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PSI Journal

International Magazine

For Promotional
Products

July 2021

Volume 60

-Advert-



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PSI Journal

International Magazine
For Promotional
Products

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Product Guide

Christmas, gift sets,
custom-made products
Toys and plush products

Hirsch Ideas

New line of effective
protection products

doppler

75 years
of world umbrellas

PSI Jubilarians

40 years member
of the network

Exciting PSI event series until December
Seven Digital Fridays

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Editorial

Adjusting our mindset

Coronavirus has abruptly pulled the brakes on the faster-further-higher mindset and subsequently created space and time for new thinking and new realisations. Weren't we all a little bit in love with the dreamy idea of the "global village"? A global village in which, thanks to digitisation, we communicate globally and simultaneously and understand one another, too. One technology, one language. National boundaries are detonated, supply chains extend around the world.

Similarly to how Gutenberg, with his printed word, levelled the path from illiteracy to the modern world, digitisation was meant to pave the way to the "global village". Sure, that has been achieved, in parts. Today we zoom and post with partners in Tokyo, Hong Kong or San Francisco. But, to the disillusionment of many contemporaries, we have not become one village. Rather, the world has fragmented. Dictatorships, authoritarian systems and the western world are finding themselves as irreconcilable as they were during the Cold War. This is not digitisation's fault, however, since technology has no moral force. At fault are people, clinging to old power structures and defending them brutally. Coronavirus has alarmingly laid that bare. As in the Middle Ages, whole countries have retreated into isolation. Supply chains have been collapsing, containers continue to rust in ports and aeroplanes are now parked in the desert.

Yes, in some areas we certainly need to do some rethinking if we intend to guarantee security of supply, sustainability, and proximity. That is because, and our sector is no exception, a whole heap of products originate from many sources in many countries. The narrative of the "global village" as a problem-free supplier should be placed under scrutiny. Infrastructure, at all events, must be made crisis-proof – that includes ours here in Germany. No renewed lockdown – on whatever grounds – can be allowed to lead to collapses in sales of up to 80 percent again.

By early autumn at the latest, the promotional products industry should have succeeded in regaining old customers' enthusiasm and adding new customers to its list. The task for the second half-year will be "proximity". No Zoom talk can replace the magic of a personal meeting. But a new mindset is needed in that context, too. We must revive meeting in person, while advancing digitisation at the same time. We must get to know our customers better, earn their trust and loyalty better, and reach out to them better. It is a change of mindset that is not only in our heads; it is not easy and, what's more, it is going to cost a lot of money. Nevertheless, we need to tackle it together.

On that note – here's to success,

Manfred Schlösser | Editor-in-Chief PSI Journal

Your opinion: schloesser@edit-line.de

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Digital Fridays: The Digital Seven

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They are the thematic extension of the PSI Digital until the next in-person trade show from 11th to 13th January 2022 in Düsseldorf: the Digital Fridays. A total of seven Fridays from June till December are dedicated to key topics of interest. It all started with live presentations on "design and product safety".

It's very Christmassy

12

The year is hardly half over when the end-of-year business comes into view – and with it the ever-popular Christmas season. This year, too, the industry has already created beautiful, useful and

lasting gifts for the occasion.

Also on the wish list:
custom-made products.

And from page 46 onwards,
things get playful.



Umbrellas of the world – 75 years of doppler

58

The traditional company doppler looks back on a 75-year success story, which would not have been possible without the courage, diligence and optimism of all the generations involved. Seven and a half decades in which doppler, with its excellent products, has made the leap from Austria to the world and is today considered the largest umbrella manufacturer in Europe.



40 years a PSI member

74

In the June issue of the PSI Journal we presented the gold jubilarians, i.e. those who have been members of PSI for 50 years. Among the members who have also helped to write a major piece of the success story are the suppliers and distributors who have been part of the international network of the promotional products industry for 40 years now.



**Sweet dreams on lavender****Schlaf-Gut herbal pillows****ASB Herbalind GmbH****www.herbalind.com****PSI 46706****Bringing out the essence****Gourmet Botanicals with aroma tin****BACCYS GmbH****www.baccys.com****PSI 60231**

OLFACTORY SUCCESS FACTORS

Scents have an enormous influence on our life. Humans possess more than 400 different odour receptors, distributed across 30 million olfactory cells. That enables us to differentiate a trillion odour patterns – far more than we find words for. Pleasant scents prompt a feeling of wellbeing, which makes them an important component of brand communication (mylife.de, "Düfte und ihre Wirkung") – and they unfold their whole (fragrant) note when – depending on product – they also flatter palate and tongue.

**Aesthetic and sensual****"Be Esthetic" Natural Wellness set****LimeBOX****www.lime-box.com****PSI 48956****Pure beauty with nuanced flavours****ErbblühTee Set (glass teapot with tea flowers)****Creano GmbH****www.creano.com****PSI 48136**

THE WORLD'S MOST FAMOUS SCENT



Originally, it was not her intention to have a scent in her repertoire, yet she launched the world's most famous perfume: Coco Chanel's N° 5. In 1920, Chanel had twenty designs by former perfumer to the tsars Ernest Beaux presented to her, and out of them she picked the number 5. For, in her own words, the Grande Dame of Haute Couture always brought out her new collection on the fifth day of the fifth month, so in a trice she named the perfume for her lucky number 5. Initially limited to 100 bottles in 1921, the scent embarked on its global triumphal march and is today, after 100 years, as fresh as ever before. (faz.net, "Chanel N° 5 wird hundert")

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One word – (at least) two meanings and the verbal connecting link for two trends: one which has been taking shape for quite a while, but has considerably gained in popularity in the last few months, and one which can be assessed as the creative output of a challenging time. We are talking about the **micro wedding** (or also tiny wedding or “minimony”) and **WFH radio**. The term uniting the two is “reception.” In the case of the small weddings, the reception is limited to a gathering of **ten persons** maximum. In the case of WFH radio, it's about an **audio format** produced by a radio broadcaster on behalf of companies. It means that all employees can enjoy a good reception and a feeling of “**togetherness**” is beamed out. Our **product presentations** on this page are not only suitable for micro weddings or working-from-home broadcasting. With stylish and stylistically confident, haptic **eye catchers**, promotional messages are guaranteed a good reception.



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The promotional products industry is getting ready for a long-awaited live meeting and showing that it stands behind Europe's leading trade show for the promotional products industry. As part of a major campaign, numerous members are campaigning for their network until the "Who and How" of the trade scene can once again meet in person in Düsseldorf from 11 to 13 January 2022. While the industry giants, in other words the "Who", will bring along their concentrated expertise on promotional products, the retailers will show with their "How" how business can be done successfully with them.



Campaign "We are PSI" is giving an optimistic outlook

Who and How of the industry is behind PSI



Whe renowned heads of the industry stand behind the international network. “PSI is the leading European trade show and we need it more than ever in 2022,” says Armin Halfar, Managing Director of Halfar System, for example. “For us, the network represents one of the most important interest groups that brings industry, advertising media consultants and manufacturers into contact and thus offers advertising media a platform that goes far beyond simple product presentation. As a communicator towards politics and business, the show is an important component.

There is nothing like personal contact

Others see it similarly. Under the campaign “We are PSI”, various key players in the industry are currently campaigning for “their” trade show until it takes place, giving a positive outlook on the time after the pandemic. “There are many ways to stay in touch, even in a pandemic situation,” affirms Alexander Ullmann, Managing Director of uma Schreibgeräte. “But we all agree that nothing beats personal contact. That’s why we are very happy that PSI 2022 will also take place in real life again.” For the future, he believes in a strong leading trade show where suppliers and retailers make a strong case for haptic advertising over other forms of advertising, as well as sending positive signals for haptic advertising to the applying industry and politics.

International industry comes to Düsseldorf

Support is also coming from the international side. Registrations for the on-site event in January have already been received from Germany, the Netherlands, France, Portugal, Spain, Italy, Turkey, Denmark, the United Kingdom, Sweden, Poland and Saudi Arabia. Manufacturers and suppliers such as XINDAO, koziol ideas for friends, STABILO Promotion Products, Stilolinea, VICTORINOX,

Waterdrop Microdrink and TROIKA Germany will be there. The LEUCHTTURM Group, Sanjuan Hermanos, Croatian umbrella, Clipper, Cottonland - Textile Agency, badge4u and Bio Laboratories also await visitors at the start of the year with their new products, bestsellers and processes from the promotional products, textile and finishing sectors.

New admission regulations strengthen the distributors

“We are pleased about the great confidence from the industry,” says PSI Director Petra Lassahn. She recently presented the new concept of the show to the Advisory Board of the Promotional Products Industry. The focus is on successful cooperation between all market participants, i.e. suppliers, importers and retailers. For this reason, it also includes a modified admission regulation for the show’s participants. Members will continue to find it easy to participate in the leading show. In future, too, they can simply purchase their ticket via the ticket shop. Invited industry customers with a voucher code can also redeem it in a few steps in the ticket shop. Companies that are neither members nor have been personally invited by a member can register in the ticket shop, but must legitimise themselves in advance. „In this way, we ensure that only people with a business focus on the promotional products industry visit the trade show and thus strengthen the trade’s position,” says Petra Lassahn, explaining the new admission regulations.

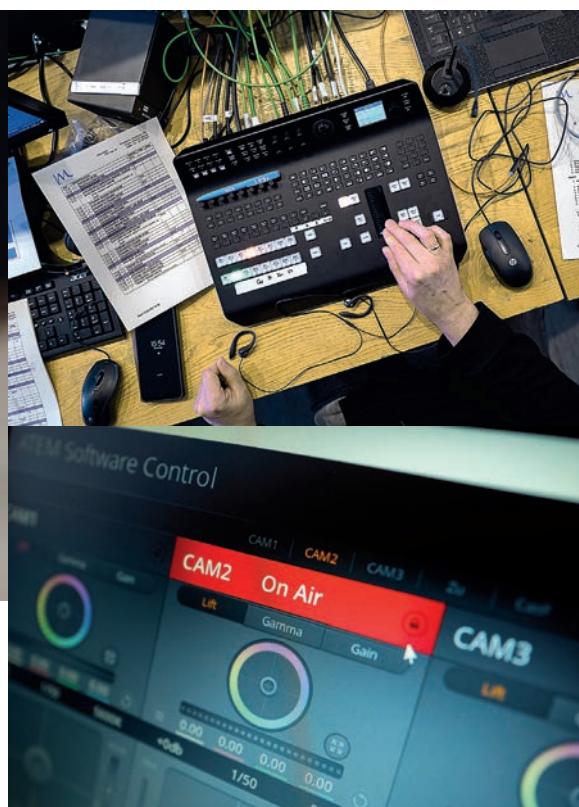
Finishing and textiles are new focus topics

The event is also sharpening its profile in terms of content. In future, finishing processes and sustainable textiles will also find a home under the PSI brand name, alongside trends from the promotional products industry. This will unify the concept. The main themes are reflected in the various special areas, but also in the supporting programme, including a special finishing show and the Textile Campus. For all those who cannot come to Düsseldorf in January, the programme will also be broadcast digitally.

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Digital Fridays address fascinating topics

The digital seven



How does an unsafe promotional product compare to a safe one? What needs to be considered in the design and procurement process in order to protect oneself from unpleasant surprises? Why does product safety already play a role when the design is still in the development phase and how can unnecessary costs be avoided by looking ahead? These and other questions were answered by designer Lutz Gathmann in his presentation “Product safety and design – individual and sustainable”. His recipe for success to achieve long-term market success: approaching design and product safety as intertwined. Only safe products are allowed to be brought onto the market in the European Economic Area according to various legal regulations, which is why Lutz Gathmann recommends addressing factors related to safety early in the development phase and optimising the processes. In his presentation he also described how

later risks can be minimised and used practical examples to show how every individual can sharpen their own senses to be able to distinguish safe from unsafe products at first sight.

Sustainable design

What does sustainable design look like from an ecological and social perspective? Bianca Seidel, who through her consulting firm addresses topics such as ethical cor-

porate management, sustainable management, sustainable design, Corporate Social Responsibility (CSR), creative industries and the fashion industry, answered this question using a number of examples from practical experience. In her session, she presented an exceptional best practice example from the textile industry, a concept involving the leasing of jeans. The thematic thread of her presentation was the principle of “ecodesign”. “It’s an invitation to rethink the development of products and services, commerce and business management. Because the principle of ecodesign radically calls into question processes, systems and infrastructures in order to organise them in the most socially, ecologically and economically sustainable way along the entire value-added chain. It’s therefore an important foundation for the circular economy,” says Bianca Seidel who was introduced earlier as the “pioneer of ecodesign” (see also PSI Journal 4/21 “Reshape the future with ecodesign: Uncharted territory instead of stagnation”, pages 58 – 60).

Communication that leads to success

How sustainably designed and safe products as well as other informative topics and content can be communicated in the market in an attention-grabbing way was outlined by Caroline Zöller, Managing Director of Forteam Kommunikation GmbH, and Manuel Potter, Managing Director of Potter Promotion. Caroline Zöller, who also assumed the role of presenter of the Digital Friday, focussed on the aspect of successful storytelling. She gave tips for empathetic and emotional texts, which are sure to leave a lasting impact on the target group. What’s more, Manuel Potter revealed how effective website design can increase sales performance. He highlighted concrete steps to take one’s own website forward.

Missed the presentation?

Petra Lassahn, Director of the PSI, was also very satisfied with the outcome of the first Digital Friday: “It was a successful follow-up to our big kick-off in May,” she summed up in conclusion. PSI members, who missed the live programme of the previous digital events, can view these at their own convenience in the media library. The on-demand programme can be reached in just a few clicks via the PSI Product Finder. Non-members also have the opportunity on the respective Digital Fridays to view previously broadcast topics and to source more than 130,000 creative and innovative promotional products in the PSI Product Finder that’s usually reserved for members only. For all PSI members, this opportunity can also be utilised right up until the next PSI which will once again be held from 11th to 13th January 2022 at the Düsseldorf exhibition centre. <



Bianca Seidel
presented the significance, present and future of the “ecodesign” principle.

Caroline Zöller
outlined the secrets of successful storytelling.



Lutz Gathmann
shared his recipe for success to achieve long-term market success: approaching design and product safety as intertwined.



Manuel Potter
illustrated how effective website design can increase sales performance.



Digital Fridays – an overview

Six further Digital Fridays, each with a specific thematic focus, follow – all on the second Friday of the respective month:

- 9th July 2021: Tips & trends for Christmas business
- 3th August 2021: Sustainable future models for the promotional products industry
- 10th September 2021: Culinary promotional product trends
- 8th October 2021: Bestsellers and newcomers for the outdoor sector
- 12th November 2021: Promotional products industry globally networked
- 10th December 2021: Textiles and sustainable promotional product trends
- 11th to 13th January 2022: PSI 2022 in Düsseldorf



The year is only hardly half over, but the **end-of-year rush** is already on the horizon. And that also means the **Christmas season**. Once again, the promotional products branch has already come up with **wonderful, useful and ecologically sustainable gifts**.

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Customized special editions

After this turbulent year, everyone could use a little Christmas magic, which is why Edition Michael Fischer is presenting specially selected titles from its diverse publication program. Companies interested in giving their staff, customers or even themselves something delightful will hit the mark with these titles and their tailor-made special production. Delicious recipes, decoration/handicraft projects, or creative DIY ideas will make it a holiday for all the senses. The publication can be targeted towards small children, real gourmets or DIY aficionados. The customer only needs to decide on the purpose and budget for their publication, and the Bavarian supplier will create the optimal layout with the highest quality.

