

PSI EUROPE

PSI Journal

International Magazine
For Promotional
Products

August/September 2021

Volume 60

Product Guide

Ecological and sustainable
products

Chocolate and sweets

Industry

Companies, events,
markets

QTRADO

Logistics

Sustainable advertising
material logistics

Gustav Daiber

How workwear works

Price explosion
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Editorial

Vaccinate, vaccinate, vaccinate

Yes, this is an urgent appeal: Please help us, and the whole promotional products industry, to get the Corona vaccination rates up. According to scientific estimates, at least 85 per cent of us need to be fully vaccinated in order to achieve what is known as herd immunity.

In most European countries, between 50 and 65 per cent are currently fully vaccinated. So there is still a long way to go before we will have a chance to live our normal business and private lives again.

Because this is too slow for many companies, in the USA, and also in other parts of the world, they now want to make it compulsory for their employees to be vaccinated. Google CEO Sundar wants to stop allowing unvaccinated people onto his campus. Uber, Netflix and Facebook are also considering similarly strict measures. In European countries, this is probably not possible for legal reasons, at least for the time being. It will therefore come down to the persuasiveness of companies in convincing their employees, their customers and their private contacts of the necessity of having a voluntary Corona vaccination. This so-called “nudging” can often help. Free beer, bratwurst and cinema tickets are a popular means to this end. You wouldn’t believe it, but it actually helps. Companies should be able to come up with a few ideas of their own.

Yes, one could be of the view that the constant harping on about incidence values is not productive, and that other parameters should have been taken into account long ago. But the politicians are not willing to do this at the moment. So does it help, then? No. It is also a pity that there is no dependable European approach. Emmanuel Macron is putting pressure on certain professions and reaping massive opposition on the streets. England, with its fairly high vaccination rate, is largely returning to a more normal life. At the same time, other countries in the south are once again becoming high-risk areas. So what to do?

Once again, please help us all – that is, the whole industry – to get more people vaccinated. You and your staff can become vaccination ambassadors. We will only be able to get back our trade fairs, our association meetings, our in-house fairs, and our presentation events – all the things we love so much – if we have a high vaccination rate. There are many things about the Corona topic that I, too, see very critically, things we have to discuss – but only after the vaccination. That’s what I have learned in one and a half years of Corona.

With this in mind

Manfred Schlösser | Editor-in-Chief PSI Journal

Your opinion: schloesser@edit-line.de

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Zero Waste

Renata - Recycled Cotton Bag with long handles (approx. 70 cm)

Renata is one of these bags which have a special feature, due to it is made of 70% recycled cotton of recycled cotton scraps and 30% recycled plastic (rPET).

The result of above-mentioned combination: long-lasting and individual quality with individual design, because every used cotton bag were built by own special features and colours.

Renata has a timeless standard size of 38 x 42 cm, is equipped with long handles (approx. 70 cm) handles and has a high-quality grammage of 200 g/m².

For individual advertising, the recycling bag can be printed in screenprint on both sides with a logo. The maximum print size is 28 x 30 cm.

With this promotional item you are making a strong statement: Zero Waste.



www.misterbags.de

N° 2347

Renata

[re'na:ta]

The name comes from the Latin and means „the reborn one“.



70% waste cotton &
30% rPET



Focus: Price explosion and delivery delays

10

The economy is picking up again in many countries – but with obstacles. However, this is leading to shortages of raw materials in many areas and freight space is also in short supply. The result is delivery delays and rising prices. The promotional products industry is also affected by this, but is nevertheless looking confidently to the second half of the year.

PSI: Nothing comparable

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There is no alternative to PSI as Europe's biggest leading trade fair for the promotional products industry. It has grown continuously over decades.

For the industry and PSI, however, this event does not mean a return to normality. In the meantime, the network has gone new ways together with its members and gained new experiences.



For a future worth living

20

Despite the pandemic: the most urgent global problem is and remains the ecological future of the planet - and thus also the liveable environment of our species. Our industry is increasingly aware of its responsibility in this regard – and presents sustainable products accordingly. Another topic in our Product Guide presents sweet temptations.



Sustainable advertising materials logistics

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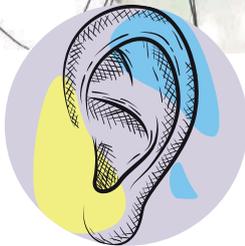
“Standing still is not an option. Higher, faster, further is the motto.” According to this motto, QTRADO Logistics, professional service provider for all facets in the field of logistics, is constantly developing. With its comprehensive and sustainable services, the official partner of PSI is also available to all members of the network.





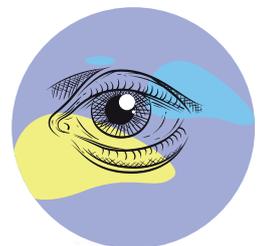
True classics

Trends come and go. Classics remain and are felt to always be there. They form the timeless counterpoint to time-dependent fashion. Classics are assigned several seals of quality: They have a long (inter)national, not infrequently cross-generational reputation as well as often cultural influence, have a certain tradition and high recognition value and stand for quality. A legendary example is the famous Viennese coffee house chair by the German carpenter Michael Thonet, who was born 225 years ago. "No other piece of furniture can be seen in so many contemporary historical pictures and with so many famous personalities," writes the Frankfurter Allgemeine Zeitung ("Vom einfachen Tischler zum Pionier der Möbelproduktion", 21 June 2021). No less famous is the world's first motor scooter, which the aircraft engineer Corradino D'Ascanio patented exactly 70 years ago. It was commissioned by a certain Enrico Piaggio, who gave the two-wheeler for everyone the name Vespa. (tagesschau.de, "Der Sound der 50er-Jahre")



However, creativity is the link between classics, already existing, and those which have what it takes to become a classic one day. This is also proven by the (potential) classics among the promotional products that can be discovered at the PSI Product Finder. There is one thing they all have in common: the multi-sensory advertising USP.

<https://psiproductfinder.de/en>



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Strong carriers

Bags as advertising items enjoy constant popularity and rank in the top 3 of the most frequently used promotional products by companies. The trend is rising – after all, they play a supporting role as an indispensable companion in everyday life, at work and when travelling, but also as an eye-catcher (for advertising messages), they are attention-grabbing in daily use. So it's hardly surprising that the so-called fishnet bag has made it to the hip It-bag and one of the trends of 2021. There are also sustainably strong carriers from the ranks of PSI members, as our examples on this page and others in the PSI Product Finder prove.



Cool for business and shopping

Go Urban Cooler Bag made of rPET
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Sunshine in the form of a bag

Shopper Sunny made of sustainable cotton
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1. Neck strap 100% off vegetable bast material biologically compostable



3. Gingerbread dough with pure honey from Bavaria. 100g gingerbread contains 4000 bee flower visits in Bavaria



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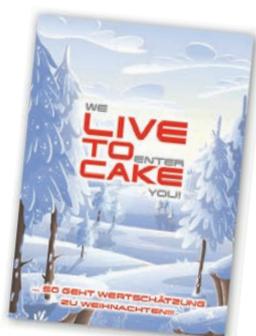
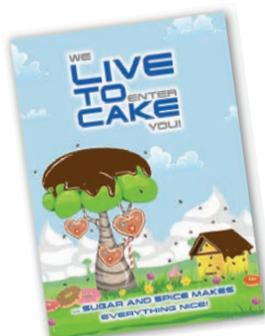
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100.8 points

reached the ifo Business

Climate Index in July. The enterprises assessed the present state of their business as better, but there is a noticeable decrease in optimism with the development within the coming months in mind. ifo.de

79%

of Germans consider it positive when companies communicate their social engagement in their advertising according to an Ad-Alliance study. horizont.net

72 per cent

of respondents in the "Campaign Zero – Zero Cookies" study, which was conducted by Welect in cooperation with [m]Science, consider the principle of self-determined advertising consumption good. According to the study's findings, this principle is even liked by 68 per cent of Adblocker users as well as 67 per cent of respondents who generally consider online advertising disturbing. adzine.de

3 months

Within this period marketing actions should make an impact. That is the statement of 50 per cent of the marketers responding to a study by Sportfive and Onefootball. horizont.net

45 billion

euros in total net advertising revenue is expected to be generated in Germany in 2021 according to a forecast from Schickler Media Index. It represents an increase of 6.2 per cent compared to the previous year. horizont.net

32.000

downloads within 30 days after their release catapult podcast episodes directly to the master class level: the top one per cent. Episodes with more than 18,000 downloads are classified as the top two per cent. Podcast creators can be proud of belonging to the top ten per cent category starting from 3,000 downloads. It is surprising that a podcast episode is considered among the most successful 50 per cent when it has more than 125 downloads. adzine.de

Every fourth

employee in Germany (24 percent) was able to work from home three to five days a week – compared to 22% in the USA and 21% in France. These were the findings of the study on "The Future of Work after COVID-19", which was conducted by McKinsey Global Institute (MGI) in eight leading economies. Another finding: Germany is affected most by the changes taking place in the workplace in Europe. wuv.de

As an environmentally-friendly company, we are introducing a new line of biodegradable products, certified by COBRO-Packaging Research Institute.

Biodegradable badge (56mm)

Biodegradable badge with safe pinless closure.



Biodegradable self assembling badge

Biodegradable badge (56mm) with pinless closure which can be easily made without any specialised equipment.



Name badges pinless

Transparent ID with a safe pinless closure in two sizes



COLOR: Transparent

Mobile card pocket (85x55mm)

Mobile card pocket for mobile phones gives you a secure and elegant way to carry your documents, credit cards or money.



COLOR: Transparent

Token

Biodegradable token for trolley marked with pad printing, digital printing or flat sticker. It can serve as an interesting alternative to paper coupons or currency during events.



Token size: 1€

Microfiber cloth RPET

Microfiber glass cleaning cloth with a customisable design is ideal for cleaning glass and delicate surfaces without leaving any streaks or smudges.



Multifunctional bandana (250x480mm)

Bandana 150 gsm made of recycled polyester is a product designed for eco-aware customers who care for the environment.



Camera cover (30x13mm)

Camera cover sliding with a customisable graphic design is designed for laptops, computers and tablets.



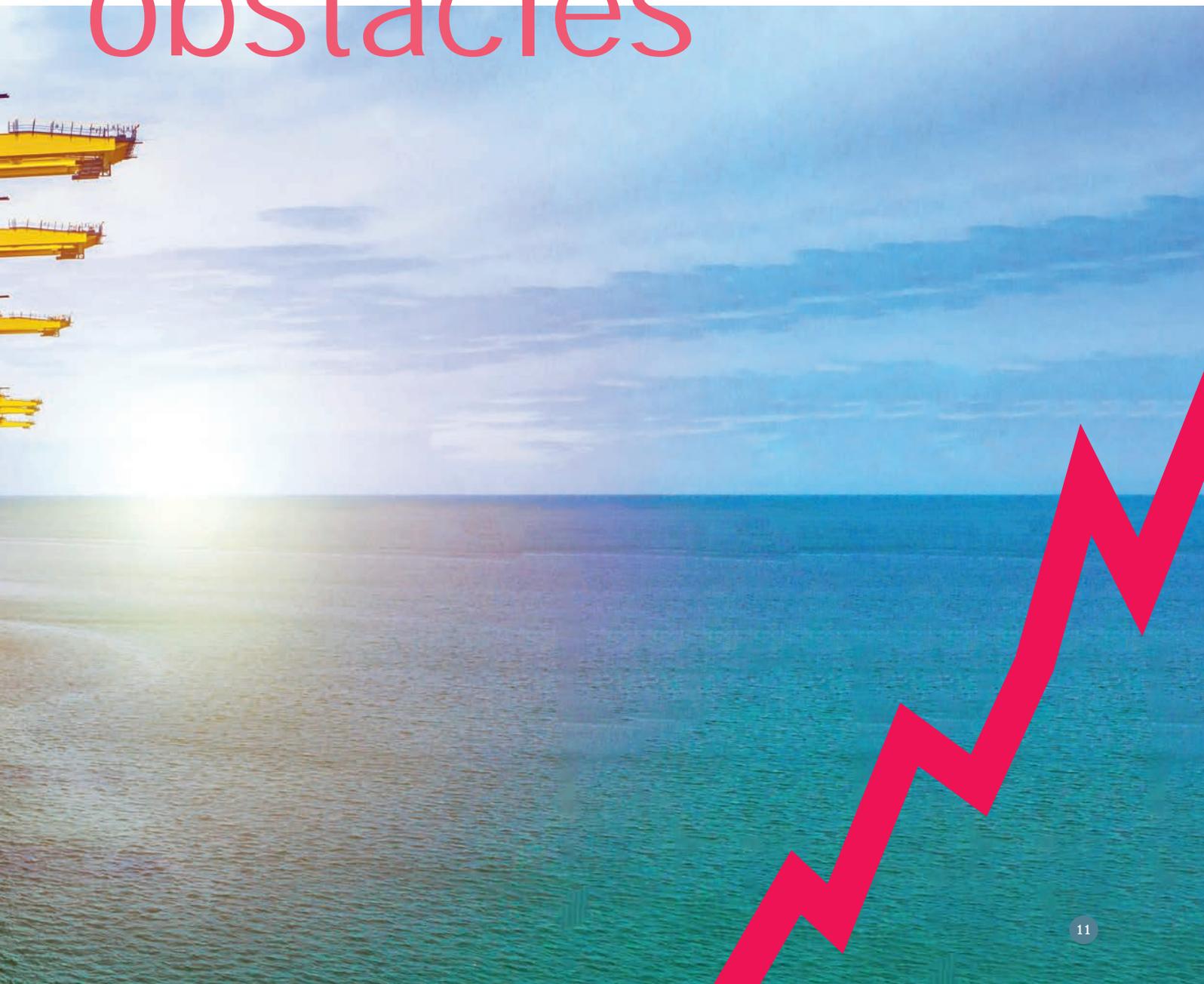
COLOR: Transparent

The **economy is picking up speed again** in many countries. But in a number of areas, this is leading to **raw material shortages** and **cargo space** is also in short supply. **Delivery delays** are the consequence, **prices are rising**. Whilst the promotional product industry is also affected, it is still looking **optimistically towards the second half of the year**.



Price explosion and delivery delays

Recovery with obstacles



Whe pandemic is spreading throughout the world – first hitting one country hard and then the next. Lockdowns and slumps in demand in the respective regions have been changing the economic environment for a year and a half now, impacting the raw materials markets, industrial production and worldwide transport. Support programmes, a recent pickup in demand and other factors are now leading to economic recovery in several regions. According to the ifo Business Climate Index, German companies have been rating their current business situation increasingly optimistically in recent months and expect the positive trend to continue in the second half of the year. With China and the USA, two huge markets have regained considerable momentum, albeit at slightly different times.

Material shortages and price increases

So, things are going uphill again – that's good news. However, the development is so rapid in some cases that the raw materials can't be produced and delivered quickly enough. On top of all this, other factors come into play

The scarcity of resources is driving up prices. Wood and wooden products are particularly affected.

like changing demand patterns, disruptions to production, insufficient cargo capacity and trade conflicts. The Suez Canal blockade also had a long-lasting impact. The raw material shortage and associated price increases are creating uncertainty in many industries. Price increases are particularly pronounced for wood and wooden products, paper, cardboard and packaging material, among others. The global chip shortage makes electronic components more expensive and, in extreme cases, leads to production stoppages. Plastics are also affected. A survey by the portal for plastics processors came to the conclusion that the price of many standard plastics has risen by more than 70 per cent since the beginning of the year. Recyclates have also been affected by significant price hikes.

Transport and logistics costs rising

All industries have also been hit by surges in transport and logistics costs. A rise in the number of registered Corona cases around the metropolis of Shenzhen in southern China led to major bottlenecks in cargo handling in the ports of Yantian and Shekou, as well as Nansha (in



neighbouring Guangzhou). In May, the world's fourth largest container port – the Yantian International Container Terminal (YICT) – experienced severe congestion due to Corona measures, with the vessel backlog clearing only slowly. Similar problems in Chinese ports were already experienced in 2020. Many consignments for the promotional product industry are shipped from here, which means that the industry should continue to expect delays and higher costs.

Prices reach record highs

Sales prices in the wholesale market increased by 10.7 per cent in June 2021 compared to June 2020. As the Federal Statistical Office (Destatis) announced, a higher change compared to the previous year was last recorded in October 1981 during the second oil crisis (+11.0 per cent compared to October 1980). The high rates of increase are partly a consequence of the very low price levels in the same months of the previous year linked to the Corona crisis, according to Destatis. Experts estimate that this so-called 'base effect' will diminish by autumn. Even though Bert Rürup, President of the Han-

delsblatt Research Institute (HRI), believes that the inflation rate in Germany might exceed four per cent over several months, he assumes this would be a temporary phenomenon. From next year onwards at the latest, this upsurge in prices will fall back noticeably to around the two per cent mark, Rürup is quoted as saying in the Handelsblatt.

The promotional product industry is also impacted

Together with companies from the industry, we investigate the question: how strongly has the promotional product sector been feeling the effects of the situation described above? Because promotional products in all shapes and sizes come from countless industries and are part of the international movement of goods as imports and exports. Fixing manufacturing and delivery dates, calculating prices and of course also communicating with customers are thus becoming increasingly difficult. Because customers need to be informed about potential impacts like price increases and delivery problems and the circumstances must be explained. How do promotional product companies assess the situation? >>

Container traffic suggestions at ports result in delays in the entire logistics chain.



Sönke Hinrichs 2090

Inspiration

“Price adjustments and longer lead times are necessary.”

Even though Europe has passed the peak of the crisis, its consequences have left a lasting impact on price structures across the global market. I would like to summarise the most important reasons here.

Disruptions to international supply chains

Many raw materials have become substantially more expensive on the global market. Prices for steel, timber and aluminium are rising particularly rapidly. The demand for electronic components by industries like household goods, computers and automobiles is growing strongly, as are the prices. Wide-ranging disruptions to international supply chains and worldwide container transportation lead to significant capacity bottlenecks and supply problems in Europe, freight rates are rising almost daily. Freight rates from Asia have increased roughly five-fold compared to 2019. Notably, the freight cost share for bulky items has risen to up to 35 percent to date.

