

PSI EUROPE

PSI Journal

International Magazine
For Promotional
Products

May 2021

Volume 60

19 – 21 May 2021

**SPECIAL EDITION
MAGALOG**

WELCOME
TO
PSI DIGITAL

Product Guide

Fair novelties, events
and festivals
Health, sport and fitness

Schneider Schreibgeräte

The Path to Sustainability

HERKA

Faster, more flexible
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Karlowsky Fashion

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Editorial

Welcome to PSI Digital

For the first time in its almost 60-year history, the PSI trade show is going to come to its visitors digitally. Yes, there will be no people thronging turnstiles and escalators: rather, digital messages will be coming to you in the office, living room, or wherever you find yourself. And yet there will be no paradigm shift occurring on 19 May. The promotional product business and the promotional product per se continue to operate haptically and multi-sensorially. Olaf Hartmann, one of the prophets for the promotional product in Germany, speaks of "intelligent, sincere and tangible marketing" in that connection. Not to worry, that will remain, without a single doubt.

But that is only the core of the business. Around it, and even on the products themselves, time has not stood still – and thank goodness for that. In my own early days as a journalist, hot type was still prevalent, and many years later, I co-founded a digital agency. That's how short-lived things are these days. And the crisis we have been living in for a year is acting as a further accelerant: an accelerant for trends, an accelerant for the digital transformation, an accelerant for mental recategorisation.

Covid-19 has shown us one thing: if you want to be resilient, you need to be healthy before all else. As a person, but also as a business. If we as a business intend to be and remain that, then we need to go with the times. The promotional products industry has always demonstrated that it is ahead with its offering. It has ultra-modern products, seeks them via the digital PSI Product Finder, networks internally and with its customers – and is now taking part at PSI Digital.

Yes, we'd love to meet one another, but that's just not possible. Technology has enabled us to be together nevertheless, as we have all learned in the past 12 months. Networking is a crucial element of digital transformation. So let's look forward to the three days of PSI Digital as a platform for something that is new, exciting and surely not a one-off. For we will be taking along elements of the digital into the future.

We will work faster, be able to be more creative and will be leaving many a thing behind us that we used to think was indispensable. PSI Digital, though, will be as indispensable for visitors and exhibitors as every PSI in past decades: milestone year 2021. We'll see each other from 19 to 20 May – just in a different format.

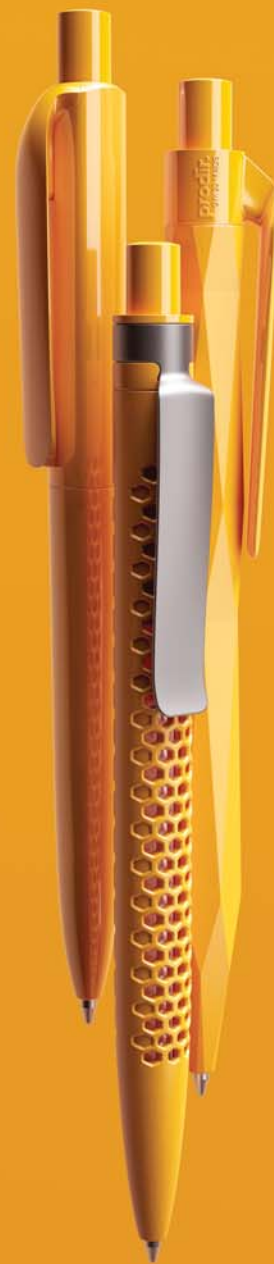
In this spirit

Manfred Schlösser | Editor-in-Chief PSI Journal

Your opinion: schloesser@edit-line.de

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Casual, cool and fair

Hanna, our Fairtrade-gymbag not only supports significant improvements of the general working and living conditions through its Fairtrade certification, but is also a very usable friend for daily use.

Due to its grammage of 140 gsm the adjustable drawingstring it can be used for any activity. With a choice of 12 colours, Hanna leaves nothing to be desired.



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Hanna

N° 2357

12 different colours



adjustable drawstring



Fairtrade - certified



OEKO-Tex - certified



140 gsm cotton



12 different colours



Welcome to PSI Digital

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From 19 to 21 May 2021, PSI Digital will be the meeting place for renowned promotional products suppliers and industry experts. For promotional products distributors, textile experts, finishers and marketers, the virtual trade show format offers real added value – such as the PSI Product Presentations, an exclusive product showcase with voting character.

The path to sustainability

64

Sustainability is the key word of our times. It seems that only ecological and socially more compatible responsibility can shape a future worth living for humankind and environment. Our industry is also making a heightened contribution to bringing about this change by setting good examples such as Schneider Schreibgeräte.



Weaving variety

68

HERKA Frottier is one of Europe's few remaining weaving mills. The operation, founded by Karl Herrmann in the Waldviertel region of Austria in 1927, today employs a workforce of around 70 and is managed in the fourth generation by Thomas Pfeiffer, the founder's great-grandson.



"Green" collection

70

With almost 130 years of experience, Karlowsky Fashion GmbH is permanently anchored in the international market for work-wear. It has concentrated on new product segments since last year including work clothes for the fields of medicine, skincare, cosmetics and wellness, which form part of the new Health & Beauty collection.



Liebe PSI-Mitglieder,

wir freuen uns, die internationale Werbeartikelbranche in den kommenden Tagen auf der PSI Digital zusammenzubringen. Zum ersten Mal findet unser Branchentreffen im Mai und zudem digital statt. Bei dieser Premiere erwarten Sie zahlreiche Produktneuheiten, Industrie- und Nachhaltigkeits-Themen sowie Weiterbildungsangebote mit ganz praktischen Tipps für das tägliche Geschäft.

In Paneldiskussionen, Webinaren, Vorträgen und Interviews gehen wir während der digitalen Messe auf aktuelle Themen ein. Der Fokus auf dem Thema Nachhaltigkeit wird auch digital gesetzt. Unsere Experten erklären, warum sich Nachhaltigkeit mehr denn je lohnt, was es zu beachten gibt und wo sich sogar Geschäftsvorteile daraus ziehen lassen. Auch aktuelle Rechtsthemen und die Transparenz in der Lieferkette stehen auf dem Vortragsprogramm. Ein dritter Schwerpunkt liegt auf praxisnahen Themen rund um das tägliche Doing eines Werbeartikelhändlers. Zum Beispiel die Werbewirksamkeit auf Webseiten, die richtige Bespielung verschiedener Kommunikationskanäle mit den passenden Informationen und erklärende „Wie geht das“-Formate, zum Beispiel zum Thema Storytelling auf Social Media.



Über 150 Aussteller zeigen ihre Produktneuheiten und Trends.

Über die gesamte Eventserie zeigen Ihnen über 150 Aussteller ihre Produktneuheiten und Trends. Wir freuen uns sehr, zahlreiche Stakeholder aus ganz Europa dabei zu haben und damit unseren Internationalitätscharakter auch digital beizubehalten. Mit uma Schreibgeräte als Presenting Sponsor und Schwan-STABILO als Platinum Sponsor haben wir zudem zwei starke Partner an unserer Seite.

Vertiefen Sie sich in den kommenden Tagen in unser Programm, verschaffen Sie sich einen Überblick über die Neuheiten im Markt und lernen Sie unsere PSI Services näher kennen. Wir laden Sie außerdem ein, sich den 11. bis 13. Januar 2022 für unser nächstes persönliches Treffen in Düsseldorf vorzumerken. Denn dann heißt es wieder: Die Werbeartikelbranche trifft sich – und zwar persönlich in Düsseldorf.

Und nun wünsche ich Ihnen 48 spannende und erfolgreiche Stunden auf der PSI Digital.

Herzlich

Ihre Petra Lassahn
Director PSI



MINI CASE „WATER TEST LAB“

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Dear PSI members,

we look forward to re-uniting the international promotional products industry again over the coming days at PSI Digital. For the first time, our sectoral meeting will be held in May and in a digital format. At this début you will be in for a plethora of product innovations, industry and sustainability-related themes as well as continuous education with very hands-on tips for your daily business.

For the entire duration of the digital trade show we will address current topics in panel discussions, lectures and interviews. The focus will also be on sustainability at this digital forum. Our experts will explain why sustainability pays off more than ever before, what needs to be considered and what gives business that competitive edge. Current legal issues and transparent supply chains/due diligence will also feature on the agenda.

A third focal theme will be practical aspects of the daily business by promotional products distributors. Such as the advertising impact of landing pages, feeding the right information to the various communication channels and educational "how-does-this-work" formats covering storytelling on social media, for example.



More than 150 exhibitors will present their product innovations and trends.

Throughout the entire series of events in excess of 150 exhibitors will present their product innovations and trends. We are delighted to have numerous stakeholders from across Europe on board thereby maintaining our international flair also for the digital format. Furthermore, with uma Schreibgeräte as a Presenting Sponsor and Schwan-STABILO as a Platinum Sponsor, we have two strong partners by our side.

So delve into our programme over the coming days, gain an overview of the novelties on the market and get to know our PSI Services better. Beyond this, you are cordially invited to pencil in 11 to 13 January 2022 for our next personal meeting in Düsseldorf. Because then that time will have come around again: the promotional products industry will meet – and what's more – this time in person in Düsseldorf.

And now all that is left for me to do is wish you 48 exciting and successful hours at PSI Digital.

Warm regards,

Petra Lassahn



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Chers membres du PSI,

nous nous réjouissons de réunir ces jours prochains la branche internationale des articles publicitaires à la PSI Digital. Ce sera la première fois que notre rencontre professionnelle aura lieu en mai, et en plus sous forme numérique. Lors de cette première vous attendront beaucoup de nouveaux produits, des thèmes autour de l'industrie et de la durabilité, ainsi que des offres de formation avec des conseils très pratiques pour les affaires quotidiennes.

Pendant ce salon numérique, nous nous consacrerons à des thèmes d'actualité lors de tables rondes, webinaires, conférences et entretiens. L'accent sera mis, aussi sous forme numérique, sur le thème de la durabilité. Nos experts expliqueront pourquoi la durabilité est rentable plus que jamais, à quoi il faut faire attention, et où on peut même en tirer un profit commercial. Des thèmes juridiques actuels et la transparence dans la chaîne logistique se trouvent également au programme des conférences. Un troisième accent sera mis sur des thèmes pratiques autour des actions quotidiennes d'un revendeur d'articles publicitaires. Par exemple l'impact publicitaire sur les pages Web, l'exploitation correcte de divers canaux de communication par des informations adaptées, et des formats «comment faire» explicatifs, par exemple sur le thème du storytelling sur les media sociaux.



**Plus de 150 exposants
montreront leurs
nouveaux produits
et tendances.**

À travers toute la série d'événements, ce sont plus de 150 exposants qui vous montreront leurs nouveaux produits et tendances. Nous nous réjouissons beaucoup d'y saluer de nombreux acteurs venus de toute l'Europe et de conserver ainsi notre caractère international aussi dans le format numérique. Avec uma Schreibgeräte en tant que Presenting Sponsor et Schwan-STABILO en tant que Platinum Sponsor, nous avons en plus à nos côtés deux partenaires forts.

Imprégnerez-vous de notre programme dans les jours qui viennent, faites-vous une idée des nouveautés du marché, et faites plus ample connaissance avec nos PSI Services. Nous vous invitons en plus à prendre note de notre prochaine rencontre en personne du 11 au 13 janvier 2022 à Düsseldorf. Car alors la devise sera à nouveau: l'industrie des articles publicitaires se rencontre – à savoir personnellement à Düsseldorf.

Et maintenant je vous souhaite de passer 48 heures passionnantes et prospères à la PSI Digital.

Cordialement,

Petra Lassahn
Director PSI

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du 08 octobre 2021

Digital meets haptic

Digitisation can simplify life. It facilitates access to knowledge and enables people to network with one another to an unprecedented extent. In professional life, automated processes are playing an ever more important role. The digital everyday has also long been making inroads into private life. Portable devices make sure that we are on standby at any time at any place. Digital seeing and hearing have already become normality. Scientists around the globe are conducting research into possibilities of digital smelling, tasting and touching. Whether artificial odour receptors, electrodes which, connected to the tongue, stimulate corresponding taste buds, or ultrasound vibrations that enable various stimuli even on a smooth display: what ostensibly looks futuristic, is already present-day. (wissen-schaft.de, "Wahrnehmung in der digitalen Welt")

Is seemingly omnipresent digital superseding analogue experiences and sensory adventures? No, says even futurist and innovator Axel Liebetrau. He defines "future marketing" as the sum of digital + haptic. For, according to the expert, marketing in the digital age must be haptic and human in order to bring long-term success in the digital world. The issue, he says, is to bring together the human, the haptic and the digital. (axel-liebetrau.de, "Veranstaltungstipp: Die neuen Spielregeln des Marketings: Digital + Haptic = Future Marketing")

The promotional product plays a significant role in the intelligent merging of these two worlds, for it enables digital and haptic to be depicted as one. Promotional products are genuine all-rounders – whether as digital gadget or haptic support in everyday digital life. Whichever way, they always offer genuine added value, as the examples selected on page 12 demonstrate.



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Today, digital technologies can already help to replace or support missing or insufficiently developed senses. Digitisation can make life more comfortable. Nevertheless, sensory stimuli affecting mankind have increased due to digital technologies. (wissenschaft.de, "Wahrnehmung in der digitalen Welt") To utilize digitisation in an expedient manner seems to be the precept. To a certain extent haptic utensils can support digitisation in everyday life.

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Petra Lassahn now also responsible for strategic matters

Firm commitment to the PSI

Petra Lassahn has been responsible for the trade show side of the PSI since 2017. Starting in May, the experienced international exhibition specialist will now also be responsible for the strategic side of the entire PSI with its member network, its platform and services. "We must come closer together", is both a goal and prerequisite for her.

In turbulent times, clear strategies and clear words are needed: "We will ensure trust and confidence", Lassahn said in a conversation with the PSI Journal. Addressees of this promise in the member magazine are the 6,000 members of the biggest European network of the promotional product industry.

The trade show world is her home

Petra Lassahn learnt her trade at Cologne's exhibition centre, Koelnmesse. Her first large trade show was the photokina, followed by the inter airport and the IMA, for many years the biggest gaming exhibition in Europe. She was responsible for "Ambiente" and "Tendence" at the Messe Frankfurt. At Reed Exhibitions Deutschland, she was director of the Bar Convent Berlin, the largest specialist trade show for the bar and beverage industry. Under her stewardship, the trade show achieved great results and was successfully internationalised with the Bar Convent in Brooklyn and in Sao Paulo. Almost concurrently, Petra Lassahn took up her role as director and head of the PSI Trade Show. From May, in other words now, Petra Lassahn also assumes responsibility for the strategic direction of the entire PSI network and its services.

"We must listen to each other even more, learn from each other even more and modernise together even more."

Petra Lassahn, Director PSI

"We will invest in the success of the PSI"

Petra Lassahn's positioning is also a clear commitment by the management of the Reed Exhibitions group to the PSI. Barbara Leithner, Chief Operating Officer (COO) at the international exhibition organiser, leaves no doubt about this: "We will continue to invest in the further development of the trade show, the network and platform, in order to meet to the current and future requirements of our members, the exhibitors and visitors. We see this as a big and important challenge, which we gladly take on with all our energy."

We seek an exchange on equal terms

Barbara Leithner and Petra Lassahn assure PSI members that they will move even closer to them in future. Not only because the current crisis makes it necessary, but because it's a strategic goal and heartfelt wish: "Only together will we be able to tackle the problems faced now and in the future. As a large, leading international trade show and unparalleled company network in Europe, we must all stand together in the market and pool our strengths. And we must listen to each other even more, learn from each other even more and modernise together even more", according to Petra Lassahn. Both are more than confident that sunshine will prevail again when the Corona clouds blow over, at the latest at the PSI 2022 in Düsseldorf.

Until then, Petra Lassahn and her competent and experienced team will closely watch and listen to the market, speak a lot with members and stakeholders on equal terms and strengthen the PSI. "Strengthening the PSI also means that we want to advance the issue of sustainability further and secure it on a sustained basis", Petra Lassahn says. Collaboration with Michael Freter is also planned in this context, who has been a key driver of this issue in the industry.

<




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PSI Digital will be the meeting place of renowned promotional product suppliers and industry experts from 19 to 21 May 2021. With the virtual trade show format, PSI offers genuine added value to promotional product dealers, textile makers, finishers and marketers. Your free ticket will provide you access. Welcome to PSI Digital!

19 to 21 May 2021: Premiere of PSI Digital

Welcome to PSI Digital

The PSI remains the promotional products sector's major knowledge and innovations platform, even in 2021. Yet it is going to be different – and nevertheless diverse and exciting like the classic format in Düsseldorf's trade show halls. For the first time, the international promotional products industry convenes in the virtual realm for a 48-hour digital event. With its different formats and many programme items, PSI Digital offers valuable know-how and practical tips for the successful promotional products business from 19 to 21 May. "Our biggest concern with this event is to finally bring the industry back together again," says Petra Lassahn, Director of PSI. There will therefore be keynotes, podium debates, practical forums and product presentations. Secure yourself a free ticket and drop by.



Top theme: Sustainability

For years, one focus of PSI has been on sustainability topics, and this also applies for the digital event when it comes to promotional products, textiles, finishing and printing. For example, a panel debate sheds light on why it is worth taking a closer look at Cradle to Cradle, and why products that are made in a circular economy are making more and more sense. The subject of one seminar is the government textile seal “Grüner Knopf” and its benefits for promotional product dealers as well as the unbureaucratic route to licensing. Drawing on the example of Sailmate, the subject of “upcycling” also moves into the focus. Specifically, this is about decommissioned sails that are used to make new promotional products and customised articles, from drinks-holders to bean bags. Sailmate founder Anna-Lena Bruchmann explains in a keynote all the other things that can be made from sails and how to do business using an upcycling model.

Basic knowledge of legal matters

Laws and directives determine the industry’s daily business in many areas. What new provisions are there and where could there be pitfalls lurking? Stay on the safe side and keep up to date. Renowned experts explain. Topics include the new Market Surveillance Regulation, entering into force in May, or also the challenges of product responsibility and product liability. The keywords here are: market measures concerning RAPEX risk evaluation, the specificities of chemicals law, including recalls due to physical or chemical defects, and everything worth knowing about substances of concern. Transparency in the supply chain is also on the programme, which offers participants a knowledge advantage on many current issues.

From the industry for the industry

A third focus lies on Best Practices – practical topics all about a promotional product dealer’s daily business. For example, promotional effectiveness on websites, the correct provision of various communication channels with the right information and explanatory “how it works” formats, on the topic of storytelling on social media, for example.

More than 150 exhibitors from across Europe

Visitors to PSI seek one thing above all: a wide product range for their customers. This can now also be found digitally. More than 150 exhibitors throughout the series of events will make sure of that. They include, for example,

elasto form, koziol, and the JCK Group companies, so Gustav Daiber, Fare, Halfar, Mbw and SND. Kalfany Süße Werbung, Paul Stricker, Master Italia, Troika, Mahlwerck, Result Clothing, Lanyard.Pro and Softibag have also registered. uma Schreibgeräte is supporting PSI Digital as Presenting Sponsor. And Schwan-STABILO is also on board as Platinum Sponsor. Both are scheduled to introduce their current product novelties. “We’re especially delighted to welcome representatives from the whole of Europe even for the digital trade show,” reports Petra Lassahn. Besides Germany, the participating exhibitors come from Austria, Portugal, Poland, Spain, Italy, France, the Netherlands, Sweden and the United Kingdom, among others.

Participation free of charge

Besides PSI members, interested non-members can also take part in PSI Digital free of charge by means of a voucher. During the 48-hour digital trade show, they will then have the unprecedented opportunity, in addition to the programme, to try out all PSI services free of charge, including the PSI Product Finder with more than 130,000 promotional products, the PSI Distributor Finder and the PSI Supplier Finder. “We want to use this to give everybody from the industry the opportunity to try out our products and convince themselves of their added value,” says Petra Lassahn. All PSI services will then be available exclusively to PSI members again after the digital trade show. Tickets for PSI Digital can be obtained at www.psi-messe.com free of charge.

Event prolonged by seven Digital Fridays

On every second Friday of the month, a total of seven Digital Fridays will continue PSI Digital from June with various topical focuses, including sustainability, finishing technologies or textiles. “This is our way of not only bridging the time until the trade show in January,” says Lassahn, “we’re also planning to continue this format long-term in 2022, so we can offer the industry the chance to source, network and train throughout the year.”

Next trade show will be in Düsseldorf

Preparations for the next presence event are already under way. Petra Lassahn and her team are therefore in the middle of preparations for the next PSI, which will take place in Düsseldorf from 11 to 13 January 2022. <

The PSI Product Presentations during the PSI Digital event are an exclusive product showcase: for brand-new products, already successful top-sellers or sustainable flagship products. PSI members can already see the products as a preview in the PSI product finder and can vote on their favourites there. We would also like to introduce the PSI Product Presentations here.

PSI Product Presentations with exclusive flair

The stage is set for product highlights

To give the product highlights at PSI a special stage, PSI launched the PSI product presentations in 2019. Since PSI must stay completely digital this year, the PSI product presentations will also make their big appearance digitally. Clicking on the PSI product finder is also an absolute must. The following pages give you an initial overview of the selected products we are highlighting.



Schwan-STABILO Promotion Products GmbH & Co. KG STABILO GREEN BOSS

STABILO has assumed responsibility as a family-run company and global brand for human beings and the environment. Another example from the quality and environmentally conscious series: STABILO GREEN BOSS. The sustainable text marker made 83 per cent from recycled plastic (recycled coke caps) has the classic STABILO BOSS form with a soft, ergonomic grip area. Its special characteristics include two different line thicknesses and refillable ink. It now also comes in four trendy pastel colours and features a long cap-off time of up to four hours. It represents a green conscious with full radiance.



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Apple skin key holder

The sustainable and vegan keychain is made from the plant-based, zero-waste material "apple skin", which is obtained from apple peels and seeds. All the apples used for production come from the Trentino/Southern Tyrol, Italy, which is known for its apple-based products. More than 500,000 tons of apple waste are generated per year during apple production. The peels and scrapings obtained during apple juice production are processed and made into a raw material, which is then ready for a second life as a keychain.



Blooms out of the Box

BloomsBox

The customisable BloomsBox is a clever, healthy and sustainable box, which can be shipped anywhere in Europe without additional packaging. BloomsBox is a wine (gift) box made from FSC-certified wood, which is filled with air-purifying plants instead of wine. The box not only serves as the packaging for the shipping, it also acts as the flowerpot for the plants. BloomsBox is waterproof. Through an intelligent watering system, plants take care of their own watering needs as soon as the box is filled with water. Blooms out of the Box obtains the materials used for the box locally. The company also compensates for its CO2 footprint by planting bamboo in Uganda. What is more, the boxes are partially produced in a social workshop.





Potter Promotion

Smart disinfection

Potter Promotion is showcasing a contactless hand disinfection dispenser with an individual and user-friendly design. Sensors can detect the hands of the user and react with a wide spray of the disinfectant that is guaranteed to cover the entire surface of the hands. A robust and stable construction ensure this dispenser can be used for a long time. The smart disinfection dispenser "Made in Germany" can hold 2.5 litres of disinfectant and is easy to assemble. It has an elegant design and fits into any surroundings. Purchase includes a customer colour according to RAL colour chart and additional branding by means of high-performance foil.



snagger GmbH

SNAGGER

The company snagger states its snack dispenser with the same name is one-of-a-kind in the world and a new product in the market. The hygienic and stylish snack dispenser turns snacking into a special experience through its portioning function. It is suitable for a wide variety of customary snacks like peanuts or trail mix. Whether you use it for pouring snacks in your hand or in your mouth – it will only dispense the right amount, while the rest of the snacks remain sealed inside the container part of the dispenser. The Snagger dispenser offers a 3-in-1 solution for snacking: It is designed for customary drink holders, is easy to use with one hand and easy to clean.