Aesthetically pleasing and practical

Troika Wine Tasting, a practical wine set inspired by sommeliers and consisting of a waiter knife with corkscrew, cap lifter and vacuum-sealed bottle stopper, is ideal for wine connoisseurs and pleasure seekers. Or perhaps just for anyone who likes to give practical, appealing gifts. The bottle stopper fits various types of bottles, is made from acrylic and silicone, and comes with a sophisticated vacuum pump. The design is an elegant combination of technical ingenuity and aesthetic appeal. The kit comes in a high-quality cardboard box with a slipcase and is made from food-safe materials: a combination of ABS, stainless steel and silicone, finished with matte black colouring.



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A warm greeting in the cold season

As part of their exclusive distribution partnership, Römer Lifestyle is selling a few specially selected best-selling products from the German ceramic manufacturer ASA Selection for the promotional products sector. The high-quality products include a modern mug for drinking hot beverages during the cold season, which are perfect gifts to use for prizes, anniversaries or other special occasions. The mug is ideal for enjoying a relaxing cup of tea or delicious hot chocolate. The creative porcelain mug with gold Christmas tree balls and X-Mas inscription can hold 350 millilitres of liquid and is delivered in attractive gift packaging.

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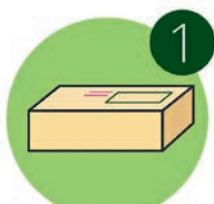


Little trees from the box

A BloomsBox Large with three wonderful Christmas trees will make eyes gleam in the truest sense of the word. The economical LED is supplied by Blooms out of the box along with the trees. The wooden box is the shipping package, plant receptacle and water basin all in one. The recipient only has to set up the little trees in the box and fill the water basin. The supplied Christmas lighting provides for extra warmth and comfort at home. The BloomsBox can easily be individualized by laser or a branding iron.



- MERRY X-MAS -



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Cutting-edge indulgence

Cut out, bake, decorate: the cookie cutter set from Hepla is a delightful promotional product with a large space for promotional messages. It is an effective way to communicate with the young and old, and is particularly suited for seasonal occasions such as Christmas, Easter or Valentine's Day. The creative set consists of five white cookie cutters made from food-safe plastic, which come in the shape of a heart, star, flower, circle. It is useful for cutting cakes, cookies and biscuits, as well as fruits and vegetables. All the cutters are delivered in a practical, space-saving, clear frosted box that can be used again and again every year. Upon request, this practical promotional product with a large surface can be finished with screen printing or digital printing.



Mulled wine seasoning in a test tube

The use of test tubes as a packaging solution for mulled wine seasoning is the latest spiffy new idea by Multiflower. Around six grams of this festive, glutamate-free seasoning are packaged per tube. Thanks to its screwtop, it can be reused again and again. There is room for a promotional message on the standard design of the little flag. Individual designs are also possible, each starting at orders of 250 or more. Printing is available in one to four euro-scale colours according to the information provided.



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www.der-zuckerbaecker.de



Christmas magic in a glass bottle

The company Der Zuckerbäcker is providing cosy warmth and heaps of joy with its DIY series. With a diverse selection of seven festively filled glass bottles, there is the perfect flavour for every palate. The contents, which awaken the Christmas spirit in everyone and make for pleasant evenings, leave nothing else to be desired. The individual design of the round sticker on the front lets advertisers provide customised special winter splendour for their customers. The mixture can be easily and quickly prepared with the help of the instructions that can be found on the tag. The high-quality glass can also be reused to store spices or as a decoration. This way, the promotional message will stay in the memory of consumers for a long time and will continue to provide them lasting joy.

Advent surprise

The FamousFood® Original AdventsBoxx is perfect for social get-togethers with friends, relatives, customers or colleagues during Advent, because Advent just isn't Advent without the Boxx. The present from FamousFood, c/o Kaldenbach GmbH, is ideal for Christmas campaigns or for anyone who wants to play Santa Claus for their staff or who wants give someone a special small gift: a bowl with Advent snacks with their own motif on it.

PSI 2043
FamousFood c/o Kaldenbach GmbH
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www.famousfood.de



Saying thank you with creative invitations

Hand-made Belgian chocolate and pralines, combined with a tailor-made advertising effect – that is Chocolissimo's strategy for success. "Thank your customers, employees and partners for the pleasant cooperation, their endurance and accomplishments. Send chocolate invitations for people to enjoy or give them special welcome gifts", recommend the sweets specialists. Refinements with cardboard packaging by means of a banderol are available in quantities of 30 and more and for the entire package for quantities of 200 and more. The exclusive little wooden boxes are a particular highlight. They can be personalized with a fine engraving starting at quantities of one and provide for a long-term effect. Individually printed ChocoPrint pralines and chocolates can be placed inside at quantities of 30 and more. It is also possible to create an individual chocolate text with the ChocoTelegram collection starting at quantities of one. Another highlight is a QR code, which can be applied as ChocoPrint and leads to the desired website or event. The promotional gifts specialists from Chocolissimo are happy to give you advice on how to make a lasting impression.



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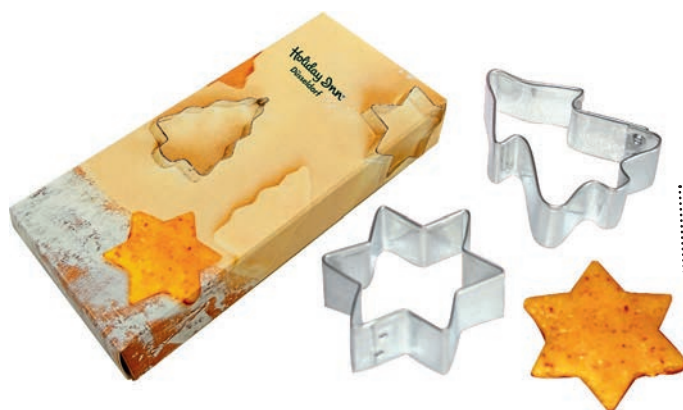


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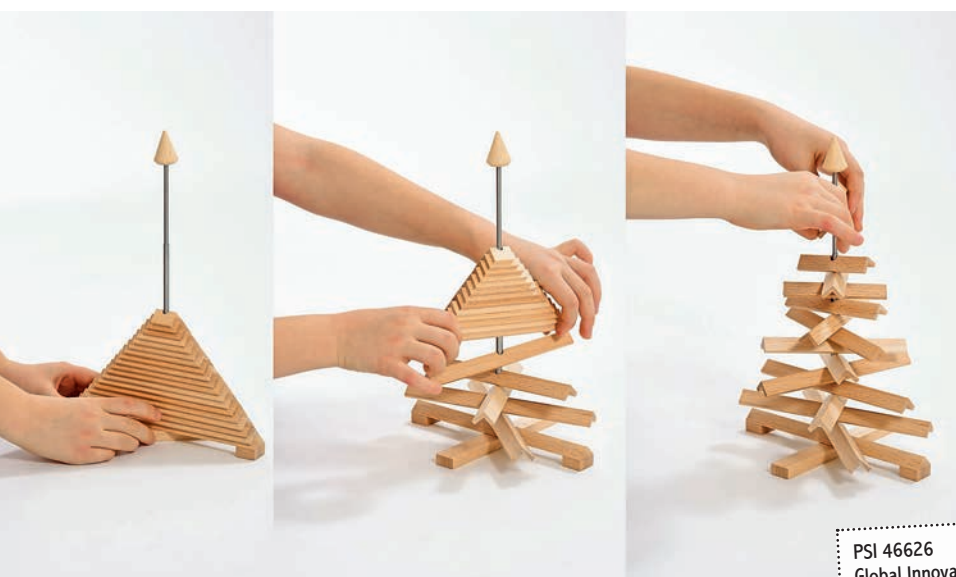
Little Christmas bakery

The tin sheet cookie cutters by Multiflower, delivered in a handy box, serve as delightful giveaways that customers will gladly use. The cookie cutters are available in star and Christmas tree shapes and are approximately five centimetres in diameter. The packaging, which is 30 by 25 millimetres in standard size, can be individualised with a promotional message. For a minimum order of 250 units, the packaging can be fully individualised with digital printing according to the information provided using one to four euro-scale colours.

Fed up with tangled cables

The cable organizer set "Connected" from the firm Bühring brings order to your everyday life. The simple and timeless cable holders made of elegant leather hold together what belongs together and prevent cables from being tangled up and breaking. For the 2021 holiday season, Gabriele Bühring and her team have selected the most popular cable organizers from the assortment and are offering them as a present set in different variations. The light weight and small sizes make the set the perfect addition to your Christmas correspondence. Blind embossing is recommended for promotional labelling. The carrier board made of felt can also be used as a coaster.

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It doesn't shed needles!

Rudolf, a natural Christmas tree without needles, is a cleverly designed, creative Christmas present, which is also conveniently ready for dispatch to mailing lists. Pressed together in a small, compact shape, the individually patented Christmas tree fits perfectly into the individually printable folding boxes. Later it can be easily set up and serves as a perfect decorative article for every room. Add an individualized card and send out your heart-felt Christmas greetings.

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www.globalinnovations.de



An appreciative thank-you

Christmas is the time of the year to say thank you to the people you really appreciate, especially during this pandemic year. Medical Promotion has put together a really special seasonal first-aid kit for this purpose: the useful first-aid set called Cold Aid Set, which contains ingredients for a warm lemon drink, tissues, cough drops and brand-name Actiomedic® plasters. The kit is suitable for all age and target groups. The durable and water repellent Actiomedic® plasters will be handy in any situation. The kit is made out of high-quality nylon, it has a practical zipper for quickly accessing the contents, it fits inside trouser pockets, and it offers enough space for the most important first-aid supplies despite its small size. A personalised insert can be placed inside the kit, and the practical pouch features a large space for advertising. The plaster card can also be customised with a four-colour motif or logo. Additionally, it is possible to personally select the contents of the kit for a minimum order of 250 units.

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



Die Handschrift der Werbung

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PSI 45384
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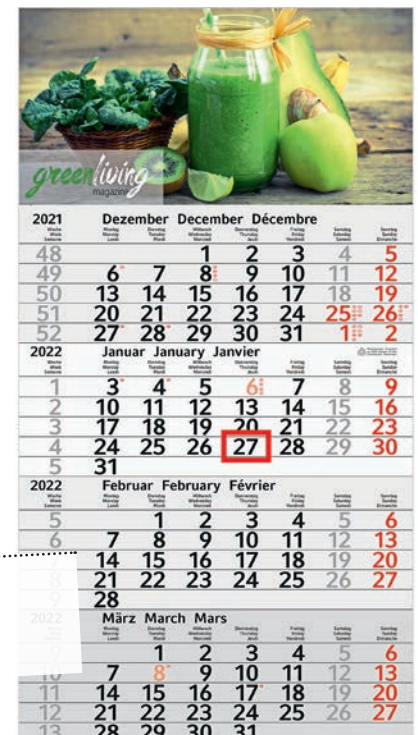
Natural snacks

The delicacies for sale by the company My logo on food include sustainable jute bags filled with festive treats such as a delicious chocolate Santa Clause, glazed Elisenlebkuchen (gingerbread with 10 per cent flower or less), Elisenlebkuchen with chocolate, gourmet stollen, a bag of exquisite fire-roasted almonds, and miniature Santa Clauses. The company from Borken, Germany offers full-service packages upon request, such as free shipping and handling, Christmas card inserts, as well as gift packaging safe shipping boxes. All Christmas products can be individualised with a logo, including the jute bag, which can be upgraded with a four-colour tag.

New orders for calendar customers

The calendar, notebook and sticky note specialist Geiger-Notes AG is presenting a wide array of promotional calendars this year. Calendars are regularly recurring promotional products that are distributed every year, which is why nearly every second industry customer takes advantage of this kind of advertising space. This is because customers place calendars on their wall or desk and they are eagerly anticipated as early as the fall. This precious opportunity to retain customers should not be taken lightly, as any competitor would gladly take your coveted spot in customers' homes. Once a customer has made room for a calendar, the spot will be reused for a calendar year after year. Once this space is gone, it is gone forever. For this reason, Geiger-Notes CEO Jürgen Geiger advises clients: "Secure your spot on customers' walls by placing your order for new calendars as early as possible! Start now and invest in new customers with calendars. After all, available spaces for calendars can and will be filled by someone."

PSI 41615 • Geiger-Notes AG
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www.geiger-notes.ag





PSI 48880
Tramontina Germany GmbH
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www.tramontina.de



Stylish cold cut platter

The Tramontina 2-in-1 set is an ideal and much appreciated present for many occasions where cold cut platters, cheese platters and the like will be served. The set consists of a matching board made from FSC-certified teakwood and a knife for cold cuts, cheese, or bread etc. The products will impress users with their longevity, functionality and environmentally-friendly workmanship. All knives feature an FSC-certified and dishwasher-safe genuine wood handle and stainless-steel rivets; are considered food-safe according to LFGB. Tramontina offers a five-year warranty on its 2-in-1 sets. For a minimum order quantity, the boards can be branded with a logo upon request so that the company being promoted will stay in the memory of recipients for a long time.

Stylish crowns for bottles

The bottle stopper Major Round by Vim Solution allows bottles to be sealed safely and with style. The stylish industrial design goes beautifully with other products from the Major series. The bottle stopper is suitable for all bottles with a diameter up to 18 millimetres and is available for a minimum order of 25 units. It is designed and cast in Germany. Because the surface is made from concrete, the look of the stopper can vary. It can be finished with digital printing.

PSI 47555 • Vim Solution GmbH
Tel +49 7661 90949-200
vertrieb@vim-solution.com
www.vim-solution.com



-Advert-



Built by



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Sound at the beach

The JBL GO 2 from Schäfer Promotion is a water-resistant Bluetooth loudspeaker with many functions for undisturbed sound pleasure. The device streams music via Bluetooth without a cable and provides for up to five hours of uninterrupted entertainment in JBL quality. The GO 2 is IPX7-certified and offers music lovers the possibility to take the loudspeaker to the pool or the beach. Thanks to integrated speakerphone function, it also enables crystal-clear telephone conversations.



PSI 46903
SPM Schäfer Promotion Marketing GmbH
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www.spm-marketing.de



Noble series of bags

The bags expert Halfar® offers the option of delivery just in time right before Christmas. As stock goods, the cotton series Life consists of a selection of five bags in total, which are suitable for many target groups and uses: from a backpack, bag and laptop case on to a small zipper bag and large shopping bag. Businesspeople will therefore be just as impressed as shopping queens – on the one hand, because the series of bags made of regrowing cotton conserves resources and on the other hand because it combines sustainability with a high-quality and natural appearance. Particularly eye-catching is the material mixture of raw and coated cotton, elegantly placed on the bottom of the strap of the bags. This results in harmonious colour duos consisting of navy with brown, grey with brown or black with black. Depending on the bag model, Life will enchant you with printed buttons, magnetic clasps, D rings on the handle, zipper pockets, padded surfaces and straps as well as many clever functions. It can be refined by means of screen printing, embroidery, transfer printing, metal emblems or digital print labels.