China: price increases and currency fluctuations

The local market in China has long since returned to the pre-Corona level: thanks to steady demand, the fac-

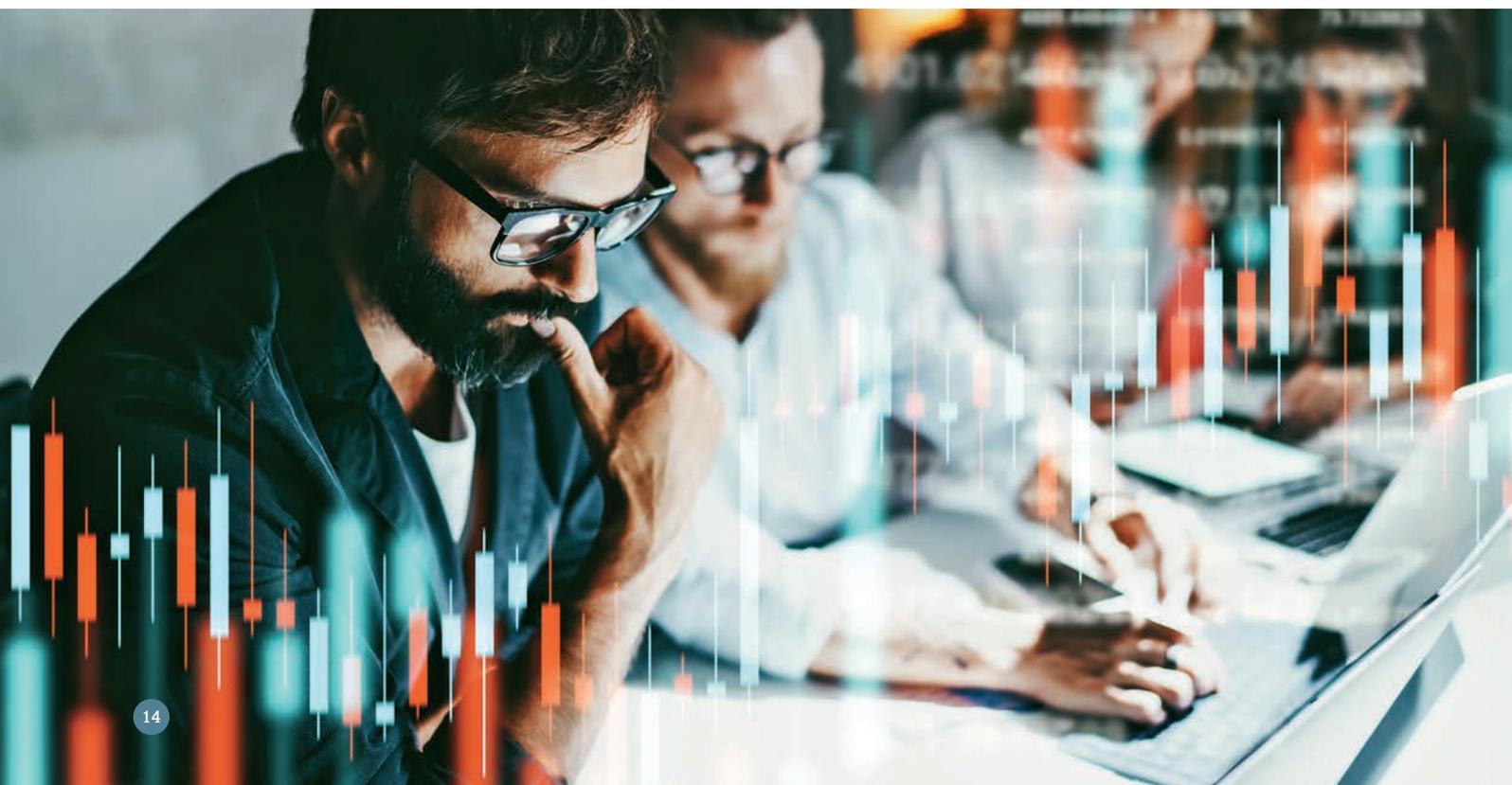


ories are able to raise their prices. The transport issue isn't relevant there. An additional factor is the performance of the Chinese currency. The Chinese RMB has moved from 7.10 to 6.44 per USD in the last 12 months. From our perspective, this is partly compensated by the more favourable exchange rate of the EURO against the USD when paying factories in USD. However, these currency fluctuations have also led Chinese manufacturers to prefer to supply companies that pay in RMB rather than in USD.

Storage capacity as a cushion against shortages

In this market environment, we feel compelled to adjust at least some of the prices. This applies primarily to products made of wood and metal, electronic items, as well as large volume items. We're glad that our warehouses are well stocked, which is why we aren't yet experiencing a shortage of goods. This may be quite a different story for smaller businesses without storage capacity, who tend to import at short notice. In any case, distributors should be prepared for significantly longer lead times and more expensive follow-up orders. Of course, this needs to be explained to the customers. <

Reliable price calculations and delivery promises are difficult at the moment due to disrupted supply chains around the globe.



Patrick Döring

Myrix

“The price issue won’t stop the recovery.”

Paper is our most important resource and this is where we are encountering sharp price increases. Availability is also limited in some areas. Other raw materials (e.g. cover materials for our products) are also more expensive.

A great deal of understanding on the customer side

We are dependent on these raw materials and can only try to compensate part of the costs, so that we don’t pass the entire burden onto the promotional product distributors and their customers. Where price increases are unavoidable, we explain the reasons so that the distributors can use this as a basis when communicating with their own industry partners. Customers have been very understanding until now, because they acknowledge that higher paper prices are linked to the higher timber price.

Market activity picking up again

Nevertheless, we are seeing a positive trend in the second half of the year: increased activity is being observed on the market and there are signs that companies are beginning to invest more in promotional products again in order to boost their visibility among their customers. I don’t believe that the current price issues will stop the recovery, especially given that there will still be catch-up effects. Apart from that, I am convinced that the significance of imports from the Far East will continue to decline as criteria like quality and availability become ever more important. Certainly, the trade shows that will (hopefully) be held again soon are vital for our industry, where people can once again meet face-to-face and products and innovations can be presented in a targeted way. This is the ideal platform to enable suppliers and distributors to develop projects together. <



Armin Halfar

Halfar System GmbH

“When it comes to material, it’s increasingly a case of ‘take it or leave it’.”

Material prices are rising on a broad front and promotional products are, of course, also affected by this. The reasons are manifold, for example material shortages, surging demand in China and the USA, freight cost explosions and labour cost increases, particularly in the manufacturing countries. As more expensive materials lead to more expensive products, little can be done because when it comes to material, it’s increasingly a case of ‘take it or leave it’.

Problems are known and well understood

Our distributors are well to very well informed about the movements in costs and prices. The situation in the container shipping sector – delayed vessels, congested ports, container shortages and exploding freight rates – **but** also the shutdown of the port in Yantian for weeks due to a Corona outbreak have been covered by the media in such detail that final consumers are also well aware of the problems.

If promotional products, then sustainable ones

But the current price issues are just one aspect: we remain convinced that money will be spent on promotional products when everything fits, i.e. value for money as well as sustainability. More and more advertisers buy according to the motto “if we go with promotional products, then sustainable ones”. I can’t predict how the market will develop. But my hope is that vaccinations will continue at a rapid pace in Europe and across the globe and that people will be able to travel again and meet each other without any worries. That’s when (sustainable) promotional products will regain their previous strength. <



Daniel Thywissen S+P Werbeartikel

“More farsighted planning and a change in thinking necessary.”

Price increases and, above all, the current complex situation in terms of logistics from the Far East make tailor-made products for customers impossible to calculate at the moment. Ultimately, we ‘merely’ receive the simple product price from suppliers. We then practically have to give the importers a blank cheque, committing to cover the subsequent freight costs, regardless how high they may be. The rate of price increases since the end of last year is absolutely absurd. But our customers generally can’t and don’t want to issue such blank cheques. After all, they also have a limited budget.

Inestimable risks make calculation more difficult

We are now actively advising customers on products ‘Made in Germany’ or ‘Made in Europe’. We also need to be able to manage the incalculable risks – particularly now, when things are really picking up again on the customer side. In accordance with our risk management, we currently recommend our customers to opt for items that are in stock or manufactured in Germany or other European countries. The uncertainties as well as the considerable price hikes will make it increasingly difficult to present the full gamut of prices in the giveaway area. Nevertheless, there’s also a positive effect: price increases for goods transported along the rail Silk Route are now improving the competitiveness of products from Europe.



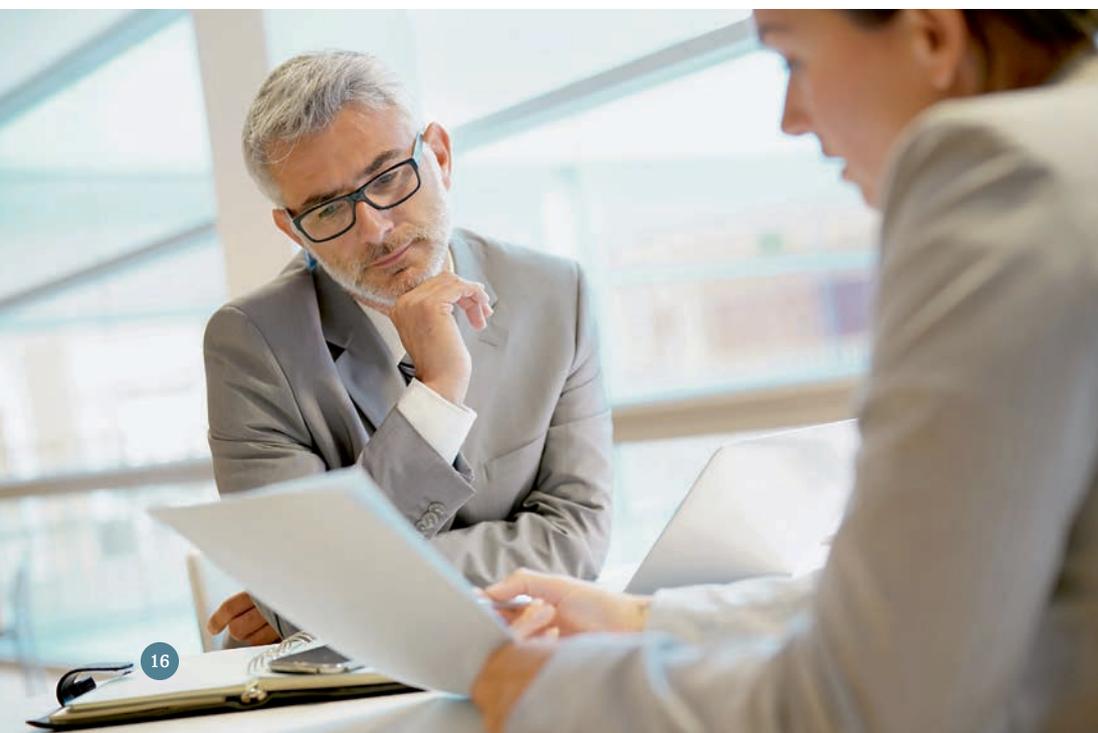
Greater focus on European products

Although Asia will remain dominant when it comes to product sourcing, there will surely be a change in thinking, so that we will be less dependent on Chinese imports in future. I assume that production capacities in Europe will be steadily expanded and that our customers will focus more strongly on European products in the coming months. Given that the delivery problems have been the subject of much media attention, customers in ongoing projects are showing understanding on the whole. They are aware that the current difficulties are outside of our control. However, with us they have a partner at their side who stays ‘on the ball’, who openly and transparently communicates the current status and does everything in its power to find solutions in the interests of the customer.

Significant budget increases aren't likely

When it comes to longer term planning, we already often need to look for product alternatives. Because it isn’t possible to adjust budgets at the drop of a hat when prices change, customers react by reducing order quantities at short notice. I’m also rather sceptical as to whether there will be significant budget increases in the coming year which will respond not only to the prices increases but also to the rising number of necessary advertising contacts. We’re much more likely to see a rethink in terms of promotional product strategy, at least among larger customers. One of the few advantages I see is that customers have become accustomed to making decisions about their marketing campaigns much earlier, as they are worried that the required products won’t arrive on time. In the long term, this farsighted planning surely won’t be a disadvantage for our industry.

Objective information and trustful cooperation at all levels of trade are the order of the day. At least this will help create transparency and understanding.



Marcus Sperber elasto

“We are all hoping for a recovery of the market.”

We are noticing the current price increases both in terms of materials – in our case plastic granulate – as well as the import business. Standard items and custom-made products are equally affected.

Price increases are not always avoidable

The situation on the global market leads to delivery delays and price rises. That's why we are attempting to mitigate the effect of delivery delays through good planning. Of course, we try to avoid price increases but that's simply not always possible at the moment because the container prices have, for example, increased tenfold. Certainly, none of our customers is happy about the current situation and the associated inconvenience. Nevertheless, the topic is very present in the media and has thus become tangible. As a consequence, we have encountered broad understanding.

In-house manufacturing as a distinct advantage

A decisive advantage for us as a producer is our own manufacturing in Sulzbach-Rosenberg. This enables us to avoid the current freight and import problems in the Far East and we are able to deliver quickly, flexibly and on time. Like all others, we hope for a recovery of the market. But we are aware that this is dependent to a large extent on the Corona restrictions, e.g. whether trade shows, small and large-scale events will be held again. Freight and delivery costs will remain high for the time being, as there currently simply aren't enough containers to carry the goods to be shipped. <



Steffen Weigand Verticas

“We expect the market to pick up slightly.”

We are experiencing rising prices everywhere and on all sides. This affects our service providers in the areas of IT, freight forwarding and storage, just like our suppliers. Rising raw material prices and ancillary costs are the causes. Although the warehouses of many big distributors are well stocked, this doesn't cover all that's needed. Key problems on an international level include cargo prices that have sky-rocketed and timing which can no longer be relied upon. According to our estimates, the situation is unlikely to normalise until after the CNY 2022.

Price increases are passed on

Long-term planning is rare in present times and attention has therefore moved towards goods available in Europe. We must pass on price increases (freight, raw materials) 1:1. The overall demand is still low, even though a slight rise can be observed. Customers respond in different ways: some forge a very close alliance with us because they are fully aware that, as a full-service partner, we are systemically relevant for the business. Others see the crisis as an

opportunity to obtain the lowest possible price and haggle over the last cent, even though they are among the winners of the crisis.

Companies are postponing larger activities until spring 2022

It's very difficult to forecast how the situation will develop because it's partly dependent on political decision-makers, companies and society as a whole. It also isn't helpful that elections won't take place until October. 'German Angst' is the biggest problem in our country: we always want 100 per cent certainty in all matters, ideally also with the appropriate insurance coverage. But we must all take risks

now and can't protect those who reject vaccinations indefinitely – life is and will remain perilous. But time is also running out to plan activities in the second half of 2021 in which our products are featured, such as events, trade shows, meetings, etc. We assume that we'll experience a slight upturn through smaller exhibitions, regional meetings and campaigns organised at short notice. But many companies will be focussing on spring 2022 for all larger activities and plans. That means several more very hard months for our industry, but we are prepared for this battle. <



There is no alternative for PSI as Europe's largest leading trade show for the promotional products industry. It is an important series of events that has grown continuously over decades. For the industry and PSI, however, this event does not mean a return to normality. In the meantime, it has gone new ways together with its members, gained new experiences.

Industry emphasizes added value of PSI

Nothing comparable



One of the essential findings as well as affirmation is to concentrate on what makes the success of PSI, its events and services possible in the first place: its members, exhibitors and visitors. Under the new

positioning "The Who and How of the industry. My PSI.", industry decision-makers sum up in a testimonial campaign what, from their point of view, speaks in favour of the PSI. <

Albert van der Veen, Xindao

"Still the leading Trade Show in Europe"

- PSI is still the leading Trade Show for our industry in Europe and it is important for us to meet our European clients during those three days. We will introduce new brands and concepts during the shows in January.

Anna Hernandez, Roll'eat

"To get in touch with hot leads"

- Roll'eat exhibits since 2016, we started for increasing our portfolio and actually thanks to PSI we reached many new clients. Now we want to participate in order to meet our clients and get in touch with hot leads.



Yves Dähler, Victorinox AG

“Ideal market platform”

With the innovation process in mind the contact with our partners is essential for a premium supplier such as Victorinox. Thus, the PSI Trade Show is the ideal platform for us to meet our clients and to personally compare notes on market trends in the promotional products industry after Covid. The Corporate Business Team of Victorinox has implemented new ideas for promotional products distributors within the last months that we would like to introduce at our new open booth concept.

Arno Ritter, Jürgen Riedel, RITTER-Pen GmbH

“To set an example for a recommencement”

After the compulsory break, 2022 will hopefully offer the chance that the promotional products industry can meet again at a central place and to set an example for a recommencement. We are really looking forward to the platform PSI 2022 and to meeting face-to-face. There is so much to talk about and to show a lot of novelties and originals. At Bei Ritter-Pen, we have worked on thrilling, developable raw materials.



Bo Willumsen, Poul Willumsen P/S

“Trade show of great importance”

The PSI is the biggest Trade Show for promotional products in Europe and, thus, a Trade Show we hold dear year by year. We are very delighted to introduce a new kind of recycled material that is gained at the waste disposal of scrapped cars.

Birgit Müllner, BRAUNS-HEITMANN GmbH & Co. KG

“A real energy booster”

The PSI is the opportunity to get in contact with our clients – face to face. The interaction especially includes laid-back talks, feedback on carried out projects as well as input for new ideas. These three Trade Show days are very important and a real energy booster for the new year. When it comes to sustainability it is our claim to move forward. That’s why we develop new ecological packaging we would like to introduce at the PSI.



Marcin Pawlowski, badge4you

“Help to expand”

PSI was our first international exhibition. It helped us to find new customers and to expand. We can’t wait to go to PSI in January. We spend last one and a half year in upgrading existing products and developing new ones. We are having more and more eco-friendly products and new techniques of printing.