Ledlenser GmbH & Co.KG

Ledlenser Lite Wallet

According to Ledlenser, the Ledlenser Lite Wallet is the first wallet with light, making it an absolute first in the world. The elegant case made from high-quality leather has nine compartments for an ID, driver's license, credit cards or bank notes. It also features an integrated RFID blocker for protecting personal data. Inside the wallet is a handy, small LED light with a light output of up to 150 lumens. The precise, mini-format optics have good light distribution and are brighter than standard smartphone lights. This practical, everyday companion can be recharged either with a USB-C cable or at a wireless charging station.

tobra GmbH & Co. KG

The 2-in-1 mobile phone holder flipster® (FSC®-certified)

The flipster® mobile phone holder made from FSC®-certified birch combines sustainability with practical use on a day-to-day basis. It can be used on a flat surface or as a wall mobile phone holder, which is what makes it a novelty.

The three parts of the flipster® mobile phone holders are made from plywood. Production is carried out with 100 percent renewable energy in the company's own production facilities. Upgrading is done in a workshop for the disabled, which is located only one kilometre from tobra's facilities.



tobra GmbH & Co. KG

The Rhine Powerbank

The Rhine powerbank makes a statement in upcycling and social corporate responsibility. This powerbank is a small power pack that packs a punch: It is made from recycled plastic waste and can be recycled again. The Hanit® material used to make the powerbank has also been awarded the Blue Angel certificate. The composition of the recycled waste can be seen at both cut edges of the powerbank.

The cases are put together from panels after they are cut, drilled and polished. Production is carried out in a workshop for the disabled, which is located only one kilometre away from tobra.



uma Schreibgeräte Ullmann GmbH

Antibacterial, RECYCLED PET PEN PRO

Uma is selling a pen with many good arguments for sustainable advertising activities: It is recycled, environmentally friendly, climate-neutral, anti-bacterial and antiviral. The anti-bacterial, retractable ballpoint pen RECYCLED PET PEN PRO is made from recycled PET bottles. The ISO 22196 and ISO 21702 certified, antimicrobial properties have an anti-bacterial and antiviral effect on the rPET material – also against corona viruses. It cannot

be rubbed off or released and works for the entire duration of the writing instrument's use-life. The adhesion and accumulation of bacteria or germs on the surface of the writing instrument is reduced by 99.99 per cent. Moreover, it is pleasing to the eyes with its lightly shiny casing colours.



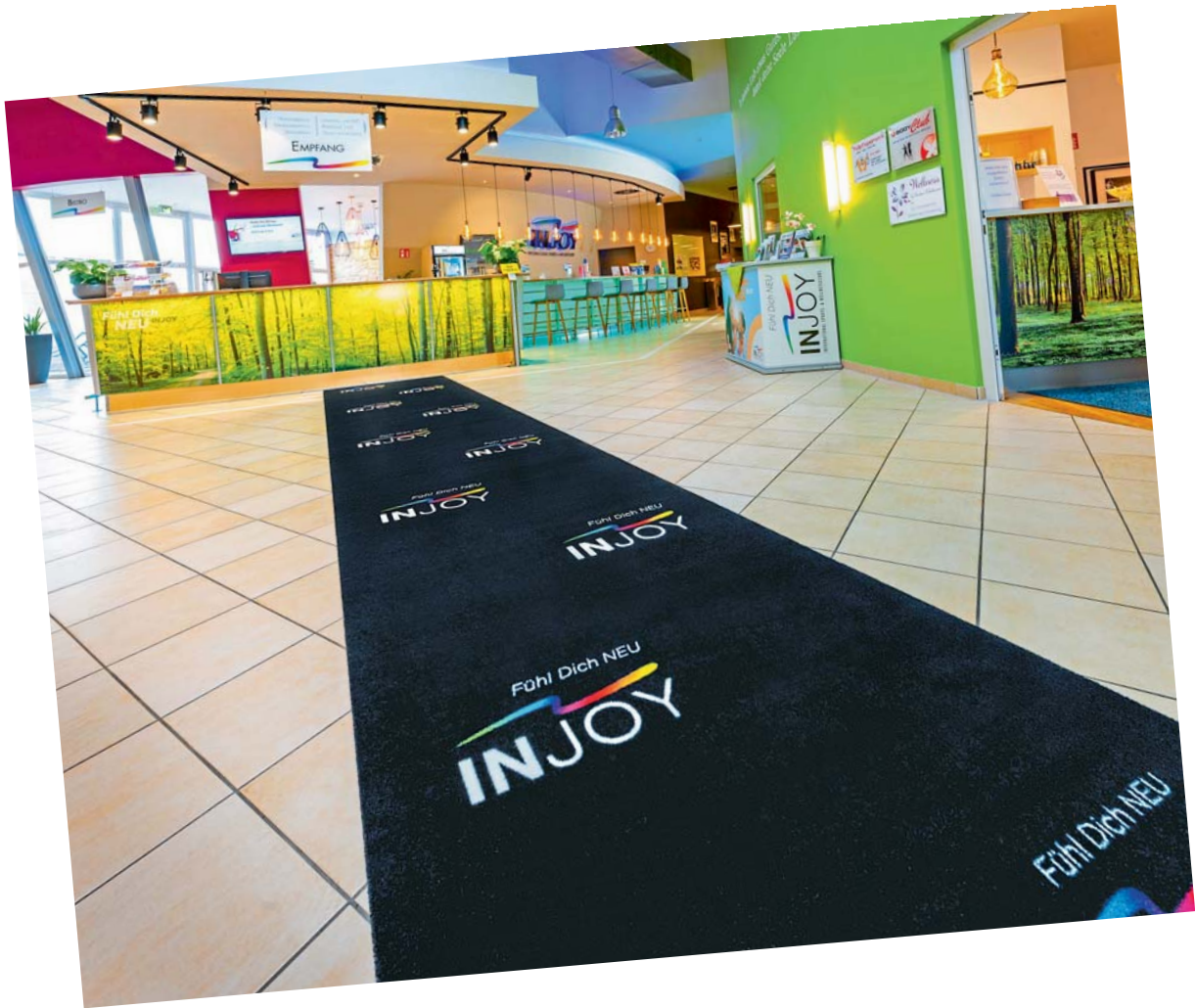
Perletti S.p.A.

Pocket Umbrella with Special UV Block

Perletti's pocket umbrella is extravagant, refined and unconventional. This limited-edition collection follows the latest fashion trends and stands out from the rest with trendy details. The small, light and windproof pocket umbrella can fit inside a small handbag and features a special UV block, which also protects the user from sunlight through an internal silver or black lining and prevents the UV rays from damaging the skin. Stability and lightness are combined in the new ribs made out of fibre glass, which make the umbrella even more water-resistant and rapid drying. The environmentally friendly material does not contain any harmful substances (PFC-free).



<https://psiproduktfinder.de/product-presentation>



Even if fairs, events and festivals are not yet possible “in person” at the moment, **our industry is thinking ahead** and has plenty of product ideas in store for the time “after”, in order to get the events industry back on track.



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

Bubbly appreciation

Just to say "thank you": a little expression of gratitude that comes from the heart and goes to the stomach. The gift specialist Römer Präsente has an elegant yet affordable idea for a product: the DANKESecco (thank you prosecco). DANKESecco serves as a special thank you for colleagues, co-workers or helpers for their tireless effort or loyalty or to celebrate the end of a successful project. This product doesn't merely stand out because of its wonderful, prickly taste, it also draws attention to itself with its design. The words "thank you" have been printed onto the label in over 20 languages. DANKESecco is available in 0.2 litre slimline cans with a silver foil label and gloss varnish that come in packs of 24 or as a sixpack in high-quality piccolo glass bottles with the same volume. Now it tastes twice as good and the "thank you" remains on everyone's lips for a long time.



PSI 60233 • Rehms Druck GmbH
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Perfect companion

Football enthusiasm can ride the wave with the UEFA game schedule from Rehms Druck, which is the perfect companion for the next European football championship. In addition to the most important information on the individual matches, the schedule includes the right country stickers for the final knock out rounds and invites people to actively and playfully use it. Your own brand can remain in the user's mind during the entire competition by placing a striking 250 by 40 millimetre logo on it. A customized imprint guarantees a long-lasting advertising effect. The standard schedule is 840 x 297 millimetres in size, but other sizes or a pocket schedule are also available.



Eco-Edition



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AWARD 2021



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Light – lit – loud

Anyone searching for a real highlight for their event has found the new trend they have been looking for in Lumitoys' Light Sticks. These extremely light tube sticks made from foam, which feature various functions such as lighting up and blinking, look great and provide the right atmosphere for any event. The sticks are available in multiple sizes. They can be individualised completely in full colour with shrink film or with stickers. Additionally, the LED colours can be changed during production according to customers' needs. Anyone who wants to complement the visual effects with sound effects might consider adding our inflatable thunder-sticks. Packaged in twos, this popular space-saving giveaway reaches its maximum impact after it has been fully inflated. The thunder-sticks are also available in various LED colours. Complete and full-colour customisation is also available for the thunder-sticks.

Summertime bags

Halfar® is offering little bags that are a perfect fit for summertime outdoor activities. These clever companions ensure that everything you need is readily available and look good while doing so. Furthermore, these bags have several environmental as well as stylish advantages. One of the most exciting products is the zipper bag from the Europe series. It is brand new, sustainably recycled from PET, made in Europe and available directly from the warehouse. This aspect makes this bag unique among our products. The bag has space for a smartphone, keys, a wallet, bonbons, and a mask all in one place. Available in blends of grey, green, blue, light grey and black, the miniature shoulder bag is a stylish, urban statement. The same is true for the zipper bag Life, although it has a completely different style. This little bag made from renewable cotton is all about naturalism, and it really shines thanks to its high-quality metal accessories. The CrossBag Flow – a little functional shoulder bag with a flat zipper pocket – is young, colourful and light. This bag is fun and comes in eight colours. There is also a cool bum bag that is perfect to wear across the body or like a shoulder bag – both of which can also be done with the BodyBag Trend. The bum bag is especially comfy to wear thanks to its cushioning in the back.

In addition to classic colours, it is also available in off-white, dusky pink or mint to suit the needs of everyone's summer outfit.



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The BBQ season has started

The BBQ set from Multiflower also promises sustainability while grilling, because meat or vegetables can be easily placed on a stainless-steel skewer or prepped for the frying pan. The tools are easy to clean and can be used repeatedly. An advertising imprint or an individual design can be placed in the header according to the information provided by the customer for a minimum order of 250 units. A small sachet is also included with around 15 grams of salt with organic herbs.

Fully charged

Spranz's assortment of design products that are not subject to a design surcharge just got bigger with the Metmaxx® Mr.ChargeBusinessBuddy, which is a first-class business powerbank with an abundance of high-tech features, such as induction charging, a suction pad attachment and integrated cables. The key feature, however, is the seamless integration of advertising by means of digital printing with LightmyLogo or DigiLaser combination. Its extremely compact format, maximum capacity of 10,000 mA/h, 5-watt wireless charging and USB-C fast charging features are what make this product the ideal solution for any needs. The design products come in a design box. More information is available directly from Spranz.



PSI 41462 • Spranz GmbH
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www.spranz.de



PSI 47460 • B&B Promotional Sweets
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office@promotionalsweets.pl
www.promotionalsweets.pl

Ever-popular classics

Peanuts in bags from B&B Promotional Sweets are the ever-popular classics when it comes to snacks, which make the perfect tasty treat for both indoor and outdoor events. Delicious and garnished with just the right pinch of salt. Practically packed in white or transparent foil packaging with flexographic print in one to four colours from the Pantone range. What's more, unsalted peanuts or other nuts can also be packaged upon request. The minimum order quantity is 2,000 pieces.

Effective measuring stick

Stabila, the renowned manufacturer of quality measuring tools, is launching a promotionally effective tournament measuring stick just in time for the upcoming European Football Championship. Postponed does not mean cancelled: Who would have thought that this saying would all of the sudden apply to great sporting events such as the 2020 European Football Championship, which will now start later than usual on June 11th. The current 2021 tournament measuring stick is there to answer questions about the defending champions, the results of the final game, the top scorer of the last tournament and above all, the teams fighting for the winning title. Furthermore, this informative promotional product provides answers to questions like how many goals each team scored in the qualification rounds, who are the best scorers in each team and how many cities the games are taking place in. With this product, excitement for the upcoming tournament will pick up speed.



PSI 43836
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PSI 41583
Hepla-Kunststofftechnik GmbH & Co. KG
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info@hepla.de
www.hepla.de

Everything under control

The practical entry bands from Hepla are essential for any kind of checks or monitoring at events. The fabric band is made out of flat-woven polyester and comes in a size of 300 x 12 millimetres. The white bands can be upgraded with four-color heat transfer printing on the front and back side, which makes it a great customized promotional product. Due to the practical black plastic slide closure, the band cannot be shared with someone else and an additional tool is not needed to close the band. It is also easy to put on: Place it around the arm of an attendee, pull the slide closure shut, and you are finished. Upon request, this functional promotional product can be customized using heat transfer printing on both sides.



PSI 45452
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The next Advent season is sooner than you think

After Easter is before Christmas: during these very days CD-LUX presents the new Advent calendars for the Christmas season 2021. Those who plan in advance will benefit from attractive early bird discounts. Thus, it may pay off to generate an interesting order or two with customers and interested buyers early in the year. At CD-LUX the focus is once again upon quality, premium chocolate and optimum sustainability in 2021. An individual Advent calendar conveys a sense of appreciation to customers, employees and suppliers. Enjoyable, high-quality advertising, that reaches the customer perfectly packaged and is guaranteed to remain the centre of attention for 24 days.



PSI 46311 • Troika Germany GmbH
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info@troika.de
info.troika.de

On the go with great sound

Let the music play: The Troika Eco Speaker is a miniature speaker with hands-free functions. Despite its mere 78-millimetre diameter, this product delivers great sound with up to 65 decibels while you are walking, relaxing, or working in the workshop. Its strong magnet allows it to stick to any metallic surface, such as a bike handle. Eco Speaker is rechargeable with its USB outlet and ideal for wireless transmission to a smartphone or tablet. It has a range of up to 10 metres. It's a great auditory experience as a hands-free device, too. The maximum battery life is approximately 3 hours, and it takes 1 ½ hours to charge. The matte black-grey device is protected from overcharge and discharge, and comes with a charging cable.



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www.zr-x.de

Impressive imagery

The Runnin' display from ZR-X® is paving the way to the digital age at trade fairs, premieres and in museums, showrooms and lounges. Once it has been quickly set-up, the user has a huge digital wall where images and videos can be shown to impress every visitor. The high-performance server connected to the monitor wall is just as easy to use as a PC monitor on a desk. Thanks to the fast and easy to assemble transport frame, the modules can be transported horizontally and then set up vertically. The mobile Runnin' Display LED exhibition wall can be installed single-handedly shortly before the event begins since it only takes a few minutes to set-up and plug in.



PSI 43439 • Miiego A/S
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info@miiego.com
www.miiego.com

Truly powerful sound

MiiBlaster by Miiego® is a novel wireless boom blaster in sleek design, created for active lifestyles, both indoors and outdoors. The highlight: the powerful music box comes with IPX5 certification, making it resistant to rainwater. The practical design means it's an easily transportable companion on the way to the beach, in the garden or at the next party. MiiBlaster has a built-in EQ button with four different predefined audio settings. The settings are created by two finely tuned drivers, which are fed by highly efficient, powerful 50-watt sound. The impressive 5,400 mAh battery ensures that the MiiBlaster delivers its magnificent sound over a period of around eight hours. The WLAN connection has a range of up to 30 metres. MiiBlaster by Miiego can also be paired with another MiiBlaster using True Wireless Stereo (TWS) technology.

Effective QR embroidery

QR codes can be perfectly presented on textiles and can thus put the focus on the customer's information in an appealing way. Klam offers two ways to make this product a stylish eye-catcher, which will set a company's message apart from their competitors: either as standard QR embroidery or as a 3D-version. It is an ideal way to reach a large number of potential customers directly at event or on the street. Your own design becomes an eye-catching message with the dynamic QR code, which can be modified as often as you want and can be used for a variety of purposes, ranging from a company presentation to finding applicants. The QR codes are embroidered with contrasting company colours or stylish colour combinations. An individual message can also be embroidered above, underneath or next to the code.



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www.stickerei-klam.com



PSI 41782 • Holz Fichtner
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info@holz-fichtner.de
www.holz-fichtner.de

A loud mood maker

The wood rattle from Holz Fichtner is sure to get spectators in the spirit: After all, this promotional product made out of regional spruce is a great way to loudly cheer on your favourite club. In the blink of an eye, spectators at football, basketball, handball, volleyball or ice hockey matches, or any other type of sports game, can use the rattle to make enough noise to distract the opponents. But they are also suitable for making noise in parades, carnivals or demonstrations without getting a hoarse voice the next day. The handle is suitable for left-handed or right-handed users and is comfortable and warm to hold in your hand. The gear wheel is made from regional hardwood, such as oak or ash, which gives the wood rattle a long-life.

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PSI 41545
JUNG since 1828 GmbH & Co. KG
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Delicious snacks for hybrid trade show concepts

Tasty promotional gifts and comforting snacks also work well during times of online trade shows and hybrid events. JUNG since 1828 has the perfect product for customers who are clicking their way through digital trade shows from home and are often faced with the challenge of long loading times or connectivity problems. The Paper Can Eco is a promotional tool that's packed with sustainability, a big portion of delicious content and is custom printed. This makes it a positive trade show experience at home in front of the monitor. The snack can, made of recyclable tinplate, packs a punch and also supplies a generous portion of comfort food in the daily chaos. What's more, the multi-faceted promotional card with practical tear-off perforation is a 'goodie holder' with long-lasting advertising impact thanks to countless filling options. Designed as an admission ticket, discount or business card, the message with a tasty little treat arrives directly at the customer's home office. The specialists from JUNG since 1828 recommend stocking up early on these and many more trade show and event treats in order to be equipped for the future of hybrid events.



Stylishness for the feet

The stylishly printed socks from Textildruck Europa are ideal as a new idea to expand collections or as a nice gift for loved ones. The soft and cuddly socks are made of 100 per cent polyester and can be individually designed to create favourite styles. The casual sock is manufactured entirely without pressing seams and guarantees all-round wearing comfort. The product is available in the sizes S (EU: 35-38, UK: 2.5-5), M (EU: 39-42, UK: 6-7.5), as well as L (EU: 43-46, UK: 8-11). The respective size is stitched on the inside of the cuff. Heel and toe are kept in plain black design.

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

Modern times

The wireless charging calendar VYNN® from Vim Solution combines the analogue world with the digital world. Any wireless charging device can be recharged underneath the calendar view, which displays three months at a time. The base plate is available in black or white and the calendar's lettering can optionally come in blue or red. This means eight different colour combinations are available to choose from. This exclusive plastic product, which runs on five or ten watts (upon request), is designed in Germany and features a calendar sheets in three languages for two years. Special colours are possible starting from 100 units. The recharging cable is included.



PSI 47555 • Vim Solution GmbH
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Thermomug myBayamo

The innovative CI concept now with new mug size!

Our favourite thermo mugs are now available in 3 sizes. The double-walled thermo mugs can be customized according to your ideas. The mix and match principle makes it possible. The bodies are available in three different colours, plus rings and sleeves of silicone in 17 attractive colours. So you can configure a mug according to your CI and realize even small series (from 1 piece) ex stock Cologne! **Discover our matching online configurator!**

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PSI 40807 • Gabriele Bühring
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Personal and practical

The identity card holder ID offered by Gabriele Bühring combines identity card holder, business card case and wallet in one and is optionally available in high-quality sheep nappa leather or PU leather. In addition to the transparent identity card slot, it features a second card slot on the front, whilst the back offers space for three further cards. A zipped compartment is hidden on the side of the stylish all-rounder, that's available in black and many other colours upon request. The robust leather strap with half ring holds the practical everyday companion securely on a braces clip or with a carabiner on a lanyard. Blind embossing is recommended for the refinement of the ID card holders, which are supplied loosely packed in cartons. The items are produced by a certified manufacturer in India.



PSI 47306 • emco Bautechnik
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On the right advertising track

Emco Bautechnik is launching the sale of special advertising rugs where the world of effective advertising messaging is literally right under their audience's feet: the durable Promorunner Soft rug that can feature a customized imprint is a great way to advertise on the floor in frequently visited entry areas while skilfully displaying logos and marketing messages. This rug produced by the doormat specialist Emco Bautechnik not only ensures for more cleanliness in the entry areas it also impresses with striking, resistant colours. This rug has several advantages: it can come in individual sizes, can absorb a high level of moisture and minimizes the risk of tripping and slipping.

Attractive promotional watches

The latest smartwatch model TSM-7 to be added to the watch collection of the Dutch promotional product specialist Tiflo has a really cool look with its sharp screen and clever functions. The TSM-7 is an ideal promotional product for employees and customers or to use during advertising campaigns. For a minimum order of 50 units, laser engraving can be used on the metal fastener and it comes in a gift box. For a minimum order of 1000 units, the dial can feature a customer's own custom design. The product supports both iOS 8.0+ as well as android 4.4+. More information is available at Tiflo.



PSI 48780 • Tiflo BV
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www.createyourbelt.eu



PSI 49862 • Roll-Up.Bayern
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www.roll-up-bayern.de

Comfortable advertising

The deckchairs from Roll-Up.Bayern, which can feature an advertising imprint, are an attractive sight at events, festivals, trade fairs or company get-togethers and they really draw attention to a company's advertising message. The customized deckchairs can also be used in the summer on patios, in the garden, in bars as a sun bed or as camping chairs. The inexpensive wood deckchairs can have a logo or motif printed on them. They come in three different models: with or without arm rests or with arm rest and drink holder. The backrest can also be adjusted for more comfort. When customized, the folding sunchair can also be used as a special and premium promotional gift. It is made out of beechwood and is thus stable. It also features a safety device to prevent it from folding shut unexpectedly. The imprint and the textile are also weather-resistant.

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Stricker strongly reinforces its Sales Team

The Paul Stricker Group strongly reinforces its Sales Team After incorporating 15 new elements in the beginning of February, on the 1st of March 10 new elements joined the ranks of the portuguese powerhouse Sales Team. These additions reflect the strategy of continuous reinforcement of the service to



client, incorporating native speakers to cover the 22 different languages of trade provided by the company. Furthermore, the markets of Scandinavia, Central Europe and Iberia have seen its field teams reinforced with Sales Managers responsible for the direct contact with the network of distributors that operate with the hildea catalogue. "We expect a strong market activation after Easter, marking the projected removal of the national lockdown measures and we are preparing ourselves to be able to answer to our partners in that moment", comments Alexandre Gil, CSO of the organization.

Founded in 1944, Stricker Group operates in 80 countries, with strong presence in Europe and Brazil, being composed by more than 1.000 members and registering over 100 million Euro of annual sales volume. www.stricker-europe.com

Three "newcomers" in the German team

Toppoint has strengthened its German team with three new employees: Jörg Sons, André Rothenburg and Jessica Becker. They will support Toppoint in the German market. Jörg Sons already joined Toppoint in August 2020 as Account Manager. He is responsible for our customers in the postcode regions 7-9, in Austria and Switzerland. "I've been working in B2B sales for more than 30 years and there's never a dull moment. The daily contact with people and team-oriented collaboration have always been very important in my work. Toppoint stands for creativity, flexibility and is constantly up-to-date when it comes to the latest finishing techniques", Sons explains. Jessica Becker started on 1st January 2021 in the internal sales department at the headquarters in Hengelo and is focussed on the postcode regions 4-6. She says: "Travelling is my great passion. That's why I lived and operated abroad for a long time. For the last two and a half years I worked in sales in the tourism industry. In this role I supported customers with their individual travel planning. Now I've moved to the Netherlands and am looking forward to the new experiences and opportunities that lie ahead for me here". André Rothenburg returned to field sales at Toppoint in February 2021 after three years in other roles. He is responsible for the postcode regions 0-3. "Even after 20 years I'm still fascinated by the promotional product industry! I passionately follow its continuous development and evolution. The industry, with all its cherished customers, colleagues and competitors, is truly something special. Toppoint stands for creativity, design and modern printing techniques and thus always keeps its finger on the pulse of time. I look forward to being able to inspire our dealers with new ideas and to achieving success together", according to Rothenburg. "With these new and valuable team members, Toppoint is looking optimistically to the future, despite the difficult times we are currently experiencing", company sources say. www.toppoint.com



The "newcomers" at Toppoint (from left): Jörg Sons, Jessica Becker and André Rothenburg.