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

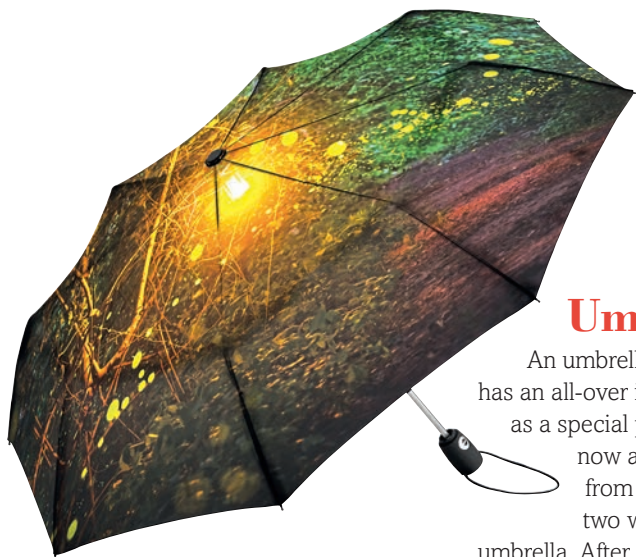
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Umbrella with personalised motif

An umbrella offers clients a particularly large advertising space, especially when it has an all-over imprint covering all the wedges. While this previously was only available as a special production for large order quantities and had longer delivery times, it is now available with the new Fare®-Allover Xpress Service for orders starting from 100 units. Five basic models are now available: two pocket umbrellas, two walking stick umbrellas and a guest umbrella. After selecting a model, nearly any motif can be printed on the entire outer surface of the canopy. It will really highlight company logos, mascots, photos of company buildings, product images or other nice photo motifs. The approval process is done by email. Upon approval of the image and order, the individual models will be ready for dispatch within 15 to 20 days. Additional finishing options are available, such as doming, imprinting the inside of the canopy or imprinting the closure strap or case.

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



Customized textiles

For a minimum order of only 25 units, special productions are available at the embroidery specialist Klam Stickerei for any special requirements concerning textile design and embroidery. Klam creates design proposals tailor-made to the CI of the company placing the order or their customers. The basis for their proposal is samples created for things like size sets based on the merchandise in stock or an original sample that already has a similar colour to the dyed material of the original material. After approval from Lab Dips, the original sample and size sets are ready for production. The manufacturer picks and sends the merchandise after it undergoes a thorough quality check.



PSI 49110
Klam Textiles Marketing & Stickerei
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www.klam.de



DESIGN



PROTOTYP



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

Zero percent plastic

The reinpapier® chocolate advent calendar by Kalfany Süße Werbung is an Advent calendar made from a blend of 100 percent sustainable raw materials and is fully recyclable in the paper cycle. It encapsulates what it means to meet the demand of complete sustainability. The calendar contains the finest Gubor whole milk chocolate made with Fairtrade cacao wrapped in tested and certified food packaging. The chocolates are moulded directly in the special fully compostable and recyclable paper called reinpapier®; they do not need to be repackaged and are packed in a personalised FSC® cardboard box. This packaging is an environmentally-friendly alternative to thermoformed parts traditionally used in the production of plastic advent calendars. The new generation of zero percent plastic advent calendar inlays is made from potato starch, paper fibre and water and is 100 percent organic, compostable and recyclable. Known under the name EcoPlus chocolate advent calendar last year, this bestseller is coming back under the name reinpapier® chocolate advent calendar. It is a sustainable way to enjoy chocolate without using microplastics. The calendar is available in the classic calendar format (346 × 248 × 10 mm with 65 g) or in an A5 format with 48 g of fresh chocolate.



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Sustainable advent greetings

With an individual advent calendar, you can express your appreciation towards customers, employees and suppliers and convey an advertising message, which is guaranteed to attract attention during the 24 days before Christmas. First-class, brand-name chocolates, sustainability, quality and cost-effectiveness are paramount to the advent calendar specialists from CD-LUX. The "organic" series has been significantly expanded for the upcoming advent calendar seasons. It consists of calendars in which the inlay is made by paper injection moulding. The component parts paper fibre, water and starch guarantee ensure a 100 per cent sustainable mixture of resources. After usage, the calendar can be entirely placed in the cardboard recycling bin.



The Christmas greeting by foot

Christmas greeting with individual customer logos or personalized with a name, a wonderful motive or a funny saying remain in people's memories. The foot mat specialist emco construction technology is well aware of this. Their foot mats not only help keep entrance areas clean, but also are characterized by their longevity and enduring colours. Among the benefits are not only the realisation of different measures and forms, but also their strong ability to absorb dirt and moisture as well as the low risk of tripping and slipping.

Christmas in a case

Imagine opening a mysterious case, slowly loosening the latches, carefully opening it and then looking at what is inside in awe: a breath-taking winter wonderland suddenly appears out of nowhere. Christmas in a case is a romantic idea that Rehms Druck turns into reality. This advent calendar case from Rehms entices customers with its love for detail and high-quality workmanship. The calendar can be customised and filled according to a customer's wishes. FSC production as well as finishing with SoftTouch or UV-varnish are also available.





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



Writing with style

The Hexo from Faber-Castell in the new basic colours bronze and blue is always handy and promises a strong effect. It is made in Europe and still available in the colours silver and black. The distinctive, stylish and successful Faber-Castell Hexo series functions versatily as a pen, ballpoint pen, or fountain pen. It is also a true light-weight. The hexagonal Hexo is made of anodised aluminium. This means that the aluminium is treated so that a protective layer consisting of oxide develops on it. Therefore, the light-weight pen is even more robust and particularly suited as a long-lasting promotional article with fine engraving.

Smart Christmas socks

Stylish socks with an unusual design are a popular personal Christmas present and are sure to give the recipient a pleasant feeling. Promo House produces socks with a customised design in a customer's CI and with a logo, of course. Promotional socks can also be part of a company outfit designed with matching colours; they can come in different sizes and materials and be fully customised according to a company's wishes. Moreover, socks with a crazy design are great for company events and campaigns as they have a long-lasting promotional and recall effect.

PSI 48917 • Promo House s.c.
Tel +48 12 4114242
info1@krawaty.info
www.krawaty.info



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Mob +370 615 69487
deco@paper-fantasies.com
www.paper-fantasies.com

Honeycomb tree as a tree of gifts

The new 3D honeycomb paper Christmas tree from Fantasies is an interesting mailing item for the Christmas holiday. The tree fits into a conventional umbrella and turns into a stylish 3D element. The firm has almost 100 years of experience in creating honeycomb articles in the most diverse sizes and variations. They offer a selection of over 500 models, sizes and 50 colours.

Energy in any shape

A wireless charger in a special shape is quite the eye-catcher, and Vim Solution has them on offer in silicone rubber for orders of 250 units or more. The material allows for almost any shape to be realised and its entire surface area can feature an imprint. 3D previews of any specifications are free of charge. This wireless charger will charge any smartphone with Qi capabilities quickly and effortlessly by simply placing the phone on the charger. Naturally, a micro-USB cable comes included.



PSI 47555 • Vim Solution GmbH
Tel +49 7661 90949-200
vertrieb@vim-solution.com
www.vim-solution.com

Biscuits transport emotions

Biscuits or cookies with a message, logo or product image are popular transporters for emotions and messages. No matter how detailed or filigree – it can be done with individual biscuit stamps from Cookie Cutter®.

The silicone stamp plate is made individually in the colour of your choice. The high-quality wooden handle is natural and sustainable. The stamping plates can be exchanged as desired. Whole sets with different motifs and colours are also possible. If it should be light and flat (such as for mailings), the SLIM variant without wooden handle is the perfect solution.

PSI 49747 • ASSCA GmbH/Cookie Cutter®
Tel +49 7721 6809150
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www.cookiecutter.de



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PSI 49677 • Likor East-West Promotion
Tel +48 61 6521212
office@likor.pl
www.promotionalclocks.eu

Signs of the time on the wall

The firm Likor East-West Promotion offers wall clocks in a special personalised shape made of PVC, cut and printed precisely according to the customer's wish. The precise material cuts allow for almost every desired shape. Even the thickness of the clock can vary between two and five millimetres. This way it is possible to exactly match the clocks to customers' demands in an individual cost-effective manner. The clocks are made in Europe and can be delivered on short notice.

Christmas combinations

The porcelain specialist Seltmann is presenting a particularly combination-friendly series for festive tables known as "Life Christmas". With modern, selected motives, the series will help you prepare for a peaceful and reflective Christmas holiday. Life Christmas offers a wide selection of articles and combination possibilities, which are all 100% made in Germany and are both dishwasher-safe and suitable for microwaves.

PSI 49025
Porzellanfabriken Christian Seltmann GmbH
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incentives@seltmann.com
www.seltmann.com



Unique advent gift

ProKit® by Walz is a new kind of advent calendar. It doesn't contain any chocolates. Instead, it consists of 37 components that, when put together, form a lorry designed with a loving touch. Hiding behind each door of this unique advent calendar are pieces that are used to build the modern lorry with a trailer. This calendar is fun for the entire family or for co-workers in the office, and is a great product to use with a promotional message. It is a gift that lives on for far longer than, and is at least as exciting as, chocolates. An imprint can be placed on the sides of this showpiece, which will ensure that its promotional appeal will continue for years to come after the holiday season passes. The calendar is made from certified sulphate cardboard, which has been sustainably cultivated in the EU. The lorry's parts are made from sustainable, high-quality ABS and the tires from TPE. The blister packaging is made ecologically and sustainably out of 100% recycled plastic. The development, manufacturing, assembly and printing of the calendar and lorry's parts are undertaken in the company's own facilities in Ulm.



PSI 41594 • Walz GmbH & Co. KG
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info@walz-ulm.de
www.walz-ulm.de

Polished result

The high-quality shoe polishing set from the company Frank Bürsten is a polished Christmas gift that customers will treasure at home as well as while traveling. The polishing set is packaged in an attractive black case made from cowhide leather. It consists of a fine shoe polishing cream and brush, which is made from horsehair, as well as a high-quality shoe cream in a glass jar, a polishing cloth and a shoehorn. The elegant leather case can be closed with a push button. This set, which is intended for use on smooth leather shoes, combines quality and aesthetic appearance with the practicality of having everything in one place. The leather case can find a place in any suitcase or in any home. Frank Bürsten is known for its decades-long expertise in the production of high-quality brushes, which can feature company or advertising logos upon request.



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

-Advert-

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PSI 60234 • Die Werbeschmiede
Tel +49 40 41495432
info@die-werbeschmiede.de
www.die-werbeschmiede.de

Aromatic wood instead of moth balls

This sustainable promotional product from Werbeschmiede is effective against unpleasant odours and other surprises lurking in your closet that can damage textiles – without any chemicals. Just like in nature, insects that would otherwise proliferate in your favourite outfits are warded off using a biological deterrent. For example, Canadian cedarwood is an ideal way to repel moths. The cedarwood from Werbeschmiede can be finished with all-over laser engraving, which gives it a special haptic effect. The standard dimensions of the cedarwood are $10 \times 4.5 \times 1.7$ centimetres, although other dimensions are possible upon request. A minimum order of 1,000 units is required.

A great Christmas

A friendly smile, lively beady eyes and soft fur: the Christmas teddys Klaus and Noel will capture people's hearts and will spread the Christmas spirit with their outfit wherever they are. Klaus and Noel are not only great to snuggle with, they also feature an attached heart, which is an ideal place for an imprint so that you can send a warm, personal Christmas message – including your logo – to the ones you care about. The plush teddy bear Alexander also has big eyes and a sweet character and he watches what is going on while sitting down featuring soft and cuddly fur. His chic white t-shirt comes separately packaged and can feature a customised imprint. Last but not least, the squeaking duck Benedikt will win over customers because it is the perfect companion for a hot relaxing bath during the cold months of the year when it gets dark early. The squeaking duck with the Christmas design can be finished with a logo for example.



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www.promotiontops.eu



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

Strong holders with an advertising impact

The new refrigerator magnets from tobra are available in round, square as well as special formats. Any logo or motive can be applied to enhance the advertising message. The refrigerator magnets are equipped with strong magnetic elements, which reliably keep notes, drawings and photos in their place despite the compact size. The products are made of FSC® certified Finnish birch plywood and are cut, refined and assembled on the company's own premises in Germany.





Healthy food and beverages

ecobrands respectful distribution offers a sustainable lunch box set consisting of the THERMOMiniclassic water bottle and the STEEL-WOOD lunchbox. This exciting stainless-steel set features a 500-millilitre vacuum seal bottle and 1000 millilitre lunchbox with a bamboo closure. High-quality 304 stainless steel is used to produce both products; they do not contain plastic and are not laminated. The bamboo cover of the box can also be used as a cutting board while you are out and about. The water bottle can keep any beverage warm for up to 12 hours and cold for up to 24 hours. The bamboo cap turns this bottle into a real eye-catcher. When branding is placed on the cover of the bottle and lunchbox or on the bottle itself, it turns the set into an ideal companion for taking it along to school or work in a rucksack or while travelling. Both parts of the set are individually packaged in a sustainable gift box.



PSI 60236
ecobrands respectful distribution gmbh
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www.ecobrands.promo



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PSI 49391 • Just Spices GmbH
Tel +49 174 2076259
Tel +49 211 97533578
natalie@justspices.de
www.justspice.de

Spicy gift

The spicy X-Mas Box from Just Spices is a spicy gift for Christmas. This holiday is the perfect occasion to say thank-you to your own team and loyal customers in an easy way with a really special secret ingredient: spices. Nearly any favourite holiday dish can be made with this box so that nothing stands in the way of having varied, delicious meals during the Christmas holiday. This is why Just Spices packed four small holiday helpers in the gift box, which can be personalised with logo stickers. The company also has several other gifts like the oil master set or gin kit on offer, which are even more inspirational.

-Advert-

PSI 47673
myfitmix GmbH – Sweets & Snacks
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www.myfitmix.de



Premium Christmas products

myfitmix not only has candy bars, trail mix and ice pop for sale but also lots of other yummy premium snacks and packaging on offer. These perfect gift ideas for customers include freshly roasted almonds, crispy balls, a variety of teas, Christmas spices mixes, Advent calendars and customised premium sets. All packaging for myfitmix's products can be imprinted with a customised design.

Sophisticated luggage

Signature Duffle is one of the most popular bags from Rhombus Canvas from the USA. It is the roomiest member in the company's product range and has enough space for more than just a weekend trip. The attractive details of this high-quality advertising medium include leather handles, an adjustable shoulder strap and decorative brass applications. This elegant piece of luggage is ideal for maintaining long-standing customer relations. The Signature Duffle has other benefits as well: It has a large zipper and an extra interior compartment. It is an ideal Christmas present; it lives up to the standards of high-quality products; and it will be highly appreciated by the recipient.

PSI 90102 • Rhombus Canvas LLC
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3	Italy	920 scans	1,08k clicks	9.80% CTR
4	Germany			
5	Australia	820 scans	590 clicks	8.16% CTR
6	England	760 scans	420 clicks	7.90% CTR
7	Russia	740 scans	340 clicks	7.60% CTR
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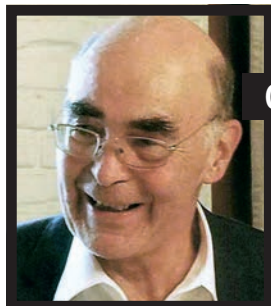
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Siegfried Jakobs † – A painful loss!

The IdeenplusMarken Group is mourning the loss of its founding member Siegfried Jakobs. "We are immensely sad about the sudden death of our cherished colleague and friend Siegfried Jakobs. Siegfried strongly impacted the development of our company for over 30 years. With his tireless dedication and passionate commitment, he was a mentor and role model for all of us.



Obituary

He consistently positively influenced cooperation and decision-making processes in the group with his sophisticated and authoritative manner, his clearly presented opinions and his sound arguments and, whenever necessary, he consistently supported compromises. He was a leader and old-school gentleman.

Until the very end, he was open-minded for new developments such as digitalization. He was always forward looking and focused on the future.

We will also always thankfully remember the wonderful evenings after long conferences, which he accompanied with his humour and warm spirit.

It is extraordinarily difficult for us to say goodbye to such a person. Saying goodbye is the beginning of wonderful memories. We will all miss Siegfried Jakobs very much."