Sascha Kehring, Technotrade Import-Export GmbH

“Good tradition”

We are at the PSI Trade Show for more than 25 years now. That’s not only a good tradition but also the chance to maintain a lot of longtime contacts within the promotional products distribution, to socialise and to talk about trends and novelties.



Jan Breuer, mbw

“There is no comparable Trade Show”

Being the leading European Trade Show PSI is the place to be for the whole promotional products industry. There is no comparable Trade Show that is as important and professionally organised. First of all, we will introduce sustainable novelties and products we have developed within the past months.



Torben Juhl, Retap ApS

“Nothing beats personal contact”

PSI is the leading European Trade Show and the past has indeed shown that nothing beats personal contact. We are happy to be a part of the show.

The most urgent global problem is and will continue to be **the ecological future of the planet.** Our industry has become more and more aware of its responsibility for a livable environment and is therefore presenting sustainable products.





PSI 60394 • Blooms out of the box vof
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 www.bloomsoutofthebox.nl

Fresh working atmosphere

The BloomsBox from Blooms based in The Netherlands is a wooden box which contains two plants. A striking company logo can be engraved on the Blooms-Box by laser or branding iron. The sustainable wooden box is a one-of-a-kind flowerpot with a water reservoir, and it comes in safe and robust shipping packaging. Generally speaking, the product is a sustainable shipping solution for flowers and plants because extra packaging is not used. The green plants clean the air, ensure better air humidity and convert CO₂ to oxygen: This turns any working environment into a vitality centre. Green plants ensure that workers feel happier while they are working, and according to the latest research, they reduce the number of sick days on average by one day per year.

An overview with grass paper

With the promotional calendars made out of grass paper from Bühner Werbemittel, the company promoting itself will be conveying the topic of sustainability to its customers throughout the year. Bühner has been successful in the market as a manufacturer of high-quality promotional calendars for 50 years and has won customers over with its good service and ideas. When grass paper is made, regional grass is used. Grass is a raw material that grows very quickly and reduces the need to obtain paper by logging. It also leaves a lasting impression with its one-of-a-kind look.



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 www.buehner-kalender.de

Glass balls hand blown



Birdseeds to-go

Active species protection



Natural power station

The Timber product family from Vim Solution has gained a powerful new member: the Q-Pack Timber Titan. A power bank with an impressive capacity of 5,000 or 10,000 mAh respectively. Of course, the manufacturer once again uses pinewood from sustainable forestry. The wood is sourced from the local Black Forest. Thus, the product contributes to the conservation of natural resources. The large surface for customisation is ideally suited to engraving. The minimum order quantity for the power bank is 25 pieces.



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Fairtrade during Advent

Kalfany Süße Werbung pours the finest vegetarian Gubor milk chocolate with Fairtrade cacao directly into 100% food-safe, compostable and recyclable inlays and then packages them in customised FSC® cardboard boxes. Packaged sweets are not hiding behind the 24 doors, but instead they contain only the finest chocolate. The new generation of the 0% plastic Advent calendar inlays are made using natural raw materials such as potato starch, paper fibres and water. Whoever prefers fruit gummies, can select the organic gummy bears made from verified organic ingredients. The organic gummy bears can be packaged in a compostable promotional pouch that can feature all-round printing.



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PSI 41838 • Senator GmbH
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www.senator.com

Green Recycling Superheros

The three new recycled pens from Senator® are not only produced sustainably with green electricity, they are also made out of recycled materials. The pens are manufactured from recyclete from post-industrial material – this means industrial waste, production residues and rejects as well as everyday products are reused. The green superheros are available in three design variations and four colours.

- “Challenger Matt Recycled“: The recycling variation of the best-seller Senator pen with an elegant matt look.
- “Evoxx Polished Recycled“: The new recycling superhero in a unique and futuristic design.
- “Trento Matt Recycled“: The brand NEW, super light allrounder with only three plastic parts made out of recycling material.

Like all Senator plastic writing instruments, the recycled pens are made in Germany. This includes at its own production facilities in Hessen (construction, injection moulding, assembly, printing services and logistics). All materials conform with the quality and environmental standards set out in ISO 9001 and ISO 14001. All three models are furnished with the Senator® magic flow G2 giant refill. To round off the concept of sustainability, the refill is also produced in Germany, meets high demands in terms of quality, use-life and contents, and can easily be replaced. Senator offers a free replacement for just these models. The user can order a new refill for their product online by just going to www.minen.senator.com. It extends the use-life and lifetime of the recycled pens, conserves resources, increases the advertising presence and turns the Senator recycled pens into real green superheros.





PSI 49982 • Edition Michael Fischer GmbH
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Simple, exciting, vegan

This cookbook from Edition Michael Fischer contains wonderful, feel-good vegan recipes. The preparation of these healthy meals is quick and easy. Special aromas like salted caramel or tomato-pomegranate provide a treat for the senses. This makes health-conscious cooking a real pleasure. The appealing content is ideal for positively promoting a brand to customers: the Bavarians offer the opportunity to produce a tailor-made special edition from the publisher's comprehensive portfolio for this purpose. A logo can be incorporated on the book cover, whilst own products and services can be included in recipe texts and instructions. This allows a fully customised book to be created with flexible number of pages, special features and own corporate design.

Sustainability from Austria

HERKA produces terry cloth for sustainable promotional gifts using methods that conserve resources in a multi-certified production process in the heart of Europe. The products range from classic promotional towels to exquisite golf and beach towels. Its production of 12,000 towels per day and over 90 years of experience guarantees unique know-how, technical market leadership and short delivery times. Low minimum order quantities (100 units for multi-coloured weaving) allow nearly any wish to come true. In one of the most modern terry-cloth weaving mills in central Europe, HERKA can realise even the most unusual customer wishes, including specifications related to textile finishing and in-house packaging. All products can be organic and meet GOTS quality standards (Global Organic Textile Standard) upon request.



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 www.mylogoonfood.de

Printed organic apple

Vitamins with a promotional message, and now also in organic quality, are supplied by my logo on food. The organic apple is printed using a gentle printing method and high-quality, edible food colouring. Unlike laser engraving, this doesn't damage the apple's skin, which means the organic apple remains fresh and crunchy longer. For example, a QR code can be applied to one or both sides of the apple. What's more, the logo specialists from North Rhine-Westphalia offer an additional customisation option: an apple leaf that's printable on both sides. This allows the advertiser to double the impact through the combination of fresh organic fruit and the extra promotional message on the apple's stalk.

Eco-friendly USB sticks

The sustainable use of environmental resources is a topic of key importance and has recently also found its rightful place in the area of electronic storage media. So, it's no surprise that Hikitec's product catalogue contains a wide variety of USB sticks made of natural products, such as USB stick models made of wood originating from sustainable forestry and varieties made of recycled paper and cork or other recycled materials like fully biodegradable PLA plastic. With its USB sticks, Hikitec responds to the growing demand by customers for innovative, sustainable and environmentally compatible products. If the sticks are to contain promotional material when delivered, the service-oriented supplier from North Rhine-Westphalia takes care of the data installation.



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 www.hikitec.de

-Advert-





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A little piece of home

Staedtler, the specialist for writing instruments, offers a promotional product of a special kind with its climate-friendly pencil made of domestic lime wood: due to the PEFC-certified wood from regional forestry and the short transportation routes for further processing, the manufacturing process leaves a clean ecological footprint. Lime wood, the wood which was originally used to manufacture pencils, can be processed without any further treatment and has ideal properties when it comes to sharpening. All-round finishing is possible in five colours for orders starting at 2,000 pieces. The pencil made of domestic lime wood was awarded the PSI Sustainability Award, Sustainable Campaign 2016 category, and is thus a sustainable promotional ambassador par excellence.



Shape recycling

Sustainable right down to the tip



- Sustainable product
- Sustainable manufacturing
- Sustainable refill
- Sustainable packaging



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www.klio.com



PSI 41462 • Spranz GmbH
 Tel +49 261 98488-0 • info@spranz.de
 www.spranz.de

Cleverly calculated

Metmaxx® GreenNumbers sold by Spranz is an ecologically sustainable calculator with sturdy cardboard housing. And it's solar powered to boot. This design product is not only practical, but also perfectly recyclable and as a green giveaway ideally suited for fantastic digital printing. Further products on this and many other topics can be found in the current Spranz collection.

ONE PER DAY OR YOUR CUSTOMIZED BOTTLE FOREVER



-  regionally produced
-  recycled materials
-  100 % BPA-free

carry

www.carrybottles.com



Countless Personalisation

CARRY can realise nearly any type of customisation wish for its high-quality glass bottles. The sustainable beverage bottles produced 100% in Germany can feature all-round printing, where the entire 360° surface of the bottle is used to feature impressive designs. CARRY bottles can be finished using screen printing or digital printing. This makes it possible to use either CI-authentic pantone colours or bright CMYK colours. Particularly worth mentioning is that multi-coloured images or photographs with colour gradients and shadows can be depicted using digital printing. It is also possible to customize the bottles with individual names using digital printing. This extra feature is suitable for personalising gifts and expresses a very special sentiment to the person receiving it. And whoever is not satisfied with a personalised drink bottle can combine the bottle with a sleeve made out of recycled PET bottles. The thick felt made out of rPET protects the glass bottle from breaking when it gets hit hard and keeps the beverage inside nice and cool or warm for a longer period of time. The sleeves are also made out of a sustainable material, produced in Germany and can be customised. The colour of the felt can be selected and the felt can be printed on in the colour of your choice. A logo can also be printed on the label. For very special occasions, CARRY offers the option of placing an individual imprint on the bottle's packaging, which is made out of grass paper. Special wishes can also be taken into account for the packaging, and other services can be requested, such as placing marketing material, greeting cards or vouchers with the gift.



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Made in Germany

Regionality is all the rage these days. But what exactly does regionality mean? The fast-growing company CARRY, based in Berlin, produces sustainable drink bottles and has integrated regionality as a theme in its processes and vision. For CARRY, this means equating the regionality of suppliers with the quality and sustainable production of the individual components. In essence, this means: 100% of the individual components are made in Germany. The CARRY bottles are produced and imprinted in German state of Lower Saxony. All other components, ranging from the screw cap and the sealing washer to the packaging, are sourced within a maximum radius of 250 km. Producing the product regionally shortens transport routes and lowers emissions. Delivery times are more flexible, fair working practices are used, and the contents and materials meet high German quality standards. In addition to regionality, there are several other factors which contribute to sustainability efforts at CARRY, such as the organic printing colours, the solar energy produced on site, and the minimalistic design and long use-life of the bottles. Probably the most exciting factor is that the glass bottles are made out of recycled old glass, which has been collected from the local region and melted. As a result, less raw materials are used and the energy required for melting glass is reduced.



carry



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- from 25 pieces

www.carrybottles.com

BASIC BACKPACK

The most popular and common backpack, but now made in a sustainable version! Outer fabric, lining fabric, zipper tape and webbing are all made from in total 17 recycled plastic bottles.



Colors



WWW.RECYCLEBAGS.EU

ALL WEATHER BACKPACK

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Colors



WWW.VASAD.EU

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

Sustainable all the way to the tip

The sustainable use of raw materials and production methods that conserve resources are the main theme in Klio-Eterna's company philosophy. This is also reflected in its wide assortment of sustainable products. Under the Klio eco® brand, the writing instrument manufacturer is selling a pen made from biodegradable raw materials as well as models made out of recycled plastic granulate. In addition to recycling products with an antibacterial protective property that fall under the Klio protect® brand, the product range also includes sustainable products with a silky matt surface and the model Shape, which is through and through a recycling model. Klio-Eterna produces 100% of its products at its facilities in Germany.

Transparent and safe

With the company's latest GOTS certification, Malgrado has completed certification for the last gap in the supply chain. In addition to individual GOTS special productions, Malgrado is selling bags, aprons, baby products, towels, clothing, scarves and shawls and much more. It also offers consulting services for labelling GOTS textiles in a legally correct manner. Just using organic cotton by itself is not enough for GOTS certification. All other processing steps for the textiles up to the sales process are strictly monitored for compliance with internationally recognised environmental and social norms during the certification process – true to the motto: from the field up until the closet. Chemical additives, dyes and other aids have to fulfil the basic requirements in terms of toxicity and biodegradability. The goal is to promote the use of fibres obtained from organic farming, the use of environmentally friendly production and processing methods, compliance with labour laws, and the improvement of working conditions in the manufacturing country, as well as compliance with ILO conventions and the prohibition of dangerous additives such as heavy metals or aromatic solvents.



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PSI 47306 • emco Bautechnik
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www.emco-bau.com

Eco floor mats with a logo

People can walk on the new imprinted carpeted mat LogoMat Business from the company Emco Bautechnik with a good conscience. After all, it is made with Econyl®, an OekoTex-certified yarn made out of reprocessed nylon waste that comes from recycled fisher nets and carpeting scrap. The highlight: this process of recycling carpeted mats can be repeated practically endlessly. It saves a large quantity of upstream production steps, thousands of tons of crude oil and CO₂ emissions. Its sustainability is also supported by the long use-life of the mat, its washability and ability to absorb dirt and moisture. LogoMat Business can feature a customised imprint of the customer's choice for a minimum order of just one unit. Special shapes are also available.

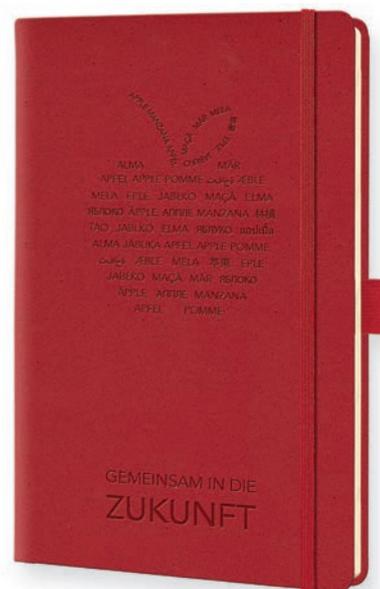
Shopping with promotional effect

The Recycling Chip €1, manufactured of 100 per cent recycled post-consumer plastic and Made in Germany by Hepla, cleverly puts every promotional idea in the limelight, especially when shopping. An effective combination of advertising and sustainability. Thanks to the additional link chain or the key ring and attachment to a set of keys, the €1 chip is always at hand. After triggering the trolley, the chip can be immediately retrieved again, so that forgetting or leaving the chip behind are things of the past. Available in the standard colour 'recycling grey' at short notice, even in larger quantities, the little promotional ambassador comes in many varieties and can be customised using pad printing. It provides a frequently used printable surface and many possibilities to showcase inexpensive and sustainable advertising ideas and customer wishes. Special colours are also offered upon request thanks to the in-house production. Perfect as a low-cost giveaway for all kinds of trade shows. What's more, due to its light and flat design, it's also great for postal mailing campaigns and for special events and advertising initiatives, such as during election campaigns or the Corona period.

PSI 41583
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Mousepads made of cork

Just a few years ago, cork was still considered to be 'exotic' as a floor covering. Nowadays, the pleasant and ecological material is all the rage and highly appreciated by consumers. Gabriele Bühring is currently developing an entire product line based on cork. The Corky mousepad is the debut product, a real overachiever when it comes to sustainability: cork leather in combination with natural rubber makes it pleasant to the touch and offers a big stage for promotional messages, which are constantly on display to the customer. Short supply routes within Europe ensure that not only the material is ecological, but also that the production in Germany goes easy on the environment. The accessories are delivered loosely packed in a cardboard box. Blind embossing is recommended for custom finishing.

Eco rPet bandanas

The bandanas available at Promo House can be used by both professional athletes and physically active individuals. The way the bandanas can be used depends on the creativity of the person using it: It can be wrapped around the neck or forehead or used as hairband or armband. It is often used as a promotional product because it is a practical and useful sports apparel accessory. Businesses can utilise the space on the bandana for advertising their products, company or logo. Imprints are placed on the bandana using sublimation or digital printing. With respect to sustainable development, Promo House makes the bandanas, which weigh 65 g/m², out of recycled polyester and packages them in special cardboard boxes. The minimum order quantity is ten units.



PSI 48917 • Promo House GmbH
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 www.krawaty.info

Exquisite sweets in grass paper

The Advent calendar made of environmentally friendly, FSC-certified grass paper from CD-Lux reduces waste, water and energy consumption, as well as CO₂ emissions. Customised Advent calendars are sought-after promotional products. The recipient looks forward to enjoying 24 melt-in-the-mouth moments of indulgence. At CD-Lux quality, value for money, sustainability and fillings containing finest premium brand chocolate such as Lindt are top priorities. For several years now, the Advent calendar experts have been committed to climate-neutral production, inlays made of recycling or compostable material or paper fibre, as well as FSC-certified cardboard. In terms of chocolate, manufacturers like Lindt, Milka or Sarotti also adopt sustainable concepts. Fairtrade chocolate is part of the programme, just like Rainforest Alliance Certified chocolate. Unlike typical paper manufacturing using wood that's based on wood pulp, hay is used to produce grass paper. This saves energy and reduces emissions. The material is recyclable and compostable.



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-Advert-

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myKingston: CI thermo mug with 360° drinking opening

The high-class 335 ml myKingston thermo mug is available in four different colours and can be visually adapted to the customer's corporate design with a soft silicone grip sleeve. There are 18 silicone colours to choose from. The mug is available in micro powder coating white, black, light grey or stainless steel anti-fingerprint coated.

As a special highlight the exclusive mug lid comes with a 360° drinking opening. With gentle pressure on the stainless steel surface of the lid, the mug may be opened single-handedly and closed leak-proof. The mug and lid can be easily disassembled for cleaning in the dishwasher.

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www.inspirion.eu

Sustainability at the forefront

The spiral notebook Recycle from Inspirion gives you two reasons to relax. The notebook comes with a stylish pen and paper made from recycled paper and cardboard, so you can write down and work through your to-do lists without a guilty conscience. The spiral notebook can fit on any desk or is an ideal companion while you are out and about. It comes in the colours blue, black and red.