Another Patent granted AntiBug® Drink Ware

British ceramics manufacturer AT Promotions trading as Listawood have announced that one member of their family of patent applications for Anti-Microbial Drinkware has now been granted in India. Sold as part of a range of products under the AntiBug® trademark, the company first introduced Antimicrobial drinkware products to the promotional market back in 2012.

Since then, Listawood have invested heavily in research and development and global patent protection to support their innovations. In addition to their anti-microbial technology for drinkware they have a wider portfolio of granted patents and patent applications encompassing products in their matt dye sublimation drinkware range, toner transfer coloured drinkware range and their multi-award winning ColourFusion range.

Excitingly, data from other applications being released in recent months shows that the technology utilised in Listawood's anti-microbial drinkware is proving highly effective in the reduction of the SARS-COVID-2 virus. The company are in the process of laboratory testing and expect to be able to release application specific data shortly.

"We've always been committed in our desire to offer unique and innovative lines and AntiBug® is testament to this", commented Alex Turner, Managing Director, Listawood. "It is important that our customers are aware that they are supplying products whose performance is supported by robust independent laboratory test data, meaning that they can pitch Listawood products with complete confidence" added Turner. For more information visit: www.listawood.com/antibug

Listawood



SND Joins the Group

The Welcome Home Group is welcoming a new member true to its motto: "the best partners." The firm SND PorzellanManufaktur GmbH will enhance the Welcome Home Group as a specialist for promotional products made out of porcelain. This group of promotional product suppliers, whose other motto is "the best products", now includes a supplier of one of the most popular product segments: SND. Customised mugs and cups are well-liked brand messengers and are experiencing growing popularity in the industry's promotional product segments.

Every year the companies Daiber, Fare, Geiger-Notes, Halfar, Jung since 1828, koziol, mbw, REFLECTS, aditan, uma and SND have traditionally presented the latest advertising trends and products in their own production facilities under the motto "The best home". In December 2021 the Welcome Home members would like to again invite their customers from the promotional product industry to personally visit their facilities. More information on the Welcome Home Tour 2021 will be provided soon and can be accessed under: www.welcome-home-tour.de



Welcome Home

koziol Products Now Climate-Neutral

koziol “ideas for friends” GmbH, a renowned manufacturer of high-quality household goods with an unmistakable design, is becoming even more sustainable: for 2021, the company based in Erbach/Odenwald now guarantees that all products are CO²-neutral. koziol attains 70% of this neutrality through savings on CO² emissions, which are achieved by means of its own measures. 30% are compensated by intelligent reforestation of existing forests with new, climate-resistant tree species and care of the existing stand. The climate compensation is maintained by a forest area of 32 ha, or converted, 19,193 trees. These trees are already fully grown and thus absorb a maximum of CO². Alongside that, these original areas offer protection to many endangered animal and plant species, thus rendering a valuable contribution to biodiversity. The “koziol forest” is located on the Baltic Sea island of Rügen.

“We regularly undergo a comprehensive sustainability check in the areas ecology, economy and social competence according to code of procedure B/17-400780. With the analysis and audit report no. 50202332 we obtained the 2021 test seal for assured sustainability from the German Institute for Sustainability and Economy in Münster,” explains managing director and proprietor Stephan Koziol, adding: “For the year 2020 alone, the certification body ascertained CO² carbon dioxide savings of 696.8 tonnes. We are also assuming a similarly high savings rate for 2021 and continuing to work on making the entire company CO²-neutral by 2025.” www.koziol.de



The new REFLECTS® Catalogue Strategy

Up until 2020, the company REFLECTS® from Cologne used to send its customers an extensive main catalogue every year as well as various catalogues for certain occasions throughout the year. Starting in 2021, the company will no longer be re-issuing a main catalogue but will issuing a special catalogue for each REFLECTS® brand.

In the summer 2019 REFLECTS GmbH began a restructuring process for the company as well as the brand REFLECTS® with the aim of advancing as a multi-specialist. These efforts have resulted in the company substantially reducing the number of items in its product assortment, concentrating its product range to 4 key product areas and reinforcing its innovation ability. At the beginning of 2021, the REFLECTS® assortment was reduced by around 1,000 products. Of course, this strategy also influences the market communication of the Cologne-based company, which from now on will publish one special catalogue for each brand.

The special catalogues “RETUMBLER® – Best of Drinkware” and the workbook “RETIME® - Cool Watch Concepts” have already been released. The next catalogue “REEVES® - Smart Electronics” will be published soon. Another still unreleased brand will be introduced in spring 2021 and its catalogue will be issued soon thereafter. A lanyard catalogue is also scheduled for release. The catalogues initially will be available online followed by printed versions. Customer cover versions will also be possible.

The company states, “Even if COVID-19 has contributed to delays in publications, all currently active and recently launched brands are expected to be available on the market with a catalogue this spring.” In 2022 REFLECTS plans to publish all brand catalogues at the same time in January. www.reflects.com



Writing instruments in a new, singular way

The new website of the Swiss writing instrument manufacturer Prodir, which is also optimised for the use of mobile devices, sets standards in customer experience, presentation, and product search. And it is just as easy to use as an app. The new website, which has gone live in the meantime, offers interactive product videos that spectacularly showcase the writing instruments and enable a completely new product experience. User-friendly search functions with intuitive filters let you discover the collection in a targeted way using a variety of different parameters such as colour, surface, material or model. The special sustainability section contains important background information on the strategy, portfolio, and certificates of the Ticino writing instrument makers.

Important for the dealers is the new Partner Lounge. Here, authorized resellers can find high-resolution advertising media, downloadable product data sheets, cloud-based price lists and a partner configurator that they can integrate into their own website with their own logo to attract new customers.

However, print will remain a central component of Prodir's brand strategy in the future: "The increasing complexity of personalizable products needs the digital, classic catalogues quickly reach their limits," says Eckhard Sohns, Chief Sales and Marketing Officer at Prodir. "But our heart beats analogue. The sensual experience is a part of the communicative strength of our writing instruments. For our love of paper, produced sustainably of course, good stories and strong images, we will rely entirely on our Open magazine in future. Because what you touch also touches you. This experience cannot be digitized."

The new internet platform is designed for the company's authorized partners, marketing and communication specialists and resellers who want to optimize their portfolio with high-quality promotional products for their businesses. www.prodir.com



The new website of Prodir.

New brands exclusively in the assortment

Starting now, the firm Schäfer Brand Distribution GmbH, based in Dautenbach, has exclusively taken over sales for the brand Monolith in the premium segment. Monolith stands for high-quality ceramic grills, which will win you over with their versatility and multifunctionality. The products are ideally suited to dishes which have to be exposed to a constant temperature for a longer time period. The assortment is rounded off by charcoal and smoke pellets. The firm will be happy to send anyone interested the entire catalogue. An additional newcomer to the Schäfer family is the Thrustmaster brand, which the firm has added to its electronics portfolio Move. For over 30 years, Thrustmaster has been developing high-tech video game accessories to serve and entertain every type of player. Building on this know-know and technical expertise, the specialists have been putting products such as peripheral devices for flight simulations or controllers for precise game play on the market. www.schaefer-global.com

Schäfer Brand Distribution



The ceramics grill icon from Monolith not only can grill, but also smoke, bake, cook and cure your food. Renowned German Cook Tim Mälzer is also amazed by it.

Percy & York becomes new shareholder

The company m.e.s. ideenreich GmbH, gathered around founder, partner and managing director Ralf Hesse – who has been in the industry since 1979 – has found “the perfect partner for a continued, successful and above all more digital path into the future” with Percy & York, comes the announcement from the company headquarters in Leichlingen. A close collaboration in the field of digital marketing has already been in place with Percy & York and its partners Maik Kuszynski and Stephan Weise for a number of months, and now the wish is to continue to expand this partnership and elevate it to a long-term, professional level. Percy & York is a young and dynamic digital agency from Reken in the Münster region. The company has extensive expertise in dovetailing analogue and digital marketing and develops cross-industry marketing concepts, subsequently putting them into practice. In particular, through its great passion for digital communication channels such as Instagram, Facebook, Pinterest, YouTube, but above all podcasts, Percy & York brings a breath of fresh air into the founder's traditional company. Ralf Hesse: “I am certain that we will create valuable synergies and gain more digital visibility all in all, so that we can bring our haptic promotional products effectively closer to considerably more people and companies. Simultaneously, this partnership acts as an accelerator for the change process already begun in 2019. My continuing role as partner and managing director of m.e.s. also signals to all employees, customers and supply partners that the partnerships experienced so far will continue to endure.”



A visit to m.e.s. ideenreich (from left): Stephan Weise, Ralf Hesse, Maik Kuszynski.

Stephan Weise: “I’m pleased to take on this new and exciting challenge and am convinced that the blending of our two companies and competencies will give rise to many new solutions, products and services which we can put to use in solving people’s problems, maximally satisfying their needs. I myself have known Ralf Hesse and the company for almost 25 years, I love the promotional products market and have great confidence in this new, joint path, above all, though, in the movers and shakers in the m.e.s. team. I’m keen to help give the company a new ‘facelift’, without questioning the company’s DNA. Lived values such as commitment, focus on solutions and reliability are also very important to me, which is why I won’t have any difficulty in soon becoming part of the ‘family’ here.” The company is not disinclined towards further acquisitions, the announcement concludes. www.mesideenreich.de

Promotional products professional as new sales manager



Uwe Horstmann

Brand specialist multibrands GmbH has acquired Uwe Horstmann as the new sales manager for Germany, the Netherlands and Switzerland. With his experience from more than 20 years as a professional in the promotional products industry, Uwe Horstmann has an excellent knowledge of the market. “We are very pleased to have recruited Mr. Horstmann for the distribution of our brands Schwarzwolf outdoor, Pierre Cardin and Vanilla Season. He will certainly continue to press ahead with the positive development of our company and continue to provide the right impetus to further develop multibrands GmbH with its three brands, even at this extraordinary time,” says Markus Jentgens, Managing Director of multibrands GmbH. www.multibrands-shop.com

Effective Promotional Products via the Web

The sister companies in the CHOICE family are also demonstrating their resourcefulness even in these times of more restricted “physical” contact and are using the increasingly important virtual options for vividly putting haptically effective promotional products in the spotlight. For example, the companies Gustav Daiber, Fare, Halfar, mbw and SND PorzellanManufaktur hosted a webinar at the end of March, which was had the motto “CHOICE Inspiration LIVE.” The purpose of the event was to convey live and in colour the practical and uncut diverse sources of inspiration, impetuses and suggestions for intelligent, practical and smart product creations. During short presentations, the specialists of stylish promotional textiles, innovative umbrellas, great bags, emotional feel-good products and high-quality, upgraded promotional porcelain gave valuable tips

to the around 160 participants from the promotional products industry. They also highlighted trends and addressed target-group oriented topics in particular that are moving and enthusing the market. During the event the participants had an opportunity to ask questions, make remarks and give feedback by email. The presentations started in the showroom of the umbrella professionals and stretched right across the entire country with

stops in Erlensee (SND), Albstadt (Daiber), Bielefeld (Halfar), Wanderup (mbw) and the

sunny town square of Remscheid. Silke Eckstein and Markus Freisberg introduced the new SND production division for cups “Einfach Becher”, Bärbel Krohmer discussed the products on the new Daiber themed flyers “medical” and “logistics & delivery”, and Marcus Hegel and Dominik Dell explained the hip Fare umbrella models. Jens Brand presented the newly developed “modern-classic” organizer, while Jan Breuer introduced the new stuffed animal series from mbw made out of climate-neutral recycled polyester. The entertaining and diverse mix of speakers at the event has sparked interest in holding more events like this. The CHOICE partners want to see this through: the concept is expected to be continued.



BAPP launches anniversary trade show in August

As part of its 20th anniversary celebrations, the Belgian Association of Promotional Products, BAPP, is hosting a trade show under the new name “BAPP Networking Gift Show”. The event will take place on Thursday, 26th August from 9:30 am to 5:30 pm at the “Interescaut”, a former power plant, in Schelle (Boom), Belgium. The location offers an atmospheric ambience with abundant space for exhibitors and visitors. A dinner and supporting programme for exhibitors and traders is planned for the evening. Long-standing members of the BAPP will also be honoured on this occasion. As BAPP Executive Manager Erich Cormann reports, “many BAPP supplier members have already registered as exhibitors. A high level of interest has been shown. Approximately 70 per cent of the available space is already booked”. Suppliers and manufacturers wanting to take part in the trade show as exhibitors first need to become members of the BAPP. Interested companies can inform themselves and register by contacting Erich Cormann at:

Tel. +32 476 480715 · management@bapp.be · www.bapp.be

BAPP celebrates 20 years



The location of the BAPP Networking Gift Show: the Interescaut in Schelle. The former power plant is situated directly on the Schelde.

For consultants, having one's own in-house trade show is an important marketing and sales channel, which they would not want to miss. An increasing number of in-person events have been cancelled due to the pandemic. The successful tradeshow organized by K+M Werbemittel for many years was replaced by a digital format for the first time.

K+M Werbemittel: An Interview with CEO Roland Liederbach

“More multifaceted client communications”

When the pandemic is drawn out with its confusing requirements and limitations, the more the promotional products industry is using digital solutions to stay in contact with clients. What do digital tradeshow achieve and what really matters during these times? An interview with Roland Liederbach, CEO of K+M Werbemittel, where he discusses experiences, strategies and challenges.



Roland Liederbach

Mr Liederbach, this year K+M organized a digital in-house tradeshow for the first time. How was the event structured?

Initially we asked ourselves how we could realise three main pillars of our previous tradeshow on a digital format: personal interaction, haptics for promotional products and chatting while eating a meal. When designing the event, we kept the well-known tradeshow operations the same for the most part: Registration and reception at K+M counter, where participants received information on program, were followed by a “tour” around the individual stands, much like traditional events. Clients could select different media and tools along their way. Whether a spontaneous chat while passing by the stands or a personal consultation with one of our employees or suppliers – there were many opportunities to get infor-

mation about products and trends using the chat box or video call. The five specialised presentations were followed closely and inspired animated live discussions. By ha-

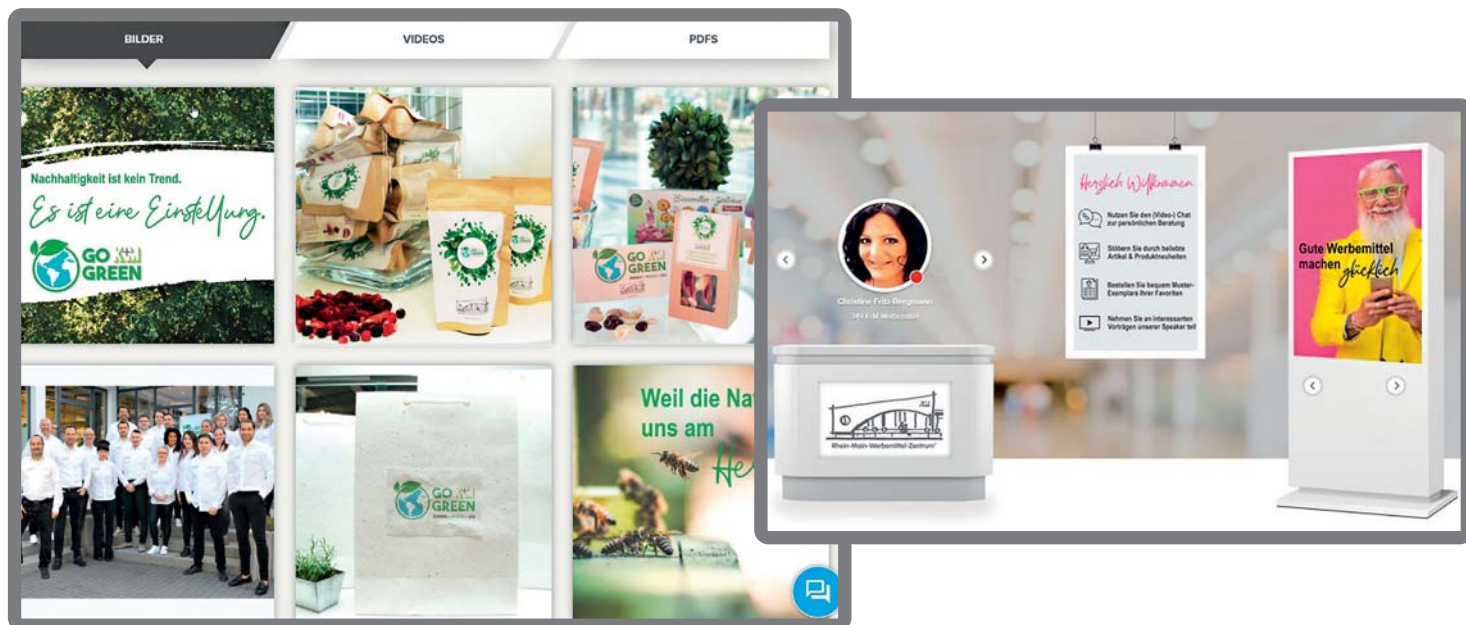
ving sustainability as the focus topic, we were able to build upon two previous tradeshow, which had already made a bold statement with the motto “Go Green”.

What kind of feedback did you receive?

We received very positive feedback. Clients were enthusiastic and exhibitors were satisfied. Overall, we had around twice as many registrations than previous years and considerably more visitors. We registered around 400 video calls, more than 3,000 chats and well more than 25,000 page views of the exhibition-stands of our 78 suppliers. Demand for sustainable products and product ranges was huge, which reflects the increasing importance of this segment. Our K+M Health stand with products from the healthcare and hygiene sectors also attracted a lot of attention. The fact that our system was clear and easy-to-use surely contributed to everyone's acceptance of the digital format.

Your conclusion after this premiere?

The virtual format worked well and strengthened our contact with clients. A big plus: We could gain many more companies located far away to join the event as visitors as they probably would not have been able to travel to our traditional in-person tradeshow. The larger reach of the digital format was also due to the fact that this medium is easy to use: With just a few clicks, people can browse through products while working from home and can discover what promotional products do. This is why we intend to continue to offer this format as a supplement to our traditional events in the future. Despite the positive experiences we have had, we still want to focus on having personal contact with our clients. Of course, nothing can replace in-person consultations or the ability to touch and



K+M Werbemittel comes to a positive conclusion after the first in-house digital trade show. A digital format is expected to also supplement events in the future.

try on products, and nothing can capture the overall flair of an in-person tradeshow. For this reason, we really hope that we can host a traditional tradeshow soon again.

The pandemic has not only changed the tradeshow and exhibition industry. What was the corona year like for K+M?

Of course, the traditional promotional product business declined because events in many industries had to be cancelled and budgets were frozen. In a short period of time, we had to reorient ourselves and were forced to take risks that we would avoid doing during normal times. These risks often turned out well but we also had some setbacks, especially when unknown providers from outside the industry were involved. It was and still is a difficult time in which we are all still learning. We focused early on expanding our assortment of hygiene and healthcare products and were able to do well thanks to this line of business as well as our existing reserves.

What did you learn?

Every crisis brings with it opportunity. Concepts have to be developed as quickly as possible and it is imperative to keep calm to avoid making mistakes. Being willing to take risks is necessary but one should not lose sight of the big picture. A crisis also offers ample opportunity for all types of profiteers, which businesses have to protect themselves from. Especially now, it is very important for com-

panies to improve their professionalism and reliability. This is how we can create trust and keep clients, or even gain new ones. We have noticed this, for example, in our full-service department.

What does the industry have to brace itself for in the near future?

We will have to continue accepting losses. The big question is how long will this last. We, our suppliers and clients are in a holding pattern until we return to a normal way of life. But I am sure that the traditional business will pick up again with a delayed response as soon as we get a handle on the pandemic. Nevertheless, we recognize the positive approaches that will also continue to play a role in the future. For example, many large companies are switching budgets to include more incentives for employee motivation. We are also profiting from this, because by offering flexibility and professional advice, we can achieve a lot in this respect, also over the long-term.

Will client communications change in the future?

They will become more multifaceted. Probably what will stay the same is switching between channels, or even better, using a combination of channels. A lot of customer loyalty schemes will take place online since everyone has gained a lot of internet experience and people's utilization thresholds are lower. The great thing about it is that many campaigns, competitions, reward systems etc. can be done with haptic advertising. Customers increasingly need personal tools for their own contacts and many opportunities are opening up in this respect, especially when communication levels are combined. Promotional products will continue to be highly significant as ideal, customizable, handy and effective advertising mediums. <

Thanks to the Workwear Collection from Gustav Daiber's JAMES & NICHOLSON brand, those working outdoors will be best equipped in future. The product range offers a new certified UV protection, which protects professionals from the harmful effects of constant exposure to the sun.

Gustav Daiber – JAMES & NICHOLSON

Workwear Collection with UV protection



Durable and easy-care at the same time, the workwear polos and T-shirts with contrasting piping and a UPF rating of 50+.

Combining protection and comfort

Personnel working outdoors are subjected to high UV exposure every day – because the rays penetrate the clouds and shine regardless of the outside temperature. In the certified Workwear Collection, JAMES & NICHOLSON combines the functionality and comfort of good work clothing with high UV protection – perfect for all professionals in outdoor jobs. The T-shirts, long-sleeved shirts, polo shirts and caps in the workwear range are treated with a UV blocker using a special process. The UV protection rating has been tested by LABTECH Prüfungs-gesellschaft (textile testing laboratory) according to Australian-New Zealand standard.



The right sun protection with UPF 50+ in the form of a cap from the myrtle beach brand.

Wide range of certified UV protective textiles

Durable and easy-care at the same time, the workwear polos and T-shirts with contrasting piping (JN889/JN890, JN891/JN892) and a UPF of 50+ provide optimum skin protection. For even greater elasticity JAMES & NICHOLSON recommends the BIO Stretch-T Work (JN1801/JN1802), T-shirts made of extra-soft elastic single jersey with crew neckline. These are also available as a BIO Stretch-Longsleeve (JN1803/JN1804) for colder work days, thus protecting the wearer from harsh UV rays in autumn and winter. The head is particularly sensitive to strong UV exposure. Therefore, it's all the more important to use the right sun protection with UPF 50+ in the form of a cap from the headwear and accessories brand myrtle beach. The Panel Workwear Cap (MB6235) is available in eleven different colours and thanks to its padded sweatband, is also highly functional. A further, very fashionable version is the Panel Cap (MB6228) with reflective elements. <

JAMES & NICHOLSON recommends the BIO Stretch-T Work for even greater elasticity.

JAMES & NICHOLSON, the quality brand for superior corporate and functional clothing from the manufacturer of promotional textiles Gustav Daiber, is placing greater emphasis on the issue of sun protection in its Workwear Collection in future. Certified UV protective textiles in clean and modern design protect people who work in the open air from harmful UVA and UVB rays and are more reliable than any sunscreen. The workwear features a high UPF (Ultraviolet Protection Factor) of 50+ and thus blocks 98 per cent of the UV radiation.



