the recycling of electronic items containing plastic, based in Europe. Baron O3 Recycled is characterised by an essential, lightweight design that fits perfectly with any logo and brand. It is available in a range of colours, always with a focus on protecting and conserving environmental resources for an environmentally conscious, clean message.

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



Smart logo peppermint sweets

Miyopromo from Turkey produces peppermint sweets that can be completely customised.

The trick is that customers can not only individualise the tins with a logo, label or print, **but also the pastilles themselves**, for example in the form of a logo. This creates a wealth of design options – with the effect that the recipient will remember the give-aways for a long time.

The ordering procedure is amazingly simple: First, a logo is sent to the e-mail address info@miyopromo.com. Not just one, but optionally several. Within 48 to 72 hours, the prospective customer receives a virtual presentation of his 3D logo pastilles before subsequently placing an order.

PSI 48364 • Miyo Mendil ve Gıda San Dış Tic Ltd Şti
Tel +90 212 6498080 • hayati@miyopromo.com
www.miyopromo.com



Colourfully protected

The Austrian promotional product specialist Hirsch Ideas is responding to the current pandemic by expanding its product range to include protective masks, protective visors, HIP disinfection, hand disinfection, wet wipes and mask packs. The latest highlight from the collection are the HIP BW01 reusable textile masks which, according to the company, “were chosen as **the test winners** from among many protective masks in a selection process by a highly renowned global testing and development company”. Fit, safety, respectful protection, material quality, comfort and value for money are some of the characteristics tested. The high-quality mask has two layers: the inside is made of skin-friendly Oeko-Tex cotton and the outside is supplemented by selected polyester blended fabrics. It also impresses with its sporty design which adapts so precisely to every face that no extra nose clip is required. Every logo, every message can be highlighted in a colourful way using sublimation printing, and the mask is washable up to 60° Celsius.

PSI 47225 • Hirsch Ideas GmbH
Tel +43 463 218700 • office@hirschideas.com
www.hirschideas.com





Attached mask garage

On one side a key fob, on the other side a mask garage: Available at Troika, the small black leather bag from Pocket Click has space for exactly one oronasal mask. For shopping, for the medical practice, for the café, for all occasions. If you have your key with you, you cannot forget your mask either. **Pocket Click is also the smart solution** for small change for parking in the city or for tips in the café and for the key. A mini wallet made of genuine leather on one side and an innovative key ring on the other. The clever closure works with the ball trick: the key ring snaps securely into place with a click and opens to use a key.

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



To the point

Why beat about the bush and not just say what you think? Where a clear position is required, the "Say it like it is" cups from Geda Labels take a clear position. With a strong choice of words and a pinch of humour, the **cheeky sayings** such as "Heul doch", "Bevor du fragst nein!", "Kackbratze" or "Wer hat dich denn gefragt" bring many a feeling to the point. There are 15 different designs to choose from, all of which come from the designers of the company from Hildesheim. Whether in black or white, the enamel-look ceramic cups with a volume of 400 millilitres will catch the eye and anyone with a sense of humour will smile at the blunt messages. The offensive slogan cups are not only a great eye-catcher in the office, they also make a nice present for Christmas and birthdays.

PSI 49535 • Geda Labels GmbH
Tel +49 5121 703130 • info@gedalabels.de
www.gedalabels.de

Against climate change

Climate change has long since arrived in Germany and the rest of Europe. For a long time, extreme weather conditions such as forest fires, drought, severe floods and storms were only known from the news and from other continents. In the meantime, however, drought, cracked soil, withered fields and dried-out riverbeds are not uncommon here either. Large areas of forest are dwindling and, in addition, monoculture is making the habitat for insects increasingly scarce. emotion factory from the Black Forest has set itself the task of not allowing this to happen in the field of promotional products. In the conception and production of its products, it takes into consideration the forest, the indoor climate and the topic of biodiversity, which are **vital for all living spaces**. With products such as spruce seeds from the category advertise & grow, the customer can actively do something against the dying forests. The plant seeds create a good indoor climate in a variety of planters with great ecological packaging that can be individually designed. But the promotional products of emotion factory also support the tiny winged helpers such as bees and butterflies. In contrast to sealed concrete surfaces or fields contaminated with pesticides where no food can be found, seed papers and flower mixtures help the beneficial insects to obtain valuable food. The team led by Sales Manager Adrian Rigoni is implementing this even more sustainably with official organic certification. In concrete terms, at the customer's request, all plant seeds of the Black Forest company are produced in accordance with Article 29(1) of Regulation (EC) No 834/2007, thus making the customer even more conscientious for the next advertising campaign.

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



Amazing socks

Bamboo socks made of **environmentally friendly bamboo fibre** are a stylish addition to the popular WoW Sustainable Collection of the Interall Group. The cellulose yarn obtained from bamboo is the fifth most used yarn after cotton, linen, wool and silk. It is breathable, exceptionally durable and odour-resistant – and therefore the perfect base material for the production of colourful socks. Two different bamboo designs are available from stock, individually printable on the underside. You can create your own design from a purchase quantity of 1.000 pieces. Prices and further information can be obtained by telephone or at <https://interallgroup.com/bamboo-socks/>

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

Set up your business

When unpacking presents at Christmas, there is always great joy for young and old alike. With the great uma SETs, customers receive such lucky charms, true to the motto: uma SETs up your business. Valuable, individual, available in many price ranges: Available in **different models and colours**, the uma SETs can be finished, for example, with a high-gloss laser for individual presents. Not only for Christmas, but also for anniversaries and other festive occasions. Contents: one or two writing instruments, rollerballs or retractable pencils in a stylish case such as the uma Case. Or with the Brush Gum in a set: soft-touch surface with a great feel, spring-loaded clip, matt chrome-plated stopper, numerous bright standard colours and a great writing feeling thanks to the uma FlowMotion refill. An elegant heavyweight is available in the VIP set: the uma VIP, which in the VIP GUM version with soft-touch casing stands for a particularly gentle writing experience. Particularly suitable for high-gloss laser engraving with which incomparable advertising messages can be created. Your own sample can be requested immediately from the uma team, and by using the convenient uma product configurator at www.uma-pen-konfigurator.com you can put together individually optimised ballpoint pen variations.