Inductive energy source

Unique, practical and sustainable: micx media combines these essential characteristics in its CARDboard Charger. The flat Qi inductive charging device, manufactured from environmentally friendly cardboard, is available for orders of 250 pieces or more and can be cut into the customer's desired shape. Custom-printing is also offered. The imagination knows almost no bounds when it comes to creative designs. For example, a logo, product or even an entire campaign motto can be portrayed.



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



Ecological contribution

With the new Baron 03® Recycled pen, Stilolinea is offering an innovative way to advertise brands. Its writing instruments are produced in the EU and are made exclusively from recycled ABS. Customers can select the colour of the writing instruments from twelve new colours inspired by nature: ranging from the light blue Polynesian sea and the bright green of the Borneo rainforest to the coral red sand of Harbour Island. The new pen can be furnished with a distinct logo, which conveys green ideas and improves a company's image. People who buy des Baron 03® Recycled will be making an active contribution to cultivating fruit trees in deprived regions in Africa and thus are supporting self-reliance among the growing global population.

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 www.siplast.de

A recycled and colourful second life

The recycling materials that the custom-made producer SIPLAST uses for its office and presentation products offer a second life to materials with lots of colour. Eco-materials are used, such as grass cardboard from Bavarian pasture grass or recycled plastic, PP or acrylic, which are obtained from industrial or household waste. For example, recycled film is used to make transparent folders, name-tag holders or information folders. The clipboards and displays are made from acrylic glass. This is how valuable materials get a second life.



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 www.eikachip.de

Small, versatile and ecological

Many new ecological promotional products have been added to Eikachip's product range. Highlights include the new shopping cart tokens made out of wood, which can have both sides finished by printing or laser engraving. In addition to the classic token, there is a token attached to a metal carabiner that comes with a key ring. Other products in its portfolio include keyrings and lanyards made out of sustainable materials such as rPET, bamboo, cotton or water-resistant kraft paper. Perfect for the start of the new school year, Eikachip is selling wooden rulers that can feature full-surface printing, which is realised in the company's in-house pad and digital printing facilities.



Eco-Edition



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www.multiflower.de

Feast for bees to please bee lovers

With the bee-friendly native flower and herb seeds from Multiflower, the habitat for wild bees can be improved. Later, the coconut fibre dish can simply be planted in the soil together with the little plants. An imprint on the standard design or custom designing of the slipcase, including digital printing of the band in 1–4/0c Euroscale according to the supplied data, is possible for minimum orders of 250 respectively. A further highlight is the feast for bees – a promotional gift that contributes to creating a bee-friendly environment. A little bee meadow can grow and flourish in this beautiful clay pot. Advertising can be applied to the pot using pad printing starting at 100 pieces. A promotional imprint or custom designing of the band is possible for minimum orders of 250 pieces.

Bestseller made of birchwood

The untreated wood used in the products from team-d Import-Export is perfectly suited for decorating and embellishing. It can be painted, pasted over or beautified according to preference. One simply takes artists' colours of any kind, fabric, cotton wool, crepe and glitter. Countless materials can be found in every household, which turn Woody into a colourful rainbow fish or a lovely butterfly. The Woodies are available from stock as a bee in five sizes, owl in four sizes, fish in three sizes and butterfly in two sizes. The opportunities to create unique designs are absolutely unlimited. A custom design can be produced for orders of just 200 pieces or more. Made in the EU.

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



Reliable and sustainable

The paperclips from tobra, manufactured out of FSC®-certified birch plywood from Finland, keep the desk neat and tidy. They are supplied in practical sets in different quantities, making it easy to find the right option to suit every customer. Due to the flexible material, documents can be held together reliably with these FSC® paperclips and the environment also benefits at the same time. The entire production chain of the products is FSC®-certified. Cutting and lasering of the little office helpers are carried out in Germany, directly on site. In the sunny months of the year, the machines are operated with the help of the company's own photovoltaic system.



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



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

Delicious sustainable snacks

The green marshmallows from Der Zuckerbäcker are perfect for nearly any occasion. They come in a biodegradable bag with individually printable paper labels. The marshmallows can be eaten directly from the bag or be grilled on a stick. The sweets come in eight other colours so that they can reflect a company's or country's colours. There are nearly no limits to the variety of colours and designs that can be realised: They can be customised for special themes such as a multi-coloured bunny for Easter or as a red foamy reindeer nose for Christmas. All of the components required are sourced from regional partners and are finished by hand by Der Zuckerbäcker in Heilbronn.

Green accessories

Pads made of recycled PET bottles expand the Greenline range of IMTC Manufacturing & Trade GmbH and are a permanent fixture in the product assortment. Whether they feature a textile or plastic surface: these pads were designed with sustainability in mind. Pads made of recycled leather or wool felt round off the Greenline portfolio. Axopad® is Made in Germany.

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sustainable



RECYCLED²



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RECYCLED PET PEN PRO WRITING SERIES

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INNOVATIVE

4 Writing systems

RECYCLED²



1 Design



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

Innovative liquid ink

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 r-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

Recycled and sustainable

The sustainable story continues to unfold out of PET bottles recycled for the uma RECYCLED PET PEN PRO Series. The bottles' origin and processing are certified according to the Global Recycled Standard, and the series based around the classic ballpoint pen is produced entirely climate-neutrally. Along the way, CO₂ emissions are reduced by more than 50% in comparison with a conventional ABS writing instrument. The residual CO₂ (unavoidable due to production conditions) is compensated by payments to selected ClimatePartner® projects. That is not all, however. The uma RECYCLED PET PEN PRO Series, "globally unique" according to uma, produced out of rPET, 100% climate neutral, made in Europe and certified, has now also been equipped with an innovative liquid ink delivery system. This means that writing can also be performed using a highlighter, a fineliner or a rollerball in the recycled barrel. The liquid writing systems are interchangeable and can be reordered. The series thereby guarantees a long-lasting, sustainable promotional campaign in this regard too. The uma innovation was nominated for the PSI Sustainability Innovator of the Year 2021 and won Gold at the German Innovation Award 2021. Whether opaque or gleamingly transparent, executed in solid colours or clear frosting – with the uma RECYCLED PET PEN PRO Series, sustainable, long-lasting, CI-compliant promotion is guaranteed. The numerous standard barrel colours can also be complemented by the full PMS colour palette. What is more, with the uma RECYCLED PET PEN PRO antibacterial variant, the series offers an ISO-certified antiviral and antibacterial surface that can be put back into recycling circulation free of concerns for humans and environment. It goes without saying that all those features can be combined: Sustainable writing sets in striking barrel colours, comprising unique writing systems in a variety of writing colours. Naturally, the writing set comes supplied in the sustainable uma rPET case.



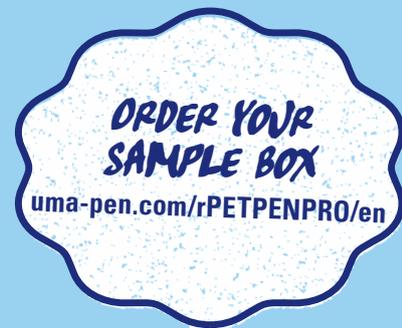
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RECYCLED PET PEN PRO WRITING SERIES

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4
Writing systems

1
Design

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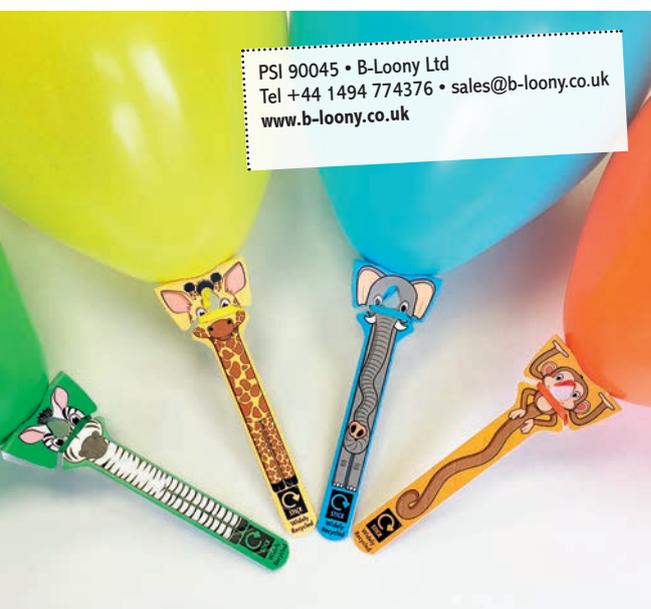


Little shopping helper

Triggi®, the shopping cart trigger offered by Pins & mehr, is a tried-and-tested sustainable promotional product: certainly not a throwaway item, but a valuable and handy everyday companion made of quality stainless steel. Always supplied with customised motif and offering numerous design options. Triggi® has a long useful life and, when properly discarded, can be recycled. The compelling characteristics of this little shopping helper include the long-lasting advertising impact and reasonable advertising costs, not to mention the high quality. What's more, the accompanying paper card can also be used as additional advertising space. The minimum order quantity is 300 pieces. Triggi® comes packaged in a compostable film bag.



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www.pinsundmehr.de



PSI 90045 • B-Loony Ltd
Tel +44 1494 774376 • sales@b-loony.co.uk
www.b-loony.co.uk

Balloon with eco-friendly stick

Due to the EU ban on single-use plastic, the balloon holder BalloonGrip® from B-Loony has become the only practical alternative to balloon sticks made of plastic in the EU. The fully recyclable and multi-award-winning balloon holder made of cardboard has been designed for use with biodegradable natural rubber balloons and does not contain any plastic, PLA or oxo-degradable plastics. Manufactured from PEFC-certified paper fibre-board, the BalloonGrip® balloon holder, which can be disposed of together with other household waste, is certified as safe for children according to DIN EN71. The world's first and only completely sustainable balloon stick is the latest go-to accessory to support eco-friendly promotions with natural rubber balloons. Standard designs are available in white, wood effect, pink, blue and purple. Upon request and depending on the print run, the entire surface can be adorned with a company logo, message, QR code or promotional print.

Natural extra energy

Ecological powerbanks and cableless recharging pads with a coloured LED logo are available at Promoteus. Sustainable materials such as bamboo and cork are used to make these trendy products. A unique glowing LED logo in the colours of the customer's CI can really make them stand out. Other printing options can be selected as well. The portfolio includes powerbanks, solar powerbanks, recharging pads with a Magsafe feature as well as mousepads with cableless recharging. A power of 5000 or 10000 mAh can be selected and a cableless recharging speed of 10 or 15 watts can be chosen.



PSI 49627 • PROMOTEUS
Tel +420 222 932 315
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www.promoteusgifts.com



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

Back to school

“The best promotional gift is a clean world”. Recycle Bags is working along the lines of this motto to reduce the mountain of plastic waste. The best way to do this is to stop using single-use disposable plastic and to recycle used plastic. The company states, “We recycle between 3 and 32 used PET bottles for each new bag”. And now Recycle Bags is presenting a truly sustainable version of its most popular rucksack model. It is ideal for school, sports, work or a trip to the city. The material, padding, zipper ribbon and woven webbing is all made out of recycled plastic. A minimum of 17 used bottles are used to produce each new rucksack. This version is in stock in 3 trendy colours.

Protecting the environment

Römer Wellness has a permanent shampoo in its assortment, which represents a small step in the direction of a sustainable lifestyle. The shampoo bar is a sustainable alternative to traditional liquid shampoo. It is easy to use the 58 g shampoo bar: just rub it between your hands, apply it to your hair and then rinse it out. The advantage of the bar is that the product does not require any plastic and it yields more soap than shampoo out of a bottle. The formulation nourishes hair with shea butter, coconut oil and olive oil, and does not contain any preservatives. It comes in a metal box, which can be personalised.



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Relaxing and invigorating

The wooden massage brushes in different varieties by Frank Bürsten GmbH are very versatile. The massage brush with handle is perfect for relaxing massages, cleaning the skin, boosting circulation or combating cellulite. The brush body is made of birchwood and is equipped with natural agave fibre bristles: a durable and strong plant fibre of the agave plant that's water resistant. Due to the waxed surface and rounded edges of the wood body, the brush lies comfortably in the hand. This high-quality vegan body brush is a sustainable, natural product that promotes health and vitality. Frank Bürsten utilises regenerative energy in the production process in order to guarantee the eco-friendly manufacturing of its products. The power needed for the production is generated entirely by the company's own hydroelectric and photovoltaic plant. All of the wood for the brush bodies comes from regional forests. Wood chips left over from the production process are used to heat the company premises.

Renaissance of wooden products

The Leis (Woodware Reinvented) brand promotes sustainability and fair trade through the combination of contemporary design and centuries old hand-craftsmanship. The mission of the products in this brand, offered by the Slovenian supplier i4, is to produce appealing, user-friendly and well-designed products, which are manufactured entirely in the EU exclusively from locally-sourced, FSC-certified birchwood. The kitchen utensil set is one example. It consists of a spoon, fork and spatula. The raised tip prevents smearing of the kitchen counter, the curved shape facilitates ease of use. Integrated magnets enable simple storage on all metal surfaces.



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 grega@inventedfor.com
 www.inventedfor.com



PSI 42907 • Inspirion GmbH
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 www.promotiontops.eu
 www.inspirion.eu

Enjoy with a good conscience

The environmentally-friendly glass straw Drink Smart from Inspirion is the sustainable alternative to plastic straws, which will soon be prohibited when the EU's plastic laws come into effect. Drink Smart is the ideal alternative to use at home or while out and about so that you can enjoy your cold drink without a guilty conscience. The reusable glass straw comes in an environmentally-friendly cotton bag. It can be cleaned quickly and easily using the brush included.

Exciting innovations

Anyone who thinks the environment, climate and social sustainability are important, will find exciting innovations at the bag manufacturer Halfar®. The new bag family called Europe is a premiere in their assortment. Its outer material is made out of recycled PET bags. It is the first “made in Europe” series, which is directly available from stock. The series includes six bags: three notebook rucksacks, one notebook bag, a zipper bag and a sports/travel bag. Each model has special details that give the design a special touch, such as a magnet fastener, metal accessories, padding, extra handles, trolley straps and hidden zipper compartment.



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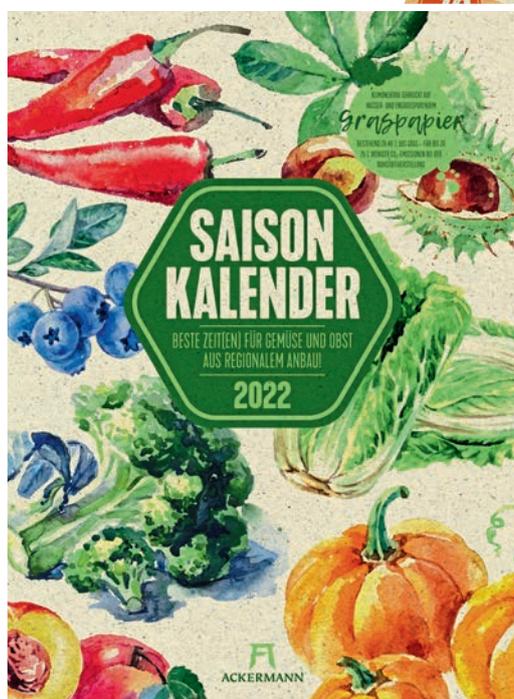
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www.ackermann-kalender.de

New seasonal calendar

Fine illustrations of local fruit and vegetable varieties and a practical seasonal calendar as a shopping helper illustrate the monthly pages of this sustainable calendar from the product range of Ackermann Kunstverlag. This is the first calendar that's printed in a particularly environmentally and climate friendly manner on grass paper, which consists of 40 per cent grass from domestic fields. Importantly, the use of water and energy is reduced significantly in the production process. Like all Ackermann calendars, it's manufactured exclusively in Germany and printed climate-neutrally on paper from sustainable forestry in cooperation with NatureOffice. Promotional print can be added for orders of 50 pieces or more.

Versatile organic bread box

Time for refreshments at a picnic, on a cycling tour or leisurely stroll? The organic bread box BIO from Hepla is ideal for transporting healthy snacks like wholemeal bread, little tomatoes or grapes unscathed in a rucksack or bag. Of course, it's also suitable for a delicious breakfast at the kindergarten, school or in the office and conserves resources thanks to its reusability. It comes in two natural standard colours, light green and beige, and is quickly available. Featuring a particularly large printable surface, it provides many opportunities to showcase inexpensive and sustainable promotional ideas and customer wishes. The bread box is BPA-free and made of 75 per cent bio-based plastic derived from sugarcane. Made in Germany by Hepla, it can therefore be supplied at notice, even in larger quantities. Special colours are also offered upon request thanks to the in-house production. The product can be optionally customised in the company's own printing facility using screen printing or impressive digital print.



PSI 41583
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Tel. +49 5681 9966 • info@hepla.de
www.hepla.de

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PSI 49649 • Knetä®
 Tel +49 9721 2906805 • info@knetae.de
 www.knetae-werbeartikel.de



Vegan modelling clay

Knetä® is probably the least harmful modelling clay in the world and is suitable for children one year of age and older. One of the top-sellers is the Paper Bag, which is made 80 per cent from sustainable raw materials and can have finishing in a particular CI placed on the entire surface using four-colour printing. The zipper also makes a contribution to the product's sustainability in that it ensures that the bag can be used for storing modelling clay for a very long time. The positive secondary effect of this product is its long-lasting branding impact. A QR code can be placed on the back of the bag to lead to a customer's new online shop for example. Another advertising idea could be printed on the bag like the slogan "Save on modelling clay now" in addition to a discount code. The colour of the modelling clay can also be dyed using Pantone colours.