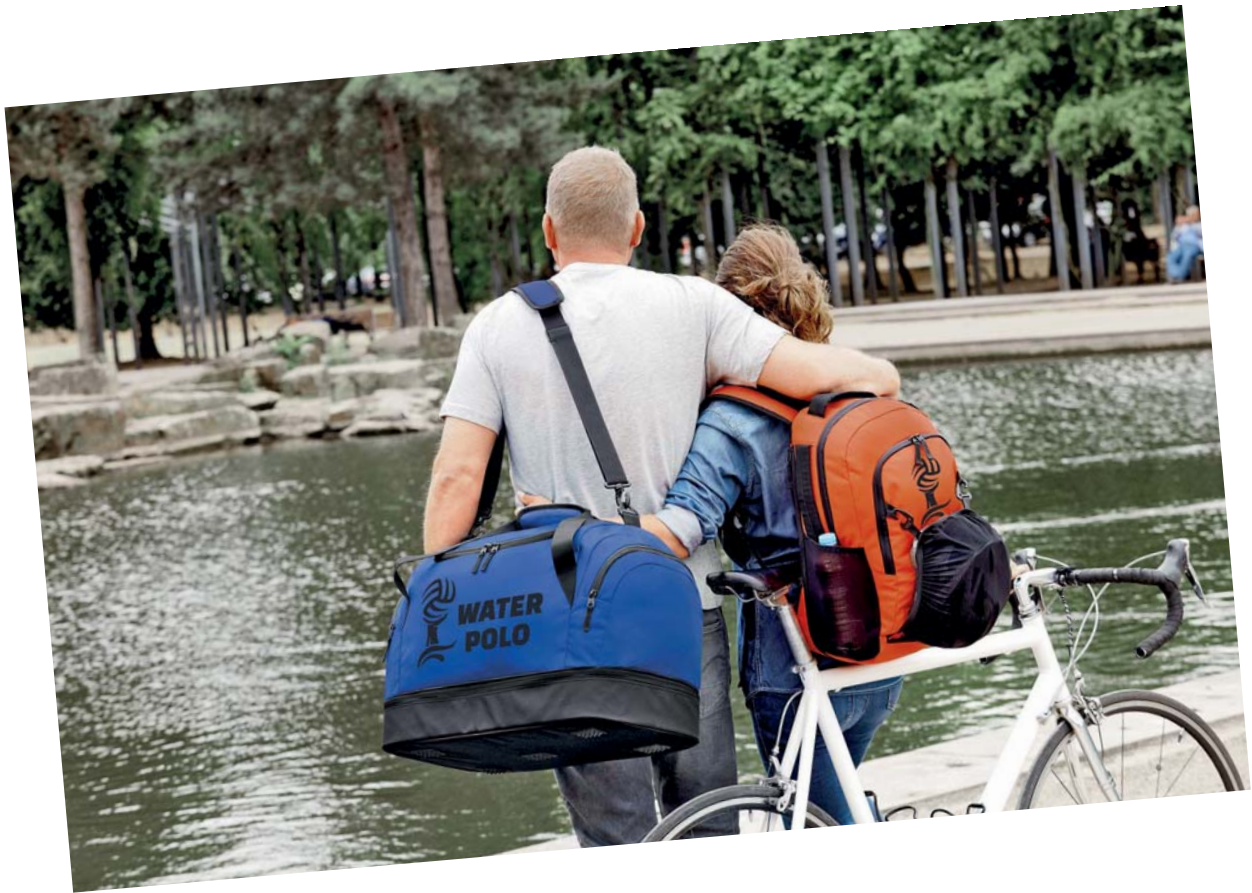
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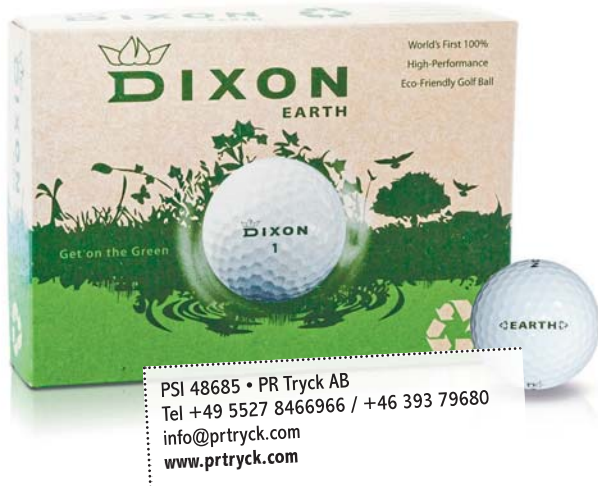
MEDIA GUIDE 2021

 Reed Exhibitions





Promotional products dedicated to these themes attract a lot of attention. After all, health is a sacred thing on which **successes in the sporting and fitness industry** are based. We present to you compelling promotional products from this category.



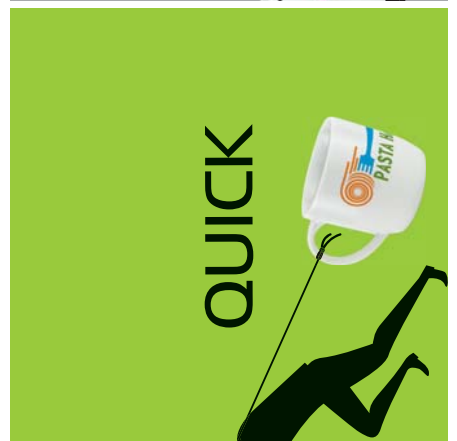
Environmentally friendly golf

Dixon Golf has now developed what it calls the world's first environmental-friendly high-performance golf balls. In contrast to almost all golf ball brands, no aggressive heavy metal contaminants such as cadmium, tungsten, cobalt or lead are used. Dixon golf balls are 100 percent recyclable and consist of reprocessible materials. The production site of Dixon Golf meets the highest standards environment-wise and moreover donates 10 percent of its total profit to charitable organisations.



Safe on the water

Just in time for the imminent holiday period, LimeBOX presents cosmetics with a waterproof formula. These products, especially the SPF30 and SPF50 sun lotions, are perfect for water sports enthusiasts. Due to the low proportion of water in the cosmetic and the unique way its ingredients are processed, this creme is extremely waterproof and offers effective protection against UV radiation, both when playing ball in water and when surfing or sailing. Behind this capability is a system of photostable UVA/UVB filters, which guarantee protection against skin-aging effects due to the sun's rays.





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More power for every body

The appealing contents of the “Healthy Cooking” cookbook from Edition Michael Fischer are bound to make one’s company a positive talking point among customers. Tailored special editions from our diverse publishing range perfectly serve that aim. Custom books with flexible number of pages, special features and custom corporate design are part of the package. The recipes cater to all tastes, and the cookbook is rounded off with valuable facts on essential nutrients and their very specific, health-promoting effect.

Summertime is sun time

Beautiful weather draws many people outside. Precisely because of the restricted travel opportunities, many people are spending time in the garden or in the country. To ensure that this time is not spoilt by unpleasant sunburn, Römer Wellness has taken precautionary steps in this context. The manufacturer offers the sun lotion with SPF 30 in a 20 ml and 50 ml tube. Your customers’ business partners’ or employees’ skin is therefore always protected against sunburn and UV radiation. Römer Wellness flexibly and quickly applies a logo by means of pad printing or label.



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www.roemer-wellness.de

Fresh breath from little capsules

PaperMints CoolCaps offer a pleasant two-step refreshment. The mint capsules consist of an outer shell, which immediately melts in the mouth and leaves behind fresh breath.

The inner capsule is swallowed and spreads a long-lasting refreshing sensation in the stomach. Brand new is the small, practical box containing 50 CoolCaps. Just one capsule drops into the hand when the lid is opened. The sticker on the lid is provided with a customer logo from a minimum order quantity of 500 pieces.



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Transportable bike repair shop

The Troika Bike Multitool is set to score points with a cool design and 18 tools and functions tuned specifically to bicycles. Screwdriver with Allen wrench and cross recess, hexalobular internal and hex key, spoke tools, jaw spanner and much more make this an all-round tool for cyclists. With the 18 functions in total, the rider is ideally prepared for any mishap on the road, the provider promises. Thanks to a little metal plate with punch hole, the bicycle tool can be secured on the key with total ease and is always a faithful companion.

Clean hole-in-one

Frank Bürsten wins the hearts of all die-hard golf fans with an unusual promotional message-bearer: the practical brush, which imitates a golf ball in shape and size, is not only a real eye-catcher, but also turns out to be an exceedingly practical playing companion during games of golf. The golf club can be freed from dirt in no time using the hard synthetic bristles. The golf brush, produced in Germany, can be secured onto the golf bag by means of a carabiner.



PSI 41853 • Frank Bürsten GmbH
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www.frank-brushes.de



Refill in style

The Metmaxx® "GenerationRefill" water bottle presented in black by Spranz is suitable for both still and carbonated drinks, the provider indicates. The stylish stainless steel refill bottle holds 400 millilitres of liquid, has a QuickDrink snap-on lid, and comes to the recipient in a designer box. More products on this or many other themes are offered by the Spranz collection catalogue.

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Cuddly with feel-good factor

The durable towels by Textildruck Europa in the classic version not only make a great impression in hotels and hostels, but also serve as brilliant giveaways for gyms, sports clubs or sports-oriented retailers thanks to their high-quality material and high absorbency. The towel can be custom embroidered and is made of 100 per cent 380 g/m² cotton.



FACT

by FARE®

Durchblick

Gute Sicht bei Wind und Wetter: der neue FARE®-View mit transparentem Sichtfenster ist ein Hingucker mit Weitsicht. #FAREfact



» Weitere Facts zu Art. 1119 finden Sie unter

www.fare.de/feed



Quiet nights for babies

The Babywohl thermal belt from ASSCA is a product for the alleviation of colic, cramps and restlessness in babies and small children. The special combination of targeted heat and pressure therapy ensures quieter nights and relaxation for child and parents.

With the new Plus version, practical improvements are added, such as a click pack for use while travelling, new material, new dimensions and a multi-ply structure with thermal and insulation layers. Custom design of packaging and belt is possible.

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info@cookiecutter.de
www.cookiecutter.de

Relic from childhood days

A relic from childhood days is back: the hula hoop is advancing to become the lockdown trend, hands down. Through working out with the stylish ring from Global Innovations, an effective massage of the back and stomach musculature is achieved. Against this background, hula hoops are an ideal promotional product in times of working from home. The hoops can be designed in the company's CI colours. Moreover, a logo can be integrated. The minimum order quantity is 300 pieces.



PSI 46626
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www.globalinnovations.de



Reading body weight at home

The 7331 BMI calculator from HEPLA is a useful tool for determining personal Body Mass Index and correctly reading one's own body weight. The easy cardboard calculator makes it simple to determine whether one is a normal weight, underweight or overweight. With the aid of the rotary disc, current weight and height are set and personal BMI ascertained. The calculating disc is available monolingually in German and can be printed on in four colours on the front or on both sides. Custom designs can be supplied on request.

PSI 41583
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PSI 42130 • Regine IQtrim GmbH
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Stretching for muscle strength

The perfect accessory to build and maintain muscles can be found at Regine IQtrim: Happy Stretch is an exercise band made of wonderfully soft polyester elastic, that's at hand whenever and wherever needed to do a few effective, muscle-strengthening exercises. Easy-to-understand exercise instructions come supplied with the band, which is available in two resistance levels. The compact band that's suitable for mailing is a practical gimmick to help stay fit with limited effort, also making it ideal for the younger generation, such as employees working in home office.

-Advert-



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Post-vaccination plaster

The large range of hypoallergenic plaster products from Wellness Promotion offers the right product for every area of use, as well as post-vaccination. All plasters are manufactured according to the strict directives of European medical product law. Sustainable packaging is offered by the paper packaging of the items "MailCare" and "Pocket". Both packaging types are made from PEFC-certified sulphate cardboard, which can be printed on using both digital and offset printing. An ideal promotional product for the current vaccination programmes is the "BigPack". Suppliable filled with up to 100 plaster strips (in different sizes), with its big store of plasters it promotes particularly effectively. The plaster strips can be custom printed from just 3,000 CareCards or Pockets.



Pocket-sized gym

Sustainable, vegan, climate-neutral and environmentally friendly: with these values in mind, the WAGUS exercise bands make ideal carriers of advertising messages. The "mini gym" is made of biodegradable natural latex. Larger quantities are fully customised in terms of band colour according to Pantone, band length or resistance level by the manufacturer in Malaysia. Small quantities can be supplied from stock in five standard colours. The bands are suitable, above all, for the areas of home fitness, pharma, food, industry, health insurance funds, hotel business or tourism.

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Tel +49 89 4512549273
b2b@ackermann-kalender.de
www.ackermann-kalender.de

Through Germany by bike

Cycling is healthy, improves the mood and is currently right on trend. For 2022, Ackermann presents its cycle path calendar and shows Germany's rewarding places for getting on your bike. Sight-seers will be thrilled by the view on the Berlin-Usedom cycle path, look forward to the Burgenstrassenradweg, enjoy the ultimate cultural experience on the Mozartradweg and marvel at the picturesque Moselradweg. Like all Ackermann calendars, this one is also produced in Germany and printed in partnership with NatureOffice climate-neutrally on paper from sustainable forestry. Promotional printing is possible from just 50 pieces.

Sustainably soft advertising

Sustainable advertising ideas, from the classic promotional towel to the exquisite golf and beach towel, are produced by HERKA Frottier in a resource-efficient manner in the heart of Europe. Multiple certifications ensure quality. 12,000 towels per day and more than 90 years' experience guarantee know-how. All items can also be supplied as organic products in GOTS quality (Global Organic Textile Standard). The new HERKA product catalogue provides an overview.

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



-Advert-



Shiva Pura

Anti-bacterial

Bottle Promotions

New!

ANTIBACTERIAL

In times where hygiene is of the utmost importance we introduce our Shiva PURA bottle. This bottle is made of anti-bacterial polyethylene containing a special additive. This releases silver ions that prevent bacteria from colonizing on the surface of the bottle. An appropriate promotional item in these challenging times

www.bottlepromotions.com

a **Tacx** company



PSI 60126
Johannes Buchsteiner GmbH & Co. KG
Tel +49 7162 40960
info@buchsteiner.de
www.buchsteiner.de

Safe and unmistakable

The PillMaster pill boxes by Buchsteiner guarantee safe and clear storage of medication, dietary supplements and pills of every kind. The boxes are available in two sizes, each featuring five or ten integrated compartments. This makes them an ideal promotional product for pharmacies, pharmaceutical companies or manufacturers of dietary supplements. The boxes can be printed on the surface of the lid for orders of 500 or more. Of course, they are 100 per cent food-safe and odourless.

Fast and reliable protection

The current Stricker hand and surface disinfectants, produced according to WHO recommendations, as well as gels protect against viruses like corona or influenza but also against germs and bacteria. The 10 ml disinfectant stick with clip is particularly practical. Private labels are offered starting at 100 pieces per product at no extra cost. Various other container types such as 10 ml, 50 ml, 100 ml, 125 ml or 500 ml are optionally available. The delivery time is short, at approximately one week.



PSI 60183 • Strickerchemie GmbH
Tel +49 4474 93402-0
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Colourful fitness companions

Under the name Sporty Bag, Inspirion presents a set of three exercise resistance bands in different strengths and colours. According to the manufacturer, they weigh "practically nothing", take up very little space and can be transported conveniently in the supplied mesh bag with draw string. Thus, there's nothing to stand in the way of the next workout in the park. Custom finishing can be achieved through digital transfer and transfer print.

PSI 42907 • Inspirion GmbH
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www.inspirion.eu



PSI 45666 • Halfar System GmbH
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www.halfar.com

Bags for team players

Regardless of whether the enthusiasm lies in team sport, the gym or more in sauna and wellness: the TEAM bag series from HALFAR® with sports bag and rucksack offers the right accessory for every active person. The bags are more than storage space at the same time: they become part of the sports equipment themselves. The rucksack has a net that can be pulled out of the zipped bottom when required and hooked back on outside. Suitable for a bicycle helmet, ball or rain jacket. Can the bag happily turn out to be bigger? Then the TEAM sports / travel bag will be just the thing, with an extra bottom compartment and two side pockets.



JETZT FRISCH AUF DEM MARKT!



Made in Europe, direkt ab Lager.

Neu: Serie EUROPE. Taschen Made in Europe als Lagerware, sofort verfügbar. Damit machen wir die Wege zur Nachhaltigkeit noch kürzer. Mehr europagefertigte, nachhaltige und einfach schöne Taschen auf www.halfar.com.



HALFAR

Starke Taschen.

Vertrieb über den Werbemittelhandel

Halfar System GmbH | D-33719 Bielefeld | Germany
Telefon: +49 (0) 521 / 98 244-0 | www.halfar.com



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

Well-equipped for the golfing season

With personalised golfing items from Stickerei Klam, sportsmen and women will quickly attract attention on the green. An embroidered golf towel with company logo, an embroidered shoe bag with the name of the sportsperson or simply printed golf balls. Special customised products can be produced according to the wishes and preferences of customers. Products such as caps, polo shirts, golf flags, golf gloves or golf bags are part of the range, as well as tee gifts for the next tournament.



Improved appearance

The supplier Vim Solution promises word-of-mouth advertising of a very special kind with its mask cover. The appearance of any medical mask can be improved with this cover. Custom-printing is offered for orders starting at 100 pieces. The mask cover can be slipped over every conventional mask. Integrated slits for the ear loops allow it to be attached easily. The cover is washable at 30 degrees, can be ironed on the outside at low temperature and does not impair breathing.

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www.vim-solution.com



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

Now it's getting spicy

When the workout is over, the question arises: what shall I eat now? Protein bars, snacks and co. can be a quick solution. The Fitness Gewürzbox spice set from the company Just Spices provides the delicious added extra. Crisp vegetables or high-protein dishes with scrambled eggs or chicken can be given that extra spicy touch. The box is suitable for the pre-training breakfast, as well as the evening workout. The Gewürzbox can be personalised with an individual logo sticker.



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uwe.horstmann@multibrands-shop.com
www.multibrands-shop.com

Safe trekking in all terrains

Schwarzwolf outdoor is proud to present the practical Denali telescopic trekking poles made of lightweight Duralumin aluminium alloy. The cork handles are ergonomically shaped and the adjustable length straps allow users to propel themselves over rugged terrain easily. The poles feature three sections with speed-lock system, which enables very simple and quick fixing. Different end pieces are available to suit various types of terrain (snow basket, rubber and metal tip). The storage bag can be adorned with the customer's logo by using screen printing.



Just don't get bogged down!

Whether in the office or at home – thanks to our adhesive notes, your business will always be in view, wherever you are.

Discover the entire array of shapes, designs and formats of our promotional products.

Order now!

www.karlknauer.com

KARL KNAUER 
Beeindruckend anders



PSI 2043
camarc® design group c/o Kaldenbach
Tel +49 915181785-0
info@camarc.de
www.camarc.de

Firm footing for coffee and co.

The camarc® HERO thermal mug from Kaldenbach is characterised by its particularly firm footing on the desk. It prevents tipping over by accident and literally “sticks” securely on the surface. However, if it is pulled upwards, it effortlessly detaches itself from the table. The double-walled plastic insulation keeps drinks warm or chilled for up to two hours, its capacity is 0.45 litres. The mug comes supplied in the colours white, blue, orange, yellow, green or pink.

Undeniable accessory

No sport captivates as many spectators as football does. Indoors, outdoors, young and old. There's a need to get that goal! Due to its light weight of under 50 grams, the Softball from team-d Import-Export is also suitable for playing indoors and for risk-free headers. The soft soccer ball is made of wipe-clean vinyl, filled with polyester fibre and is therefore also suitable for children under three years. It is ten centimetres big, and soft and squeazy.



PSI 44186 • team-d Import Export
Warenvertriebs-GmbH
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www.team-d.de



PSI 40785 • Schreiner Coburg GmbH
Tel +49 9561833011
erika.linke@schreiner-coburg.de
www.lineale.de

Revealed with a simple twist

Being able to read particular values and dosages quickly and reliably? That's easy with the data sliders and data discs from Schreiner Coburg. Complicated facts can be displayed in a simple and illustrative way. BMI discs, pain rulers or dosage calculators make welcome promotional products. By offering different materials, printing processes and finishing options, individual customer wishes can be implemented with ease. Whether round or rectangular, single or multi-coloured, milled or punched – there's a solution to suit all requirements.



PSI 48917 • Promo-House
Tel +48 12 411 42 42
info1@krawaty.info
www.krawaty.info

Sportingly flexible

The Multibandana from Promo-House can be used both in the sporting domain and by otherwise physically active persons. As the name suggests, the Multibandana has many functions: it performs its services as a neckerchief, headband, hairband, armband, mask for nose and mouth or cap and beanie – depending on the user's creativity. Customisation can be performed by means of sublimation printing or ink/digital method. The bandanas come supplied in special cardboard boxes, minimum order quantity is 20 pieces.

reisen^{thel}®

BE COOL – BE SUSTAINABLE!



COOL BAG
KÜHLTASCHE
**KÜHLAKKU
GRATIS!***

GUTSCHEINCODE:
COOLPACK21PSI



thermoshopper

coolerbag S/M pocket

coolerbag lunch

coolerbag XL

Die Kühltaschen-Saison steht in den Startlöchern und Ausflüge ins Grüne und Outdoor werden 2021 beliebter denn je. Unser Geschenk für Sie: **Zu jeder Thermotasche gibt es ein reisen^{thel} coolpack red gratis dazu.**

reisen^{thel} Kühltaschen sind dieses Jahr nicht nur das perfekte individuelle Werbegeschenk, sondern auch nachhaltiger als je zuvor! Das Obermaterial besteht bei zahlreichen Produkten zu **100% aus recyceltem PET** – denn wir alle tragen Verantwortung für unsere Umwelt.

* Bitte geben Sie bei Ihrer Bestellung den Gutscheincode „COOLPACK21PSI“ mit an. Aktionszeitraum 03.05. – 31.05.2021, solange der Vorrat reicht.

[reisen^{thel}.com/corporate-gifts](https://reisen-thel.com/corporate-gifts)

Space-saving and sporty

Multibrands Viersen GmbH presents the Lanao sports towel from Schwarzwolf outdoor. This multifunctional towel, which comes in a space-saving polyester bag with a mesh, is ideal for sporting activities because it's sweat-absorbent. The fast-drying material has a pleasant cooling effect, which is intensified further when held under water and subsequently wrung out. It's available in four colours and can be customised either through embroidery or screen printing.



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Safety outdoors

Those who enjoy spending time outdoors know how poorly people can be seen in the dark. With the new Sport-Reflex, the company reflAktive has redesigned one of its standard products for these activities and not only adapted it for the ideal positioning of promotional messages, but also significantly enhanced the visual effect by changing the materials used. The Sport-Reflex is excellently suited for use on a rucksack or shoe and improves the wearer's visibility when running, hiking or cycling through the TÜV-tested reflection.



PSI 46970
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Safer when out and about

With the Jogger flashing light by Inspirion, the next outdoor sports session will be even safer. The little sports companion for the upper arm provides good visibility thanks to two LEDs and two different light modes (flashing and continuous light) in combination with reflective stripes. Two batteries are included, allowing the preferred lighting function to be selected immediately. An individual promotional message can be applied to the runner via pad printing upon request.



PSI 42907 • Inspirion GmbH
Tel +49 421 52270
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www.inspirion.eu



Relags – Der Outdoor-Hardware Spezialist

Wir bieten Ihnen:

-
- A collection of outdoor gear items. It includes a white Nalgene water bottle with a black cap and handle, a black dry bag with a drawstring closure, a small glass jar with a red star-patterned lid containing brown powder, a black snowflake-shaped object, an open metal tin with a black interior, and a black water bottle with a silver cap and handle.





Sustainability is the key word of our times. It seems that only ecological and socially more compatible responsibility, realised with equal amounts of conviction and consistency, can shape a future worth living for humankind and environment. Hope is already being provided by numerous initiatives in many areas of life. Our industry is also making a heightened contribution to bringing about this change by setting good examples. The PSI Sustainability Awards provide a specimen of this. We spoke to one of the prize-winners on this subject.

Interview Frank Groß

The Path to Sustainability



Sustainability par excellence: The new model Schneider Reco has already achieved the first of being the only ballpoint pen to receive the Blue Angel. Manufactured at the site in Southern Germany, Reco has managed to win the PSI Sustainability Award and now also the "Green Award" in addition to the German Design award.

Sustainability is playing an ever more important role in our society. Right at the start of the year, Schneider Schreibgeräte once again won the "Sustainable Excellence" and "Sustainable Product" award at the PSI Sustainability Awards, proving that the company is very active and committed in this area. Schneider has frequently stood on the Awards' victory podium in past years as well. We asked the writing instrument manufacturer what this means to them and what the future holds, speaking with managing director Frank Groß.