Mourning the loss of Reto Rizzoli †

WAGE (Word Advertising Gifts Exchange) is mourning the loss of Reto Rizzoli, who was the former Managing Director of the business and later the owner of WASER Werbemittel AG in Buchs, Switzerland. Reto Rizzoli was a bedrock in the Swiss promotional products industry and made a considerable contribution to the currently very important tactile advertising sector. From 2000 to 2004 he was president of WAGE. He also represented WASER Werbemittel AG for more than 20 years as an active member in the association. After he went into retirement, he sold the business. Reto Rizzoli passed away at 78 years of age on 28 May 2021.



Obituary



Obituary

Mourning the loss of Salvatore Laudani †

"The entire team of the Cologne-based multi-specialist REFLECTS® and Aditan® is mourning the loss of their long-time colleague Salvatore Laudani. The sudden and unexpected loss has left his colleagues speechless. Salvatore Laudani passed away at the age of 46 on 26 May 2021 after a short and severe illness.

For 18 years, Salvatore Laudani was a fundamental part of the REFLECTS and Aditan Team. As Senior Account Manager in the export team, the Sicilian native supported our Italian-speaking customers. Furthermore, he was also a key link to our partner REFLECTS

UK and supported many of our English-speaking retailers. Before that he was a customer adviser for Aditan GmbH for many years. We cherished him as a highly dedicated, always reliable and helpful employee and colleague. We will painfully miss his humorous and open personality. We wish to express our deepest sympathy to his family and relatives. We all will deeply miss Salvatore Laudani", says the firm.

Delays in container freight transport

The corona pandemic is not over yet and it is continuing to have a serious impact on the world's economy. The GWW/BGA is currently reporting that the number of registered infections around the Southern Chinese metropolis of Shenzhen is rising again. This is causing considerable dispatching bottlenecks in the ports of Yantian and Shekou as well as Nansha (in neighbouring Guangzhou). This is where many deliveries for promotional product industry are shipped from, which means the industry must anticipate delays in the coming weeks.

Shipping companies such as Hapag-Lloyd or Maersk have already rerouted their ships as they can no longer pull in at the affected ports. Several terminals in the port of Yantian are closed. Container ships have to fall

Economy



back on neighbouring ports, which are having difficulties coping with the high demand. Containers that are not stored in the closed terminals are not allowed to be moved for at least two weeks. In a press release, Maersk stated that it was expecting a 16-day delay. The effects are also being noticed at Northern European ports like Hamburg and Rotterdam. Maersk

had already started diverting ships from the port of Hamburg to the ports of Bremerhaven und Wilhelmshaven a few days before issuing the statement due to the longer dispatching times in Hamburg (in part, due to strikes). This has led to additional costs and different procedures for some companies which are members in our association.

Supply chains have also not recovered from the damage to the Suez Canal and the shipping schedules that were turned upside down as a result of the pandemic. The latest delays will continue to make the situation worse. Companies that are affected should remain in contact with their shipping companies or transport service providers. Maersk has announced that it is working on an emergency action plan as well as taking other measures.

New duo forming the benelux team

The company koziol »ideas for friends GmbH is boosting its staff again. The design specialist koziol is welcoming two new employees to its incentives team in May. Dominique Versavel and Lena Bohländer are the new duo responsible for the company's distribution partners in the Benelux countries, and will use their expertise to advise and assist them with their creative projects.

Dominique Versavel is an experienced industry expert and will be responsible for management of the key accounts and promotional partners in Belgium, the Netherlands and Luxemburg effective immediately. She has two decades of international sales experience in the promotions sector, 15 years of which she spent as one of the leading promotional product distributors in Belgium. Her last position was Account Manager at Xindao. koziol would like to use her wealth of experi-

ence to improve the level of service it provides to active distribution partners and has found "a perfect brand ambassador" in the polyglot sales specialist.

Lena Bohländer has been working in the sales support team since the beginning of May and is the new contact person for professional promotional product industry in the Benelux countries. She recently completed her degree in Business Administration and is bringing valuable experience from her project work for the company Merck to koziol. She will assist Dominique Versavel in the sales office and will be available to koziol's customers for advice and processing orders from now on. www.koziol.de



Dominique Versavel (l.) and Lena Bohländer will look after koziol's distribution partners in the Benelux countries.

Special event in september



From 15 to 17 September 2021, the RemaExtra Trade Fair will take place in Ptak Warsaw Expo in Nadarzyn, Poland. With this extra trade fair event in September the organizers want to respond to the needs of the industry. A status quo and detailed information can be found on the website of the event at www.remaextra.com. The next edition of RemaDays Warsaw is scheduled for 16 to 18 February 2022.

Social Media Campaign celebrates creativity

1761: Faber-Castell was established before the founding of the United States of America, before the enthronement of Catherine the Great and before the invention of the steam engine. The writing instrument manufacturer from Stein near Nuremberg has truly lived history – and even written history itself. The notion of creativity is deeply rooted in the company's guiding principles and remains important to this day: Faber-Castell strives to be a lifelong companion, promoting creativity for young and old alike, and inspiring its customers with innovative products.

As an ode to creativity, Faber-Castell is now launching a global social media campaign for its 260th anniversary. The

#FaberCastell260

<https://www.facebook.com/fabercastell>

<https://www.instagram.com/fabercastellglobal>

campaign will last three months and can be found on Facebook and Instagram with the hashtag #FaberCastell260. Faber-Castell currently has over seven million followers on these sites – a great community of professionals as well as amateurs, children, adolescents and adults from around the world. The stated goal of this interactive campaign is to celebrate and promote the creativity of this ever-growing fan community during this anniversary.

Three creative trends – lettering and bullet journaling, painting and water colours as well as kids' creativity – will each guide the content of the pages for a month.

There will be three professionals representing each of the

three regions in which Faber-Castell is represented worldwide who will serve as international ambassadors of art. They will introduce their work in short videos, present their personal favourite materials and pencils and post tutorials. Abbey Sy, a hand lettering expert and YouTuber from the Philippines, will show viewers how to make DIY party decorations. The German urban sketcher Jens Hübner will share tips on how to best utilize the Faber-Castell artists' assortment and the Brazilian illustrator Itamar Dutra will make colourful colouring guides for children to follow. Other interactive campaigns such as trivia and drawing challenges are designed to inspire members of the online community to make their own artworks. More at: www.faber-castell.de

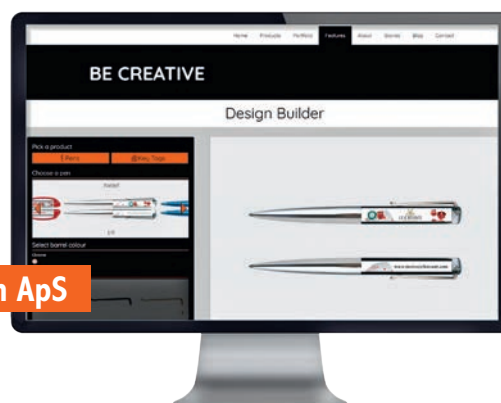


New website release

The Danish company Eskesen ApS who is the inventor and manufacturer of the Original Floating Action Pen has just released a brand new website. The website also features a design builder which makes it easy for customers to create their own custom design either by using predefined artwork or by uploading their own artwork. The design builder is available at:

www.eskesen.com/design-builder

Eskesen ApS



New Cloud Pens: Writing instruments for high conversion rates

The Swiss manufacturer Prodir announces the release of the new Cloud Pens, the app-based digital solution that allows companies to track the effectiveness of their haptic advertising. Haptic meets digital: the Cloud Pens were specially developed for lead generation and customer loyalty. They do not only open-up the digital dimension to haptic advertising, but also enable marketers to measure and track the success of haptic advertising.

Each cloud-based writing instrument is printed with a custom designed QR Code that is linked to a personalized campaign landing page. QR coding is a simple, proven and widely used technology that does not require chip technology and is therefore much more sustainable compared to other solutions such as NFC. Video-monitored quality controls ensure that each of the fine precision prints work reliably for a long time. Companies purchasing Cloud Pens gain access to a customisable landing page that can be updated at any time with numerous functions - from a digital business card to the promotion of special offers and services.

The Cloud Pens Web App provides robust analytics to help marketers understand and optimize campaign performance, and it's easily integrable with Facebook, Google and LinkedIn tracking pixel solutions to implement retargeting campaigns. All relevant data is accessible via a streamlined, easy to use web app.

For companies wanting to implement truly integrated multi-channel marketing campaigns, Cloud Pens takes haptic advertising to a whole new level. Cloud Pens services are available for all Prodir models. Contact: www.prodir.com



Uwe Schneider

Listawood

“Manufacturer, innovator, partner”

Leading European Manufacturer LISTAWOOD are pleased to announce that Ralf Uwe Schneider has joined the team as Regional Sales Director for the DACH territory. Ralf Uwe Schneider, well known to many in the market as the long-time Sales Director at Senator and the Jung Bonbonfabrik, and for the last three years head of the PSI dealer network at Reed Exhibitions, takes over from April 1st, 2021 the sales management of Drinkware specialist LISTAWOOD for the markets of Germany, Austria and Switzerland.

The company is a constant in the European promotional material market and stands out thanks to a variety of unique finishing techniques of the highest quality and creativity. LISTAWOOD offers almost unlimited customization options for coffee mugs and travel mugs as well as stainless steel bottles in the latest designs.

LISTAWOOD operates its own mug production site in India in addition to its plants in Europe, employing over 250 people in all its locations. “LISTAWOOD is a real manufacturer, innovator and partner of the promotional materials trade” continues Schneider, „and as an Drinkware manufacturer, LISTAWOOD have achieved a great deal of success across mainland Europe in recent years and, because of this, are currently undertaking several developmental programs within the EU“.

Above all, Schneider refers to Listawood's new operations in the Netherlands, their invested plans for increased production facilities on mainland Europe, and the current expansion of their account management teams locally. „2021 is already an exciting and demanding year for LISTAWOOD“ says Schneider, „and Sascha Ochojski (Key Account Manager DACH) and myself look forward to bringing more of this excitement to our customers in Germany, Austria & Switzerland !“ www.listawood.com

German Innovation Award in Gold to uma

The German Design Council has presented companies with the German Innovation Award for the fourth time now. This prize by the renowned institution, which is awarded annually, recognises meaningful product innovations that are on the one hand forward-looking, but also increasingly distinguish themselves through user-centred development and thereby make our everyday lives better and easier.

uma Schreibgeräte Ullmann GmbH is among the winners of the German Innovation Award in Gold - the highest accolade awarded by the jury in this prize. The company impresses in the competition class "Excellence in Business to Consumer" in the area of "Office & Stationery" with the uma recycled PET PEN writing instrument series, which is the world's first writing instrument and marker series made of recycled PET material.

"While searching for the 'right' sustainable approach, we finally came across the recycled PET material", explains Alexander Ullmann, CEO of uma Schreibgeräte Ullmann GmbH. "The last eight years have seen the continuous development of the series and the addition of new designs. Creating a truly sustainable writing instrument series was not only about the well-selected raw materials, but also about their processing and the resulting production and finishing of the writing instruments for the promotional products industry. The uma recycled PET PEN series has become the world's first and only writing instrument series that is made from 100% recycled PET material, that is produced in a climate-neutral manner and that is certified in accordance with the Global Recycling Standards."

"The uma recycled PET PEN series is the first writing instrument and marker series worldwide made from recycled PET material. The series is produced in a climate-neutral manner and is certified in accordance with the Global Recycling Standards. The refills of all the brand's writing instruments are refillable, something that is only logical and underscores the company's commitment to sustainability. An exemplary product following a contemporary way of thinking yet meeting professional demands on durability, design and colouring - e.g. of advertisers or promotional products", was the jury's reasoning. As with many other companies, uma has also involved future users and interested parties in product and design development. "The 'Design Thinking' methodology we employ takes user and customer needs into account. The focus is increasingly on the sustainability criteria that have to be met on top of the development of an economically relevant product", Alexander Ullmann emphasises. www.uma-pen.com

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Happiness about the award (from left): Jochen and Alexander Ullmann.



Expansion of Senior Management

The proprietor of FURTMAYR GmbH, Stefan Furtmayr, has expanded the company's senior management to mark the occasion of the company's 30th anniversary. He appointed his wife Martina Furtmayr to Co-Director. Martina Furtmayr is a qualified management assistant and studied marketing business administration (BAW). After gaining experience in the event management and international logistics sectors, she has worked for more than 10 years in FURTMAYR'S promotional products' team. www.furtmayrs.com



The new directorship duo: Martina and Stefan Furtmayr.

elasto: certified climate-neutral business

The company elasto GmbH & Co. KG, which is one of the leading promotional product manufacturers, is taking the next big step towards sustainability. According to a press release from the company headquartered in the Bavarian town of Sulzbach-Rosenberg, “elasto is not only the first company in the promotional products industry to produce its products in a climate-neutral manner, it has also been officially certified by the German Institute for Sustainability and Ecology as a climate-neutral business at the Sulzbach-Rosenberg facilities since 2021.” Climate neutral is a term used to describe businesses, products and services that offset 100% of the emissions they generate according to an investigation of their individual CO2 balance. The family-run business acquires 60% of this neutrality by saving CO2 emissions through various measures. They include, for example, the company’s use of heat recovery and photovoltaic systems and recycled materials, the 11 electric vehicles in its fleet of cars, its exclusive use of recycling paper and cardboard, and its efficient approach to lighting management. The company offsets the remaining 40% of its CO2 requirement by investing in a German climate protection project. This project contributes to the preservation of a forested area measuring 75.11 hectares with 45,066 trees. What is more, it also makes a significant contribution to biodiversity as the forested areas offer endangered animals and flora and fauna protection. The forest reserve “elasto-Wald/Revier Augustenhof” is located in the county of Vorpommern-Rügen in Northern Germany.

elasto GmbH & Co. KG also regularly undergoes a comprehensive sustainability assessment in the areas of ecology, economy and social competence according to the certifying body’s rules of procedure D-20/400851. www.elasto.de



Doing something good together – FARE starts the #waterSAVEchallenge

Water is a precious commodity, which is why FARE, the specialist for high-quality promotional umbrellas, developed the waterSAVE® canopy material, which saves approx. 6 litres of water when each canopy is produced. It was honoured with the “Innovator of the Year 2021” award at the PSI Sustainability Awards. But the company is not stopping there with its efforts, because 2.2 billion people lack the vital resource water around the world and around 579 million do not even have a basic supply of drinking water. With the #waterSAVEchallenge, FARE is involved with its distributors in the organisation “Viva con Agua”, which works to ensure more people in the world have access to clean drinking water. With each waterSAVE® umbrella sold, FARE will donate 6 cents per litre saved to “Viva con Agua”. Distributors do not have to do anything other than convince their customers of the benefits of the product.

Viva con Agua invests donations in specific projects, such as a water filter for a family, a hygiene workshop at a school or offering vocational training for water well technicians. Customers from the industry receive a certificate for their donation contributions to the project. Any remaining sums are accumulated throughout the year and donated to Viva con Agua at the end of the year.

From the very beginning, participating distributors are offered support in the form of an attractive packet of measures in haptic and digital form. This way, they can keep the channels of communication open throughout the entire year with little effort and can make their customers an attractive offer. Any distributors interested in participating can obtain more information at www.watersavechallenge.de and can contact the FARE representatives indicated there. www.fare.de



The #waterSAVEchallenge Distributor Box.





Even if the pandemic is momentarily getting better in Europe, prevention is still important given the potential for future risks of infection. Hirsch Ideas remains committed to this topic with the launch of its new line called Fresh Aid +, which includes more effective and comfortable designs for protection products.