Packed 100 % sustainably

Leser, the specialist in sustainable packaging, has 100 % recycled packaging & more on offer. Under the Green PACK label by Leser, the company from southern Germany combines individual customer preferences with the needs of the environment, while relying on universal solutions made in Germany. The cardboard boxes in the product series 0150 Recycle are made completely out of recycled materials. The recycling materials for the body and cover of the box as well as the foam represent 100% sustainability. For more than 80 years, Leser's expertise has been in the development and production of individual packaging solutions for a wide variety of industries. The services offered include an exclusive product design and high-quality, environmentally-friendly materials, rounded off with a fast production phase and short delivery times.



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www.snd-porzellan.de



Sustainability in everyday life and work

How can the topic of sustainability be integrated more intensively into everyday life and work? Both can be done very well with an individualised porcelain mug. Even the basic material is made from natural components. Porcelain is also very durable and – when enhanced with a good message – has the potential to be used by the recipient for years. In addition, SND PorzellanManufaktur has long since installed a consistent sustainability strategy in its company, from which everyone benefits: the environment, the promotional products trade and its customers. Everyone can see this for themselves at www.snd-porzellan/mehr-nachhaltigkeit. Or in the new catalogue, whose title “MORE CONTACT” also promises special ideas and suggestions on the subject of “individualised porcelain”. It can be browsed online at www.snd-porzellan.de/katalog. Of course, it can also be ordered directly by e-mail or telephone.

Squeaky clean solution

With the rPET GripCleaner® from Polyclean International, cleaning and promoting is sustainable through and through. The P-9000® microfibre made from recycled PET plastic bottles conserves resources and contributes to environmental protection. GripCleaner® not only impresses as a mouse pad, but also as a practical spectacles and display cloth. Thousands of micro-dots on the back guarantee secure grip when in use. The packaging comes in the form of a cellulose bag made of renewable resources that's 100 per cent compostable. Messages on the GripCleaner® in text and picture form will long be remembered. In top quality and Made in Germany.



PSI 46596 • Polyclean International GmbH
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info@polyclean.com
www.polyclean.com

Lip care with SPF

The lip care with SPF available from the cosmetic specialist KHK is sustainable and made in Germany. It now comes in an ecological push-up case made out of FSC certified cardboard. The environmentally-friendly, vegan case is made without any plastic and is compostable. The special formulation with SPF 20 is also vegan. Suncare Eco is the larger version for the face and lips, which protects the skin from stronger sunrays with SPF 30. Both products moisturise the skin with shea butter and vitamin E. A minimum order of 300 units is required. They can be individually finished with a four-colour paper label. All skincare products are produced in Cologne according to the new cosmetic regulations, the GMP (good manufacturing practices) for cosmetic products, and as registered in the CPNP portal. The Fresenius Institute tests formulations according to European guidelines on a regular basis.



PSI 46131 • KHK GmbH
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www.lipcare.de



PSI 46311 • Troika Germany GmbH
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 www.troika.de/business

Professional shopper

Troika's bag made from bottles, manufactured from five to six recycled PET bottles, is a clever idea to combat the flood of plastic. Stowed in the sewn-on cover, it's incredibly small. And when it's needed, it comes out big. Robust and practical for shopping, sports and more. The combined key ring and shopping bag or 'shopper', including carabiner, can be folded together and stowed in the little inner compartment to save space. It's sustainable since it's made of recycled PET material. The imprint expresses the environmental message: rethink – reduce – recycle + world map. It has a capacity of roughly ten litres and a carrying capacity of up to ten kilograms.

Certified Jute Bag

The practical sports bag 3846GOG from Maprom, which is made out of organic cotton, is certified according to the Global Organic Textile Standard (GOTS). The high requirements for the GOTS quality label cover the entire value-added chain – from ecological cultivation of raw materials to textile processing. The jute bag made from a durable material features robust cords, which enable it to be carried as a rucksack. Other bags made out of organic cotton in other sizes and designs can be seen on the company's website. Maprom also provides high-quality printing services, which are carried out in its in-house print facilities. A digital imprint of GOTS-certified label on the bag is also possible.

PSI 47372 • Maprom GmbH
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NATURAL AROMAS

Advertising with pleasure

Change of management after 40 years

Wolfram Mümmeler has headed e+m Holzprodukte, the company with a long tradition, for the past 40 years. Under his aegis, the first ballpoint pens made of domestically grown wood were created at the end of the 1980s, at the beginning of the environmental movement – an absolute novelty at the time! Right up until today, a wide variety of writing instruments are continually being developed in every price category, from the ballpoint pen for the promotional product industry through to the exclusive fountain pen made of finest wood. The range is complemented by sustainable wooden items and promotional products, such as a shopping trolley chip made of wood – the “Green Coin”.

A new era is now beginning for e+m®: Wolfram Mümmeler is handing the company over to his successor Matthias Bellan. As a member of the senior management, he is already familiar with the company and will lead e+m Holzprodukte into the future as managing partner from 1st July 2021 onwards. As a qualified timber engineer, Matthias Bellan has a wealth of experience in the manufacturing of wooden products as well as the digitalisation of production processes. “He will boost the e+m® brand with new and interesting product ideas and contribute to the company his know-how in the special manufacturing of wooden products with a focus on ‘Made in Germany’ and ‘FSC®-certified’”, according to company sources. “My goal is to strengthen the valuable company tradition through innovations, in order to continuously grow the success of e+m® both nationally and internationally”, Matthias Bellan says. “Sustainable products will be needed in future more than ever, so that climate targets can be reached. With the processing of wood from the local region, we are well prepared for this”.

www.em-holzprodukte.de



On 1st July 2021 Matthias Bellan (r.) takes over e+m Holzprodukte as managing partner from Wolfram Mümmeler.
Image source: © e+m Holzprodukte

Three Reinforcements for the Sales Team

Inspirion, the international promotional products specialist from Northern Germany, is expanding its sales activities and will be receiving active support in the form of three new employees with experience in the industry, who will join the team on 1 July 2021. Stephan Böttjer will become the Director of Back Office Sales for D-A-CH countries. He has extensive specialised knowledge in the promotional products industry and is not an unfamiliar face at Inspirion GmbH, as he has previously worked at a promotional products wholesaler and can now build on his earlier achievements. Julian Pufe has worked in the promotional products industry since 2003 and has many years of experience

Inspirion GmbH

working for different production and trade businesses. At Inspirion he will be working in field sales and will be primarily taking care of customers in southern Germany. Michael Thiesmann is the third new member of the sales team, and he will be working in field sales for the German states of Schleswig-Holstein, Niedersachsen, Hamburg, Bremen, parts of North Rhine-Westphalia and Hessen, as well as the states in former East Germany. Inspirion GmbH is looking forward to a successful collaboration with the new team, which will significantly support the implementation of the sales strategy of the promotional products specialists. www.inspirion.eu



Reinforcement (from left): Stephan Böttjer, Julian Pufe, Michael Thiesmann.

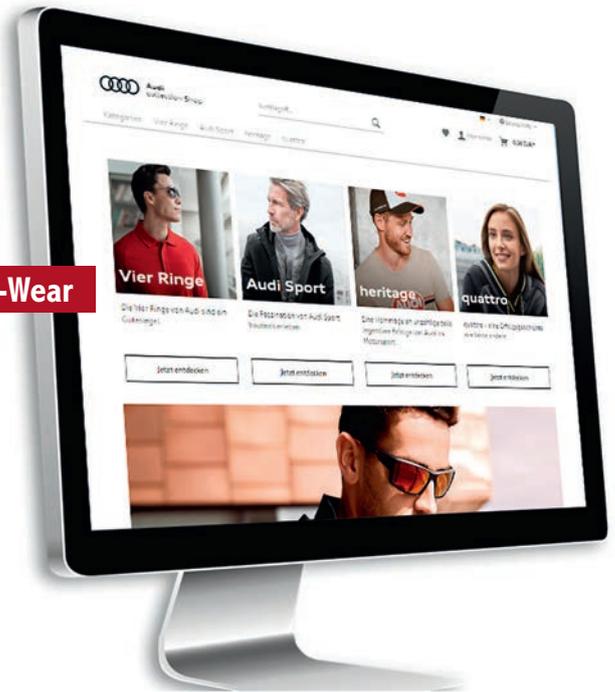
Worldwide distribution of the official Audi collection

In 2012, cyber-Wear started operating the official Audi promotional product shop – from now on cyber-Wear will take over responsibility for the worldwide distribution of all official Audi collection products.

The distribution encompasses all end customers in Germany, as well as all distributors and importers across the globe. Whilst product development will continue to be conducted in close cooperation with the Audi product managers, the procurement, logistics, sales and distribution will be coordinated solely by cyber-Wear in future. In addition to taking over the approx. 250 products, the organisation of the entire logistics process and the connection of all distributors and importers, the last few months have also been used to completely redesign the entire Audi collection shop to meet the latest technical and content-related standards. In addition to the pure B2B and B2C online business, cyber-Wear is developing, alongside the new online platform, a second merchandise management system, which incorporates the physical Audi shops in Ingolstadt and Neckarsulm and their complete infrastructure including scheduling, cash management and returns management. “The development of our own system to connect the physical Audi shops would have been a mammoth project on its own under normal circumstances. But the short-term nature of the whole project has once again demonstrated our ability to perform as a strong partner on many levels”, says Roman Weiss, CFO Cybergroup International. As in the past, the www.audi-collection.com shop is available in German and English and includes 250 items from four different collections. True to the motto: “four rings, four collections”, the unique nature and diversity of the popular Audi products will continue to be showcased in the shop, according to cyber-Wear. What’s more, the collections for the first half-year 2022 have already been finalised. The close collaboration between cyber-Wear and Audi is clearly at the centre of all these activities.

www.mycybergroup.com

cyber-Wear



Still exemplary masked: Peter Leseberg (middle) welcomes Jaqueline Bierfreund und Björn Meuser to the team.

Double Sales Offensive

The multi-specialist firm REFLECTS® based in Cologne has added two new account managers to its sales department. Jaqueline Bierfreund and Björn Meuser are joining Peter Leseberg’s team (Head of Sales & Marketing) and are looking after distributors in Germany, Austria and Switzerland. The online-savvy Marketing Communications Specialist Jaqueline Bierfreund is changing from the distributor side of the business to REFLECTS. Björn Meuser completed his vocational training as a management assistant in wholesale and foreign trade at REFLECTS in July 2020 and is returning to the company as a Junior Account Manager after working in another industry for a short period of time. www.reflects.com

Takeover of the tradition-rich company Sprinkmann

Since 1 July, WER GmbH with headquarters in Senden near Münster has been writing the long history of the tradition-rich company Sprinkmann from Bad Soden. After an exchange regarding the setup of Sprinkmann for the coming years which already began in 2020, Gunnar and Nils Sprinkmann have decided to join forces with WER GmbH in the future. "I am delighted to carry on with the history of our company in this arrangement. The large range of services of WER GmbH including full service, e-commerce, import and much more gives us the opportunity to support our clients even more effectively in the future", explains Nils Sprinkmann, who will remain responsible for the company as an authorised representative in the Rhine-Main region: "We are

very happy to have found a trustworthy partner in WER GmbH for our future strategy, which will enable us to continue to fully demonstrate our strengths in the Rhine-Main region", adds Gunnar Sprinkmann, who will remain an adviser to WER GmbH.

With the now ninth takeover – and the second in 2021 after BERNA + PARTNERS from Munich in January – WER GmbH is pressing ahead with its expansion strategy by means of organic and non-organic growth. With its 70 employees and strategic positioning in drop shipping, full service and online business, WER GmbH has made a name for itself in the promotional products branch and supports clients in Germany, Great Britain, Luxembourg, Austria and Switzerland. "We are delighted that



Are in agreement: Gunnar Sprinkmann, Alex Heinecke, Nils Sprinkmann, Mirco Häblich, Marc Strickrodt.

he is further pursuing his path with us and that we can follow the footsteps of such a tradition-rich company. This also has a clear added value for the entire WER GmbH", reports Mirco Häblich, who is one of the three owners along with Alex Heinecke and Marc Strickrodt. www.wer-gmbh.de

Setting the Course for the Future

As part of its succession plan, Geiger Notes AG has accepted the Schürfeld Group, headquartered in Hamburg, as the company's new majority shareholder.

As a result, the producer of promotional products made out of paper, which is located in Mainz-Kastel, is setting the course for its future. "The change in shareholder structure not only means customers and employees gain more security, it is also going to be the driver for continued growth at Geiger-Notes. After all we, still have a great deal to do ahead of us", stresses the company's founder Jürgen Geiger.

The Schürfeld Group is a family-run business from the Northern Germany that originated as a medium-sized business and only invests in medium-sized companies in the paper and printing industry. Geiger adds, "With Schürfeld, we have found an ideal business partner for Geiger -Notes. The special combination of investor and strategist makes it an ideal partner: It ensures both consistency in our tried and tested business model as well as the continued independence of Geiger-Notes". While Marianne Marlow will be retiring at the end of the year after 35 years at Geiger-Notes, Jürgen Geiger will remain on board as chairman of management board and shareholder. www.geiger-notes.ag

geiger  notes



Obituary

Mourning for Jörg Nemetz

Jörg Nemetz, managing partner of elxact Internationale Werbemittel GmbH, passed away suddenly and unexpectedly at the age of only 57 on 6 June 2021. He had founded the company in 1997 and “made the world of promotional products more colourful thanks to his Original Rubik’s Cube,” appreciates the management the effort of Jörg Nemetz. His wife Christiane Nemetz together with long-time staff member Angela Guckes will continue the company in his spirit. www.e-xact.de

Important Support During the Restructuring Process

Back to the roots. True to this motto, the company reflAktive is welcoming a former employee back to its sales team. Kerstin Friederichs (née Lettau) used to work in the team for several years after her vocational training. After leaving the company due to family reasons, she is now returning to work in the consultancy and sales team to provide regular and new customers with reliable customer service. Rehiring Kerstin Friederichs is another important way reflAktive is supporting the restructuring process it is currently undergoing, which has the aim of providing even better and more direct assistance to the promotional products industry. For example, reflAktive wants to continue to position itself as a partner for high-quality and certified road safety products which are “Made in Germany” and “Made in Europe”. www.reflaktive.de



reflAktive

Sustainability Commended with EcoVadis Platinum

Toppoint, a renowned Dutch supplier of promotional products, has been awarded the highest possible rating at EcoVadis: Platinum. This result places Toppoint among the top 1 percent of companies with an EcoVadis rating, an official corporate release now announces.

Toppoint cites sustainability and entrepreneurial responsibility as its main motivations. “Therefore, it is one of our uppermost priorities to lead our sector as a socially responsible company. We intend to ensure that sustainability practices are fully integrated into our operating processes, by promoting transparency, employee commitment and our code of ethics,” the company states.

The EcoVadis method is based on international sustainability standards, including the Global Reporting Initiative, the Global Compact of the United Nations, and ISO 26000, which covers 200 expenditure categories and more than 160 countries. The Sustainability Scorecard illustrates Toppoint’s performance as a company on the basis of 21 indicators in five thematic areas: Company’s overall rating; Environment; Labour & Human Rights; Sustainable Procurement; Ethics. www.toppoint.com



Let's go circular!

Brands Fashion, the renowned European supplier for sustainable workwear is committed to the area of the circular economy and is developing sustainable and recyclable textiles. Brands Fashion is generating circular solution approaches for the technical cycle so that clothing not only remains theoretically recyclable while retaining its value. This way fewer textiles end up in the rubbish bin.

The company based in Northern Germany can now offer its customers products that have the gold level of "Cradle to Cradle™" certification. In addition to ensuring high social standards, the company states that the chemicals used along the production chain are safe for humans and the environment. These textiles can be composted without hesitation and returned to the cycle of raw materials. To achieve the highest recycling quality, the specialist for sustainable workwear and merchandise, has expanded its portfolio with projects in the area of technical cycle. The goal is to develop new products from worn-out clothes.

In a video, Brands Fashion clearly explains how the company closes the cycle of raw materials through its in-depth knowledge on the product, digital logistics structures and IT support as well as specific know-how and competent networks. It is not an easy task but it does not require a lot of effort on the part of interested business partners thanks to the company's multi-faceted expertise, which customers can profit from in its full-service offer.

Managing Director Mathias Diestelmann is convinced of the endeavour stating, "The common desire for innovation not only enables us to protect the planet together with our customers, it also is a competitive advantage for everyone involved in the medium term". www.brands-fashion.com



Brands Fashion GmbH

Climate neutral from A to Z

Reidinger, which is based in Hammelburg, has been manufacturing pencils under the label "Made in the EU" for more than 35 years. All articles as well as business operations are now 100 % climate neutral. CO2 emissions are avoided and reduced to the greatest possible extent from timber harvesting to production, sales and employee mobility, printing, packaging, the entire logistics system as well as the disposal of the pencils at the end of their life cycle. All non-avoidable CO2 emissions are calculated and compensated in cooperation with ClimatePartner.

The projects such as regional tree planting activities, forest protection measures in Peru and Zambia or projects to promote clean drinking water in Cambodia are certified according to the highest international standards and evaluated by independent third-parties. Thanks to the ClimatePartner process, climate neutrality can be monitored in a transparent manner. At www.climatepartner.com/13669-1910-1002 you will find the certificate of climate neutrality as well as information on how much CO2 the company has compensated up to now.