Mr Groß, what significance do the awards and the subject of sustainability in general have for Schneider Schreibgeräte?

Frank Groß: Many thanks once again for these great awards! They are valuable affirmation and recognition for us and our commitment to working and acting sustainably. The topic is now an established talking point in our society, and we are increasingly sensing that our customers are more open and receptive to it than a few years ago. We began thinking about methods to conserve resources and the environment at an early stage – at a time when many



A symbolically powerful picture: The company Schneider Schreibergeräte is increasingly turning into a “green” operation.

were still sneering at the subject. Schneider was considering an environmental management system way back in 1995. The first environmental inspection was then performed at the Tennenbronn site in May 1996, by TÜV Energie und Umwelt GmbH. Then, in 1998, as the first company in the industry to do so, we received the EMAS certificate, which we have regularly revalidated since then. ISO 14001 was not launched until 1996. ISO 14001 was subsequently incorporated into EMAS. You see, we value sustainability highly in our company and we're delighted that it is increasingly at the focus of politics and business. Precisely the younger generation is giving sustainability an important boost. The promotional products industry continues to be a very cost-sensitive market, which often competes against sustainability or even rules out sustainable products, but even in this industry there's no getting around this subject. Not least because recipients of writing instruments have become increasingly more aware and are mindful of sustainable attributes and origin.

So, sustainability begins during the production process at Schneider, and there is a lot more behind the term sustainability than just the use of environment-conserv-



Schneider began thinking about an environmental management system way back in 1995. The first environmental inspection then took place at the Tennenbronn site in May 1996. Here is the front of the company building.

ing materials for products and packaging. What measures does Schneider Schreibergeräte implement during manufacture?

We took the big step towards fully converting power sourcing to regenerative in the very first year of our EMAS certification. Furthermore, we generate our own electricity by means of power-heat coupling and the photovoltaic facility installed in the factory.

Not only the switch to green electricity, but general power savings by means of lower-consumption machinery, computers and printers also significantly improved our energy and CO₂ record. At the Tennenbronn site, emissions have fallen by almost 80 percent in the past ten years in relation to product quantity.

Moreover, thanks to renovation and energy efficiency measures, we have been able to economise on heating by 50%, despite additional buildings.

Our company pays further particular attention to the area of mobility. Our fleet vehicles have been replaced by more economical, less polluting models, electric and hybrid models, and our employees can take a free company bus or lease an e-bike for their journey to work. Our company fleet now comprises around 200 e-bikes at a total of 600 employees. So, emissions are saved on and employees participate in our ecological ethic even on the journey to work. With a handful of exceptions, rail travel is mandatory for business trips. These are only a few examples of



Group photo featuring environmentally conscious employees additionally looking after their fitness. The Schneider company fleet now comprises around 200 e-bikes at a total of 600 employees.

the measures that we have introduced and implemented since our environmental management system began.

Our primary aim was to ensure a way of producing that conserves the environment and resources, but sustainability is also at the focus at the product level. At the same time, we place particularly great value on product quality and longevity, because the avoidance of waste is still the best form of environmental protection. For this reason, we take care to ensure that our products can be refilled. The easy and clean refill options that we offer for many of our products guarantee unrestricted use of our writing instruments over several years.

We only started using organic-based and recycled plastics later on. As a manufacturer of mass-produced articles, we aspire in this regard not only to get our products looked at, but also make them sustainable. From the start, we endeavoured to continue to appeal to a wide target group and to underlay this with a production process that makes sense economically and ecologically. And we have indeed succeeded in seamlessly incorporating the design of our products out of recycled or organic-based material into our range and winning the enthusiasm of a wide target group for it.

What resource-conserving materials does Schneider Schreibgeräte use for producing its writing instruments? Schneider has been doing pioneering work in this area and using organic-based plastics for many years. Where writing instruments are concerned, organic-based plastics exhibit the same great characteristics as conventional plas-

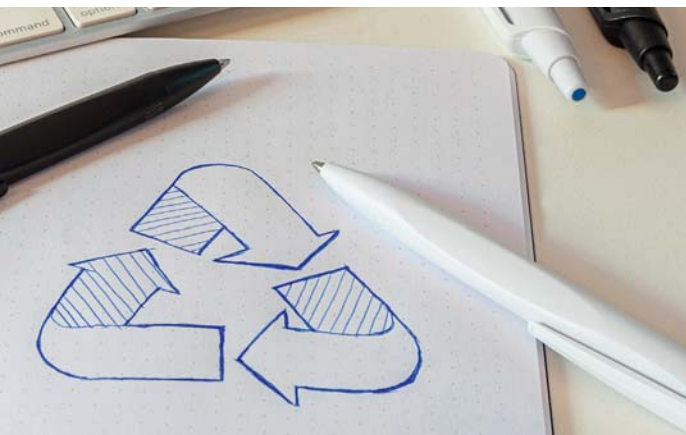
tics and accordingly represent a coequal and long-term alternative.

Besides organic-based plastics, we are additionally increasingly reliant on recycled plastics. Processing a recycled material is associated with far less use of energy than the extraction of crude oil, which constitutes the raw material for new plastic. Using recycled plastic also helps to conserve ever-scarcer raw material and energy sources. The recycled plastics that we use are tested and certified for recycled material content by an independent test institute. They originate from trustworthy sources and the products made from them are permitted to be advertised as recycled products in accordance with standard DIN EN ISO 14021.

When developing products like these, it is particularly important to us not to make special ranges, but continue to appeal to a wide target group with mass-produced articles and to underlay this with a production process that makes sense economically and ecologically.

You offer a host of certificates for these materials. Is it not the case that these certificates, vital as they are, somewhat bewilder consumers? But still: what certificates should we look out for when purchasing sustainable products?

You're right. Consumers can indeed sometimes find the large number of certificates bewildering. Being consumers ourselves, we're familiar with that problem too. Take foods, for example. Notwithstanding this, certificates are definitely good for orientation. Unfortunately, we are re-



The Reco is available in various barrel colours (white, black, dark blue).

peatedly seeing various topics, such as organic-basing and biodegradability, recycling and recyclability, not being correctly formulated in advertisements or being ambiguously described in order to deliberately influence how consumers see things. Statements are also often very elastic when it comes to percentage proportions of organic-based or recycled plastics or their origin. This is why we are in favour of certificates, because they also fundamentally help with introducing generally valid directives and making green-washing harder.

Creating transparency is highly complex, and certainly elaborate and costly at the beginning, but we think it pays to be honest in the long run, because you gain credibility as a company. For this reason, we also opted for our EMAS certification in 1998, because it is important to us to communicate our environmental management honestly and accurately. By publishing our sustainability report including all company figures, as stipulated by EMAS, we generate both internally and in respect of all market participants the maximum degree of transparency that concerns a company's commitment as a whole. We also back transparency at the product level, having our raw materials tested for pollutants and, in many cases, collaborating with independent certification institutes in order, for example, to have the proportions of our recycled materials, or the origin of our raw materials, confirmed for organic-based and recycled plastics. It is a real challenge to get proof in some cases. However, this should be as-



Schneider received the EMAS certificate in 1998 as the first company in the industry to do so. Here is the corresponding certificate showing the first entry.

pired to in every case. For commerce, DinCertco and Eu-Certplast are certainly credible certification companies in this regard. Freedom from pollutants is, moreover, a big concern for us, and it is important to look for certificates in this context too.

What makes more sense? Using recycled, or organic-based plastics?

Both absolutely make sense. We mustn't make rivals of the two ways of conserving resources, because each type has its justification. Use strongly depends on the product that comes out of it. Even products made of organic-based plastic and hence a renewable resource can ultimately be recycled.

Is recycled plastic more cost-effective than new goods?

For our purposes, sadly not. Since recycled materials tested qualitatively and for pollutants are our maxim, we need to have recourse to specifically suitable recycled materials from certified sources. There are differences here, too, and it depends on the type and way of processing that the recycled plastic requires. But generally, unfortunately, it can't be said that recycled plastics are automatically more cost-effective than new goods. Despite this, we use recycled plastic out of conviction and offer this add-on cost-neutrally for our customers.

Are there also obstacles when processing new alternative materials like these?

Yes, there definitely are. The market for high-quality recycled goods is limited and demand is very high. Many companies now use recycled material and some purchase very high quantities. For this reason, to safeguard our requirements we rely on long-term partnerships with our suppliers, because above all, besides availability, consistently high quality of the plastics also plays a crucial role.

Do you already have plans and ideas about how Schneider Schreibgeräte can become even more sustainable?

In production and concerning existing products including their individual materials, we are constantly re-querying what can be improved in reference to sustainability. For the protection of the environment and of finite resources, the search for new solutions is therefore vital. Using organic-based and recycled material conserves finite resources. For this reason, we opted to increasingly use these two new materials for our writing instruments. We will certainly continue to back alternative raw materials in the future, and we are constantly finding new opportunities to become even better on the operations side as well. <

HERKA-Frottier is one of Europe's few remaining weaving mills. The operation, founded by Karl Herrmann in the Waldviertel region of Austria in 1927, today employs a workforce of around 70 and is managed in the fourth generation by Thomas Pfeiffer, the founder's great-grandson.

Weaving Variety: Terry Products Made in Austria

Faster, more flexible and more sustainable



The HERKA team in the weaving hall.

While many weaving mills in Central Europe increasingly relied on imports from the 80s and 90s and gradually ceased their own production, HERKA with its head office in Kautzen, Austria, consistently trod the path of specialisation. The ultra-modern operation, which specialises in custom products, is "a leader in this sector" today, according to its own information.

Trust and dependability

"Demand for 'Made in Austria' products is moving increasingly into our customers' focus. And that's not only since coronavirus," says Thomas Pfeiffer, managing director of

the longstanding weaving mill. "The reasons for that are complex and often can't be nailed down in one argument. I think it has to do with trust and dependability, but certainly also with our passion for always facing new challenges and making the impossible possible," explains Pfeiffer.

Low minimum quantities – short delivery times

"We earned our renown mainly through our low minimum quantities and short delivery times. Today, our customers place equally great value on high planning certainty, their promotional products' certified sustainability and our creative and flexible product development. And on that point we've already been investing and moving plenty on our site for more than 20 years," Thomas Pfeiffer describes.

Sustainably closer to the customer

Herka recognised the signs of the times at an early stage, and already began producing sustainable ORGANIC terry towels back in 1999. All products have been available on request as certified ORGANIC products with the coveted GOTS certificate since 2011. "Our focus has changed over time," says Pfeiffer. "Our priority aim was not to increase our production, but above all to make it faster, more flexible and more sustainable. And therefore ultimately closer to the customer." To that end, in 2019, Herka in-



Sewing line with green/white terry:
Weaving, dyeing, finishing, sewing – all from one source.



The operation is managed in the fourth generation by Thomas Pfeiffer.



Brown bathrobe: from the terry towel for promotion through to fashion for relaxation, HERKA produces and finishes in Austria.



A weaving machine with yellow terry: an expanse of approx. 12,000 towels is produced on a daily basis.



New in the portfolio: high quality VINTAGE jacquard tea towels.

vested in one of the currently most modern pattern chain warping devices in Europe. Jacquard bath towels with logo, woven in multiple colours, are thereby realisable from just 50 pieces. Photorealistic weave-ins in the style of old black-and-white photos and the combination of a diverse array of weaving techniques in one cloth can now be realised by means of ultra-modern CAD technology. The latest dyeing facilities are moreover available in the company's own dye-works, 20 km away in Gmünd, with which Hera is now able to implement the customer's every desired colour (in thread and garment dyeing) even from smaller order quantities.

New products incorporated into the portfolio

When asked what goals and strategies he is aiming at for the coming years, Thomas Pfeiffer has a prompt reply: "We are weavers and intend to remain weavers. In the past years we have also garnered excellent experience in incorporating new products into our portfolio, besides terry. The current boom in the high-quality VINTAGE jacquard tea towels has shown us that there is high demand there and customers are thrilled by our hands-down 'Made in Austria' quality."



Blue terry: the "crimped terry" product innovation for exquisite tactility.

Competent and reliable customer advice

Pfeiffer sees enormous potential in the services area, too: "We used to work almost exclusively with customers experienced in textiles. Today, we support our traders from the first project onwards with expressive visualisations and a didactically structured pattern collection. And that makes a big difference: it provides our dealers with additional competent and reliable advice – and industrial customers instantly have an idea of how their desired bath towel could look. – One thing is clear, at any rate," notes Thomas Pfeiffer, with a wink: "We're certainly not going to run out of ideas by the time of Herka's 100th birthday in six years. That's also quite reassuring!"

With almost 130 years of experience, Karlowsky Fashion GmbH is permanently anchored in the international market for workwear. Karlowsky has concentrated on new product segments since last year. This also includes work clothes for the fields of medicine, skincare, cosmetics and wellness, which form part of the new Health & Beauty collection.

Karlowsky launches a “green” collection

New standards with Health & Beauty



The modern short-sleeved slip bag for ladies and gentlemen (pictured) is complemented by a short-sleeved bag with snaps and a casual bag to throw over. *Essential* is rounded off by multifunctional slip-on pants (pictured).

The family-run business is really placing its focus on the topic of sustainability in addition to its values of tradition, innovation and quality to ensure its breakthrough in these sectors. Karlowsky uses the Green Generation® label to designate its new ecologically sustainable work clothes within its entire assortment so that the company's sustainability guidelines are made clear in all product segments and collections. The new Green Generation® products are made out of certified sustain-

able materials such as organic cotton and recycled polyester. They are also distinguished by being produced under globally fair production and working conditions and by undergoing regular testing for harmful substances in the products. This is how Karlowsky is underscoring its approach for more sustainable fashion, which is already being pursued.



Investment in the future of the planet

“Our Green Generation® products are an investment in the future of our planet and are intended to encourage a fundamental transformation.” This is how Managing Director Thomas Karlowsky summarises the concept for leading workwear to a sustainable future. “We want to offer our customers real sustainable quality products with as much transparency as possible. This also includes having our products vested with the “Grüner Knopf” certificate to give our trading partners another strong sales argument to use.” The path was paved by the product certifications GOTS (Global Organic Textile Standard) & GRS (Global Recycled Standard). As a producer, Karlowsky Fashion is living up to its pioneering role in the topic of sustainability – with work clothes that not only shape the present with their striking style but that also shape/co-design the future by using more sustainability materials.

In addition to a modern short-sleeved hatch bag for women (left) and men (middle), there is also a short-sleeved bag with snaps (right).



A collection with a “green” footprint

The sustainable “footprint” is partly demonstrated in the new products in the Health & Beauty collection developed for the medicine, skincare, wellness and cosmetics sectors. The products in the Essential series of this collection are characterised by the use of GRS certified recycled polyester in addition to their mix & match character (all products are made out of the same composition of materials and can be combined with each other in any desired way). In addition to a modern short-arm tunic for women and men (KS 65 & KS 66), there is also a short-arm tunic with snap buttons (KS 63) and a casual pull-over tunic (KS 64) in the outwear segment. Essential is rounded off with multi-functional slip-on trousers (HM 14) and a new bandana (KM 30). The new assortment wins people over with its ability to be washed at high temperatures of up to 95 °C for clinically hygienic workwear and with its really light material, which guarantees a comfortable feeling while working in demanding working environments. The impressive new products come in eleven stylish colours and offer a wide selection for any company to choose from to realise their corporate design. More information is available under: www.karlowsky.de <



Antibacterial writing elegance

The **customizable** "iProtect" promotional pen from Stilolinea offers 99 per cent protection from E.Coli, S.Aureus and other bacteria, thanks to bacteriostatic technology with zinc ions. It is ideal to use during the corona pandemic and does not contain biocides or other toxic substances. This smart, versatile product is the perfect companion for promotional campaigns in schools, banks, retail sector and anywhere in public life where pens are often shared. It is made in Italy.

PSI 45328 • Stilolinea srl.
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www.stilolinea.it



Tuning for team building

The football table from Global Innovations Germany is a striking and **really fun** promotional product, which features an especially large space for advertising messages. It is a perfect way to reward your best customers or use in your own company to increase the team spirit and create a healthy work/life balance. The kicker will win you over with its stable construction made from high-quality materials. The surfaces of the foosball table are fully customizable and even the pitch can be used for presenting advertising messages.

PSI 46626 • Global Innovations Germany GmbH & Co. KG
Tel +49 6502 93086-0 • info@globalinnovations.de
www.globalinnovations.de





Clean and organic on the go

Sadly, more and more man-made objects, like PET bottles, sweet wrappers, cigarette filters and other muck, can be found in nature along the side of the road. It takes about 450 years for a plastic bottle to fully decompose. This is why users of the new ecological Pocket-Bag Maxi from emotion factory are leading by example. It contains seven handy plastic bags folded up, which are ideal to take along on your next excursion, dog walk or a hike across the mountains during the holidays. Recipients of this gift will set a good example by taking their waste back with them or could even make a small contribution to the environment by also throwing away a handful of other people's rubbish. The **new Pocket Bag Maxi** is made from biomass obtained from grains and plant materials. The manufacturer is certified under DIN ISO 9001 and Environment DIN ISO 14001. The product comes in fully customizable cardboard packaging that has plenty of room for an individual and sustainably effective promotional message. With Pocket Bag Maxi, advertising companies can take a sustainable position on the environment and their customers will always carry the memory of the company with them in their pocket, purse or backpack.

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



Fragrant aroma

Multiflower has just the right products for growing fragrant herbs for the kitchen quickly: An attractive set containing a **soil tablet and seed mix of herbs**. For a minimum order of 250 units, customers can have the packet feature an advertising imprint or individual design according to the printing information provided by means of euro scale digital printing. This promotional gift weighs eight grams.

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





Shape shifter with style

With the modern retractable pen Qube, Klio-Eterna has created a new writing instrument, which wins people over with geometrical forms. **With this instrument, round meets edgy.** The cylindrical shaft leads to a cuboid-shaped upper part, which ends in an angular pusher. This newcomer is available in a total of four versions of the model, including a high-gloss and transparent version. Its optimum shiny metal tip gives the expressive writing instrument a special value. The Qube Mn variants can really score points in terms of quality. Their elegant metal tip is made in Germany and they feature high-gloss plastic components. This new product is made 100 per cent from green energy. The innovative Qube is a real transformer because the four parts can be reconfigured by mixing and matching them. This building block system makes numerous colour and material combinations possible. It can come in up to 14 brilliant standard colours. The writing instrument is available in special colours using the PMS service for a minimum order of 5,00 units. The beautifully shaped clip is an attractive space for placing imprints by means of silk-screen printing or pad printing. Moreover, the expanded XL shaft also offers another space for realising creative customization ideas. A sustainable recycling version of the pen is available upon request.

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



Reusable food-wrappers

For more than a decade, under the motto 'Reuse and Reenjoy', Roll'eat has helped protect the planet by designing and producing sustainable, on-the-go and functional, reusable food-wrappers. The Boc'n'Roll and the Snack'n'Go are leading the change to daily use food wraps which **can be used again and again**. Both, the sandwich wrap and snack bag are long-lasting, foldable and customizable. Roll'eat provides an opportunity for companies and organizations to strengthen their corporate image by promoting environmental awareness with customized eco-friendly products. They are the best way to echo your message wherever you go.

PSI 49585 • Roll'eat
Tel +34 848 34 76 • hello@rolleat.com
www.rolleat.com



Well-protected

Regardless of what kind of summer weather we are going to have this year, Fare® products offer a lot of space for strong messages and are perfect to take along while on holiday or on camping or glamping trips or to use on a balcony. The beach umbrella Travelmate Camper comes in a practical travel size so it can fit inside any bag. The umbrella and two-piece shaft can be easily be assembled wherever they are going to be used. You just have to stick the poll into the ground, open up the umbrella and then this practical shade maker is ready to use. It also protects users from the sun's harmful rays thanks to its **sun protection factor of SPF50+**. Even if travel is not on the cards for many of us this year, the Travelmate Camper can be used for local excursions as well: as sun protection while at a lake, while fishing or simply as a 2-in-1 product when you have limited space. If dark clouds suddenly appear, it can be turned into an umbrella to protect the user from the rain. The Travelmate Camper comes in seven colours, including the newly added dark green version. It can also be transported easily because it comes with a traveling case with strap. Upgrading is possible using silk-screen printing on the wedge, case or closure strap.

PSI 43144 • Fare – Guenther Fassbender GmbH
Tel +49 2191 60915-134 • c.hartmann@fare.de
www.fare.de



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Simple cups with a statement

The "Einfach Becher" cups from SND PorzellanManufaktur are ideal for a tight budget. They are affordable and have long-lasting promotional impact. The motto "fast, affordable, easy and good" inspired SND PorzellanManufaktur to develop their brand-new production division "Einfach Becher" at the beginning of the year. What is more, a high-quality logo or desired advertising message can be added to the inexpensive porcelain and glass cups quickly and easily using an **inexpensive direct-print method**. Customers can count on the reliability and flexibility SND PorzellanManufaktur is known for. More information is available under www.einfach-becher.de

PSI 45567 • SND PorzellanManufaktur GmbH
Tel +49 6183 80080 • info@einfach-becher.de • info@snd-porzellan.de
www.snd-porzellan.de

Effective video messaging

Video Cards from Hikitec are a special and timely solution for targeted customer outreach. A video brochure is the ideal medium for communicating to specific target groups of potential new or old customers for various occasions. The numerous options for sending out **individual messages** include image films, company presentations, explanatory videos, product presentations and catalogue supplements as well as invitations, exhibition gifts or greeting cards. Video Cards are suitable to use anywhere where a high-quality product is to be presented to an interested party – effectively and extraordinarily. They will surely leave a positive impression on your customer. The video brochure is upscale and anything other than disposable. Furthermore, the films can be exchanged via USB-port.

PSI 49969 • Hikitec GmbH
Tel +49 2103 7154260 • info@hikitec.de
www.hikitec.de



Simply squeeze away germs

The new anti-bacterial stress balls from ballprint not only help minimise stress, but also can simply squeeze away germs. It has been completely certified and **clinically verified** that 99 per cent of germs are killed off with the anti-stress product made of high-quality PU foam. The antimicrobial agent used during production fights off damaging bacteria such as MRSA, E. Coli and salmonella and works throughout the entire life of the product. The antibacterial stress balls can be printed with a design in full colour up to 5c and are perfectly suited for brand advertising.

PSI 48636 • ballprint gmbh
Tel +49 172 4346500 • info@ballprint.de
www.ballprint.de



75 years with a smile

A story spanning about 6 seconds unfolds among a Floating Action pen in motion. The

one-of-its-kind story which belongs to

no one can be created by you and your customer. When creating the floaty pen, customers give their heart into designing this pen. Is there any other writing material that has such a wonderful process? The possibilities are unlimited and with this pen a very high promotional effect is achieved, an effect which is appreciated by people all over the world. The Danish Eskesen float pen has a very high life span as it is often kept by the receiver even after the ink runs dry. For this reason the investment considering the promotional effect and life span are unprecedented low. The original floaty pen is used as give aways and merchandise.

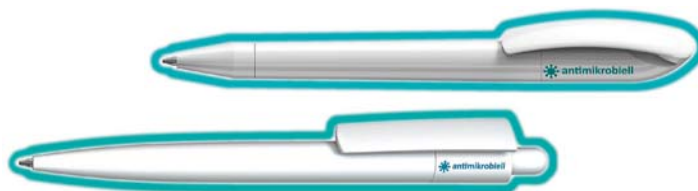
PSI 40684 • Eskesen ApS
Tel +45 70 103040 • sales@eskesen.com
www.eskesen.com



New hygiene standards for plastic ball pens

Burger Swiss pen ballpoints are produced specially for hospitals and medical practices by using a self-disinfecting plastic material called *clinic® plastics, able to **combat corona viruses as well as multi-resistant germs** rapidly and effectively. Embedded microscopic sized semiconductors incorporated in *clinic® plastics generate electrostatic voltage on top of the surface. In connection with air humidity, oxygen radicals are created and build up a germicidal acid environment, like the skin's natural protective acid mantle. Once charged by light, the reaction is self-sustaining. Since catalysts are practically not used up, the germicidal effect lasts for sure at least 10 years – thus remaining reliable and undiminished in its effect. The active agents are 100% biocompatible – meaning inoffensive for health and the environment. They currently offer the best hygiene solution for ballpoint pens. The mode of action is scientifically confirmed, certified and patented. *clinic® technology has the only microbially effective biocide with valid EU approval. This special plastic material doesn't contain any silver, silver ions or nano-particles. *clinic® ball pens are the perfect promotional items – a must have not only for hospitals, medical practices, physiotherapists or the catering industry but also the ideal campaign companion to the future restart of airlines, hotels and the whole tourism industry. Absolutely certain – after Corona hygiene standards will be higher than ever. Clinic® plastics meet these high demand of hygiene standards already today – why should you be satisfied with less than the best make?