Hirsch Ideas Develops a New Fresh Aid + Line

Protection – Sustainable and Comfortable



The Austrian promotional product specialist Hirsch Ideas from Klagenfurt, Austria has launched a new line: FreshAid+. Managing Director Michael Hirsch explains, “The initial idea came to mind in the autumn 2020. At the time, we noticed that there were three areas that needed to be addressed: the unhygienic handling of masks by a vast majority of people, the general complaints about wearing masks and limited ability to breathe air while wearing them, and lastly, the painful and unsightly skin irritations that develop under face masks and on people’s hands. So, we started looking for a solution to these acute problems and came up with one called FreshAid +”.

Problem-solver in the cosmetic and pharmaceutical sectors

The entire FreshAid+ line has been conceptualised as a problem-solver for the cosmetic and pharmaceutical sectors. Hirsch Ideas produces its products only in the Kärnt-

en/Klagenfurt region of southern Austria. The main focus is on “using high-quality, natural and balanced ingredients/ materials as well as the highest level of expertise with respect to efficacy and production methods. “Our motto is to do this ‘with our heart and soul’ explains Michael Hirsch emphatically.

The smart Collection

The FreshAid+ line consists of the following starter products:

- The Fresh Mask – “More than just a refreshing spray!” – serves to partially disinfect the face mask protection and comes in five natural aroma therapy scents: bergamot/ lemon, eucalyptus, mint, orange and arolla pine. Each scent has special properties and works differently, ranging from uplifting scents to scents that support respiratory function.
- Fresh Face – The motto with this medical-cosmetic product is “precaution instead of indulgence!”. It protects the skin on the face from acne and skin irritations that can develop under the protective mask. “It not only saves the user from unattractive skin damage, it also attempts to facilitate a prolonged healing process,” claims Hirsch Ideas.
- The hand disinfection gel Fresh Hand – “Disinfection suited to our changing times!” – According to Hirsch Ideas, this hand gel based on Swissdes Technology reliably offers protection against 99.9% of viruses and bacteria (EN 1276:2010) and is also really gentle for irritated skin on the hands. You will really notice the protective and non-dehydrating effect after using it for the first time. “Of course, Fresh Hand, like all of the other products in the Fresh Aid line, is produced under the best conditions and with a plenitude of know-how in the sunny region of Kärnten in Austria”, asserts Hirsch.

The entire FreshAid+ line has been conceptualised as a problem-solver line for the cosmetic and pharmaceutical sectors.


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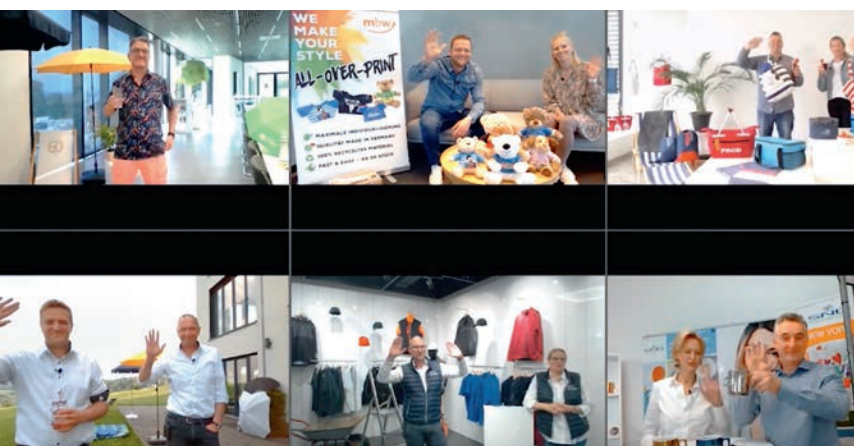
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Even if the familiar “analogue” life is gradually beginning again, caution is still advised, because the virus is still virulent. Before halfway “normal” togetherness is possible again in all areas, many interactions will still take place on a digital level. As paradox as it sounds, this is happening better and more effectively as a result of corona.

CHOICE Inspiration LIVE

All good things come in threes



“See you again soon in reality!”: The end of another successful live conference featuring promotional products.

The promotional product industry is increasingly relying on marketing via the internet – and it has had good experiences with it up until now. Different online formats have shown and still show that three-dimensional advertising can also be conveyed on a screen – although everyone in the industry is still looking forward to being able to meet up face to face at a “real” trade fair stand and the products becoming a real tactile experience or even multisensory experience again. One of the online events mentioned above started at the end of March and was so successful that the participants followed up with two more editions at the beginning of May and June: the corporate sisters Gustav Daiber, Fare, Halfar, mbw and SND PorzellanManufaktur once again invited the promotional products distributors to a good hour each of targeted product presentations under the motto “CHOICE Inspiration LIVE”.

Concentrated live sessions

In the tried and tested manner, the concentrated live sessions with “Conferoncier” Günter Schmidt began at the advertising umbrella specialist FARE in Remscheid. The protagonists of episode 1 had also chosen current products for special target groups from their product ranges for round 2 and the “finale”, whose mode of action was also explained in more detail by vivid videos with practical application examples.

Target group specific topics

Annika Lorenzen and Jan Breuer from mbw showcased charming advertising messengers related to the topic of grilling; Miriam Sigges and Jan Polikeit from Halfar were in attendance with various rucksacks and accessories related to the topic of outdoor activities; and the experts from FARE Dominik Dell and Marcus Hegel live streamed from a car dealership for their presentation on the right umbrellas for the automobile/mobility industry. Additionally, Bärbel Krohmer gave his presentation from Gustav Daiber's facilities and highlighted new stylish textile outfits associated with the topics of food, working from home and business. The assortment of diverse product ideas for successful marketing was rounded off with SND's presentation, in which Silke Eckstein and Markus Freisberg contributed imaginative creations and design examples from their porcelain collection for more inspiration in their live spot. The final round also met with great interest among the distributors. Once again, there were exciting products, topics and practical application examples to discover, this time with summery accents. Will these types of (successful) formats still will be around in the future even when our lives get back to “normal”? It will be interesting to see. <

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Flying ambassador

Flying discs from Hepla are advertising classics par excellence. Whether it's at the beach or in the park, they draw attention to just about any promotional idea. The product unites advertising with nature, sustainability and movement. Suppliable in two standard colours – light green and beige – and available at short notice, the flying disc provides a particularly large printable space and many options to showcase promotional ideas and customer wishes in an inexpensive and sustainable way. The flying disc is made of approx. 75 per cent bio-plastic derived from sugar cane. Special colours are possible upon request.

Stress-free please!

With "Last Mouse Lost", Promoteus presents a popular anti-stress game for children and adults. In each round, players press down any number of squares in a row. The player left with the last square loses the game. Once a game is finished, the playing surface is flipped over and a new challenge can begin. Shape, colour and print are freely configurable, the minimum order quantity is 500 pieces. The multi-functional element can also be used as a saucer or frisbee.



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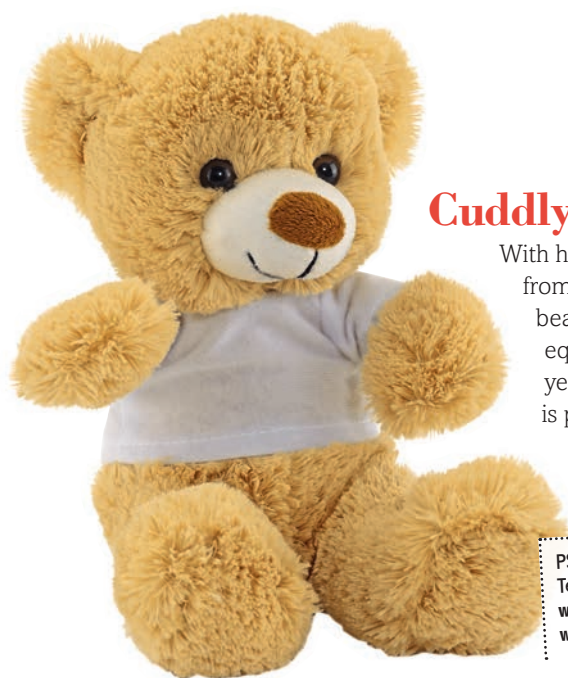
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Cuddly soft companion

With his big wide eyes and jovial character, the Alexander teddy bear from Inspirion captures the hearts of his new owners. The cuddly bear watches all that's going on from a seated position and is equipped with soft, fluffy fur. With his cheerful grin, he simply yearns to be cuddled and loved. His fashionable top, a white t-shirt, is packaged separately and can be custom-printed.

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Vegan modelling clay for the little ones

Surely the "world's most non-toxic modelling clay" is how the supplier KNETÄ® describes its product. It's suitable for children aged one year and over. As a German manufacturer, attention is paid to ensuring highest quality. KNETÄ® allows the ever-popular product for children to shine in new splendour. The paper bag is a 'best seller' which consists of 80 per cent renewable raw materials and can be customised on the entire surface to match the CI using a 4C digital printing process. The zipper promotes sustainability, allowing the paper bag to be used over a long period of time.

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Seal and walrus in focus

Right across the globe, the coastal dwellers of the pinniped species are seen as the endearing symbolic animals of the marine environment. Fast as lightning in water, rather clumsy and sedate on land, they are popular figures for young and old. The harbour seals and grey seals of the local North and Baltic Seas, the walruses of the Arctic Ocean and the colossal Antarctic elephant seals are featured in the current Ackermann calendar. Just like all calendars offered by the supplier, this product is also produced in Germany and printed climate-neutrally on paper from sustainable forestry in cooperation with NatureOffice. Promotional imprint is possible for orders of 50 pieces or more.

No end in sight

The multifunctional tool Bronson ECOflip from Bronson by Kaldenbach can also be used as a trendy finger flipper fidget toy. This never-ending parcours for the fingers can become quite addictive because it's conveniently at hand at all times. "One will always find a use, but no end in finding" is how the supplier describes the ECOflip.

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Cuddly companion throughout the year

Provide Promotions presents a novel desk calendar that serves as a companion for more than just the calendar year. A plush reindeer leaps out from the calendar, making it a genuine eye-catcher. At the end of the year, the cuddly buddy is sure to find a new spot on the shelf or in the children's room. The 3D object or the calendar can be customised according to preference. The outcome is an annual calendar that makes an impression over many years.



PSI 46903 • Schäfer Toy Company
 Tel +49 2684 9570295
 jcschaefer@schaefer-global.com
 www.brixies.de

Construction site in postcard form

Brixies postcards from Schäfer Toy Company contain a construction set featuring mini bricks, which the gift recipient assembles with the help of the supplied instructions. The finished model can then be placed on the desk. Postcards from the standard range can be finished with labels for minimum orders of 50 pieces. The complete card layout can be individually designed starting at 500 pieces. Alternatively, a fully customised card with own model can be ordered starting at 1,000 pieces. The standardised card is suitable for postage at a cost of € 0.95.

-Advert-



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Blueprints for a better tomorrow

At Schäfer Toy Company particular emphasis is placed on sustainable building sets from the heart. In this case, making use of the reusable remnants of sugar cane, which are used by various mills as a raw material and converted into ethanol, a type of alcohol. This ethanol is subsequently used to manufacture green polyethylene, in other words "green plastic". The green plastic ultimately forms the raw material for the production of BiOBuddi blocks. All products are recyclable. The material can therefore be reused to create new products. Customised models can even be supplied for small batches.

Cuddly in every size

team-d makes designing one's own plush toys in any size a pleasure for the new owners as well as the designers. Specialised in custom-made creations to meet customer requirements, team-d presents the latest animals available from stock every year. This year hedgehog Ingo, bee Bella, sheep Charlotte, penguin Peppino, bear Bobby, dog Henry, llama Leni, worm Wendy, caterpillar Rosalie and dinosaur Diego are waiting to find a caring new home. In addition to standard sizes, plush figures are also available in 120 cm or as a keychain. Separately offered t-shirts for the soft toy animals can be custom-printed.



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Sculpting fun stimulates the imagination

With the FIMO kids "funny kits", STAEDTLER brings humorous play and modelling sets onto the market that have been specifically designed for children. The soft modelling clay fosters fine motor skills, creativity and imagination right from an early age. The tiny figures can be quickly modelled thanks to simple basic shapes and subsequently hardened in the oven. The eight different sets each contain 2 FIMO kids blocks. Custom advertising can be applied to the set via label for orders of 100 pieces or more. Starting at orders of 2,000 pieces, it's possible to choose the colours of the FIMO blocks and specially design the set to feature own motifs, such as a company mascot.



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www.andapresent.com



Find the pairs

The popular Immermor Memory game from Anda Present offers new possibilities. Customers can now choose from eight different thematic motifs to perfectly match the game to the promotional message. With Immermor Creative it's also possible to create a customised full-colour matching pair design. The wooden games are supplied in tailor-made CreaBox gift boxes, which provide further opportunities to personalise the products. Both the games and boxes are manufactured in Europe.

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



Winning customers is child's play

Fun, entertaining and (re-)creative, all packed into the handy colouring and play set from Reidinger. Little artists colour in 26 imaginative motif cards with six FSC®-certified and sustainably produced coloured pencils. The Memory game can then be played again and again with the cards. Case, matching cards and pencils can be fully customised and printed with promotional messages for orders starting at 1,000 pieces. The convenient online configurator at www.reidinger.de allows this to be tested at no obligation.

Action for hobby directors

The Action Camera Kelly from Vim Solution is a waterproof HD Sport Action Cam with a maximum panorama of approx. 170° (vertical). Thanks to the powerful lithium-ion battery with 900 mAh, recordings up to a duration of roughly 70 minutes are possible. A comprehensive range of accessories such as helmet holder, underwater housing, handlebar holder, hook-and-loop straps and USB cable round off the package, so that it's set to go for the next fun-filled endeavour. The camera offers a resolution of 1920 × 1080 at 30fps or 1280 × 720 at 60fps. Connections are possible via Micro USB and Micro SD slot.

PSI 47555 • Vim Solution GmbH
Tel +49 7661 909490
info@vim-solution.com
www.trader.vim-solution.com



Stacking stones at home

Surely everyone is familiar with the stacked stone piles encountered on vacations: we come across the artistically erected hills along riverbanks or in the mountains. With its Rockeees, the Interall Group now presents a corresponding gravity game made of recycled fridges for the promotional product market. The stones for the stone stacking consist of 17 unique, different surfaces. Each side has its own balancing point. Rockeees are designed and manufactured in Holland. The product can be adorned with a company logo and/or text.



PSI 41727 • INTERALL GROUP B.V.
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PSI 90045 • B-LOONY Ltd
Tel +44 1494 774376
sales@b-loony.co.uk
www.b-loony.co.uk

Balloons in eco-friendly holder

The world's first and only practical alternative to the frowned-upon plastic balloon sticks is how B-Loony describes its BalloonGrip® balloon stick holder made of cardboard, designed for use with biodegradable natural rubber balloons. The product received various prestigious awards in 2019. The holders are made of PEFC-certified cardboard and are certified as safe for children. A customised promotional print can be applied to the entire surface. It's also possible to apply a QR code with a link to a social media account or app.

Creative clock masterpieces

This clock from Global Innovations makes children's eyes light up because it can be completely designed and put together by the user. Even the hour, minute and second hands can be lovingly assembled. The package contains everything that's needed to assemble the wooden clock – including paint and glue. The wood is FSC-certified and the parts are laser cut. The packaging can be fully customised according to customer wishes. Minimum order quantity: 5,000 pieces.