PSI 41848 • uma Schreibgeräte Ullmann GmbH
Tel +49 7832 797-0 • info@uma-pen.com
www.uma-pen.com



Sweet little Christmas greetings

Square, practical and irresistible: the fine little honey gingerbreads from logolini Präsente are traditionally made with the best ingredients and selected spices. Printed in four colours with food colours as desired, they will delight any recipient. You can let your imagination run free when designing them. The logolini experts **print the desired motifs in four colours** on the gingerbread – Christmas greetings have rarely been sent out so sweetly. Sealed individually in transparent foil, they not only emphasise the desired motif, but also impress with the Christmas taste experience. The mini gingerbreads are particularly suitable for use as give-aways, filling for gift boxes or as a small supplement to a Christmas message.

PSI 46104 • logolini Präsente
Tel +49 9251 8509589 • ff@logolini.de
www.logolini.com

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www.psiproductfinder.de

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Astrid Langenstein



Sabine Möller

PSI Sustainability Awards/ Sustainable League

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www.psi-awards.de



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www.psinoveltybox.de

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TOP PRODUCT TOPICS IN PSI JOURNAL

For a successful start into the new year we recommend that you present your articles in the January issue of the *PSI Journal*. You will be perfectly positioned between the sustainable and new products.



Issue
01
2021

SUSTAINABLE PRODUCTS & INITIATIVES AROUND THE PSI SUSTAINABILITY AWARDS / NEW PRODUCTS 2021

Copy deadline: 25.11.2020
Deadline for ads: 15.12.2020

Issue
02
2021

MERCHANDISING & FAN ARTICLES [EUROP. CHAMPIONSHIP] and EASTER, GARDEN, HOBBY & CRAFT

Copy deadline: 14.12.2020
Deadline for ads: 15.01.2021

Issue
03
2021

PROTECTIVE & HYGIENE ARTICLES, OCCUPATIONAL SAFETY and BAGS, LUGGAGE & LEATHER GOODS

Copy deadline: 22.1.2021
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Issue
04
2021

FASHION, WORKWEAR, CAPS & ACCESSORIES and OFFICE SUPPLIES, WRITING UTENSILS, CALENDARS

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Deadline for ads: 9.3.2021

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Phone +49 211 90191-114/-150, Fax +49 211 90191-180, e-Mail publishing@psi-network.de

PSI

In the year 2525

In the year 2525" was sung by Zager & Evans in 1969 with a dystopian outlook on the future of mankind à la Orwell and Huxley. Have we already arrived there with Covid-19 or should we not look positively into the future? Will we be able to overcome the pandemic with a vaccine and get through the worst of it? Let us hope so.

As a positive person, I was sure that we would be able to focus more on our business in January and that the PSI in January would herald a new start and a reunion. Covid-19 has scotched all of our plans. Nevertheless, we can be sure that things will pick up again.

May is the month that makes everything new, or to be more precisely, May 18th. This new date is a new milestone. We will implement the hybrid trade show concept with the additional digital component as planned. We will also present the PSI Sustainability Awards 2021. And we will also honour our jubilarians, a large number in 2021 by the way. We will also see many new ideas and products so there will certainly be many highlights. I already know this because despite these crazy times we have received more entries for the PSI Sustainability Awards than ever before. As already mentioned, there are many innovative concepts and products.

So let us look positively into the future, even if many things will remain different in 2021, different from the past. The future has never been based on the past. In this spirit, have a happy and healthy start to the new year.

Best regards,



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



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New year – new impetus

The world is still firmly in the grip of the pandemic. But progress in developing a vaccine against Covid-19 gives hope that life could soon 'return to normal'. Although the planned trio of PSI, PromoTex Expo and viscom had to be postponed until 18 to 20 May due to the corona measures, the promotional product industry is nevertheless entering the new year with new momentum and confidence. The creative minds of the industry are still very active when it comes to developing new effective promotional ideas that will help many other industries to regain their advertising strength. We will be presenting a representative selection of these products in the January issue of the PSI Journal.

Please give some consideration to your product presentations for the February 2021 issue of the PSI Journal with the topic groups "Merchandising and Fan Articles [European Football Championship]" and "Easter, Spring, Garden, Hobby and Handicrafts" and send your product suggestions (image and text) by no later than 14 December 2020 to: Edit Line GmbH, Redaktion PSI Journal, e-mail: hoechemer@edit-line.de



PSI Sustainability Awards 2021

The decisions were not easy to make as there was once again a very large variety of entries for the promotional product industry's only sustainability award. Nevertheless, the expert jury selected the best entries for the sixth edition of the PSI Sustainability Awards and decided which entries would be nominated and thus enter the final round. Who will be the winners? We will reveal them in a big special in the January issue.

Defying the pandemic



Despite positive signs in the development of a vaccine, we will still have to live with the coronavirus for the foreseeable future. However, giving up is not an option! This is why »ideas for friends GmbH, a renowned manufacturer of high-quality household goods with a distinctive design, has developed a small but fine collection of its own to make it easier to comply with hygiene rules during the pandemic. We will be presenting it in the next issue.

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