PSI 45956 • Burger Pen AG
Tel +41 26 4959470 • info@burgerpen.com
www.burgerswisspen.com



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49413	AVANT Fabryka Porcelitu Jerzy Bujanowicz	035		PSI - Reed Exhibitions Deutschland GmbH	U2/IFC, 009, 015, 045,
45956	burger pen AG	027			079,083, U3/IBC
45452	CD-LUX GmbH	U4	42487	REFLECTS GMBH	033
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TOP PRODUCT TOPICS IN PSI JOURNAL

Are beauty and relaxation your line of business? Or are you more at home in the drinks and spirits market? Your products from both sectors will attract attention in an important customer segment with an advertisement in the June issue of the *PSI Journal*.

Issue

06

2021

**WELLNESS, COSMETICS & BEAUTY and
DRINKS, DRINKING VESSELS & TABLEWARE**

Copy deadline:

16.4.2021

Deadline for ads:

7.5.2021

Issue

07

2021

**CHRISTMAS, GIFT SETS & SPECIAL DESIGNS
and TOYS & PLUSH PRODUCTS**

Copy deadline:

16.5.2021

Deadline for ads:

9.6.2021

Issue

8/9

2021

**ECOLOGICAL & SUSTAINABLE PRODUCTS,
VEGAN and CHOCOLATE & SWEETS**

Copy deadline:

23.6.2021

Deadline for ads:

9.8.2021

Issue

10

2021

**OUTDOOR, UMBRELLAS, TOOLS & KNIVES
and HEALTH & HYGIENE**

Copy deadline:

16.8.2021

Deadline for ads:

9.9.2021



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

PSI



Products that please the senses

The term "wellness" may sound like the brainchild of modern marketing strategists, but it's older than one might think. It first appeared in an English monograph in 1654 as "wealnesse" and is translated as "good health". In the modern understanding, however, it stands for a holistic health concept and has long since developed into a huge industry in today's world, which also encompasses the sphere of "cosmetics and beauty". And advertising that appeals to people's desire for wellness is good advertising. On top of everything else, when it presents itself in tangible form and creates an all-round positive feeling, there's nothing to stand in the way of the advertiser's success. In the second product category, we present items from the areas of "drinks, drinking vessels and tableware".

Please begin to give thought to the product presentations in the PSI Journal July 2021 edition with the product categories "Christmas, gift sets and special designs" as well as "toys and plush products" and send your product submissions (image and text) by 16th May 2021 at the latest to: Edit Line GmbH, PSI Journal Editorial Department, email: hoechemer@edit-line.de

PSI Digital 2021

It's a premiere of a special kind: the PSI goes digital. Under the name "PSI Digital" the three specialist trade shows of the promotional product, textile and finishing industry – PSI, PromoTex Expo and viscom 2021 –

offer a top-class online programme from 19th to 21st May – live and on-demand. What's more, it will be followed by a Digital Friday, to be held every second Friday of the month from June until the next in-person event in January. We report first-hand from this first "digital-haptic" event.



Corona pandemic as a driver of innovation

As long-lasting and particularly useful products, writing utensils often pass from hand to hand over many years. Thus, anti-microbial qualities can

make an important contribution to hygiene in this area – a challenge also for the Swiss writing utensil manufacturer burgerpen AG. In a background discussion with managing

director Xavier Canton, we outline the long road from an ambitious idea to a real innovation.



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ASI
The Advertising Specialty Institute
USA



AVIRSU
Association of Manufacturers and Importers of promotional gifts
Ukraine



BAPP
Belgian Association of Promotional Products
Belgien



BPMA – British Promotional Merchandise Association Ltd.
Großbritannien



FYVAR

FYVAR – Asociación de fabricantes y vendedores de artículos publicitarios y promocionales
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GWW – Gesamtverband der Werbeartikel-Wirtschaft e.V.
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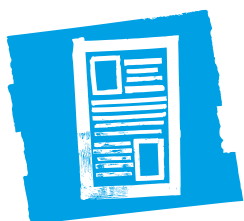


IAPP – International Association of Promotional Products
Russland



PIAP
Polska Izba Artykułów Promocyjnych
Polen





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PROGRAMM

Während der PSI DIGITAL erwartet Sie ein umfangreiches und abwechslungsreiches Programm aus Key Notes zu relevanten Themen, Produkt Vorstellungen von PSI DIGITAL Ausstellern sowie spannenden Highlights! Hier bekommen Sie einen kleinen Einblick.



Rund 20 Stunden **Live-Programm** aus dem PSI TV Studio vom 19. Mai 12 Uhr bis 21. Mai 12 Uhr

Programm Moderation durch **Emily Whigham**



Eröffnungs-Key-Note mit einem **Überraschungsgast** am 19. Mai

Spannende **Podiums-diskussionen** u.a. mit Partnern wie



intertek

Schulungen zu Themen wie Social Media, Werbewirksamkeit von Webseiten oder Product Sourcing

Ausreichend Zeit und Pausen zum Sourcen, **Netzwerken** und Entspannen

Produkt-vorstellungen von Ausstellern bspw.





PROGRAMME

During PSI DIGITAL you can expect an extensive and varied programme of key notes on relevant topics, product presentations by PSI DIGITAL exhibitors and exciting highlights! Here you can get a small insight.

You can find the whole programme online at
www.planet-advertising.com/psidigital



Around 20 hours of **live programme** from the PSI TV Studio from 19 May, 12 pm until 21 May, 12 pm

Programme Moderation by **Emily Whigham**



Opening Key-Note with a **surprise guest** on 19 May

Exciting **panel discussions** among others with partners like



intertek

Trainings on topics such as social media, advertising effectiveness of websites or product sourcing

Sufficient time and breaks for sourcing, **networking** and relaxing

Product demonstrations from exhibitors e.g.



50 JAHRE PSI MITGLIED

Ehrung der Jubilare

50 YEARS PSI MEMBER

honoring the jubilarians

Seien Sie dabei, wenn wir folgenden Mitgliedern zu 50 Jahren in der Werbeartikelwirtschaft als Teil des PSI Netzwerks im Rahmen des Live-Programms der PSI DIGITAL ehren.

Join us as we honor the following members for 50 years in the promotional products industry as part of the PSI Network during the PSI DIGITAL live programme.

PSI HÄNDLER PSI DISTRIBUTOR

- PSI 3161 Der Ring GmbH, GERMANY
- PSI 3148 Gerhard Mundt GmbH & Co. KG, GERMANY
- PSI 3140 Hans-Georg Richter KG, GERMANY
- PSI 3157 Harry Misfeld Marken-Werbeartikel e.K., GERMANY
- PSI 3139 Lachmund GmbH, GERMANY
- PSI 3178 Louis Sales Promotions B.V., THE NETHERLANDS
- PSI 3256 Präsentstudio SOENNECKEN e.K., GERMANY
- PSI 3261 Richard Sauer Präsentwerbung e.K., GERMANY
- PSI 3158 Schieweg Werbepräsente GmbH, GERMANY



PSI LIEFERANT PSI SUPPLIER

- PSI 41857 EUROSTYLE – Emil Kreher GmbH & Co. KG, GERMANY
- PSI 41853 Frank Bürsten GmbH, GERMANY
- PSI 40043 KASPER & RICHTER GmbH & Co. KG, GERMANY



**DIE EHRUNG FINDET AM 19. MAI 2021
UM 17:30 UHR STATT.**

**THE HONORING WILL TAKE PLACE
ON MAY 19, 2021 AT 5:30 PM.**

PSI TV STUDIO

Während der PSI DIGITAL 19 – 21 Mai 2021, 12 – 12 Uhr senden wir live aus dem PSI TV Studio – der Sturmfreien Bude in Düsseldorf! Seien Sie gespannt auf ein abwechslungsreiches Programm bestehend aus Wissensvermittlung, Best Practices, Produktpräsentationen und vielem mehr!

During PSI DIGITAL 19–21 May 2021, 12–12 p.m. we will broadcast live from the PSI TV Studio – the Sturmfreie Bude in Düsseldorf! Look forward to a varied programme consisting of knowledge transfer, best practices, product presentations and much more!





PSI PRODUCT PRESENTATIONS

Entdecken Sie die Produkthighlights der PSI DIGITAL Aussteller. Eine Jury aus Werbeartikelhändlern hat für Sie eine Vorauswahl getroffen und Sie sind jetzt dran: Stimmen Sie für Ihr Star Product 2021!

Discover the product highlights of the PSI DIGITAL exhibitors. A jury of promotional products distributors has made a pre-selection for you and now it's your turn: Vote for your Star Product 2021!

**BESTSELLER
BESTSELLER**



- Die **PROMOTIONKNALLER** und Erfolgsprodukte der PSI DIGITAL Aussteller!
- The **PROMOTIONAL HITS** and most successful products of the PSI DIGITAL exhibitors!

**NEUHEIT
NOVELTY**



- Zum **ERSTEN MAL** auf der PSI zu sehen!
- To be seen **FOR THE FIRST TIME** at PSI!

VERANTWORTUNGS- BEWUSSTES PRODUKT (CSR) RESPONSIBLE PRODUCT (CSR)

- Auch beim Werben **VERANTWORTUNG** zeigen!
Diese Aussteller machen uns vor, wie es geht.
- **PROMOTING RESPONSIBLY!**
These exhibitors show us how it's done.



SONDERANFERTIGUNG CUSTOM MADE PRODUCT

- Alle **KUNDENWÜNSCHE** werden hier erfüllt. Diese Produkte werden ganz nach Maß angefertigt.
- **All CUSTOMER REQUIREMENTS** are met here.
These products can be fully customized.



BONUS VOUCHER

der **PSI DIGITAL** Aussteller

BONUS VOUCHER

of the **PSI DIGITAL** Exhibitors



Folgende und weitere Aussteller der PSI DIGITAL haben tolle Aktionen und Rabatte für Sie!

Schauen Sie vorbei und genießen Sie alle Vorteile der PSI DIGITAL.

The following and further exhibitors of PSI DIGITAL have great promotions and discounts for you!

Take a look and enjoy all the benefits of PSI DIGITAL.



PSI 49171	Allers Grupa sp. z.o.o. Lanyard.pro- Lanyard factory, Poland	www.allersgrupa.com
PSI 60227	Earline AG, Switzerland	www.saverave.ch
PSI 46235	HERKA GmbH, Austria	www.herka-frottier.at
PSI 49677	LIKOR EAST-WEST PROMOTION Inh. Kornel Frankowski, Poland	www.promotionalclocks.eu
PSI 49756	Living Bytes GmbH, Germany	www.die-markenvertretung.de
PSI 44833	Mahlwerck Porzellan GmbH, Germany	www.mahlwerck.de
PSI 48283	Maikii s.r.l., Italy	www.maikii.com
PSI 49181	MART'S BAGS Martyna Konowrocka, Poland	www.martsbags.com
PSI 46403	NOTEDECO Spółka z ograniczona odpowiedzialnoscia Spółka Komandytowa, Poland	www.notesy.pl
PSI 46550	PENKO GmbH, Germany	www.penko.net
PSI 60171	Perletti S.p.A., Italy	business.perletti.com/en/home
PSI 49402	Polskie Karty sp. z.o.o., Poland	www.plasticcards.zone
PSI 47430	RO-WE SNC DI Brusaterra Roberto & C., Italy	www.rowekeyholders.com
PSI 46551	Sanders Imagetools GmbH & Co. KG, Germany	www.imagetools.com
PSI 45567	SND Porzellanmanufaktur GmbH, Germany	www.snd-porzellan.de
PSI 49668	Spindler GmbH, Germany	www.spindler-gmbh.de
PSI 41848	uma-Schreibgeräte, Germany	www.uma-pen.com
PSI 49362	Westerwald – Brauerei H. Schneider GmbH & Co. KG, Germany	www.hachenburger.de

ALPHABETISCHES AUSSTELLERVERZEICHNIS

ALPHABETICAL LIST OF EXHIBITORS



43999 ADOMA GmbH
Kunststoff- und Metallverarbeitung

Pettermandstr. 4-10
 88239 Wangen im Allgäu, Germany
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 Fax: +34 9664 56050
 E-Mail: afisa@afisasombreros.com
 Web: www.afisasombreros.com

Afisa is a Spanish manufacturer company that produces and supplies a big variety of straw hats, made in Spain. We supply the hats personalized or not according our customer requirements.

49171 Allers Grupa sp. z o.o.
Lanyard.pro- Lanyard factory

Torowa 3N
 Cracow 30-435, Poland
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 E-Mail: henryk@allersgrupa.com
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 Fax: +49 6331 2190086
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 Web: www.aloga-europe.de

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49719 AMGS GROUP JERZ I GIGOLŁO
SPÓŁKA KOMANDYTOWA

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 Tel.: +48 69 840 19 95
 E-Mail: patrycja@amgsgroup.com
 Web: www.amgsgroup.com

AMGS Group specializes in lanyards and advertising marketing. We produce custom lanyards, mugs, clothes and more. Certified face masks & other non-medical supplies.

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 Tel.: +39 0421 571 155
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 E-Mail: angelo@atlantisheadwear.com
 Web: www.atlantisheadwear.com

Atlantis is a brand of the Italian company Master Italia S.p.A. specialized in designing and manufacturing high-quality custom headwear.

60394 Blooms out of the box vof

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 Tel.: +31 06 506 481 21
 E-Mail: erna@bloomsoutofthebox.nl
 Web: www.bloomsoutofthebox.nl

The BloomsBox is a wooden box in which 3 plants are shipped. The nice thing about the BloomsBox is that you can have the box engraved with your company logo or your own slogan or text.

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46235 HERKA GmbH



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Web: www.lidlensers.com

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Inh. Kornel Frankowski

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Tel.: +48 616 521 212
E-Mail: office@likor.pl
Web: www.promotionalclocks.eu

Likor East – West Promotion is a Polish company established in 1984. We are a company from Western part of Poland which produces and/or assembles promotional clocks and watches. To meet our customers' needs we are always preparing ordered products under individual need, exactly according to customer's unique idea. We can fulfill expectations of any customer.

49756 Living Bytes GmbH
Die Markenvertretung

Holsteiner Chaussee 183a
22457 Hamburg, Germany
Tel.: +49 40 5 56 20 34 40
Fax: +49 40 5 56 20 34 60
E-Mail: info@die-markenvertretung.de
Web: www.die-markenvertretung.de

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44833 Mahlwerck Porzellan GmbH

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83059 Kolbermoor, Germany
Tel.: +49 8031 27 47 15
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Web: www.maikii.com

Maikii has been operating for over 10 years on the promotional market and specializes in designing and customizing consumer electronics products. Our catalog offers different categories of tech products and accessories for smartphones: over 40 types of USB flash drives, 50 models of Power Banks and wireless chargers, audio products and accessories for smartphones. Each product can be customized with company graphics and logos, as well as color, accessories and packaging.

**49181 MART'S BAGS
Martyna Konowrocka**


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43849 Mypromo Service GmbH

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E-Mail: info@mypromo-service.com
Web: www.mypromo-service.de

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**46403 NOTEDECO Spółka z ograniczona
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Poznan 61-315, Poland
Tel.: +48 61 820 64 37
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47678 Paul Stricker, SA

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E-Mail: inescoimbra@stricker.pt
Web: www.stricker-europe.com

Stricker creates, develops and distributes promotional gifts to professionals in the same industry. Stricker is present in 3 continents and works with clients in more than 80 countries.

46550 PENKO GmbH

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49402 Polskie Karty sp. z o.o.

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Web: www.plasticcards.zone

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46596 POLYCLEAN International GmbH

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Web: www.polyclean.com

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**60232 Potter Promotion
Inh. Manuel Potter**

Mariefelder Straße 52
56070 Koblenz, Germany
Tel.: +49 261 983 962 10
E-Mail: m.potter@potter.ag
Web: www.desinfection.global

Berührungslose Design-Handdesinfektion Exklusiv bei Potter Promotion.
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www.desinfection.global für Infos, Bestellung und Anfrage. Potter Promotion ist Spezialist für Sonderanfertigungen mit eigenem Design.

43739 PS Concepts GmbH

Industriestr. 5
84359 Simbach am Inn, Germany
Tel.: +49 151 43272242
E-Mail: stefan.seiberl@ps-concepts.de
Web: www.ps-concepts.de

Wie unser Name schon sagt, geht es bei PS Concepts um Konzepte. Aber nicht um unsere, sondern ganz klar um die Konzepte unserer Kunden.
Es ist unsere große Leidenschaft, Ihr Konzept im Bereich unserer Produktgruppen so umzusetzen und Sie so zu beraten, dass das herauskommt, was Sie gerne möchten. Und mindestens genauso wichtig ist es für uns, diesen Prozess für Sie so angenehm und einfach wie möglich zu halten.
Ihr PS-Team

60392 RESULT CLOTHING Ltd.

Clement House, Commerce Way
Colchester, Essex CO 2 8HY, United Kingdom
Tel.: +44 1206 790 673
Fax: +44 1206 791 186
E-Mail: sales@resultclothing.com
Web: www.resultclothing.com

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Result Clothing wurde gegründet, um der Veredelungs-, Werbe- und Uniformbranche hochwertige Oberbekleidung, Kopfbedeckungen und Accessoires aus Lagerbeständen zu liefern. Das Logistikzentrum in Großbritannien steht sofort zur Lieferung über ein starkes Logistiknetz an europäischen Großhändlern bereit. Bleiben Sie mit RESULT einen Schritt vorne – die Pioniere im Bereich Funktionsbekleidung und der Nummer 1 für hochwertige Outdoorbekleidung.

**47430 RO-WE SNC DI Brusaterra Roberto & C.
PRODUZIONE PORTACHIAVI /
KEYHOLDERS PRODUCTION**

Via Verona 1
36010 Monticello Conte Otto (VI), Italy
Tel.: +39 0444 94 69 14
E-Mail: rowe7@rowe.it
Web: www.rowekeyholders.com

RO.WE PRODUCTION MADE IN ITALY KEY HOLDERS IN LEATHER - DOCUMENT HOLDERS - MENU COVERS - BESPOKEN & CUSTOMIZED ITEMS AND INNOVATIVE DESIGN BY OUR GRAPHIC DEPT.

46551 Sanders Imagetools GmbH & Co. KG

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93073 Neutraubling, Germany
Tel.: +49 9401 60798 0
Fax: +49 9401 60798 99
E-Mail: b.neyer@imagetools.com
Web: www.imagetools.com

Getränke, Bio-Tee, Kaffee, Kosmetik & Pflege.
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PLATINUM SPONSOR**43287 Schwan-STABILO Promotion Products
GmbH & Co. KG**

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Schwanweg 1
90562 Heroldsberg, Germany
Tel.: +49 911 567 3110
Fax: +49 911 567 3111
E-Mail: harry.saffer@stabilo-promotion.com
Web: www.stabilo-promotion.com

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60203 snagger GmbH

Gewerbestraße 19
08115 Lichtentanne, Germany
Tel.: +49 3752 1186360
E-Mail: m.namsler@snagger-germany.com
Web: www.snagger-germany.com

Die snagger GmbH stellt einen einhändig bedienbaren, hygienischen Snackspender mit Portionierfunktion für beispielsweise Erdnüsse her.

45567 SND Porzellanmanufaktur GmbH

Hainstr. 60
63526 Erlensee, Germany
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Folkungagatan 96
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Tel.: +46 733 28 11 15
E-Mail: hello@softybag.com
Web: www.softybag.com

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49668 Spindler GmbH

Leintalweg 12
73553 Alfdorf, Germany
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Fax: +49 7172 32611
E-Mail: sven.spindler@spindler-gmbh.de
Web: www.spindler-gmbh.de

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Spindler produziert nachhaltig und „made in Germany“

Wir fertigen seit 1986 hochwertige Präsentationsmappen und -verpackungen nach Kundenwunsch aus Recycling-Materialien:

- Unsere macro-art Serie besteht zu 100 % aus Altpapier
 - Die natur-pur Serie besteht durch einen hohen Anteil an Grasfasern im Karton
 - Transparente Kunststoffe mit 80 % Recyclinganteil gehören zur poly-art Reihe
- Am liebsten entwerfen wir Produkte die schon deshalb nachhaltig sind, weil sie zu schön zum Wegwerfen sind.

41462 Spranz GmbH



Ernst-Sachs-Straße 2
56070 Koblenz, Germany
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E-Mail: info@spranz.de
Web: www.spranz.de

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45328 Stilolinea Srl



Via Toscana, 26
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Fax: +39 011 2236337
E-Mail: sales@stilolinea.it
Web: www.stilolinea.com

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44574 Take2-Design GmbH & Co. KG

Goethestr. 38-40
83024 Rosenheim, Germany
Tel.: +49 8031 233 97 14
Fax: +49 8031 233 97 29
E-Mail: christian.zeller@take2-design.de
Web: www.take2-design.de

DESIGN MEETS SPASSFAKTOR

Seit bereits einem Vierteljahrhundert steht Take2-Design für funktionelle Produkte, die zu Glücksmomenten verhelfen – und das mitten im Alltag! Außergewöhnliche Gebrauchsgegenstände mit innovativem Charakter. Immer geeignet fürs Selberbehalten oder Weiterschicken im beruflichen und privaten Umfeld und als hochwertige Werbepäsentate mit Eye-Catcher Effekt. Take2 Produkte – auf jeden Fall mit hohem Spaßfaktor und in funktionalem Design original aus Bayern!

43720 Texpro Solutions Sp. Z o.o.

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Tel.: +48 512 113 369
E-Mail: rishabh@texprolab.com
Web: www.texprolab.com

Promotional goods company stocking eco-friendly cotton, canvas, jute bags in Poland. Also offering Screen printing, DTG print, and embroidery from Poland and custom orders from Asia.

41875 TFA Dostmann GmbH & Co. KG



Zum Ottersberg 12
97877 Wertheim, Germany
Tel.: +49 9342 308 600
Fax: +49 9342 308 49
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Web: www.tfa-dostmann.de

Mit über 1.000 Wetter- und Messinstrumenten ist die TFA Dostmann GmbH & Co. KG eines der führenden Unternehmen der Branche in Europa. 1964 gegründet, wird das Familienunternehmen seit 1993 von Axel Dostmann geleitet. Angefangen als Spezialist für Wettermessgeräte, besteht unser Produktangebot mittlerweile aus einer großen Bandbreite. Thermometer, Thermo-Hygrometer, Barometer und Wetterstationen sind mittlerweile ergänzt um Wanduhren, Wecker, Glaskrinkhalme und viele weitere nützliche Alltagshelfer. Am Firmensitz in Reicholzheim bei Wertheim sind derzeit 100 Mitarbeiter beschäftigt.

47317 tobira GmbH & Co. KG

Im Rother Flur 6
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Tel.: +49 6762 59789 0
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business.troika.de

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Die Handschrift der Werbung

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Das in der dritten Generation geführte Familienunternehmen zählt zu den weltweit führenden Herstellern von Werbeschreibgeräten. Mit Sitz im Schwarzwald hat man sich zu 100% der Herstellung von Werbeschreibgeräten verschrieben und bietet eine Produktpalette über alle Preisklassen und Materialien hinweg. Es zählen klimaneutrale Produkte und eine klimaneutrale Produktionsstätte in Fischerbach genauso zum Qualitätsanspruch, wie die permanente Investition in neueste Designs und Veredelungstechniken.