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

Sports in nature

In summer, what could be better than enjoying sports and games in a natural green setting? The sports flying discs "Jane" and "Flyto" by Condedi are just the right companions for dogs and their owners. The flying disc "Jane" with its sustainable, encompassing ring made of cotton allows classic, haptic and memorable advertising with high fun factor for young and old. "Flyto" is a flying disc made of a special plastic that allows deformation.

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



www.adwerboom.com



PSI 46626
Global Innovations Germany GmbH & Co. KG
Tel +49 6502 930860
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www.globalinnovations.de



Trendy and fresh for kids

With the new lunch bag for children, Global Innovations presents an attractive companion for visits to kindergarten and for outings. The bags can be equipped with a lovely 3D effect motif, the manufacturer offers. In addition, the interior can be lined with an insulating fabric so that food and drinks stay cool for longer. The zip is made of robust water-repellent nylon. From 3,000 pieces, the outside motif can be customised.

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



Extended Knuddel family

Ingo Hedgehog, Bella Bee, Charlotte Sheep, Pepino Penguin, Bobby Bear, Henry Dog, Leni Llama, Wendy Worm, Rosalie Caterpillar: The Knuddel family from team-d import-export has got even more siblings. For example, Diego Dino, who immediately puts you in a good mood with his comical look. In addition to its own designs, the manufacturer also implements individual customer ideas and accompanies them from the idea to delivery. T-shirts for the stuffed animals are now also available in stock. Measuring about 20 centimetres, they have a size that fits many plush animals. The neckline is generously cut. With the T-shirt, it is no longer necessary to limit yourself to advertising on a label.

doppler, the company with a rich tradition, looks back at a success story covering 75 years, which would not have been possible without the courage, hard work and optimism of all generations involved. Time in which doppler managed the leap from Austria into the wide world with its excellent products and now enjoys the status of Europe's largest umbrella manufacturer.

European umbrella manufacturer celebrates its anniversary

75 years sophisticated umbrellas from doppler



The entrepreneurial family (from left): Martin Würflingsdobler, Ulrike Kinder, Margit Würflingsdobler and Hermann Würflingsdobler.

In the seven and a half decades of its company history, the doppler E. Doppler & Co. GmbH, founded by Ernst Doppler, has developed into an innovative player in the manufacturing of sun, rain and promotional umbrellas and has earned an international reputation. In addition to the headquarters in Braunau am Inn, Upper Austria, the fourth-generation family business now also has branches in Germany, Czech Republic, Slovakia, Romania and China. doppler has built an outstanding reputation in the development and manufacturing of parasols and umbrellas of all kinds for final consumers, traders, advertising customers and restaurateurs. The production of garden and seat cushions as well as a well-de-



Looking back to the past: doppler production during the 1950s.

signed garden furniture collection round off the product range. Thus, the company with a long tradition is also a comprehensive supplier for the outdoor area. The doppler, doppler-Manufaktur, Knirps and derby product brands are part of the company's portfolio. What's more, the umbrella manufacturer holds licences for the production and sale of umbrellas from the Bugatti brand. The company also makes umbrellas for many brands like Rolls Royce, Audi or Marco Polo. The annual turnover of the company is around 70 million euro with an export ratio of more than 80 per cent.



Innovations that lead the way in the umbrella market come to life at the doppler headquarters in Upper Austria.



Highest quality and outstanding dedication

“For the past 75 years our family-led company with a long tradition has stood for expertise, innovation and quality”, managing director Hermann Würflingsdobler proudly declares. With the doppler and Knirps brands, both of the world’s most significant brands in the area of umbrellas and parasols belong to the corporate group. “As an internationally successful manufacturing and trading company, we have subsidiaries in Europe and Asia. Premises are located in Austria, Germany, Czech Republic, Slovakia, Romania and Hong Kong to be precise. Our customers come from more than 40 countries”, Würflingsdobler goes on to say. Following the expansion in 2020, Europe’s big-



gest umbrella manufacturer currently employs 360 staff, 200 of whom are based at the headquarters in Braunau. “More than seven decades lie between the company’s foundation and the present. Much has changed throughout the course of time – the products, the markets and the people. Dedication to highest quality and utmost commitment to the needs of customers and employees remains unabated”, according to the managing director, who took over the reins from his father in the 1990s.

doppler history briefly outlined

In 1946 Ernst Doppler founded the company doppler in Braunau with a handful of employees. With fine intuition,



One of the many doppler innovations: the zero,99 – an umbrella that's as light as a feather. Weighing only 99 grams it's lighter than a bar of chocolate – and with a length of only 21 cm when closed, it can be comfortably stowed in a handbag or jacket.

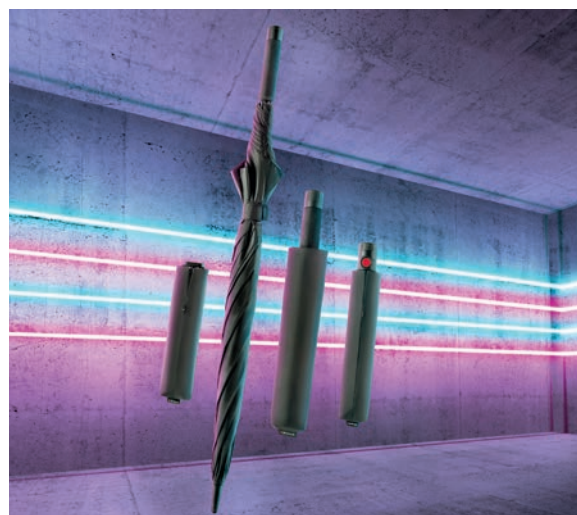
experience and hard work, the businessman was quickly able to build up a good reputation in the umbrella market. In the mid-1950s, daughter Renate Doppler and her husband Hermann Würflingsdobler sr. joined the business. Highly motivated, the two continued to grow and advance the manufacturing and sale of umbrellas. Structural expansion of the company's premises was accompanied by strategic expansion of the product portfolio – in 1962 parasols were added, in 1970 covers and cushions. In 1971 the company was established in Germany. "My wife Margit and I pushed ahead with the internationalisation of doppler from 1988 onwards. We quickly and successfully established subsidiaries in Eastern Europe and Asia", says Würflingsdobler. Trading of garden furniture began in 1990.

Continuous optimisation

In order to accommodate the growth and technical development, a large new facility was constructed in 1999. "The acquisition of the Knirps brand together with a Swiss partner in 2005 was a further important step in our company history", says the managing director as he looks back. With the two great-grandchildren of the company's founder, Martin Würflingsdobler and Ulrike Kinder, the fourth generation joined the family business in 2015 and 2020. Continuous investment is made in the optimisation of manufacturing, the warehouse and supply chain, as well as the digital future.

The umbrella – an ideal advertising medium

With its doppler, Knirps, derby and doppler Manufaktur brands, the long-established company doppler offers a wide range of finishing options, which turn every umbrella into a truly unique item – whether it's in small batches or in larger quantities for companies as a novel promo-



The Knirps umbrellas in the U. Series are the lightest of their brand.

tional gift. Because a customised umbrella brightens up even the dreariest of days.

Customised, tailor-made, unique

The finishing options offered by doppler umbrellas are almost unlimited. Customers can design all umbrella types, whether it's pocket, stick or partner umbrellas, according to their own preferences. It starts with the canopy, which can be printed on the entire surface or in segments depending on the motif, and can be designed with surprising effects. Wet/dry effects are real attention-grabbers, just like reflective elements, embroidery, double fabric layers or air vents. Depending on the material and shape, the umbrella handle, which was conceived by industrial de-



The stylish and functional parasols from doppler create elegant accents for outdoor areas.



The company with a rich tradition offers a wide range of finishing options for its doppler, Knirps, derby and doppler Manufaktur brands, which turn every umbrella into a truly unique item.

signers as a design feature, provides the ideal space for applying advertising. This is achieved via 3D sticker, engraving or printing. Labels made of fabric or rubber on the canopy or protective case also serves as subtle eye-catchers. "Irrespective of the type of finishing a customer chooses – with a tailor-made promotional umbrella they're guaranteed to stand out from the rest. And in a particularly stylish and high-quality way to boot, thanks to the 75 years of experience and the non-stop innovations offered by doppler", Hermann Würflingsdobler emphasises.

Company logo that shines in radiant light

The stylish and functional parasols from doppler create elegant accents for outdoor areas.. They are transformed into real eye-catchers for guests and customers as soon as the company's own promotional message is featured on the sunshade. The sturdy and user-friendly parasols from doppler are not only ideal for providing reliable shade protection, but also offer ample space on the canopy to cleverly showcase the personal company logo in the right (sun-)light. The extensive customisation options turn every doppler parasol into a truly unique item, which presents the key promotional message in an unforgettable way. Upon request, the logo can be applied as all-over print on all umbrella segments or only branded on selected panels, the valance can be individually designed and the frame colour matched to suit individual preferences. When it comes to the canopy fabric, 18 standard colours are available to choose from, which can be perfectly customised using screen printing. Further processes, such as web printing and digital printing, are also offered as finishing options. All fabrics are characterised by high light fastness, a very high water column rating and extremely high UV protection.

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For many companies, the state's coronavirus aid has attenuated the pandemic's consequences at least a little bit. Yet, from the start, the schemes have repeatedly brought fraudsters onto the scene. These may be convicted through subsequent investigations, even after some time has passed.

Closer examination of coronavirus aid to be expected

Subsidy fraud doesn't turn to account at all



When fraud is suspected, investigators bring bank transactions and tax documents into close scrutiny.

With some delay, more and more cases of subsidy fraud in connection with coronavirus aid are coming to light, where fraudsters have sometimes unjustly procured sums amounting to millions. Sometimes the scams get noticed, sometimes funds have indeed been paid out. According to the magazine *Der Spiegel*, "considerably more than 20,000 cases based on fraudulently obtained immediate coronavirus aid and other pandemic-related offences" had been registered with the German Association of Judges by March 2021. The authorities see the focus of the fraud in the first half-year of 2020. The risk of abuse has reportedly lessened somewhat in the meantime, since most applications had to be submitted via tax

advisors or auditors. Anyone submitting false or multiple applications, under a false name or acting in parallel in various German federal states, faces high penalties extending to many years' custody. At any rate, it is good to know how potential subsidy fraud may be subsequently investigated. Corporate consultant Thomas Uppenbrink clarifies.

Investigations launched upon suspicion

Since the pandemic began, federation, federal states, business development banks and other institutions have set up various schemes involving grants and aid for companies and the self-employed that have been relatively easy to apply for.

Grants and subsidies have been available only to those companies and self-employed persons that have actually veered into economic or existential difficulties due to the coronavirus pandemic. Yet even during and shortly after the first pay-outs of the various immediate grants it became clear that, in many applications, deliberately or negligently false indications had been made, in order to feign the prerequisites for the aid payments. If indications are deliberately omitted, incorrect, or unclear, in order to obtain assistance, the elements of subsidy fraud prevail. Incidentally, this also applies in connection with BAFA aid (Federal Office of Economics and Export Control; support for the contracting of advisors, for instance) as well as grants from the KfW Bank or state-specific business development banks, if deliberately false facts are made up that led to illegal pay-outs. If such a suspicion exists, applicants concerned must expect investigatory proceedings. These can be either triggered by a specific clue – in the case of corroborated suspicion, this would be a criminal complaint issued by the aggrieved party, in this case state, federal state or credit institute – or, alternatively, a particular public interest prevails.

Banks have key role

How does fraud come to light? Credit institutes react sensitively when they notice movements on their customers' accounts that seem irregular to them. Monetary transactions that are indeed suspicious are then forwarded to the anti-money-laundering Financial Intelligence Unit (FIU). There, the financial institute then submits a notification of suspicion and the FIU initially examines the situation (account transaction) appraised as an "irregularity". Pure self-interest is enough to prompt banks to later examine applications they have forwarded. An example from Berlin: In this case, the notification of suspicion was first submitted by the bank. After the initial proceedings, the IBB (Investitionsbank Berlin), for example, meanwhile examines all approved applications and aligns the details indicated there with the details from the tax office. If a suspicion arises in this context, the bank performs an in-depth examination. The background to these comprehensive investigations by the IBB are accusations raised against the bank during the proceedings: the bank was explicitly accused of not sufficiently examining the applications, and hence of favouring the fraud. This case demonstrates that, in the end, the federal state-specific investment banks or the financial authorities themselves were made aware of the (attempted) fraud offences.

Authorities interconnected

On a regular basis during initiated investigatory proceedings, the various authorities are engaged such that, through close collaboration, an expedient exchange of information is possible. The departments for ordinary fraud are deemed the central point for processing and appraising subsidy fraud in the context of immediate coronavirus aid. Closer examination then takes place when immediate coronavirus aid has been approved and paid out in the form of subsidies (irrecoverable grants), even though, after brief insight, the application dossier did not provide for grant eligibility within the framework of the application stipulations.

Credible proof of economic situation

If a massive economic cut can be provably demonstrated based on (tax) documents and other economic proofs, this can have an exonerating effect during a potential investigation. If, however, there are far-reaching indications that the immediate coronavirus aid and/or other subsidies and "irrecoverable grants" have been applied for possibly contrary to the law, the public prosecution department will be informed immediately and a criminal charge will be brought. What evidence should companies have at the ready at all events? Things that are deemed helpful include records of the applicant's current economic situation at the time of the application. The stipulations for awarding coronavirus pandemic aid also allow the investigating authorities to subsequently demand economic analyses and other accounting evidence (account postings etc.). Data, such as the development of incoming orders or turnover before and during the application period for instance, can reveal either exonerating details or burdening facts, which may potentially be used for further prosecutory investigations. <

What will be investigated when subsidy fraud is suspected?

- > Have the requirements prevailing upon application, on the basis of the specific application for the granting of immediate aid, been fulfilled and have the funds thereby been legally demanded?
- > Did the prerequisites still prevail (de facto) upon granting of these resources or did the applicant fail to communicate a changed situation?
- > In order to clarify the applicant's actual economic situation at the time of application and upon pay-out, among other things the authorities use companies' preliminary VAT return. Steep falls in turnover and profit are clear indicators of a pandemic-induced crisis.



Spirits of Germany

Together with regional, German manufactories and family businesses, Düsseldorf-based gift and promotional products start-up Dankebox has created a new product line: "Spirits of Germany", which consists of three new varieties of high-quality spirits from Germany. This would include the "Schwarzwälder Kirsch" Dankebox, consisting of a cherry brandy from Schladerer and a Black Forest fruit spread from jam-maker Fuller. The "Gin aus der Vulkaneifel" Dankebox is composed of the unique, three-times distilled Navy Strength Gin from Windspiel founders Sandra Wimmeler and Denis Lönnendonker and natural, dried orange zest from Söller on Mallorca. The core item of the "Schwäbischer Hochland-Whisky" Dankebox is the more than 30-time international award-winning Fink Single Malt Whisky, created in the Swabian uplands by Hans-Gerhard Fink. For the perfect indulgent moment, this Dankebox is accompanied by very special pralines: the truffle manufactory Güse from Hanover has created handmade whisky pralines for this Dankebox set.

PSI 60068 • DANKEBOX
Tel +49 211 17446416 • info@dankebox.de
www.dankebox.de



Ideal for grill champions

Those seeking to hone their grilling skills need the perfect tool for doing so, such as the one offered by Spranz GmbH with the Metmaxx® grill set named ChefDeBBQ. It consists of a large chef's knife with an artisanal look with wooden handle, and a pair of robust, full metal tongs. The former is lockable, which makes handling easier. Delivery is performed in a book-style designer cardboard box; promotional statements can be designed on consultation.

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



Fancy a drink?