On request, the products can be labelled with the climate neutral logo. This way, advertising companies can actively integrate climate protection into their advertising message.

www.reidinger.de

Reidinger GmbH



20 Years of Innovation and Individuality

When micx media headquartered in Bielefeld celebrates its anniversary in September, the company will look back at an overall successful history “shaped by unforgettable trade fair activities, exciting customer projects, core business activities as well as unexpected twists” according to a company statement. When micx media was founded in 2001, “probably no one could have foreseen that demand for media expert’s pet project, the CD, would decrease significantly and it would develop into a niche product. After all, at the time, the silver discs were really popular, they were produced in the millions and could be customized according to customers’ wishes”, explains micx media. The dynamic company did not accept their fate with this development but instead adapted its product program flexibly. According to their statement, Managing Director Ingo Kaemper and his team have always been on the look-out for innovative product trends and today they are particularly known for their promotional product highlights from the areas of SOUND, VOICE, VIDEO and ENERGY. “We repeatedly realise tailor-made product concepts that meet high quality standards. The VIDEOcards and VIDEOboxes, in particular, have received several awards and always lead to wow moments among our customers”, stresses the company. The team is already looking forward to finally being able to present product highlights live and in colour at trade fairs in the autumn. www.micx.media



Relocation to new company headquarters

The promotional products manufacturer JUNG since 1828 has left its previous headquarters in Vaihingen/Enz and relocated in May 2021 with its entire Vaihingen workforce to new, modern premises in Ludwigsburg (Tammerfeld). As part of the restructuring process, the specialist for tasty advertising has given up its own candy production activities and will now have its assortment of candy produced by a renowned manufacturer in Germany. “Gummi Bear Land” and Germany’s only candy museum will remain at the old company location in Vaihingen. “The move will enhance our linkages to the transportation infrastructure, in particular between the two company sites in Ludwigsburg and Arnstadt/Thüringen”, according to managing director Dennis Dennig. “Modern and open rooms will enable a new office concept with short distances, while strengthening teamwork and providing for a creative work atmosphere and better internal communication between the departments. This will significantly enhance speed and flexibility for our customers.”



A joyful scene while moving into the new company building in Ludwigsburg.

The new contact data:

JUNG since 1828 GmbH & Co. KG
 Maybachstraße 19
 71634 Ludwigsburg (Germany)
 Tel: +49 7141 6435-0
www.jung-europe.de

Company's facilities now a "climate-neutral site"

Klio-Eterna is taking the next step towards sustainability. After implementing a photovoltaic system last summer and switching to 100% green electricity, the company has now received the "climate-neutral site" seal. Klio-Eterna, which is one of the leading producers of promotional pens made in Germany, has maintained a partnership with the provider "Prima Klima" since the beginning of May 2021. The "climate-neutral site" designation stands for the compensation of all CO2 emissions under Scope 1 and Scope 2 that are incurred in the company's Wolfach facilities, which cannot be prevented. This affects both the energy for the production and finishing of its in-house produced refills and writing instruments as well as all of the company's other on-site activities in the categories mentioned. To achieve climate neutrality, a company's individual CO2 record must be determined. The findings relate to the emissions that a company produces in total for the products and services it provides, which have to be 100% compensated for. The writing instrument manufacturer prevents a majority of its annual CO2 emissions in advance by implementing conservation measures such as putting a photovoltaic system into service, using energy-efficient production machinery and energy management for each machine, using materials that can be recycled or using 100% green energy. The CO2 emissions that cannot be prevented are offset

by investing in a project that "protects peat swamp forests" in Indonesia. The project is located on the south coast of Borneo's island and is focused on maintaining existing forests and medium-sized reforestation of degraded forest areas. Through this project, an estimated total of 480 million tons of greenhouse gas emission can be prevented over the total duration of the project, which is 60 years. Moreover, the project area is a biodiversity hotspot due to its rich biodiversity and offers numerous animals and plants a valuable habitat.

www.klio.com



Handmade Premium Popcorn from Berlin

New to the PSI network is the young company "Popkornditorei Knalle". In the factory of the Berlin-based startup stands for exceptional quality and uniquely crafted popcorn variants, all handmade in Knalle's own kitchen in the east of Berlin. Each Kernel is carefully selected, then caramelised and baked for an extra crunch, containing only the finest ingredients.

Knalle's colourful and charming appearance makes for an ideal gift for partners, clients and employees alike and comes in bags of 100, 50 and 10 grams, which can be customised starting at quantities of 100 bags. The customisation ranges from additional logo prints to a fully customised label, as well as customised shipping boxes with individual greeting cards. Individual shipping is available as well, fully GDPR compliant.

Popkornditorei Knalle is a fully carbon-neutral company and works in close cooperation with sheltered workshops from Berlin, which are responsible for packing and shipping each box. Contact: Tel +49 30 68326970 • knalle@popkornditorei.de • <https://knalle.berlin/>



Popkornditorei Knalle

The dates are set

To finish up a low-contact year (at least the first half), the firms Aditan, Daiber, FARE, Geiger-Notes, Hal-far, JUNG, Koziol, mbw, Reflects, SND and uma are again inviting their guests to their premises. The Welcome Home 2021 presentations shall bring suppliers and promotional products retailers together again in person in the old established format. Based on the motto “The best. At Home”, the organisers promise the “best product innovations, ideas for new products as well as consulting expertise”. In a pre-Christmas atmosphere with local dishes and personal talks, the event provides an opportunity to present the products and trends for 2022 – in other words, innovations and advice directly from specialists on site. In addition, there will be presentations by experts on current topics such as “sustainable advertising.”

The tour, which is climate-neutral due to compensation measures, will take place in six locations in Germany and therefore enables all commercial partners to visit in their proximity.

Those who cannot participate in the tour still have the chance to be there live online: the live presenta-

tion of new products by all Welcome Home Partners will take place in addition to the “real” event as “Welcome Home 2021 – the Best – Digitally” from 14 to 16 December 2021.

Further information on the tour and the digital event will follow soon and can also be found on the homepage of the Welcome Home Partners at: www.welcome-home-tour.de

Termine Welcome Home 2021

30.11.2021 | mbw (Hamburg)
 01.12.2021 | HALFAR (Bielefeld)
 02.12.2021 | FARE (Remscheid)
 07.12.2021 | SND (München)
 08.12.2021 | UMA (Fischerbach)
 09.12.2021 | Koziol (Erbach)



Widely Acclaimed Innovation Tour

Mid-June saw the “Innovation Tour” embarked on by Mainz-based company Bartenbach Werbemittel, which celebrates its 20th anniversary this year. The tour’s features included a virtual platform, the digitisation of glass, the mega-trend sustainability and other new trends and products, plus a top-flight full service offering. Guests arrived at the show via Bartenbach Werbemittel’s newly developed virtual platform. This interactive online presence is where potential customers will find new offerings and concepts, multi-media content, plus opportunities for getting in touch with a customer advisor. Bonuses and special promotions will be on offer for registered users on a monthly basis at this site. “With the Innovation Tour and the virtual platform, we have now set the bar higher. We are no standard provider, but an innovator and a competent advisor to our customers. The large number of event visitors corroborates this statement: inspired, modern promotional products are more in demand than ever,” managing director Tobias Bartenbach confidently asserts. In the service and consultation area, the Mainz-based company presented the new Bartenbach MyFull-Service. The Innovation Tour’s programme was complemented by sustainable, modern approaches by partner companies. To conclude, Tobias Bartenbach is looking forward to the year ahead: “In one compact 90-minute show, the Innovation

Tour presented the hottest trends on the promotional products market.

All the signs are that, in the year to come, we will be able to hold our presence event, the Bartenbach Promotional Products Day, again. On that occasion we will be employing a hybrid model, ensuring that visitors receive top information and inspiration both on site and in the digital realm.”

www.bartenbach-werbemittel.de • www.bartenbach.de



Bartenbach Werbemittel

After almost two years of imposed bans on events, the German umbrella association of the promotional products industry, the Gesamtverband der Werbeartikelwirtschaft (GWW), is looking ahead with confidence. And so, the GWW has not only scheduled the TREND for 17th September 2021 but also largely finalised its trade show dates for the coming year.

GWW-NEWSWEEK and TREND Spring 2022

The dates are set



TREND Spring over two days for the first time

The dates of the TREND Spring Edition, which will be held over two days for the first time, have been set for the 9th and 10th February, whilst the GWW-NEWSWEEK basically follows immediately thereafter in the period from 15th February until 3rd March. “The TREND and the NEWSWEEK have become increasingly important for the i.p.a. group from year to year”, according to Manfred Nieder, sales manager at i.p.a. GmbH. “Both trade shows are an absolute ‘must’ for the i.p.a. group in order to meet and advise our customers and their customers”. Michael Gossling, sales manager at repac GmbH, the service provider for fulfilment, storage, promotional products and logistic solutions based in Bottrop, also sees the strength of both formats: “Even back when NEWSWEEK was still in its infancy, hosted at car dealerships and only open to promotional product distributors, the event was a fixed date in our calendar. Over the years the NEWSWEEK has also opened its doors to industry. At the beginning, only 2-3 customers accepted our invitation to the trade show. Yet slowly but surely the numbers multiplied. Our customers from the full-service promotional product and service sector, who were able to experience the trade show first-hand, returned again and again. And we are often approached by customers at the trade show who tell us that they definitely intend to take part again next year. Ralf Samuel emphasises: “The concept of the event is unequivocally well received. The close proximity in most cases and easy accessibility thanks to the many locations, as well as the focus on innovations, the broad but still manageable spectrum and many further amenities are what make this roadshow so special”, he states.

“Outstanding development”

Before the NEWSWEEK gets going for the 19th time from mid-February 2022, the TREND Spring Edition will take

We are pleased to be able to once again present our TREND to our members and the entire industry, as well as our NEWSWEEK to advertisers. In the past months, we have been repeatedly asked when we will finally relaunch our trade show formats”, GWW managing director Ralf Samuel explains. “The events fulfil an important role in many ways. We offer all participants considerable added value and, in doing so, draw greater attention to our form of advertising. Exhibitors and consultants generate increased turnover through their participation. Visitors are informed in a targeted manner and understand the advantages of practical, haptic advertising. As an interest group, we do not aim to or need to make money with these formats”.



A crowd at the stand of PF Concept at the last 'analogue' TREND 2019 Autumn Edition in Wiesbaden.



At the TREND 2020 Spring Edition in Offenbach the first Covid lockdown wasn't far off.



Showplace of this year's TREND on 17th September: the RheinMain CongressCenter in Wiesbaden. Image: © Peter Krausgrill, RheinMain-Hallen GmbH.

place on 9th and 10th February. The GWW invites promotional product consultants to this event, which will be held over two days for the first time. Bastian Hofsummer, GWW: "Our TREND has developed outstandingly over the past years. Unfortunately, we had to turn down manufacturers who wanted to take part on multiple occasions recently because the hall capacity was too small. We should no longer have this problem in future".

Eagerly anticipating the live event

The GWW was encouraged to expand the event into a two-day trade show by its members, a change that was increasingly called for. Sebastian Tatzel, Xindao: "We see a need for the TREND Spring Edition to be extended to two days, not least due to the steadily growing size of the event which has a firm place in the industry calendar. The past few years have shown that just one day is simply no longer enough for visitors as well as exhibitors to sufficiently interact and engage. We now also hope to welcome more visitors from Austria and Switzerland to the trade show". Peter Stelter from PF Concept: "We are very glad that the GWW had a sympathetic ear for our concerns. That's precisely the big advantage of the GWW trade shows: we, as members of the association, can initiate or help to shape changes, which the association then puts into practice for us". Ursula Anna Theresia Will, Lediberg, states: "The TREND has developed into an indispensable platform over the years. It has been evolving positively from year to year, which is of course primarily due to the excellent planning and execution by the GWW association. We are offered a top class and independent marketplace, enabling us to engage in detailed and intensive talks with partners from the promotional product industry in a relaxed environment". Alexander Helm, Scholz Promotion, emphasises: "The TREND is a source of inspiration and a meeting point. We are looking forward to the expanded live event in the coming year with optimism and confidence".

NEWSWEEK format unchanged

The trade show format of the GWW-NEWSWEEK remains unchanged. Participating consultants like Ingo Malinowski, Quadro GmbH, are looking forward to the start of the tour with eager anticipation: "After we took part in the GWW-NEWSWEEK in Hamburg for the first time in 2019 and our guests were absolutely delighted with the format, it was a simple decision for us to participate again in future". "After almost two years without an event, the early start of the tour is just what's needed. It's a real boost for the industry, because the substitute digital events didn't prove to be a profitable alternative, despite the initial hopes", says Ralf Samuel. Heike Herbinger from ANDRANG GmbH declares: "The face-to-face communication and tactile experience of the products is very important for many of our customers. That's why customers increasingly asked us about the GWW-NEWSWEEK in discussions". Around 100 exhibitors take part in the NEWSWEEK each year and present approx. 1,000 products to visitors. This allows consultants to make the full spectrum of the promotional product industry accessible to their customers for just a small investment. Further information on both trade shows can be found on the respective websites. <

Dates for 2021/2022:

TREND

17.09.2021:	Trade show TREND Autumn
08.02.2022:	Setup day TREND Spring
09.02.2022:	First day of trade show TREND Spring
10.02.2022:	Second day of trade show TREND Spring

NEWSWEEK

15.02.2022:	GWW-NEWSWEEK Stuttgart
22.02.2022:	GWW-NEWSWEEK Bielefeld
23.02.2022:	GWW-NEWSWEEK Hamburg
24.02.2022:	GWW-NEWSWEEK Berlin
25.02.2022:	GWW-NEWSWEEK Dresden
02.03.2022:	GWW-NEWSWEEK Dortmund
03.03.2022:	GWW-NEWSWEEK Frankfurt
To be announced:	GWW-NEWSWEEK Nuremberg
To be announced:	GWW-NEWSWEEK Munich

On 23 July 2021 the District Court of Osnabrück issued a landmark decision regarding the new German Act Against Unfair Competition (UWG). In the landmark proceedings related to competition law, Crimex GmbH won its case against a competitor which began issuing a series of warning notices in December 2020.

Crimex explains recent court decision

Landmark proceedings on the new act UWG

 In 3 December 2020 the company Giffits GmbH began sending out warning notices from their lawyer to several online distributors. These distributors were criticized for not being certified according to Regulation on Organic Products (EC Regulation 834/2007). Over nearly 50 identical notices were sent, in which 10,000 euros was demanded as a contractual penalty. 100,000 euros was indicated as the sum in dispute, which is relevant for the calculation of the fines indicated in the warning notice. A demand was also made for Crimex GmbH to sign a cease-and-desist declaration agreeing to a contractual penalty in the amount of 10,000 euros “for every instance of non-compliance without possibility of unity of action”. Giffits did not mention that they also sent a warning notice to other companies with the same accusation. Crimex did not sign the declaration and promptly applied for certification according to the Organic Products regulation; it also temporarily removed all organic products from the assortment and informed Giffits accordingly. Crimex is of the opinion that the warning notice is an abuse of the law and violates section § 8c para. 1 No. 1, 2, 3, 4 and 5 of the German Act Against Unfair Competition.

Written warning notice was an abuse of the law

The District Court of Osnabrück upheld Crimex GmbH's opinion and decided that the notice was indeed an abuse of the law. Giffits GmbH's petition to issue a temporary injunction was denied, and Giffits is responsible for bearing the costs of the proceedings. The court based its decision partly on the fact that when it filed its petition, Giffits did not demonstrate that it only had a short period of time to act when it issued several similar notices, at least within the meaning established for comparable warnings notices. This

is a violation of the requirement to issue a complete and truthful pleading, which is stipulated in section 138 German Code of Civil Procedure. Given section 8c para. 2 No. 2 of the Act Against Unfair Competition, this requirement is particularly important because the act stipulates that issuing warning notices for a considerable number of violations of the same statutory provision can indicate an abuse of the law. It is believed that Giffits GmbH did not take the initiative and inform us and the court about a fundamental point.

Inflated value in dispute and contractual penalty

It was found that Giffits unreasonably inflated the value in dispute for its warning notice within the meaning set out in section 8c para. 2 No. 3 of the Act Against Unfair Competition. The warning notice was issued for three products for sale. The court also concluded the contractual penalty of 10,000 euros per violation was clearly inflated within the meaning set out in section 8c para. 2 No. 4 of the Act Against Unfair Competition. It is not proportionate to the either party's turnover of organic products. The court also concluded that the contractual penalty is also obviously inflated because the respondent was required to accept liability “without the possibility of unity of action”, which the court believed only served the purpose of generating higher contractual penalties. This judgment is one of the first court decisions made with respect to the German Act Against Unfair Competition. It is also noteworthy because while two Higher Regional Courts in Frankfurt and Bamberg decided against it in parallel cases, they made their judgments without verifying the provisions in the new UWG in detail. Additionally, the violation of Section 138 in the German Code of Civil Procedure was not addressed at all by the Higher Regional courts. The judgment issued by District Court of Osnabrück is not yet legally binding. <

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NORMAL SIZE (NORMAL)

LONG SIZE (L - LONG)



It is well known that sweet temptations are a good advertising pitch. However, it is impressive time and time again how diverse the **sweet promotional messages** can be. The following pages will provide you a tasty overview.



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

Brain food in a designer jar

What you see is what you get – the perfect encapsulation for this fruit and nut mix in a chic designer jar from logolini Präsente. The jar's banderol can be printed in four colours according to customer wishes. The jar is particularly suitable for employees in the office or as a tasty giveaway for customers. The brain food is a perfect blend of 100 grams crunchy nuts and dried fruit pieces, which can be stored for 32 weeks.

Granny-inspired organic nut bar

To commemorate visits to their grannies Ami and Margit – and their apple cake – foodloose founders Katharina and Verena have created their new “Amy Apple” organic nut bar. It is a harmonious blend of fruity apples, hazelnuts, raisins and a hint of cinnamon. With “Isla Banana”, the pair have “cast” their memories of the choc-nut bananas on Balboa Island in a bar. Toasted hazelnuts, sunflower seeds, bananas and cocoa convey the consumer on an indulgent journey.



PSI 60070 • foodloose GmbH
Tel +49 40 368877720 • info@foodloose.net
www.foodloose.net



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B2B.CHCOLLISSIMO.DE/KATALOGE

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



The gift of a sweet boost

Chocolate is always acceptable and is the perfect boost for nerves, muscles and a cheery mood on top. For all chocolate fans, Kalfany Süße Werbung presents a dream made out of 40g exquisite milk chocolate containing Fairtrade cocoa from brand manufacturer Gubor, packaged in the Super-Maxi promotional flow pack. The (promotional) effect is made even more persuasive due to an automatic boost delivered by each individual choc bar at no additional cost at all: Kalfany Süße Werbung donates one cent to World Vision environment projects for each Super-Maxi chocolate bar sold.