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44281 VICTORINOX AG**VICTORINOX**

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E-Mail: yvonne.schuerpf@victorinox.com
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**46622 Viva-Plus II Firma Handlowa
Joanna Kowalczyk**

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Fax: +48 32 386 80 86
E-Mail: export2@vivaplus.pl
Web: www.vivaplus.pl

Viva Plus is a leading manufacturer and wholesale distributor of promotion pens Vivapens, Prestige and paper bags Ecqpack. We successfully sell to over 60 countries. Our leading position is achieved by offering high quality products and services. We constantly keep about 20 mln pens in stock. All models created by Viva Plus are under the European patent protection. More information about our products on web-galleries www.vivapens.eu and www.ecqpackfactory.com

49362 Westerwald - Brauerei H. Schneider GmbH & Co. KG

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08021000	Barzubehör Bar Accessories	09097000	Globen Globes	09257000	Ständer Stands
08034000	Bonbons Sweets	09106000	Halter Holders	09261000	Tafeln Boards
08089000	Gastronomiebedarf Gastronomy Supplies	09112000	Hüllen Covers	09274000	Tinte Ink
08094000	Getränke Beverages	09116000	Kalender Calendars	09291000	Visitenkarten Business Cards
08095000	Gewürze Spices	09120000	Karten Cards	09308000	Zahlmatten Money Plates
08148000	Lebensmittel Food	09122000	Kennzeichnungsartikel Price-Marking Items	09309000	Zahlhalter Money Trays
08197000	Raucherbedarf Smokers' Supplies	09126000	Klemmbretter Clipboards	09312000	Zeichengeräte Drawing Instruments
08223000	Schokolade Chocolate	09127000	Klemmmappen Clipfolders	09313000	Zettelboxen Memo Boxes
08258000	Süßwaren Confectionaries	09134000	Kreide Chalk	09314000	Zettelhalter Memo Holders
08259000	Tabak Tobacco	09136000	Kugelschreiber Ballpens	09315000	Zettelklötze Memo Cubes

09316000	Zettelpicker Memo Peckers	12000000	Sport, Freizeit & Veranstaltungen Sports, Leisure & Events	12153000	Lose Lottery Tickets
10000000	Services & Technologien Services & Technologies	12004000	Angelsport Fishing	12154000	Loströmmeln Lottery Drums
10055000	Dienstleistungen Services	12010000	Aufblasbare Artikel Inflatables	12155000	Luftballons Balloons
10056000	Displays Displays	12017000	Bade- und Strandartikel Beach and Bathing Articles	12174000	Musik Music
10103000	Gutscheine und Wertschecks Vouchers and Gift Coupons	12019000	Badminton Badminton	12175000	Münzen Coins
10152000	Lizenzen und Lizenzartikel Licences and Licensed Articles	12022000	Baseball Baseball	12182000	Partyartikel Party Items
10165000	Maschinen Machines	12023000	Basketball Basketball	12184000	Pfeifen Whistles
10213000	Schilder Signs	12035000	Boules Boule	12201000	Reflektoren Reflectors
10239000	Sonderanfertigungen Special Makes	12037000	Boxsportartikel Boxing Accessories	12204000	Reitsport-Artikel Equitation Items
10289000	Verpackungen Packings	12040000	Buttons Buttons	12215000	Schlitten Sledges
10296000	Warentrennstäbe Goods Separators	12045000	Bälle Balls	12231000	Schwimmhilfen Swimming Aids
10301000	Werbeanbringungen Advertising Applications	12046000	Bänder Ribbons	12236000	Sicherheitsartikel Safety Products
10302000	Werbeanbringungsmaschinen Printing Machines	12052000	Darts Darts	12252000	Sportartikel Sports Articles
11000000	Spiele & Spielzeug Games & Toys	12058000	Drachen Kites	12255000	Stirnbänder Headbands
11014000	Babyartikel Baby Products	12061000	Einlasskontrollen Admission Control	12256000	Stoppuhren Stopwatches
11079000	Figuren Figures	12063000	Eishockey Ice Hockey	12269000	Tennis Tennis
11172000	Miniaturen Miniatures	12070000	Fahnen Flags	12278000	Tischtennis Table Tennis
11193000	Puppen Dolls	12071000	Fahrrad Bicycle	12280000	Trimmgeräte Exercise Machines
11212000	Scherzartikel Gags and Joke Articles	12072000	Fanartikel Fan Articles	12288000	Vereinsartikel Club Supplies
11246000	Spiele Games	12076000	Festartikel Festive Articles	12293000	Waffen Weapons
11247000	Spiele-Zubehör Games Equipment	12077000	Feuerwerk Fireworks	12297000	Wassersport Water Sports
11248000	Spielkarten Playing Cards	12084000	Freizeitgeräte Leisure Equipment	12306000	Wintersport Winter Sports
11249000	Spieltische Gambling Tables	12085000	Frisbeescheiben Frisbees	12320000	Fussball Football
11250000	Spielzeug für Draussen Outdoor Toys	12087000	Fächer Fans	13000000	Taschen, Gepäck & Reise Bags, Luggage & Travel
11251000	Spielzeug Toys	12101000	Golf Golf	13013000	Auto Car
11265000	Tattoos Tattoos	12119000	Karneval und Halloween Carnival and Halloween	13128000	Koffer Cases
11307000	Würfel Dice	12147000	Laternen Lanterns	13129000	Kofferzubehör Suitcase Equipment

13203000	Reise Travel		20020000	Dienstleistungen Services	
13205000	Rettungsdecken Rescue Blankets		20020100	Dienstleistungen - Textilveredelung Services - Textile Finishing	
13206000	Rucksäcke Rucksacks		20020200	Dienstleistungen - Sonderproduktionen Services - Custom Production	
13214000	Schirme Umbrellas		20010100	Textilien - Werbetextilien Textiles - Advertising Textiles	
13241000	Souvenirs Souvenirs		20010200	Textilien - Sports- und Teamwear Textiles - Sports and Team Wear	
13243000	Spazierstöcke Walking Sticks		20010300	Textilien - Workwear/Berufsbekleidung Textiles - Workwear	
13262000	Taschen Bags		20010400	Textilien - Corporate Fashion Textiles - Corporate Fashion	
14000000	Verbände & Partner Association and Partner	20010500	Textilien - Outdoor Textiles - Outdoor	20030000	Sonstiges Other
14010000	Verbände Associations	20010600	Textilien - Gastro, Hotellerie und Wellness Textiles - Restaurant, Hospitality and Wellness	20030100	Sonstiges - Print und Online Medien Other - Print and Online Media
14020000	Partner Partner	20010700	Textilien - Krawatten und Tücher Textiles - Neckties and Scarves	20030200	Sonstiges - Aus- und Weiterbildung, Forschung Other - Education and Training, Research
14030000	Medien & Verlage Media and Publishing houses	20010800	Textilien - Kappen, Mützen Textiles - Caps, Beanies	20030300	Sonstiges - Verbände Other - Associations
15000000	Sonstiges Other	20010900	Textilien - Accessoires Textiles - Accessories	20030400	Sonstiges - Consulting Other - Consulting
		20011000	Textilien - Socken, Strümpfe, Wäsche Textiles - Socks, Leg Wear, Underwear		
		20011100	Textilien - Smart Clothes Textiles - Smart Clothes		
		20011200	Textilien - Textile Werbeartikel Textiles - Textile Promotional Products		
		20011300	Textilien - Frottierwaren Textiles - Terry Products		
		20011400	Textilien - Haus- und Heimtextilien Textiles - House and Home Textiles		

Die vollständige Nomenklatur finden Sie unter/
The complete nomenclature can be found at:
<https://bit.ly/2QLr3Da>

WARENGRUPPEN MIT AUSSTELLERFIRMEN

***PRODUCT GROUPS WITH
EXHIBITORS***

PSI

PromoTex
Expo

viscom

PSI
SUSTAINABILITY
AWARDS

01000000-03064002

01000000 Textile Werbeartikel
Textile Promotional Products

01321002 Lederwaren - Hochwertige Lederartikel
Leather Goods - High Quality Leather Goods

PSI 47430 RO-WE SNC DI Brusaterra Roberto & C.

01321003 Lederwaren - Kleinlederwaren
Leather Goods - Small Leather Goods

PSI 47430 RO-WE SNC DI Brusaterra Roberto & C.

01321005 Lederwaren - Geschenke aus Leder
Leather Goods - Leather Gifts

PSI 47430 RO-WE SNC DI Brusaterra Roberto & C.

02000000 Drogerie, Körperpflege & Gesundheit
Beauty & Health

02005001 Anti-Stress-Artikel - Verschiedene
Stress Relievers - Miscellaneous

PSI 42020 mbw Vertriebsges. mbH

02039003 Brillenreiniger - Mikrofasertücher
Spectacles Cleansers - Microfibre Cloths

 **POLYCLEAN**

PSI 46596 POLYCLEAN International GmbH

02111002 Hygieneartikel - Verschiedene
Sanitary Products - Miscellaneous

PSI 46551 Sanders Imagetools GmbH & Co. KG
PSI 49668 Spindler GmbH
PSI 45328 Stilolinea Srl

02167016 Medizinartikel - Desinfektion
Medical Supplies - Disinfection

PSI 60232 Potter Promotion - Inh. Manuel Potter

03000000 Elektronik & Multimedia
Electronics & Multimedia

03025002 Batterien und Akkus - Ladegeräte
Devices Batteries and Rechargeable Batteries - Charging

PSI 48283 Maikii s.r.l.

03025004 Batterien und Akkus - Powerbanks
Batteries and Rechargeable Batteries - Powerbanks

PSI 47317 tobra GmbH & Co. KG

03050001 Computer - Datenbanken
Computer - Databases

PSI 80075 Offene Systeme Software! - Inhaber Thomas Brecht

03050006 Computer - Software
Computer - Software

PSI 43849 Mypromo Service GmbH
PSI 80075 Offene Systeme Software! - Inhaber Thomas Brecht

03051008 Computerzubehör - Notebooktaschen
Computer Accessories - Notebook Bags


HALFAR

PSI 45666 Halfar System GmbH

03051009 Computerzubehör - Mouse pads
Computer Accessories - Mouse Pads

 **POLYCLEAN**

PSI 46596 POLYCLEAN International GmbH

03051010 Computerzubehör - Reinigungstücher und -figuren
Computer Accessories - Cleaning Tissues and Figurines

 **POLYCLEAN**

PSI 46596 POLYCLEAN International GmbH

03064002 Elektroartikel - Verschiedene
Electric Appliances - Miscellaneous

PSI 41462 Spranz GmbH

03109008-04185006

03109008 Handy - Zubehör und Verschiedenes
Mobile Phone - Accessories and Miscellaneous

 **POLYCLEAN**

PSI 46596 POLYCLEAN International GmbH

03117004 Kameras - Sofortbild, Polaroid
Cameras - Polaroid

PSI 49756 Living Bytes GmbH - Die Markenvertretung

03272006 Thermometer - Funk
Thermometers - Radio-Controlled

PSI 41875 TFA Dostmann GmbH & Co. KG

03272012 Thermometer - Verschiedene
Thermometers - Miscellaneous

PSI 41875 TFA Dostmann GmbH & Co. KG

03285001 USB - Hubs

PSI 48283 Maikii s.r.l.

03285003 USB - Sticks

PSI 47317 tobra GmbH & Co. KG



VICTORINOX

PSI 44281 VICTORINOX AG

03285005 USB - verschiedene Geräte
USB - Miscellaneous

PSI 48283 Maikii s.r.l.

03304001 Wetterstationen - Außen
Weather Stations - Outdoor

PSI 41875 TFA Dostmann GmbH & Co. KG

03304002 Wetterstationen - Barometer
Weather Stations - Barometer

PSI 41875 TFA Dostmann GmbH & Co. KG

03304003 Wetterstationen - Hygrometer
Weather Stations - Hygrometers

PSI 41875 TFA Dostmann GmbH & Co. KG

03304004 Wetterstationen - Innen
Weather Stations - Indoor

PSI 41875 TFA Dostmann GmbH & Co. KG

03304005 Wetterstationen - Verschiedene
Weather Stations - Miscellaneous

PSI 41875 TFA Dostmann GmbH & Co. KG

04000000 Garten & Outdoor
Garden & Outdoors

04032004 Blumen - Töpfe, Übertöpfe und Kästen
Flowers - Pots, Cachepots and Flower Boxes

PSI 60394 Blooms out of the box vof

04032005 Blumen - Verschiedene
Flowers - Miscellaneous

PSI 60394 Blooms out of the box vof

04047002 Geschirr
Camping - Dishes

PSI 43999 ADOMA GmbH - Kunststoff- und Metallverarbeitung

04088002 Garten - Geräte
Garden - Equipment

PSI 49756 Living Bytes GmbH - Die Markenvertretung

04102005 Grill - Kohlegrills
Barbecue - Coal Grills

PSI 49756 Living Bytes GmbH - Die Markenvertretung

04185006 Pflanzen - Verschiedene
Plants - Miscellaneous

PSI 60394 Blooms out of the box vof

04263005-05096002

**04263005 Taschenlampen - LED
Torches - Led**

PSI 44323 Ledlenser GmbH & Co KG

**04264004 Taschenmesser - Multifunktion
Pocket Knives - Multifunctional**



VICTORINOX

PSI 44281 VICTORINOX AG

**05000000 Haushalt & Wohnen
Home & Living**

**05015005 Backen - Verschiedene
Baking - Miscellaneous**

PSI 49524 Jähn Handels GmbH & Co. KG - Uwe & Michael Jähn

**05026005 Becher - Coffee-to-Go
Mugs - Coffee-To-Go**

PSI 43999 ADOMA GmbH - Kunststoff- und Metallverarbeitung
PSI 47406 koziol ideas for friends GmbH
PSI 44833 Mahlwerck Porzellan GmbH
PSI 45567 SND Porzellanmanufaktur GmbH
PSI 41462 Spranz GmbH

**05029004 Beutel - aus Papier
Bags - Made Of Paper**

PSI 46622 Viva-Plus II Firma Handlowa - Joanna Kowalczyk

**05041011 Bücher - Notizbücher
Books - Notebooks**

PSI 46403 NOTEDECO Spółka z ograniczona -
odpowiedzialnoscia Spółka Komandytowa
PSI 46550 PENKO GmbH

**05057002 Dosen - Brotdosen
Boxes - Bread Tins, Lunch Box**

PSI 47406 koziol ideas for friends GmbH

**05057010 Dosen - Vorrats
Boxes - Storage**

PSI 41369 elasto GmbH & Co. KG

**05060003 Eimer - Verschiedene
Buckets - Miscellaneous**

PSI 49753 BOTT sp. z o.o.

**05080002 Flaschen - Trinkflaschen
Bottles - Drinking Bottles**

PSI 43999 ADOMA GmbH - Kunststoff- und Metallverarbeitung
PSI 41369 elasto GmbH & Co. KG
PSI 47406 koziol ideas for friends GmbH
PSI 47678 Paul Stricker, SA

**05081003 Flaschenöffner - Verschiedene
Bottle Openers - Miscellaneous**

PSI 41583 HEPLA-Kunststofftechnik GmbH & Co KG

**05093007 Geschirr - Schalen und Schüsseln
Dishes - Cups and Bowls**

PSI 45567 SND Porzellanmanufaktur GmbH

**05093010 Geschirr - Tassen
Dishes - Cups**



PSI 41435 Böckling GmbH & Co. KG

PSI 44833 Mahlwerck Porzellan GmbH

**05093012 Geschirr - Verschiedene
Dishes - Miscellaneous**

PSI 44833 Mahlwerck Porzellan GmbH

**05093014 Geschirr - Kaffeebecher
Dishes - Coffee Mugs**

PSI 41369 elasto GmbH & Co. KG
PSI 44833 Mahlwerck Porzellan GmbH
PSI 45567 SND Porzellanmanufaktur GmbH

**05093015 Geschirr - Tassen aus Porzellan
Dishes - Cups Made Of Porcelain/China**

PSI 45567 SND Porzellanmanufaktur GmbH

**05096002 Glaswaren - Karaffen
Glassware - Carafes**

PSI 41435 Böckling GmbH & Co. KG

05100001-05168010

05100001 Gläser - Bier
Glasses - Beer

PSI 41435 Bockling GmbH & Co. KG

05100004 Gläser - Schnaps, Likör
Glasses - Schnapps, Liqueur, Shot

PSI 41435 Bockling GmbH & Co. KG

05100005 Gläser - Sekt
Glasses - Champagne, Sparkling Wine

PSI 41435 Bockling GmbH & Co. KG

05100007 Gläser - Verschiedene
Glasses - Miscellaneous

PSI 41435 Bockling GmbH & Co. KG

05100008 Gläser - Wein
Glasses - Wine

PSI 41435 Bockling GmbH & Co. KG

05110034 Haushalt - Messbecher
Household and Kitchen Commodities -
Measuring Cups

PSI 49753 BOTT sp. z o.o.

05110046 Haushalt - Verschiedenes
Household and Kitchen Commodities -
Miscellaneous

PSI 49524 Jähn Handels GmbH & Co. KG - Uwe & Michael Jähn

05115005 Isolier - Verschiedene
Thermo - Miscellaneous

PSI 49524 Jähn Handels GmbH & Co. KG - Uwe & Michael Jähn

05137003 Kurzzeitmesser - Verschiedene
Count-Down Timers - Miscellaneous

PSI 41875 TFA Dostmann GmbH & Co. KG

05138017 Küchenartikel - Schneidebretter
Kitchen Items - Cutting Boards

05138023 Küchenartikel - Verschiedene
Kitchen Items - Miscellaneous

PSI 44574 Take2-Design GmbH & Co. KG

05143002 Körbe - Einkauf
Baskets - Shopping



PSI 45666 Halfar System GmbH

05145001 Lampen - Arbeits
Lights - Workplace

PSI 44323 Ledlenser GmbH & Co KG

05145011 Lampen - Stirnlampen
Lights - Head Lamps

PSI 44323 Ledlenser GmbH & Co KG

05145014 Lampen - Verschiedene
Lights - Miscellaneous

PSI 41462 Spranz GmbH

05168006 Messer - Haushalts
Knives - Household



VICTORINOX

PSI 44281 VICTORINOX AG

05168010 Messer - Verschiedene
Knives - Miscellaneous



VICTORINOX

PSI 44281 VICTORINOX AG



VICTORINOX

PSI 44281 VICTORINOX AG

05178004-07007010

05178004 Nussknacker - Verschiedene
Nutcrackers - Miscellaneous

PSI 44574 Take2-Design GmbH & Co. KG

05202001 Reinigungs- und Pflegemittel - Haushalt
Cleansing Agents - Household

 POLYCLEAN

PSI 46596 POLYCLEAN International GmbH

05232001 Schwämme - Auto
Sponges - Car

 POLYCLEAN

PSI 46596 POLYCLEAN International GmbH

05232006 Schwämme - Schwammkissen
Sponges - Sponge Cushions

 POLYCLEAN

PSI 46596 POLYCLEAN International GmbH

05244003 Spender - Verschiedene
Dispensers - Miscellaneous

PSI 60203 snagger GmbH

05282004 Töpfe - Verschiedene
Cooking Pots - Miscellaneous

PSI 49524 Jähn Handels GmbH & Co. KG - Uwe & Michael Jähn

05292005 Waagen - Personen
Scales - Bathroom

PSI 41875 TFA Dostmann GmbH & Co. KG

05294001 Wanduhren - analog
Wall Clocks - Analogue

PSI 49677 LIKOR EAST-WEST PROMOTION -
Inh. Kornel Frankowski

05294003 Wanduhren - Funk
Wall Clocks - Radio-Controlled

PSI 49677 LIKOR EAST-WEST PROMOTION -
Inh. Kornel Frankowski

05294005 Wanduhren - Sonderformen
Wall Clocks - Special Shapes

PSI 49677 LIKOR EAST-WEST PROMOTION -
Inh. Kornel Frankowski

05294006 Wanduhren - Thermometer
Wall Clocks - Thermometer

PSI 41875 TFA Dostmann GmbH & Co. KG

06000000 Heimwerkerbedarf
Home Improvement

06303002 Werkzeuge - Multifunktion
Tools - Multifunctional



VICTORINOX

PSI 44281 VICTORINOX AG

07000000 Lifestyle & Accessoires
Lifestyle & Accessories

07007001 Armbanduhren - analog
Wrist Watches - Analogue

PSI 49677 LIKOR EAST-WEST PROMOTION -
Inh. Kornel Frankowski

07007010 Armbanduhren - Verschiedene
Wrist Watches - Miscellaneous



VICTORINOX

PSI 44281 VICTORINOX AG

07069002-08034005**07069002 Etais - Schreibgeräte
Cases - Writing Instruments**

PSI 46550 PENKO GmbH

**07200001 Recycling-Produkte - Verschiedene
Recycled Products - Miscellaneous**PSI 41583 HEPLA-Kunststofftechnik GmbH & Co KG
PSI 43287 Schwan-STABILO Promotion Products GmbH & Co. KG
PSI 44574 Take2-Design GmbH & Co. KG**07216026 Schlüsselanhänger - mit Licht
Keyfobs - With Light**

PSI 44323 Ledlenser GmbH & Co KG

**07216042 Schlüsselanhänger - Verschiedene
Keyfobs - Miscellaneous**

PSI 46311 TROIKA Germany GmbH

**07216046 Schlüsselanhänger - Leder und Kunstleder
Keyfobs - Leather and Synthetic Leather**PSI 45590 aloga gmbh
PSI 47430 RO-WE SNC DI Brusaterro Roberto & C.**07218001 Schlüsselbänder, Lanyards - Flaschenhalter
Key Ribbons, Lanyards - Bottle Holders**

PSI 49171 Allers Grupa sp. z.o.o. - Lanyard.pro- Lanyard factory

**07218002 Schlüsselbänder, Lanyards - Zubehör
Key Ribbons, Lanyards - Accessories**

PSI 49171 Allers Grupa sp. z.o.o. - Lanyard.pro- Lanyard factory

**07218003 Schlüsselbänder, Lanyards - Verschiedene
Key Ribbons, Lanyards - Miscellaneous**PSI 49171 Allers Grupa sp. z.o.o. - Lanyard.pro- Lanyard factory
PSI 49719 AMGS GROUP JERZ I GIGOLLO SPÓŁKA
KOMANDYTOWA**07220001 Schlüsselzubehör - Verschiedenes
Key Accessories - Miscellaneous**

PSI 41462 Spranz GmbH

**07319001 Ökologische Werbeartikel - aus Holz
Ecological Promotional Artcles - Made Of Wood****PSI 47317 tobra GmbH & Co. KG****07319002 Ökologische Werbeartikel - Verschiedene
Ecological Promotional Artcles - Miscellaneous**PSI 49719 AMGS GROUP JERZ I GIGOLLO SPÓŁKA
KOMANDYTOWA
PSI 46235 HERKA GmbH
PSI 48283 Maikii s.r.l.
PSI 49668 Spindler GmbH**07330103 Kopfbedeckungen - Sonnenhüte
Headgear - Sun Hats**

PSI 48751 AFISA - Asoc. Fabric. Import SA

**08000000 Nahrungs- & Genussmittel
Food & Beverage****08016004 Backwaren - Lebkuchen
Pastries - Gingerbread, Lebkuchen**PSI 60181 Confiserie Möhlenkamp Gbr -
Oliver Möhlenkamp, Gerd Möhlenkamp**08021010 Barzubehör - Trinkhalme
Bar Accessories - Drinking Straws**

PSI 41875 TFA Dostmann GmbH & Co. KG

**08021012 Barzubehör - Verschiedenes
Bar Accessories - Miscellaneous**

PSI 60203 snagger GmbH

**08034005 Bonbons - Traubenzucker
Sweets - Dextrose**

PSI 42706 Kalfany Süße Werbung GmbH & Co. KG

08089001-09112009

08089001 Gastronomiebedarf - Bierdeckel
Gastronomy Supplies - Beer Coasters

aloga®

PSI 45590 aloga gmbh

08094001 Getränke - Bier
Beverages - Beer

PSI 49362 Westerwald - Brauerei H. Schneider GmbH & Co. KG

08094003 Getränke - Kaffee
Beverages - Coffee

PSI 46551 Sanders Imagetools GmbH & Co. KG

08094009 Getränke - Tee
Beverages - Tea

PSI 46551 Sanders Imagetools GmbH & Co. KG

08094010 Getränke - Verschiedene
Beverages - Miscellaneous

PSI 46551 Sanders Imagetools GmbH & Co. KG

08095009 Gewürze - Verschiedene
Spices - Miscellaneous

PSI 49756 Living Bytes GmbH - Die Markenvertretung

08148008 Lebensmittel - Nüsse
Food - Nuts

PSI 60203 snagger GmbH

08223003 Schokolade - Pralinen
Chocolate - Chocolate Truffles, Pralines

PSI 60181 Confiserie Möhlenkamp Gbr -
Oliver Möhlenkamp, Gerd Möhlenkamp

08223004 Schokolade - Tafeln
Chocolate - Bars

PSI 60181 Confiserie Möhlenkamp Gbr -
Oliver Möhlenkamp, Gerd Möhlenkamp

08223007 Schokolade - Verschiedene
Chocolate - Miscellaneous

PSI 42706 Kalfany Süße Werbung GmbH & Co. KG

08258005 Süßwaren - Verschiedene
Confectionaries - Miscellaneous

PSI 42706 Kalfany Süße Werbung GmbH & Co. KG

09000000 Schul- & Bürobedarf
School & Office

09033001 Blöcke - Notizblöcke
Pads - Notepads

PSI 41794 Karl Knauer KG
PSI 46403 NOTEDECO Spółka z ograniczona -
odpowiedzialnoscia Spółka Komandytowa

09042012 Bürobedarf - Haftnotizen
Office Supplies - Adhesive Notes

PSI 41794 Karl Knauer KG
PSI 46403 NOTEDECO Spółka z ograniczona -
odpowiedzialnoscia Spółka Komandytowa

09042024 Bürobedarf - Schreibunterlagen,
Schreibtischauflagen
Office Supplies - Blotting Pads, Desk Pads

PSI 45590 aloga gmbh

09042029 Bürobedarf - Verschiedenes
Office Supplies - Miscellaneous

PSI 47678 Paul Stricker, SA

09112005 Hüllen - Schutz
Covers - Protective

PSI 49668 Spindler GmbH

09112008 Hüllen - KFZ-, Führerschein
Covers - Driver'S Licence

aloga®

PSI 45590 aloga gmbh

09112009 Hüllen - Kreditkarten
Covers - Credit Cards

PSI 45590 aloga gmbh

09112010-09136044

09112010 Hüllen - Personalausweis, Reisepass
Covers - Identification Card, Passport

PSI 45590 aloga gmbh

09112013 Hüllen - Kreditkarten RFID
Covers - Credit Cards RFID

PSI 47317 tobra GmbH & Co. KG

09120014 Karten - Plastikkarten
Cards - Plastic Cards

PSI 49402 Polskie Karty sp. z o.o.