During nerve-wracking meetings, long-winded business presentations, on strenuous trade show on event days or simply in the summer, when the office seems to have caught fire – those are the moments when we're all bound to want one thing: an ice-cold, delicious refreshment! With the new custom-designable drinks cans from JUNG since 1828, this is no problem at all. Under the motto, "your can, your design, your drink", the customised promotional drinks cans and promotional cards from the promotional specialist ensure indulgent promotional moments. With the large selection of both non-alcoholic and alcoholic drinks, there is bound to be the right drink for every occasion – from the energy-laden energy drink via chilled iced coffee to fruity apple spritzer and sporty iso drink.



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



Red wine with a personal touch

Cabernet Sauvignon enjoys high global renown like almost no other red wine variety. With the French Cabernet Sauvignon from the company Römer Drinks, a classic and simultaneously elegant wine can be gifted with customised label from just 60 bottles. The taste of red berries, well incorporated tannins and a powerfully dark colour make the wine unmistakable. With this special graft, an indulgent greeting with promotional message can be conveyed to customers, business partners or employees.

PSI 50967 • Römer Drinks by Römer Wein & Sekt GmbH
Tel +49 6541 81290 • info@roemer-drinks.de
www.roemer-drinks.de

The cards are being reshuffled!

What accompanies us on birthdays, at Christmas, on promotion, new job, illness or sad loss? The greeting card, as offered by calendar, notebook, sticky note and print promotional products specialist Geiger-Notes! The latter has widened its range and, from July, will offer a broadly diverse and high-quality range of greeting and Christmas cards. Around 30 Christmas cards as well as 20 selected greeting cards with high-quality finishing, such as laser perforation or embossing, are available – always, of course, with matching envelopes. Customisation is performed via a printed insert. However, complete self-creations can also be made. With the customised card, cards are fully produced in the customer's design.

PSI 41615 • Geiger-Notes AG
Tel +49 6134 1880 • info@geiger-notes.ag
www.geiger-notes.ag





Summer – but with style, please!

Sunglasses as advertising material are not necessarily the latest trend, are they? But with this item in particular, every advertising company literally shows its "face"! Today, it is no longer sufficient to simply put a logo, a lettering somewhere on a temple, with the main focus on the available space. Sunglasses are a precious and important accessory. They have to look stylish and classy to be worn with pleasure. The specialists at Hirsch Ideas focus on high-quality sunglasses with perfect finishing options. From pad printing to doming to laser engraving – everything is possible here. In addition, Hirsch Ideas puts the glasses in attractive cases, which in turn are ideal as advertising media. Either way, the logo is always there.

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



The return of a legend

The classic VW Bus T1 from 1962 is now moving ahead in terms of sustainability – as a practical key fob with LED torch. For the legend lives on at Troika, shines brightly, can be charged via USB again and again and is a great promotional gift, not only for fans of this cult automobile. Also on board: the lithium polymer battery with 60 milliamp hours, in gleaming chrome and silver, makes the key fob an eye-catcher.

PSI 46311 • Troika Germany GmbH
Tel +49 2662 95110 • info@troika.de
www.info.troika.de



A multifunctional bag on the go

The Recycle Bags Cool & Store Bag is super handy as a cooler bag in the car. But with the quick-release and short handle it is also easy to carry it to the park, beach or party. Travelling a lot in the car and want to keep your car clean? Then use this bag as a convenient trash bag! The inside is waterproof and easy to clean. Another option is to store and organise accessories like face-masks or kids toys in the bag, with the different pockets. The fabric, webbing and mesh are all made of in total 10 recycled plastic bottles.

PSI 48301 • Recycle Bags (By SL BAGS)
Tel +31 575 510077 • info@recyclebags.eu
www.recyclebags.eu

Sustainable style – unique performance

In the hospitality sector, workwear is becoming increasingly sustainable. The brand new Green Generation® chef jackets from Karlowsky® in long and short sleeves (JM 35 & JM 36) highlight this path and are perfect for textile finishing. They contain GRS certified polyester made from recycled plastic and feature the government's Green Button seal. This means high social and environmental standards. A total of 46 demanding social and environmental criteria must be met – from a ban on forced labor to wastewater limits. The Global Recycled Standard (GRS) covers the entire supply chain and addresses traceability, environmental principles, social requirements, chemical content and product labelling. In addition, the materials used pass strict quality and harmful substance tests in accordance with STANDARD 100 by OEKO-TEX®. In addition the jackets also offer other unique product details: the clever back made of jersey pique, for example, enables optimal wearing comfort and offers outstanding breathability. In addition to a stylish urban look, applications made of contrasting ribbons also provide functionality on the sleeves (e.g. for attaching a pair of gastro tweezers) and at the neck (for attaching a bib apron). With the colours aubergine, moss green and steel blue, the trend-conscious chef has a whole range of trendy natural shades to choose from. This makes them the perfect complement to the Green Generation® work aprons introduced last year (LS 37 & VS 12). For more classic use, the chef jackets are of course also available in black and white.



PSI 47464 • Karlowsky Fashion GmbH
Tel +49 39204 91280 • info@karlowsky.de
www.karlowsky.de

Timeless, noble, emotive

Stilolinea® offers a large selection of high-quality promotional ballpoint pens such as SEMYR®, RAJA®, TETHYS® and the collection's top gift item: MYTO®. The four most valuable of the collection consist of first-class quality ABS, adorned with metal details by top European and Italian suppliers, while Stilolinea® strives as a parameter not for the lowest price, but maximum product quality. The model SEMYR® is a ballpoint pen that has an up-to-date, youthful look. With its rubber sleeve, it ensures comfortable and ergonomic writing. SEMYR® is available with a solid, clear or frosted body. RAJA®, on the other hand, is a timeless classic, its most striking feature a metal clip that recalls a pearl. TETHYS® exhibits elegant lines, starting from the nib, then over the clip with its elegant shape, through to the spacer with small ring. MYTO® was devised by the famous car designer Enrico Fumia and offers a broad range of versions, adapted to virtually any customer wish. Moreover, MYTO® Glamour, the top model in the collection, is characterised by an innovative lacquering method that makes it a valuable item Made in Italy.

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





Education on diversity

There are around 250 bird species in Germany, and currently 29 of those are threatened with extinction and one is on the red list. A further 19 species are strongly at risk. In order to counter the dying out, emotion factory from Fischbach has a few products in its range that take up this theme. With the birdhouse, birdseed box and the birdseed net, the promotional products manufacturer simultaneously gives promoting companies the opportunity to educate customers on diversity, improve their ecological footprint and, in parallel, position a sustainable promotional message. All products are offered with a custom designable promotional slider or in packaging with promotional messages. The birdseed net, in particular, makes an ideal flat mailing item.

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

Bathrooms rethought

Plastics can be reused wonderfully. And this led to the creation of the first bathroom collection made of 100% recycled materials in the koziol laboratory. "It allows valuable resources to be given a second chance and saves up to two-thirds CO₂ compared to new materials in the process. This reduces the environmental impact and makes people happy". That's the message of the renowned manufacturer of high-quality household goods with distinctive design, the koziol »ideas for friends GmbH. The collection inspires with functional basics and charming designer pieces in a soft natural look, which create a tranquil atmosphere in the bathroom. The "collection for a better world" includes the DEL swing-top wastebasket that's available in two sizes; the BOXXX series consisting of three differently sized storage bins which can be stacked inside one another; the SOAP soap dish, an expressive design highlight; the FLOW soap dispenser; the SURF M hook; the practical PLUG'N'ROLL toilet paper holder; the RIO toilet brush, an elegant basic that harmoniously blends into almost any interior decor; the [pi:p] wall hook which provides an airy space for towels, as well as the SHARKY clothes peg that takes the form of the traditional wind-proof dolly peg and is produced without a metal spring. Further information available at: www.koziol-shop.de

PSI 47406 • koziol »ideas for friends GmbH
Tel +49 6062 6040 • incentives@koziol.de
www.koziol.de





Writing instruments with protective effect

The writing instruments of the klio protect® brand are promotional message bearers with particular qualities. Besides their sustainable material basis, the models Jona recycling antibacterial, Trias recycling antibacterial and Zeno recycling antibacterial offer antibacterial protection against coronaviruses. For identification, these writing instruments have both the Recycling symbol and the additional text “antibacterial” printed on them. Like all plastic ballpoint pens from the Klio-Eterna production, the antimicrobial variants are also 100 percent “Made in Germany” and are climate-neutrally manufactured under the use of 100 percent eco electricity at the company's Germany site. How does the protection get into the ballpoint pens? In order to achieve this protective effect, special additives are blended with the plastic in the form of silver ions. These biocides ensure that the number of microorganisms on the product surface is considerably reduced and the infection risk due to pathogens significantly lowered. The protection is maintained throughout the ballpoint pen's lifetime and can be neither rubbed off nor lessened by other external circumstances. Antibacterial efficacy has been confirmed in accordance with ISO 22196, antiviral effect according to ISO 21702, in large-scale test series by independent laboratories. In both cases, pathogen reduction amounted, after 24 hours, to more than 99 percent. Customer wishes can be realised from just 3000 pieces in customised special colours and according to the “mix 'n' match” modular system.

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

Refreshing promotion

The famous and practical promotional card can now also provide help in the summer and on hot working days in getting boiling-hot heads back to operating temperature, states the company JUNG since 1828. Filled with a fruity Frio iced tea bag or a trendy instick, refreshment is available in a jiffy: simply top up with water and enjoy! The refreshing giveaways with practical tear-off perforation, in which the teabag or instick is placed, can be finished with a promotional message entirely as required.

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





Emergency rescue

The little lifesaver in bag form with key fob from Medical Promotion is a valuable companion in emergency situations. Always ready to hand on the bunch of keys, the product with the designation medisave enables the hygienic mouth-to-mouth resuscitation of unconscious persons. The flat, space-saving giveaway is ideal as a postage-optimised mailing item – perfectly suited for looking after banking and insurance customers, for example. Contents comprise a transparent resuscitation cloth with filter, along with illustrated instructions with pictograms, to make sure that use is easy to understand for swift assistance, even in emergencies. A logo can be affixed by means of screen printing. Minimum quantity is 250 pieces. The little bags are available in the colours red, green, blue, yellow and black.

PSI 47105 • MEDICAL promotion by GRAMM medical healthcare GmbH
Tel +49 7151 250 50 • info@medical-promotion.de
www.medical-promotion.de

Innovative liquid ink management system

Sustainable, climate-neutral, innovative – the new liquid ink management system from uma sets standards in writing comfort. This innovation can be experienced in the RECYCLED PET PEN PRO series. The same system, but different nibs enable writing as fineliner, rollerball or the fluid text marker LIQEO, which brings striking touches to paper again and again: a genuine innovative pen! With the products, uma renders a strong contribution to sustainability and environmental protection: after all, the barrel consists of 100 percent recycled PET and hence of fully reusable material. Incidentally, this applies for the entire RECYCLED PET PEN PRO series. Which definitely makes it advisable to offer various successful, sustainable products in one combined set. With the RECYCLED PET PEN PRO LIQEO and its innovative liquid ink management system, uma points the way once again. In the truest sense of the word, too: the simple, elegant fluid text maker in white or black barrel lends important messages the prestige they deserve. With six striking writing colours and self-coloured stoppers, diversity is paramount. And the best thing: with the replaceable, respectively refillable cartridge, the pen never runs out of puff. Improved writing quality. Higher luminescence. Longer writing duration. Climate-neutral production and finishing. uma has developed something fine here!

PSI 41848 • uma Schreibgeräte
Tel +49 7832 707-0 • info@uma-pen.com
www.uma-pen.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

Keep a distance

One of the basic rules in pandemic times is: keep a distance! In order to implement that, the AHA Distanzring from 4-Pro GmbH performs excellent services. Built and dismantled again within seconds, it identifies the desired areas quickly and easily, highlighting the required minimum intervals from middle to edge. Seating areas at open-air cinemas, lounge areas by outdoor pools, the area around the promotional booth – the AHA ring may not prevent infection, but it does its bit towards it. The ring, along with the matching bag, can be fully designed in 4C printing and according to customers' wishes. The following diameters are on offer: 200, 250 and 300 centimetres.

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TOP PRODUCT TOPICS IN PSI JOURNAL

Do you transform boring sweets, chocolate or jelly bears into the perfect advertising medium? And at the same time do you attach great importance to sustainable or vegan products? Then draw attention to yourself in our double issue of the *PSI Journal* in August and September.

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8/9
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2021

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PSI

The June edition of PSI Journal featured the introduction to the Gold jubilarians – those who have been PSI members for 50 years. Members who have equally co-written a large portion of the success story include suppliers and distributors, who have been part of the international promotional products industry network for 40 years now.

Four decades part of a strong advertising community



40 Years a PSI Member

The early 1980s were marked by a number of historic events: Indira Gandhi was elected India's prime minister, Ronald Reagan won the US presidential election, Reinhold Messner conquered Mount Everest as the first solo climber to do so and without oxygen equipment, and Germany won the European championship in football. The list could go on and on. What is not recorded in the annals of global history, however, means a lot to PSI: the number of members was growing at the time, too, and the promotional products industry's international network was increasingly gaining in significance. Therefore – staying with the early 1980s – numerous promotional products businesses decided to become part of a strong community. Proof that PSI continues to be attractive (not only) for these members is provided by the fact that the suppliers and distributors remain loyal to the network today, four decades later. This loyalty is usually duly celebrated in January, with a small champagne reception at the flagship trade show of Europe's promotional products industry. This much-loved ceremonial tradition was unfortunately not possible in its usual format this year. This has by no means put a stop to showing appreciation to long-serving members, though. PSI and PSI Journal congratulate and thank all jubilarians: Here's to the next 40 years – and beyond!

The distributor jubilarians include:

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egs-werbemittel.de

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grimmer-gmbh.de

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ideenplus.at

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Karlsruhe
konkretwerbung.de

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Connections remain



We can clearly feel it: something is happening. Slowly but surely, the lockdown measures are easing. Many people are no longer working exclusively from home. We're going to shops again, enjoying restaurant visits, experiencing cultural activities. Events are taking place again, including the first trade shows.

However: calling it a "return to normal" would not do justice to our experiences in recent months. This extraordinary period has challenged and changed us all, leaving a lasting impact. We have grown in and through it. It has shown us what lies within us, how creative and productive we can be, even though the circumstances meant we had to keep our distance from each other. We have found new digital opportunities and expanded our existing PSI platforms that have already been in use for years: with formats like the PSI Digital and the Digital Fridays, which will continue to be held monthly for the rest of the year, we see how strongly the members of the PSI and our industry feel connected to one another, how much innovative strength lies within us.

These times have been a real eye-opener, showing us how much we miss certain things which were taken entirely for granted until recently, which indeed seemed almost trivial. Light-heartedness, closeness, contact, sensory impressions: this is what our industry relies on most of all – and when these things now return to our lives bit by bit, this means nothing other than that new opportunities and possibilities will open up for the promotional product industry in future. Because more than ever, the world yearns for all these many lovely things that we can behold and touch again live and give to each other as gifts.

No, we are not going back. We are forging ahead to a future in which we'll completely rediscover and appreciate personal get-togethers and conversations. This future, in which we'll experience our world anew with all our senses, has many enrichments for our lives and inspiration for our business in store for us – for example at the next in-person PSI trade show, to be held from 11th to 13th January 2022 in Düsseldorf.

We are particularly looking forward to this and to meeting up with you again in person.