A highly personal, sweet thank-you

Hand-finished, Belgian chocolate and pralines, combined with a tailored promotional effect – that is the recipe for success at Chocollissimo. Chocolatier Michal and his team use only the finest ingredients when preparing the exclusive chocolates and provide the finishing touch with utmost care and plenty of attention to detail. The chocolates astonish customers, colleagues and partners with creative, customisable gifts made of exquisite chocolate and convey thanks for a great service or partnership. From 30 pieces, finishing flourishes are performed by means of a banderol and, from 200 pieces, are to be found on the entire cardboard packaging. The exclusive little wooden boxes are a particular highlight. They can be customised with sophisticated engraving from just one piece and ensure an enduring impact. On top of that, custom-printed ChocoPrint pralines and chocolates can be placed in them from 50 pieces. What is more, the gifts can be wrapped and provided with a customised bow bearing company logo.



PSI 48316 • Chocollissimo by MM Brown
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verkauf@chocollissimo.de
www.b2b.chocollissimo.de



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Luxury at an ecological price

The Delicacies Mix set from B&B Promotional Sweets is a luxurious set for choosy customers. Four types of delicacies are accommodated in a cardboard box on a gold or silver-coloured tray with four compartments. Each set contains: dried cranberries in dessert chocolate, almonds in chocolate (mixture of white, milk and dark chocolate), peanuts in caramel, and candied orange peel in dessert chocolate. The tasty treats are wrapped in transparent film and packaged in a two-part cardboard box with promotional printing – CMYK or 1–4 Pantone colours. The box has four little windows that display the individual compartments' contents.

Snacking with a clear conscience

Sweets, snacks, baked goods – who can resist? This set from Just Spices is the perfect gift for all sweet-toothed customers. The highlight: all spice blends have no added sugar and offer complete, uncompromising indulgence. From energy balls to naturally sweet oatmeal, the blends enable the easy self-creation of reduced-sugar treats for office, every day, and snacking enjoyment.



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

-Advert-





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

Snack-storage on the move

The Snagger from identically-named company snagger GmbH is a hygienic, stylish snack dispenser that makes an adventure out of consuming snacks with its portioning function. It is suitable for accommodating a host of widely available snacks such as peanuts, NicNacs, fruit and nuts or M&Ms. Be it in the office, where clean hands on mouse and keyboard are vital, at home on the couch, or on travels in the car or by bike: with the Snagger, the surroundings remain free of greasy, chocolatey snack residues. Whether tipped into the hand or headed straight for the mouth, the remaining snacks stay sealed inside. Designed for drinks-holders and optimised for one-hand use. Reusable multiple times and thus eco-friendly, and easy to clean, it is an ideal everyday companion.



Cardboard & Inlay on paper basis

Paper Chocolate Advent Calendar



With each bought Gubor chocolate Advent calendar BUSINESS you are donating automatically 1 cent to an environment project of World Vision - there is no surcharge!



www.ksw24.com



Slavery-free chocolate

Tony's Open Chain is an initiative from the Netherlands that chocolate companies can join. The initiative's aim is to be able to enjoy 100 percent of the world's chocolate slavery-free. Unlike Fairtrade, Tony's Open Chain makes sure that cocoa-growers receive an additional 20 percent supplement if the cocoa farm is provably free of slavery and child labour. And because FamousFood® places particular value not only on sustainability, but flavour too, Jokolade is also available at FamousFood® in a customised slipcase bearing printed photos. Available flavours are white chocolate with caramelised hazelnuts and coffee & meringue cookie pieces; milk chocolate with banana chips and caramel & cookie pieces; milk chocolate with toffee pieces and coffee cookie pieces; and dark chocolate with pear mixture, brownie pieces & caramelised almond nibs.

Concentrated refreshment

Lasting refreshment with a hint of sweetness: King Peppermints are still made according to their original recipe and their flavour has remained unchanged over the years. What is more, King Peppermint is a 100% natural product, with no artificial colourings or flavourings. Unlike other peppermint varieties, which are made from pressed sugar with peppermint flavouring, King Peppermint is infused with peppermint oil. According to the manufacturer, King is good for the stomach and heightens concentration. It is therefore also good for alert driving. Available for the promotional products trade from Netherlands supplier Easy Orange.



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 www.roemer-praesente.de

Sensible snacking

Many people are healthy eaters today, but that does not mean they never snack or enjoy treats. For sensible foodies like these, and other nibblers too, Römer Präsente has just the right little highlight in its range: a fortune cookie that is a tasty treat. This fortune cookie (6 grams) combines delicious choc flavour with messages that speak to heart and soul. The cookie is made using Fairtrade cocoa and comes in a pretty box with motif. The box can also be custom designed on request.

Cool caps with twofold effect

Wonderful, two-step refreshment is offered by Papermints coolcaps. The mint capsules consist of an outer shell that instantly melts in the mouth and leaves fresh breath behind. The inner capsule is swallowed and delivers a long-lasting fresh sensation in the stomach. A new feature is the blister packaging for truly “cool” mailings, containing 24 coolcaps for 24 fresh moments prior to meetings, or after a cigarette or meal. The blister packaging can be provided with a customer logo from a minimum order quantity of 500 pieces.



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A stirring chocolate drink

Hot chocolate is a real classic, making the cold winter days brighter for children and adults alike. ChocoSpoon is a special product from the Anda Present collection. 33 grams of hand-finished Belgian chocolate on a wooden spoon is the basis of a warming drink. Now just warm up a little milk and stir it with ChocoSpoon, until it is fully melted. A delicious drink in seconds. The paper wrapping can be created with a unique design or a promotional message.



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

Chocolate: the vital ingredient

There is almost nothing as tempting as a piece of chocolate. Or a piece of chocolate cake, perhaps. Even better, of course, is having plenty of chocolatey recipes, turning the sinful into soul food. And that is precisely where the customisable book “Oh là là Chocolat” from Edition Michael Fischer comes into play. Tailored special editions from the diverse publisher’s range offer, among other features, the inclusion of a logo on the book cover, the placement of products and/or services in recipe texts and instructions, or even the fully customised book with flexible number of pages, special accoutrements and adapted corporate design.

-Advert-



Threefold promo effect

In day-to-day office life during the stressful pre-Christmas period, nothing beats the excitement of opening doors in the advent calendar. When the advent calendar combines the power of three high-impact chocolate brands on top of that and can be customised with logo and design, the perfect promotional message-bearer is born. The new three-brand advent calendar from promotional products manufacturer JUNG since 1828 thus unfolds a threefold promotional effect with sophisticated mini chocolate bars from the brands Ritter SPORT, Lindt & Sprüngli and Sarotti. All this comes to the recipient in an FSC-certified full cardboard sleeve and a one hundred percent recyclable inlay.



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

Charcoal sweetens summer

Edible charcoal in a coal sack is the must-have of the BBQ season. A product that guarantees a grin from Der Zuckerbäcker: the marshmallow balls not only look like briquettes, they are also perfect for toasting over the barbecue or fire. The mailing set containing Edible Charcoal can be sent customised by post from just 100 pieces. The labels on front and rear, the greeting card and also the lid of the mailing set are custom printed in 4c digital printing.

Undreamt-of tasty possibilities

With more than 1,500 possible combinations, the premium gift box from Confiserie Möhlenkamp offers the right blend for every taste. The gift box is exactly the right thing for customers, employees, association members or even for the gourmet in the family. It consists of red or black packaging containing one wine and one or two additions according to choice. Options are white wine (dry/medium), red wines (dry/medium) or mulled wine. As additions, the manufacturer offers gingerbread, its own biscuits or even a stollen cake.



PSI 60181 • Confiserie Möhlenkamp GbR
Tel +49 173 2974524
info@confiserie-moehlenkamp.de
www.confiserie-moehlenkamp.de



Rescue of cocoa diversity

With the new Rettergut Santa Claus from Jung, promoting companies stand out from their competitors: The Rettergut Santa Claus is hugely different from all familiar chocolate Santa Clauses, since the treat consists of 100 percent salvaged chocolate. How does that come about? Every time varieties are switched during chocolate production, the machines are rinsed through with pure chocolate and thereby cleansed. However, hundreds of kilos of the arising high-quality chocolate blends go to waste in the process. The Rettergut brand has taken on the task of rescuing this unique cocoa diversity and conjuring these blends into a delicious mixed chocolate that is, incidentally, also produced climate-neutrally and sustainably packaged. Packaged in custom-printed promotional packaging made of white, FSC-certified cardboard, the chocolatey Christmas messenger is the ideal, sustainable promotional message-bearer for festive Christmas promotion, and turns promoters into genuine Christmas saviours.

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“Standing still isn’t an option. Higher, faster, further is the name of the game”. This is the motto which constantly drives QTRADO Logistics, the professional service-provider for all aspects of logistics, forward. With its wide-ranging service portfolio, the official partner of the PSI is also able to provide promotional product logistics to all members of the network – sustainable from start to finish.

With quality, environmental and ecological certification

Sustainable promotional product logistics



Back in November 2020, QTRADO Logistics was recertified according to the EC-Eco Regulation No 834/2007 for ecological logistics.

The Qtrado team (here at the Krefeld site) offers state-of-the-art logistics services – to fulfil all requirements in the field of promotional product logistics.



equipped according to the latest standards, the specialist’s extensive service portfolio can also be utilised with a clean environmental conscience. Because QTRADO Logistics pursues a comprehensive sustainability concept.

18 years of continuous improvement

On 30th June 2021, QTRADO Logistics GmbH & Co. KG was recertified by TÜV Rheinland according to the quality management standard EN ISO 9001:2015 and the environmental management standard EN ISO 14001:2015. Since the first certification this means: 18 years of constant further development and 18 years of continuous improvement. Back in November 2020, QTRADO Logistics was recertified according to the EC Eco-Regulation No 834/2007 for ecological logistics.

Faster – further – more

More packages, faster processing and many destinations right across the globe: due to the continuing professionalisation of services over the years, steady growth has been possible. But what does this mean, i.e. what services does QTRADO Logistics stand for in day-to-day operations? Fulfilment, promotional logistics and transportation are the three core business areas of the company.

Fulfilment par excellence

QTRADO Logistics offers the perfect solution for all those who are looking for a comprehensive fulfilment solution for their haptic or textile promotional products. Because QTRADO Logistics has been the official cooperation partner of the PSI network since 2014 and will be familiar to many exhibitors and visitors of the PSI, as its transport department operates the shipping point at the trade show.

Customised and integrated solutions

If shipping solutions alone aren't enough, QTRADO Logistics fulfilment is the right choice. QTRADO Logistics stands for customised and integrated logistics solutions. From the data processing to incoming goods, storage, order picking, finishing, right through to worldwide shipping.

Experts when it comes to promotional product logistics

Many PSI members have come to rely on the company's logistics services, having outsourced their entire fulfilment process to them. This has enabled QTRADO Logistics to become an expert in the field of promotional product logistics over the years. From very small to large items, such as cookie cutters, ballpoint pens, lanyards, bags, suitcases or umbrellas; from breakable to textile promotional items like cups, glasses, bottles, T-shirts, caps, towels, etc., everything finds its proper place and is competently picked, packaged and dispatched. Satisfied customers are the recipients at the end of the process. In the event of complaints or returns which are inevitable from time to time, QTRADO Logistics takes care of the professional handling. This allows the promotional product experts to remain flexible and continue to focus their efforts on their core business.

Bonus promotions – sales promotions – mailing campaigns

Are bonus promotions, sales promotions or mailing campaigns planned? QTRADO Logistics also has the ideal solution for this purpose. If a company is launching a promotion or planning a novel mailing campaign and wants to supply their customers with information or a product at the same time, QTRADO Logistics organises and coordinates the entire campaign dispatch and, if necessary, the interim storage on their behalf. The entire package is offered for both small and large shipments.

Customised services

If advertising displays do not only need to be transported to the POS, but also assembled and fitted out, QTRADO Logistics organises the campaign dispatch and takes care of the careful placement and assembly on site. If the promoters of the marketing tool distributors need to be supplied with promotional material, QTRADO Logistics delivers these up to the point of contact, even in a highly frequented shopping centre. QTRADO Logistics GmbH & Co. KG is part of the QTRADO Group together with Germany's largest press wholesaler, QTRADO GmbH & Co. KG, and the Düsseldorf-based retail company Hollmann. The turnover of the corporate group amounts to more than 250 million euro. QTRADO Logistics has 70 years of



experience in professional logistics. On an area of over 40,000 m² at four locations in North Rhine-Westphalia, more than 300 employees are ready to tackle any logistics challenge. A detailed overview of the possibilities offered by the logistics specialist is provided on the company's website: www.qtrado-logistics.de



Fulfilment, promotional logistics and transportation are the three core business areas of the company, which stands for tailored and comprehensive logistics solutions.



From very small to large items, from breakable to textile promotional products, everything finds its proper place and is competently picked, packaged and dispatched.



With the new Workwear Catalogue, the two Daiber brands JAMES & NICHOLSON and myrtle beach embrace one of the most prominent trends of 2021: so-called crossover styles. The very first pair of jeans by JAMES & NICHOLSON is an absolute highlight: featuring stretch, a modern wash and organic cotton.

Workwear Catalogue 2021 with exciting new products

That's how workwear is done



The very first pair of jeans by JAMES & NICHOLSON is an absolute highlight of the Workwear Collection 2021. Ideal with the matching sweatshirt with double-layered hood, workwear beanies and knitted fleece jackets.

tor of Gustav Daiber GmbH. “And we're sure that this trend will continue in the coming years, both nationally and internationally”.

Workwear pants – and the first jeans

The very first pair of jeans by JAMES & NICHOLSON is an absolute highlight of the Workwear Collection 2021 (JN875). The unisex jeans with straight cut are made from a mix of sustainable materials: organic cotton, recycled polyester and elastane. The modern wash coupled with functionality and stretch make them an ideal companion for work and leisure. The new JN1812 Workwear Stretch-Pants Slim Line also ensure greater freedom of movement. Whilst this model's stretch content, achieved through a mix of polyamide and elastane, ensures maximum comfort particularly in the buttock area, the Four-Way Stretch Pants (JN1813) are elastic in all four directions. What's more, the popular STRONG Collection has gained two new additions: Workwear Pants Slim Line with a slender cut (JN1832), as well as the Workwear Pants with Bib which are individually adjustable, offering maximum comfort in the stomach area due to a button placket on the waistband (JN1833).

Shirts: colours that stand out

In response to many requests, the new workwear polos and T-shirts in the existing STRONG Collection are manufactured in a new fifty-fifty material mix consisting of organic cotton and recycled polyester – both sustainable materials. The JN1823/JN1824 workwear T-shirts are not only shape retaining, they also make a strong impression at work or during leisure time thanks to their contrasting insets on the sides and shoulders. The same applies to the JN1825/JN1826

think afterwork – function meets sustainable materials, work-specific details meet fashionable looks, flexible stretch denim meets sturdy Cordura. “A move towards the combination of workwear and leisure-wear has already been observed for several years – even before the pandemic”, says Kai Gminder, managing direc-



Crossover styles are in vogue – as can be seen in the Workwear Catalogue 2021 by JAMES & NICHOLSON and myrtle beach. All images: Gustav Daiber GmbH



Cuts a fine figure: the unisex jeans with straight cut are made from a mix of sustainable materials.

The durable and sturdy rip-stop fabric of the Hardshell Workwear Jackets is made of 100 per cent recycled polyester and is both wind- and waterproof.

polo shirts with knitted collar and button placket with 3 or 4 buttons respectively. Furthermore, T-shirts (JN1837/JN1838) and polos (JN1829/JN1830) in the trendy signal colours neon-yellow and neon orange have been added to the range to ensure greater visibility throughout the work day – all items are durable and easy-care.

Repertoire expanded

In the spring collection, JAMES & NICHOLSON has expanded its repertoire of workwear essentials – light jackets and hoodies lead the way. The knitted fleece jackets in melange look (JN1817/JN1818) are particularly fashionable – a contrasting highlight for modern corporate outfits. Those who like it as comfortable and cosy as possible will find what they're looking for in the JN839 sweatshirt with double-layered hood and zip. The JN1819/JN1820 softshell Hybrid Jackets also stand out thanks to trendy neon elements on the zips. The softshell Hybrid Vests (JN1821/JN1822) are the sleeveless counterpart. Hardshell Workwear Jackets (JN1814/JN1815) protect against wind and water. Their durable and sturdy rip-stop fabric made of 100 per cent recycled polyester is wind- and waterproof (10,000 millimetre water column), yet breathable and permeable to water vapour at the same time.

Fashionable and functional headwear

Classic cut, rib design and pleasantly soft touch: the headwear and accessories from the myrtle beach brand also satisfy customer demands for combined products for work and leisure with new Workwear Beanies (MB7137/MB7139). Hats and caps with extra-long neck guard are real eye-catchers in the functional headwear range: the functional hat (MB6242) offers optimum wearing comfort thanks to quality wind- and water-repellent microfibre. It comes with an elastic cord for width adjustment. The MB6243 Panel Cap is also a one-size-fits-all product with a range of 55 to 60 centimetres and can be adjusted in width using the cord. The catalogue can be found at: www.daiber.de/de/catalog/.



With its latest products for 2021, the firm Karlowsky Fashion GmbH is showing which themes will dominate the workwear segment in the coming year: sustainability, transparency and lots of love for detail. Obtaining certification with the Grüner Knopf (Green Button) seal is just the beginning and is laying the foundation for workwear in the future.

Karlowsky® is certified with the label Green Button

“Sustainable Fashion

Now!”



Karlowsky® has been active in the international market for workwear for more than 129 years and is based in Magdeburg, Germany. In addition to the values of tradition, innovation and quality, the company with a long-standing tradition is focused on the topic of sustainability. CEO Thomas Karlowsky explains, “Our latest sustainable products are an investment in the future of our planet and are intended to inspire a fundamental change”. Having the greatest transparency possible is a key for taking action in a sustainable manner. For this reason, in 2019 the company decided to have the company and its products certified by the Grüner Knopf label for sustainable textiles, which is run by the German Federal Ministry of Economic Cooperation and Development. To reach this goal, the company quickly aimed for meeting the standards of the internationally renowned product labels GOTS (Global Organic Textile Standard) and GRS (Global Recycled Standard). Karlowsky adds, “We are really looking forward to being able to already offer a collection this year, which meets well-respected national and international standards”.