09120015 Karten - Kundenkarten
Cards - Loyalty Card

PSI 49402 Polskie Karty sp. z o.o.

09120016 Karten - Geschenkkarten
Cards - Gift Cards

PSI 49402 Polskie Karty sp. z o.o.

09136008 Kugelschreiber - Drehkugelschreiber
Ballpens - Twist-Action

PSI 45328 Stilolinea Srl

09136009 Kugelschreiber - dreieckig
Ballpens - Triangular

PSI 41848 uma-Schreibgeräte

09136010 Kugelschreiber - für Touchscreen und PDA
Ballpens - For Touchscreen and Pda



PSI 46550 PENKO GmbH

09136011 Kugelschreiber - Holz
Ballpens - Wood

PSI 46550 PENKO GmbH
PSI 41848 uma-Schreibgeräte

09136013 Kugelschreiber - komplett aus Kunststoff
Ballpens - Completely Plastic

PSI 45328 Stilolinea Srl

09136014 Kugelschreiber - komplett aus Metall
Ballpens - Completely Metal



PSI 46550 PENKO GmbH

PSI 41848 uma-Schreibgeräte

09136022 Kugelschreiber - mit gummierter Griffzone
Ballpens - With Rubber Grip Zone

PSI 46550 PENKO GmbH
PSI 45328 Stilolinea Srl

09136031 Kugelschreiber - Mix aus Metall und Kunststoff
Ballpens - Mixed Material Metal and Plastic

PSI 45328 Stilolinea Srl

09136038 Kugelschreiber - umweltfreundlich oder recycled
Ballpens - Eco-Friendly Or Recycled



PSI 46550 PENKO GmbH

PSI 45328 Stilolinea Srl
PSI 41848 uma-Schreibgeräte

09136040 Kugelschreiber - Verschiedene
Ballpens - Miscellaneous

PSI 43287 Schwan-STABILO Promotion Products GmbH & Co. KG

09136044 Kugelschreiber - Druckkugelschreiber
Ballpens - Ballpoint Pen

PSI 46550 PENKO GmbH
PSI 46622 Viva-Plus II Firma Handlowa - Joanna Kowalczyk

09163011-10301004

09163011 Mappen - Verschiedene
Folders - Miscellaneous

aloga®

PSI 45590 aloga gmbh

PSI 49668 Spindler GmbH

09254001 Stifte und Schreibgeräte - Bleistifte
Pens and Writing Utensils - Pencils

PSI 46550 PENKO GmbH
PSI 43287 Schwan-STABILO Promotion Products GmbH & Co. KG
PSI 45328 Stilolinea Srl

09254013 Stifte und Schreibgeräte - Gelstifte
Pens and Writing Utensils - Gel Pens

PSI 45328 Stilolinea Srl

09254018 Stifte und Schreibgeräte - Textmarker
Pens and Writing Utensils - Highlighters

PSI 43287 Schwan-STABILO Promotion Products GmbH & Co. KG

09254019 Stifte und Schreibgeräte - Tintenroller, Rollerballs
Pens and Writing Utensils - Rollerball Pens

PSI 46550 PENKO GmbH

09254022 Stifte und Schreibgeräte - Verschiedene
Pens and Writing Utensils - Miscellaneous

PSI 47678 Paul Stricker, SA
PSI 46311 TROIKA Germany GmbH

09313006 Zettelboxen - Verschiedene
Memo Boxes - Miscellaneous

PSI 41794 Karl Knauer KG

09315001 Zettelklötze - Zettelklötze - Verschiedene
Memo Cubes - Miscellaneous

PSI 41794 Karl Knauer KG
PSI 46403 NOTEDECO Spółka z ograniczona -
odpowiedzialnością Spółka Komandytowa

10000000 Services & Technologien
Services & Technologies

10055001 Dienstleistungen - digital
Services - Digital

PSI 43849 Mypromo Service GmbH

10055006 Dienstleistungen - Werbeanbringung
Services - Advertising

PSI 46235 HERKA GmbH

10239003 Sonderanfertigungen - Fruchtgummi und Süßwaren
Special Makes - Fruit Gums and Candies/Sweets

PSI 42706 Kalfany Süße Werbung GmbH & Co. KG

10239005 Sonderanfertigungen - Holzartikel
Special Makes - Wooden Articles

PSI 60394 Blooms out of the box vof

10239009 Sonderanfertigungen - Kunststoff und PVC-Folie
Special Makes - Plastic and Pvc Foil

PSI 43999 ADOMA GmbH - Kunststoff- und Metallverarbeitung
PSI 47406 kozioł ideas for friends GmbH

10239015 Sonderanfertigungen - Schokolade und Pralinen
Special Makes - Chocolate and Pralines

PSI 60181 Confiserie Möhlenkamp Gbr -
Oliver Möhlenkamp, Gerd Möhlenkamp

10239019 Sonderanfertigungen - Textilien
Special Makes - Textiles

PSI 46235 HERKA GmbH

10239020 Sonderanfertigungen - Verschiedene
Special Makes - Miscellaneous

PSI 42020 mbw Vertriebsges. mbH
PSI 49362 Westerwald - Brauerei H. Schneider GmbH & Co. KG

10239021 Sonderanfertigungen - Taschen
Special Makes - Bags

PSI 43720 Texpro Solutions Sp. Z o.o.

10289005 Verpackungen - Kartonagen
Packings - Cardboard

PSI 49668 Spindler GmbH

10301004 Werbeanbringungen - Gravuren
Advertising Applications - Engraving

PSI 46622 Viva-Plus II Firma Handlowa - Joanna Kowalczyk

10301007-12236006

10301007 Werbeanbringungen - Offsetdruck
Advertising Applications - Offset Printing

PSI 49362 Westerwald - Brauerei H. Schneider GmbH & Co. KG

10301008 Werbeanbringungen - Prägung
Advertising Applications - Embossing

PSI 46622 Viva-Plus II Firma Handlowa - Joanna Kowalczyk

10301009 Werbeanbringungen - Siebdruck
Advertising Applications - Screen Printing

PSI 49753 BOTT sp. z o.o.

10301010 Werbeanbringungen - Stickereien
Advertising Applications - Embroidery

PSI 42819 Gustav Daiber GmbH

10301013 Werbeanbringungen - Transferdruck
Advertising Applications - Transfer Printing

PSI 42819 Gustav Daiber GmbH

10301014 Werbeanbringungen - Verschiedene
Advertising Applications - Miscellaneous

PSI 46235 HERKA GmbH

11000000 Spiele & Spielzeug
Games & Toys

11014012 Babyartikel - Spielzeug
Baby Products - Toys

PSI 42020 mbw Vertriebsges. mbH

11247002 Spiele-Zubehör - Verschiedene
Games Equipment - Miscellaneous

PSI 60203 snagger GmbH

11251029 Spielzeug - Plüschtiere
Toys - Plush Animals

PSI 42020 mbw Vertriebsges. mbH

12000000 Sport, Freizeit & Veranstaltungen
Sports, Leisure & Events

12010010 Aufblasbare Artikel - Möbel
Inflatables - Furniture

PSI 44010 Softybag AB

12061001 Einlasskontrollen - Armbänder
Admission Control - Wristbands

PSI 49753 BOTT sp. z o.o.

12072008 Fanartikel - Fußball
Fan Articles - Football

PSI 41369 elasto GmbH & Co. KG

12072009 Fanartikel - Merchandising
Fan Articles - Merchandising

PSI 60227 Earline AG

12076004 Festartikel - Verschiedene
Festive Articles - Miscellaneous

PSI 44574 Take2-Design GmbH & Co. KG

12085007 Frisbeescheiben - Verschiedene
Frisbees - Miscellaneous

PSI 41583 HEPLA-Kunststofftechnik GmbH & Co KG

12101004 Golf - Handtücher
Golf - Hand Towels

PSI 46235 HERKA GmbH

12119002 Karneval und Halloween - Hüte
Carnival and Halloween - Hats

PSI 48751 AFISA - Assoc. Fabric. Import SA

12119004 Karneval und Halloween - Masken
Carnival and Halloween - Masks

PSI 49719 AMGS GROUP JERZ I GIGOLLO SPÓŁKA
KOMANDYTOWA

12231003 Schwimmhilfen - Verschiedene
Swimming Aids - Miscellaneous

PSI 60227 Earline AG

12236004 Sicherheitsartikel - Gehörschutzstöpsel
Safety Products - Protective Ear Plugs

PSI 60227 Earline AG

12236006 Sicherheitsartikel - Personenschutz
Safety Products - Protection Of Persons

PSI 49719 AMGS GROUP JERZ I GIGOLLO SPÓŁKA
KOMANDYTOWA

12252011-13214012

12252011 Sportartikel - Zubehör und Verschiedenes
Sports Articles - Equipment and Miscellaneous

PSI 60227 Earline AG

 **POLYCLEAN**

PSI 46596 POLYCLEAN International GmbH

12297005 Wassersport - Verschiedenes
Water Sports - Miscellaneous

PSI 60227 Earline AG

13000000 Taschen, Gepäck & Reise
Bags, Luggage & Travel

13013016 Auto - Parkscheiben
Car - Parking Discs

PSI 41583 HEPLA-Kunststofftechnik GmbH & Co KG

13013019 Auto - Reinigungs- und Pflegemittel
Car - Cleaning and Maintenance Agents

 **POLYCLEAN**

PSI 46596 POLYCLEAN International GmbH

13128012 Koffer - Verschiedene
Cases - Miscellaneous



VICTORINOX

PSI 44281 VICTORINOX AG

13129001 Kofferzubehör - Kofferanhänger
Suitcase Equipment - Luggage Tags

PSI 45590 aloga gmbh

13203005 Reise - Verschiedenes
Travel - Miscellaneous

PSI 60227 Earline AG
PSI 47678 Paul Stricker, SA
PSI 46311 TROIKA Germany GmbH

13206006 Rucksäcke - Verschiedene
Rucksacks - Miscellaneous


HALFAR

PSI 45666 Halfar System GmbH

13214003 Schirme - Mini
Umbrellas - Mini

PSI 60171 Perletti S.p.A.

13214006 Schirme - Sonnenschirme
Umbrellas - Sunshade, Parasol

PSI 43144 FARE - Guenther Fassbender GmbH

13214007 Schirme - Stockschrime
Umbrellas - Walking-Stick Umbrella

PSI 43144 FARE - Guenther Fassbender GmbH
PSI 60171 Perletti S.p.A.
PSI 43739 PS Concepts GmbH

13214008 Schirme - Taschenschirme
Umbrellas - Pocket Umbrellas

PSI 43144 FARE - Guenther Fassbender GmbH
PSI 43739 PS Concepts GmbH

13214010 Schirme - Regenschirme
Umbrellas - Umbrellas

PSI 60171 Perletti S.p.A.
PSI 43739 PS Concepts GmbH

13214012 Schirme - Golfschirme
Umbrellas - Golf-Umbrellas

PSI 43144 FARE - Guenther Fassbender GmbH
PSI 60171 Perletti S.p.A.
PSI 43739 PS Concepts GmbH

13241001-13262023

13241001 Souvenirs - Touristikartikel
Souvenirs - Tourism Articles

PSI 60227 Earline AG

13262003 Taschen - Baumwolltaschen, Leinenbeutel
Bags - Cotton Bags

MART'S BAGS®

PSI 49181 MART'S BAGS - Martyna Konowrocka

PSI 43720 Texpro Solutions Sp. Z o.o.

13262005 Taschen - Einkauf
Bags - Shopping

MART'S BAGS®

PSI 49181 MART'S BAGS - Martyna Konowrocka

13262023 Taschen - Verschiedene
Bags - Miscellaneous


HALFAR

PSI 45666 Halfar System GmbH


VICTORINOX

PSI 44281 VICTORINOX AG

20010000-20010805



20010000 Textilien
Textiles

20010205 Sports- und Teamwear - Sportjacken
Sports and Team Wear - Sports Jackets

PSI 60392 RESULT CLOTHING Ltd.

20010303 Workwear/Berufsbekleidung - Arbeitsjacken
Workwear - Work Jackets

PSI 60392 RESULT CLOTHING Ltd.

20010407 Corporate Fashion - Unternehmenskleidung
Corporate Fashion - Corporate Wear



PSI 42819 Gustav Daiber GmbH

20010504 Outdoor - Softshelljacken
Outdoor - Soft-shell Jackets

PSI 60392 RESULT CLOTHING Ltd.

20010802 Kappen, Mützen - Kappen
Caps, Beanies - Caps

PSI 45014 ATLANTIS HEADWEAR - MASTER ITALIA S.p.A



PSI 42819 Gustav Daiber GmbH

PSI 60392 RESULT CLOTHING Ltd.

20010803 Kappen, Mützen - Kopftücher
Caps, Beanies - Head Scarves

PSI 45014 ATLANTIS HEADWEAR - MASTER ITALIA S.p.A

20010804 Kappen, Mützen - Sonnenhüte
Caps, Beanies - Sun Hats

PSI 45014 ATLANTIS HEADWEAR - MASTER ITALIA S.p.A

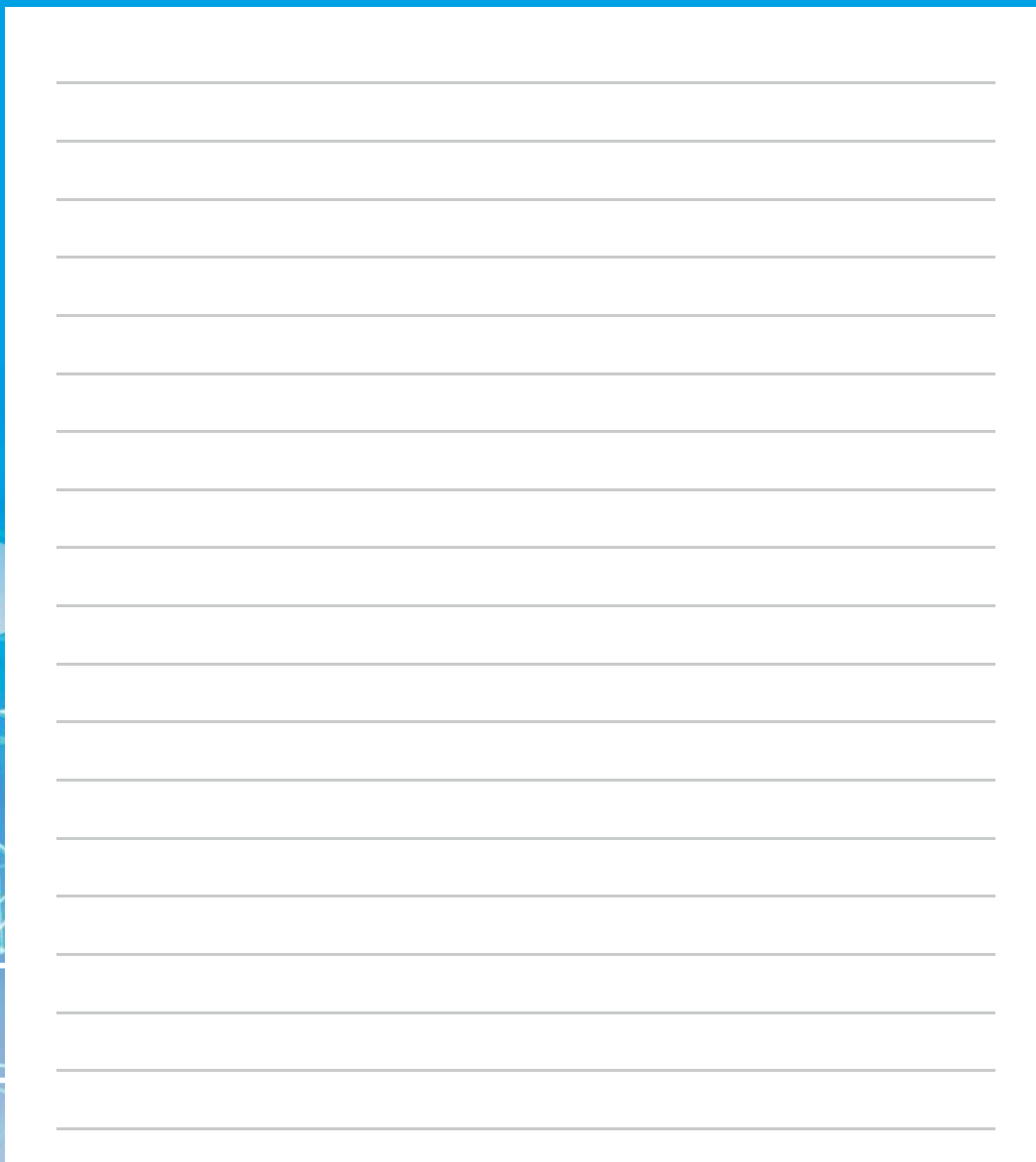
20010805 Kappen, Mützen - Strickmützen
Caps, Beanies - Knitted Beanies

PSI 45014 ATLANTIS HEADWEAR - MASTER ITALIA S.p.A

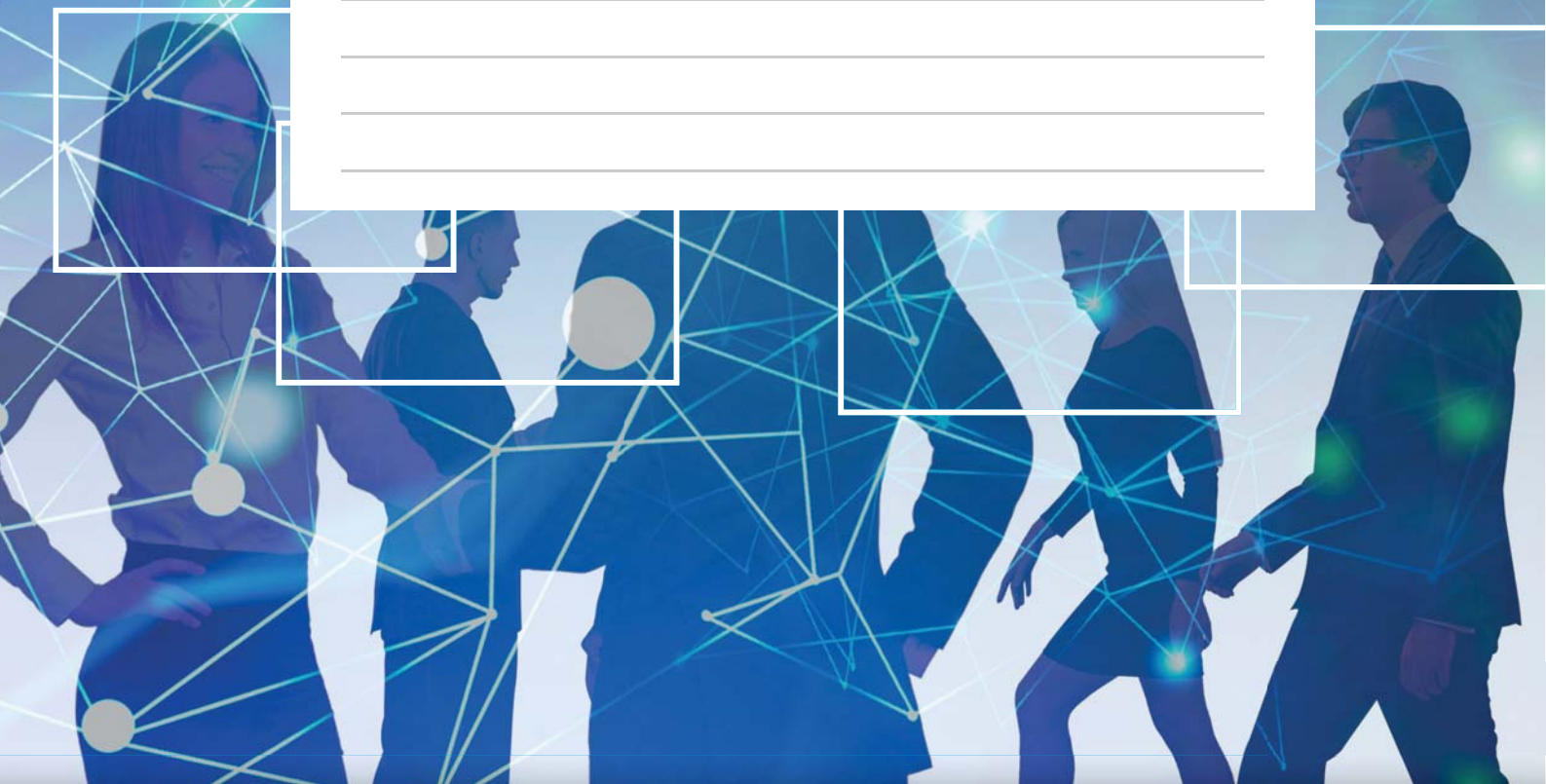
MEINE PSI DIGITAL NOTIZEN
MY PSI DIGITAL NOTES

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MEINE PSI DIGITAL NOTIZEN
MY PSI DIGITAL NOTES



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