Your Petra Lassahn
Director PSI

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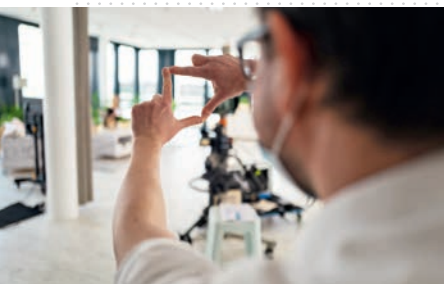


For a future worth living in

Despite the pandemic, the most urgent global problem is and remains the planet's ecological future – and that also means a livable environment for our species. It is a responsibility that is being taken more and more seriously in our sector, too. Its firmly established PSI Sustainability Awards are strong signs that awareness and initiatives around sustainable outlooks are also constantly on the rise in the promotional products industry. That is the reason why promotionally effective marketing campaigns are increasingly focusing on ecological and sustainable products, which we will present in the next issue. Our Product Guide will contain a further product group, "Sweets and Chocolate", and that too, will have assuredly sustainable emphases.

Please give some thought to the product presentations in the PSI Journal August/September 2021 issue, with the topics "Outdoor, Umbrellas, Tools and Knives" plus "Health and Hygiene", and send your product proposals (image and text) by 16 August 2021 to: Edit Line GmbH, Redaktion PSI Journal, e-mail: hoechemer@edit-line.de

Digitally focussed



Be it about tips and trends, bestsellers and newcomers, sustainable models of the future and global networking in the promotional products industry, a variety of topics are addressed by PSI's Digital Fridays, which are operating as a transition to the upcoming PSI trade show from 11 to 13 January 2022. We take a look back at the summer's Digital Fridays.

Let's go circular!

To ensure that clothes recycling that preserves garments' value becomes a reality, Brands Fashion develops circular solution approaches for the technical cycle. Fewer textiles end up discarded as a result. The company

is already able to offer its customers products according to Gold-level Cradle to Cradle TM certification. We will describe exactly how that works in the next issue.



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Istanbul 34093, Turkey
Web: www.handicraftlamps.com

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34576 Homburg (Efze), Germany
Web: www.hepla.de

46235 HERKA GmbH



3851 Kautzen, Austria
Web: www.herka-frottier.at

60410 His Promosyon Ürünleri ith. ihr. Tic. San. Ltd. Sti

İstanbul 34025, Turkey
Web: www.hispromosyon.com

60417 HT Hasat Tekstil ve Promosyon ürünler San ve Tic Ltd. Sti.

Istanbul, Turkey
Web: www.hasatsapka.com

48770 İlpen Kalemçilik Plas. San. Tic. Ltd. Sti.

Istanbul 34218, Turkey
Web: www.ilpen.com.tr

43540 Intraco Trading bv

1521 PD Wormerveer, The Netherlands
Web: www.intraco.nl

60416 Istanbul Chamber of Commerce

Istanbul 34112, Turkey
Web: www.ito.org.tr

60411 Istanbul Kalem Kirtasiye Tic San Ltd. Sti

Istanbul 34055, Turkey
Web: www.istanbulkalem.com/en

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East Yorkshire, HU3 1HH, United Kingdom
Web: www.jadan-press.co.uk

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

57627 Hachenburg, Germany
Web: www.jaehn.org

49767 J.S. Fashion GmbH

46395 Bocholt, Germany
Web: www.js-fashion-gmbh.de

42706 Kalfany Süße Werbung GmbH & Co. KG

79336 Herbolzheim, Germany
Web: www.ksw24.com

41794 Karl Knauer KG Verpackungen, Werbemittel, Präsentverpackungen

77781 Biberach, Germany
Web: www.karlknauer.de

60414 KBC Basım Promosyon Tekstil San. Dis. Ltd. Sti.

İstanbul 34722, Turkey
Web: www.kbcprinting.com

40823 Klio-Eterna Schreibgeräte GmbH & Co KG

Klio-Eterna

Est. 1900

77709 Wolfach, Germany
Web: www.klio.com

60409 Kobe Tekstil Sanayi ve Ticaret Limited Sirketi

Denizli 20050, Turkey
Web: www.kobetekstil.com.tr

47406 koziol ideas for friends GmbH

64711 Erbach, Germany
Web: www.koziol-incentives.de

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

Cracow 30-435, Poland
Web: www.allersgrupa.com

44323 Ledlenser GmbH & Co KG

42699 Solingen, Germany
Web: www.ledlenser.com

60407 Lenora Tekstil San. ve Tic AS

Denizli 20010, Turkey
Web: www.lenora.com.tr

49677 LIKOR EAST-WEST PROMOTION Inh. Kornel Frankowski

Suchy Las 62-002, Poland
Web: www.promotionalclocks.eu

49756 Living Bytes GmbH Die Markenvertretung

22457 Hamburg, Germany
Web: www.die-markenvertretung.de

44833 Mahlwerck Porzellan GmbH

83059 Kolbermoor, Germany
Web: www.mahlwerck.de

48283 Maikii s.r.l.

31050 Vascon di Carbonera, Italy
Web: www.maikii.com

47096 Makito Promotional Products CATAL IMPORTACIONES S.L.

04640 Pulpi, Spain
Web: www.makito.eu

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Martyna Konowrocka



Marki 05-270, Poland
Web: www.martsbags.com

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Web: www.mbw.sh

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Web: www.meisenbach.de

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40764 Langenfeld, Germany
Web: www.meterex.com

PSI Media Partner **MIM Marken Institut München GmbH**

80339 München, Germany

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Küçükçekmece - İstanbul 34290, Turkey
Web: www.mnitextile.com

43849 **Mypromo Service GmbH**

65205 Wiesbaden, Germany
Web: www.mypromo-service.com

46403 **NOTEDECO Spółka z ograniczona**
odpowiedzialnoscia Spółka Komandytowa

Poznan 61-315, Poland
Web: www.notesy.pl

60408 **o2 Tekstil San. ve Tic. Ltd. Sti.**
hello2art

Denizli 20020, Turkey
Web: www.hello2art.com

49791 **Özen Promosyon ve Reklam San. Tic. Ltd. Sti.**

Basaksehir - İstanbul 34490, Turkey
Web: www.ozenpromosyon.com

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68723 Schwetzingen, Germany
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Katowice 40-203, Poland
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Murtede 3060-372, Portugal
Web: www.stricker-europe.com

46454 **PDC Europe SPRL**

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Web: www.pdc-big.com

46550 **PENKO GmbH**

65527 Niedernhausen, Germany
Web: www.penko.net

60171 **Perletti S.p.A.**

24060 Telgate (BG), Italy
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49402 **Polskie Karty sp. z o.o.**

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46596 **POLYCLEAN International GmbH**



48683 Ahaus, Germany
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60232 **Potter Promotion**
Inh. Manuel Potter

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Web: www.desinfection.global

42713 **Poul Willumsen A/S**

3520 Farum, Denmark

43713 **Premsons Plastics Private Limited**

MUMBAI 400013, India
Web: www.premsons.biz

46124 **PromoNotes Sp. z o.o.**

Suchy Las 62-002, Poland
Web: www.promonotes.eu

43739 **PS Concepts GmbH**

84359 Simbach am Inn, Germany
Web: www.ps-concepts.de

49331 **R3D, LDA**

Covilha 6200-027, Portugal
Web: www.r3dcompany.co.uk

43454 **Rascal Sp. z o.o.**

Krakow 30-552, Poland
Web: www.rascalindustry.pl

60392 RESULT CLOTHING Ltd.

Colchester, Essex, CO 2 8HY, United Kingdom
Web: www.resultclothing.com

90102 Rhombus Canvas LLC

Irving, Texas 75062, United States
Web: www.rhombuscanvas.com

60427 Rocketbook

London, NW11 6EE, United Kingdom
Web: www.atlanticaccess.co.uk

47847 Rösler CeramInno GmbH

96355 Tettau-Schauberg, Germany
Web: www.roesler-ceraminno.de

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PRODUZIONE PORTACHIAVI /
KEYHOLDERS PRODUCTION**

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Web: www.rowekeyholders.com

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93073 Neutraubling, Germany
Web: www.imagetools.com

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78144 Schramberg, Germany
Web: www.schneiderpen.de

43287 STABILO Promotion Products GmbH & Co. KG

90562 Heroldsberg, Germany
Web: www.stabilo-promotion.com

60203 snagger GmbH

08115 Lichtentanne, Germany
Web: www.snagger-germany.com

45567 SND Porzellanmanufaktur GmbH

63526 Erlensee, Germany
Web: www.snd-porzellan.de

44010 Softybag AB

Stockholm 116 30, Sweden
Web: www.softybag.com

49668 Spindler GmbH

73553 Alfdorf, Germany
Web: www.spindler-gmbh.de

41462 Spranz GmbH

56070 Koblenz, Germany
Web: www.spranz.de

49722 Steba Elektrogeräte GmbH & Co KG

96129 Strullendorf, Germany
Web: www.steba.com

45328 Stilolinea Srl

10099 San Mauro Torinese (TO), Italy
Web: www.stilolinea.com

60412 TAF TEKSTIL Ahmet Özcan

Denizli 20160, Turkey
Web: www.taftekstil.com

44574 Take2-Design GmbH & Co. KG

83024 Rosenheim, Germany
Web: www.take2-design.de

**48418 Ted Gifted
TGL Poland sp. z o.o.**

Poznan 60-003, Poland
Web: www.tedgifted.com

41875 TFA Dostmann GmbH & Co. KG

97877 Wertheim, Germany
Web: www.tfa-dostmann.de

**49412 TH CLOTHES
Organizações Biscana, Lda.**

Batalha 2440-325, Portugal
Web: www.thclothes.com

47317 tobra GmbH & Co. KG

56288 Roth, Germany
Web: www.tobra.io

60401 TRL Tekstil San ve Tic Ltd. Sti

Denizli 20050, Turkey
Web: www.turkishlinen.com

46311 TROIKA Germany GmbH

57629 Müschenbach, Germany
 Web: www.troika.de

41848 uma-Schreibgeräte

Die Handschrift der Werbung

77716 Fischerbach, Germany
 Web: www.uma-pen.com

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64859 Eppertshausen, Germany

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6438 Ibach, Switzerland
 Web: www.victorinox.com

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Joanna Kowalczyk**

Bytom 41-907, Poland
 Web: www.vivaplus.pl

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

57627 Hachenburg, Germany
 Web: www.hachenburger.de

PSI Media Partner WNP Verlag GmbH

82069 Hohenschäftlarn, Germany
 Web: www.wnp.de

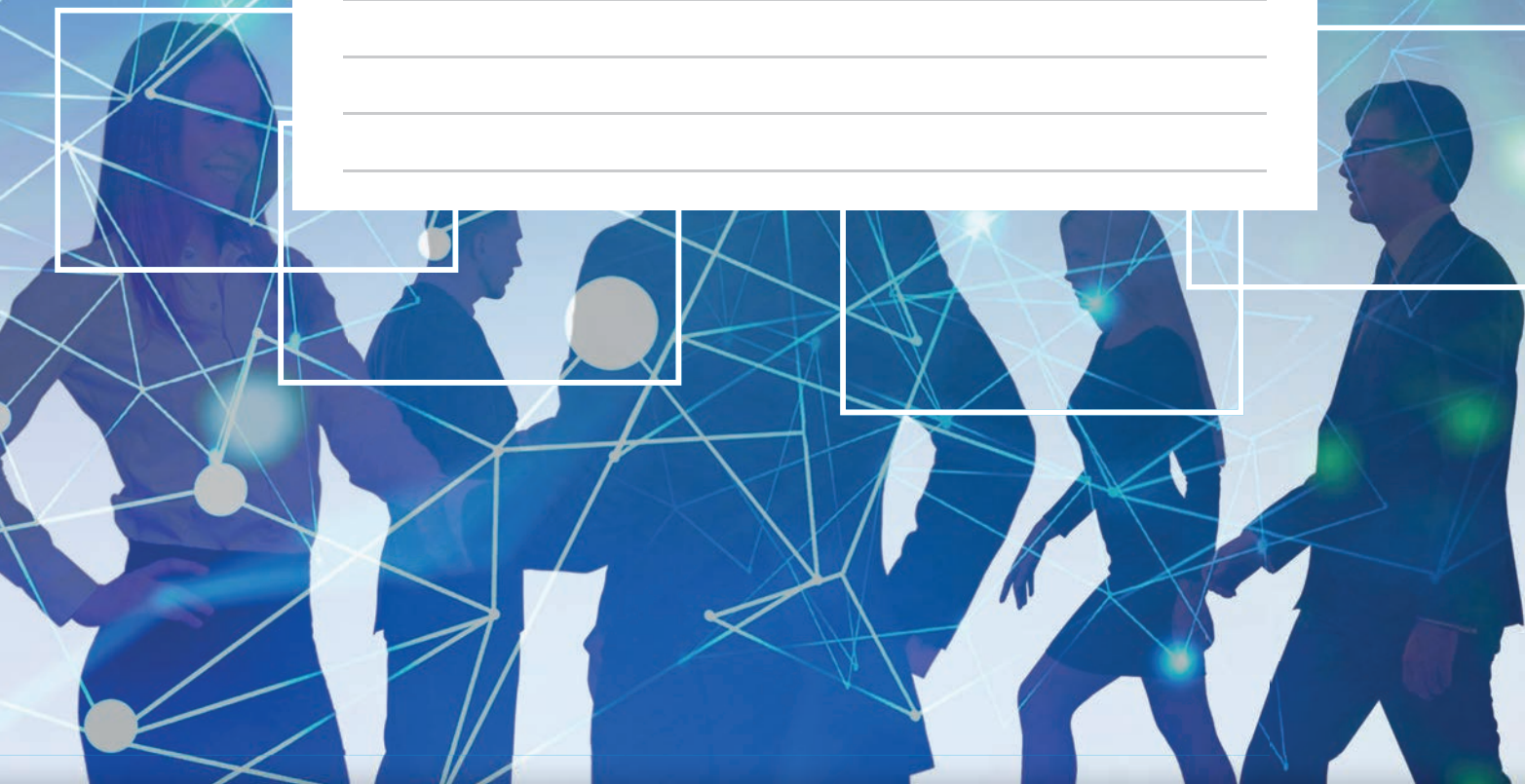
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Events 2021

Reed Exhibitions Austria & Germany

EQUITANA Open Air¹

Neuss
Festival des Pferdesports

23.07. – 25.07.2021

RennbahnPark Neuss
equitana-openair.com

EQUITANA Open Air¹

Mannheim
Festival des Pferdesports

06.08. – 08.08.2021

Maimarktgelände Mannheim
equitana-openair.com

Elektrofachhandelstage

Branchentreff in Österreich

24.09. – 25.09.2021

Design Center Linz
elektrofachhandelstage.at

ALUMINIUM

Weltmesse und Kongress

28.09. – 30.09.2021

Messegelände Düsseldorf
aluminium-exhibition.com

austropharm

Die Fachmesse für
pharmazeutische Produkte

30.09. – 02.10.2021

Messe Wien
austropharm.at

Bar Convent Berlin

International Bar and
Beverage Trade Show

11.10. – 13.10.2021

Messegelände Berlin
barconvent.com

SMART AUTOMATION AUSTRIA

Fachmesse für industrielle
Automatisierung

19.10. – 21.10.2021

Design Center Linz
smart-wien.at

FIBO¹

International Leitmesse
für Fitness, Wellness und
Gesundheit

04.11. – 11.11.2021

Messegelände Köln
fibo.com

Alles für den Gast Herbst

Internationale Fachmesse
für die gesamte
Gastronomie und Hotellerie

06.11. – 10.11.2021

Messezentrum Salzburg
gastmesse.at

Bauen + Wohnen Wien¹

Die internationale Messe
für Bauen, Wohnen und
Energiesparen

11.11. – 14.11.2021

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