Clarity and Trust

Grüner Knopf (Green Button) is a government-run label for textiles produced in a sustainable manner. It gives consumers orientation when making their purchases and has binding requirements to protect human beings and the environment during the production process for textiles. To obtain certification, a total of 46 ambitious social and environmental criteria must be met, such as prohibiting the use of forced labour and limits for wastewater. The special aspect about this seal is that it not only examines individual products but it also looks at the company producing them as a whole. This makes Grüner Knopf the first government-run label which systematically checks whether the companies in their supply chain are meeting their due diligence obligations with respect to human rights and ecology. The government determines the criteria and conditions – this creates clarity and trust. Independent testing centres monitor compliance with the criteria.

Sustainability Across the Board

Karlowsky® is one of nearly 60 companies that have obtained the Grüner Knopf certification. “Of course, we are proud of what we have achieved. It was hard work, but we will not be resting on our laurels. We will be facing many other challenges during the next few years, whether as a company or in general as a society,” states Karlowsky. The goal of becoming one of the most sustainable producers of workwear for the gastronomy, hotel, medical, nursing, spa and cosmetic industries is firmly integrated into the company’s corporate mission.

Workwear of the Future

The Grünen Knopf certifications and the standards for both international product seals, GOTS and GRS, establish a solid foundation for future product development and production at Karlowsky®. As a textile producer, Karlowsky® is committed to living up to its pioneering role in terms of sustainability, quality and safety for human beings and the environment by selling workwear that not only sets current trends through its distinctive style but also shapes the future – true to the motto “Sustainable fashion Now!”. All new products from Karlowsky® can be discovered in the hot off the press NEW STYLES 2021 brochure, which can be viewed or ordered via the company’s website. <

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SHORT SIZE (S - SHORT)

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LONG SIZE (L - LONG)



For 25 years now Halfar has been developing, producing, finishing and marketing bags and rucksacks, customer bonuses and merchandising items as successful promotional products or tailor-made problem solvers – always pursued with great passion. Thus, HALFAR® has evolved into a brand that stands for exceptional quality, creativity and comprehensive customer service.

HALFAR® GmbH celebrates its 25th birthday

A quarter of a century in the bag



The minds that lead a team which develops, produces, finishes and markets bags and rucksacks with great passion: Kathrin Stühmeyer-Halfar and her husband Armin Halfar.



he birthday child is indeed very familiar with gifts and packaging for the “silver anniversary”. Because Halfar is an expert for promotional bags, which are utilised by brands and businesses as bonuses and promotional messengers. What’s more, one of its business units focuses on storage and transport solutions to meet technical and special requirements, for example bags for emergency services.

Early beginnings with rescue bags

These emergency bags are the actual starting point of the Bielefeld-based company. Founder Armin Halfar, who was working as a paramedic, went in search of a better, practical solution – and without further ado created one using his sewing machine. Around 10 years and many other bag ideas later, he leads the young aspiring company together with his partner Kathrin Stühmeyer-Halfar as a GmbH. Halfar System Rucksacks and Bags GmbH was registered precisely on 29th July 1996.

Growth with sound judgement

The Bielefeld-based company has been growing steadily since then. Around 120 employees are employed at the headquarters in Bielefeld today. With design, sewing, printing, purchasing, marketing, sales and storage specialists, a complete team is on board to develop products and turn customer wishes into reality. Despite the strong growth, Halfar remains true to its high standards when it comes to quality, functionality and sound manufacturing conditions at all times. Whilst sustainability has become a trend topic for many companies nowadays, it has been part of Halfar’s DNA right from the beginning.

Committed to sustainability

With the increasing use of materials like organic cotton, PVC-free synthetic fibres or recycled materials made of PET bottles or cotton remnants, Halfar is focusing more and more on sustainability in its products. Bags produced according to GOTS, STANDARD 100 by OEKO-TEX® and with Fairtrade certification are also standard in the portfolio today. Halfar understands sustainability as a holistic concept. This is revealed not only by the products themselves but can be witnessed throughout the company. Whether it’s the completely CO2-free operation of the company premises, the ‘job bike’ for employees, the cooperation with the prosigno® printing works (an inclusive social enterprise) under a single roof, the recognition as a family-friendly business, the blooming meadow for insects and bees – the company takes responsibility for environmental and social issues. Distinctions such as the industry award ‘Sustainable Company of the Year’ in 2021 honour this outstanding commitment. Thus, on its 25th birthday, the Bielefeld-based GmbH certainly has great prospects for the future in the bag. <

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The regulation banning single-use plastics (EWKVerbotsV) and the single-use plastic labelling regulation (EWKKennzV) have been in force since 3rd July 2021. The promotional product industry is only impacted by these laws in a limited number of areas, which only make up a small part of the sector's turnover.

Bans and labelling for single-use plastic products

New legislation to improve sustainability



biodegradable plastics. Single-use tableware made of cardboard is also covered by the regulation if it's plastic-coated. It is permitted to sell remaining stock.

The new labelling

The single-use plastic labelling regulation relates to disposable products, such as certain hygiene products, cigarettes with filters containing plastic and disposable beverage cups. These must be labelled with an imprint that identifies them as plastic products and which is firmly bonded to the product. A grace period applies until 3rd July 2022 to enable the adaptation of production processes, stickers can be used in the meantime.

Undustry customers increasingly prefer companies in the promotional product industry that attach great importance to sustainability. In addition to the proactive positioning of companies in this area, new regulatory guidelines and restrictions have been introduced to foster greater sustainability. According to the regulation banning single-use plastics, the manufacturing of the following products must be discontinued: single-use cutlery and tableware, balloon sticks, drinking straws, stirrers, cotton buds, to-go beverage cups and single-use food containers made of polystyrene. The ban also applies to single-use plates, cups and cutlery made of bio-based or

Plastic alternatives

In 2017 the waste balance of single-use tableware and packaging in Germany totalled more than 346,000 tonnes. Many companies are responding to the new ecological mindset of their customers and recognise the economic opportunities. Thus, many businesses are offering products with plastic alternatives. These include bamboo, sugar cane, stainless steel, glass, good plastics and other materials. The two regulations mentioned above only affect the promotional product industry in peripheral areas, however they are worth paying attention to. Even in these small areas, new potential can be harnessed through unique positioning and creativity. <

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Upcycling in luxurious and trendy form

Wine gifts are a popular classic, which Römer Drinks has now equipped with an amazing extra. With the Rackpack®, the wine gift box is turned into a **surprising luxury present**. The Rackpack® product line consists of high-quality, sustainably produced wine gift boxes, which can serve another purpose after the wine bottle has been removed. In this case, a box is transformed into a stunning wine rack. With its three versions, the rack can be used to store three, six or twelve bottles of wine. Customised advertising can be applied via engraving or branding iron.

PSI 50967 • Römer Drinks by Römer Wein und Sekt GmbH
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www.roemer-drinks.de

Game, set and match

In this exciting game from ilsespiel, the fascination of tennis comes alive. Whether in a singles match with two players or a dynamic doubles match as a foursome: the atmosphere of a tournament is experienced first-hand and action cards provide for **unexpected twists**. Tennis players will be thrilled to be able to play their sport away from the court, anytime and anywhere. And those who want to learn will be introduced to the fascinating world of tennis in a uniquely entertaining way. The back of the cards can be customised for order of 2,000 pieces or more.

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Tel +49 8654 77270 • office@ilsenspiel.de
www.ilsenspiel.de





Customer loyalty with a stamp

Particularly in the current times, the desire to retain and win back customers is stronger than ever. Effective and reasonably priced instruments for this purpose are **loyalty cards and stamps** from Heri Rigoni. Retailers, bakeries, restaurants, hairdressers and many other industries are now making use of these bonus cards and the matching stamp. As customers of the Black Forest based company have relied upon for nearly 60 years, heri provides fast help here. Stamping tools with integrated ink pad 'Made in Austria' and customised die plates made of natural rubber can be supplied at short notice in two different sizes.

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PSI 45956 • Burger Pen AG
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Keeping the digital world tidy

Power pack, adapter, connection cable, USB stick, external hard drive, mouse: all this fits into the Go Urban Tech Pouch from Troika, thus ensuring that the **digital working and recreational world remains tidy**. A spacious main compartment with 2-way zipper, mesh and slit pockets, elastic straps and an additional compression zip closure are the plus points of this bag. It is made of 100 per cent recycled PET (rPET) in the colour blue. A loop allows it to be attached to a trolley.

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

The attractive book

With the magnetic notebook from Acar, there is **nothing to stand in the way of the user's creativity**. The size, features and design of the book can be individually chosen and therefore tailored to the needs of the customer. The magnets are detachable and freely moveable. Any notebook can thus be playfully transformed into an eye-catcher.

PSI 48055 • Acar Europe GmbH
Tel +49 6172 1710710 • info@acar-europe.de
www.acar-europe.de





Tea time – whenever, wherever

With the practical drinking bottle Chai from Inspirion, the desire for a cup of one's **favourite, warming tea** can become a reality **at all times and in all places**. The highlight of this drinking bottle is the integrated, removable tea strainer, which can be filled with whatever loose tea one chooses. The secure screw-top lid prevents unwanted dripping and the double-walled glass ensures that the beverage remains warm longer.

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

A very special X-Mas

With mouth-blown glass balls from emotion factory, Christmas will be even more festive this year, the supplier promises. This **highlight for the Advent season** is a new addition to the portfolio. The mouth-blown glass balls are produced in the Czech Republic and are custom-printed. The printing also features a degree of handcraftsmanship, which turns these exceptional Christmas gifts in different colours into something very special for the customer. The bauble, with a size of 8 cm, can be hung up on the attached aluminium eyelet. The ball also makes a great window decoration and comes packed in a festive, individual cardboard box. Promotional print can be applied to the bauble on one or two sides or all round.

PSI 41016 • Heri-Rigoni GmbH
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www.heri.de • www.emotion-factory.de



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Buffet for squirrels

The range of products made of untreated birch plywood, FSC-certified and manufactured in the EU, is constantly being expanded by team-d GmbH. The collection of feeding and nesting boxes has now been extended to include an **exclusive home** for squirrels. A safe resting place for the cute little rodents with lots of space for all kinds of delicious goodies, the supplier says. The little house comes supplied with assembly instructions, no glue or nails are needed. Squirrels will be delighted to find walnuts or hazelnuts, pumpkin or sunflower seeds, as well as apple pieces, grapes or carrots. Feeding ideas and tips are supplied with the instructions.

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



CI concept with Bluetooth speaker

The Cologne-based promotional product multi-specialist Reflects® has expanded the product range of its Reeves® – Smart Electronics – brand to include the first CI concept. The wireless speaker Reeves-Fernley serves as the basis for **vast new customisation possibilities** and, as a CI concept, bears that name myFernley. The customer chooses a high-quality silicone sleeve for the Bluetooth® speaker from a range of 18 different colours. The manufacturer offers preferred colours upon request for minimum orders of 500 pieces, the sleeve can be individually designed starting at 1,000 pieces. All-over print on the speaker grille using pad or UV printing turns the device into something special. The colours black and white can be chosen to display the motif or logo in the best possible way. Customers order their speaker to suit their own requirements using the intuitive online configurator. The speaker with Bluetooth® technology and hands-free function has an integrated FM radio with automatic search. A charging cable USB to Mini USB and AUX is also included in the package. The speaker has a running time of about three hours depending on the selected volume level and a charging time of approx. two hours.

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



-Advert-





For a waste-free world

With the avoidance of plastic waste in the world's seas in mind, the Interall Group with its WoW Sustainable collection plays an active role in **improving the global environment record**. Now in the range are so-called Ocean socks, which consist entirely of recycled materials: 72 percent cotton, 22 percent nylon and 6 percent Spandex (Ocean Socks). One variant on this theme consists of 94 percent recycled PET and 6 percent recycled spandex (ocean Socks RPET). One pair of these socks prevents around 30 plastic bottles from ending up the ocean. The basis is the Plastic Bank concept, a social enterprise that aims to halt further pollution of the oceans with plastic waste and simultaneously improve the lives of people who collect this waste and hand it over in return for financial support.

PSI 41727 • INTERALL GROUP B.V.
Tel +31 20 5203850 • info@interallgroup.com
www.interallgroup.com

Clear view in winter

Every car driver is familiar with it and can put it to good use in winter. The Recycling Ice Scraper from HEPLA appeals to all those who need to clear their vehicle of ice and snow in winter and it does something good for the environment at the same time. Due to its trapezoidal shape, the item is especially suitable for breaking and scraping ice and the rubberised water wiper tops off the tool's features. The ice scraper is made of approx. 100 per cent recycled post-consumer plastic, is available in four standard colours and offers a **particularly large printable area**, providing many possibilities to make inexpensive and sustainable promotional ideas and customer wishes come to life.

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



-Advert-

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PSI No. 46925

www.pinsundmehr.de

KUNSTSTOFFERZEUGNISSE / PLASTIC PRODUCTS

PSI No. 44724

www.promowolsch.de

FROTTERWARE / TERRY CLOTH

PSI No. 46235

www.herka-frottier.at

LESEZEICHENLUPE / BOOKMARK MAGNIFIER

PSI No. 47814

www.lupenmaxx.de

Additional suppliers can be found in the reference work PSI Supplier Finder 1/2021 or online in our PSI Product Finder
www.psiproductfinder.de

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PSI Jubilarians | 30 years a PSI member

The two previous editions of PSI Journal featured the introduction to those jubilarians who have been PSI members for 50 resp. 40 years. Members who have equally co-written a large portion of the success story include suppliers and distributors, who have been part of Europe's largest network of companies in the promotional products industry for 30 years now. Remaining loyal to the network for so many years proves that PSI continues to be attractive for its members. PSI and PSI Journal congratulate and thank all jubilarians: Here's to the next 30 years – and beyond!

The distributor jubilarians include:

ABAKUS Magdeburg GmbH

Magdeburg
abakus-magdeburg.de

Dansk Firmagaver I/S

Esbjerg, Danmark
dansk-firmagaver.dk

Dekolet Skilte & Print

Skive, Danmark
dekolet.dk

Dorothea Röcker

Wallenhorst
werbegrosshandel-roecker.de

GAMMA PUBLICITY BVBA

Heist o/d Berg, Belgium
gamma-publi.be

Gerhard Niebauer GmbH

Wien, Austria
niebauer.co.at

H & M sales & service GbR

Eppingen
hm-werbemittel.de

Handelshaus Margit Zettl

Judendorf-Strassengel, Austria
werbezettl.at

Herweh Präsenze

Bürstadt
herweh.de

KEY-Promotion

Simmern
key-promotion.de

KOLIBRI Handelsges. mbH

Ebreichsdorf
kolibri.eu

Maas van't Hoog B.V.

Enschede, Netherlands
maasvanthoog.nl

Promotionservice Schmitt GmbH

Dittelsheim-Hessloch
promotionservice-schmitt.de

RIONDET ENTERPRISES-SERIPUB

Eybens, France
riondet-seripub.com

Schenken & Werben e. K.

Heilbronn
schenken-werben.de

Spicex Importacao e Exportacao Lda

Lisbon, Portugal

VIP PRÄSENT

Künzelsau
vip-praesent.de

WB + V WERBEMITTEL GmbH

Köln
wbv-werbemittel.de

WBF Werbedruck AG

Wollerau, Switzerland
werbedruck.ch

Suppliers who can celebrate 30 years of membership:

EMSA GmbH

Emsdetten
emsa.com

Falk & Ross Group Europe GmbH

Sembach
falk-ross.eu

Kalfany Süße Werbung GmbH & Co. KG

Herbolzheim
ksw24.com

Nürnberger-Spielkarten-Verlag GmbH

Fürth-Dambach
nsv.de

Peiniger GmbH

Solingen
peinigertsolingen.de

Polyform GmbH & Co. KG

Rinteln
polyform.de

Poul Willumsen A/S

Farum, Danmark
poul-willumsen.com

SIEPER GmbH

Lüdenscheid
siku.de

TEN-PACK GmbH

Erlangen
Ten-pack.de

Weiss Messwerkzeuge GmbH

Erbendorf
weiss-messzeuge.de

WeLoc – Weland M. AB

Smålandsstenar, Sweden
weloc.com

XINDAO B. V.

Rijswijk, Netherlands
xindao.com

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Events 2021

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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

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Internationale Fachmesse
für die gesamte
Gastronomie und Hotellerie

06.11. – 10.11.2021

Messezentrum Salzburg
gastmesse.at



In the business of
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PSI Sustainability Awards | This is new

The PSI Sustainability Awards will not only become more international in 2022, they will also position themselves even more strongly against greenwashing thanks to a new submission platform. "Sustainability is one of the most important future drivers for the promotional products industry, which is why we are increasingly focusing on the topic at the trade show," says PSI Director Petra Lassahn. "With the optimised concept, we are now taking the awards to the next level."

Michael Freter continues to support the Awards

PSI will continue to be supported by Michael Freter, the founder of the award. He will not only continue to accompany the PSI Sustainability Awards, but will also take the lead in developing them further. "I am very pleased that we can continue to rely on the support of Michael Freter," says Petra Lassahn. "He not only founded the project, but has successfully made the topic heard over the past six years."

New submission platform

One of the most important optimisations is a new submission platform with a completely revised evaluation system. This will enable participants to upload their submissions conveniently, quickly and securely in future. Thanks to the system, it will also be easier for the jury to evaluate the submissions objectively. "Greenwashing is to be prevented with the new system in order to protect and bring to the fore the companies that have made sustainability part of their business model and philosophy," Michael Freter explains the innovations.

The Award will become more international

In a further step, the jury will be internationalised. Starting with the next edition, sustainability experts from the surrounding European countries will assess whether the submissions meet the high standards of the award. Among others, representatives from the Dutch association ppp as well as the Dutch trade publisher Het Portaal will participate.

Until 30 September, companies from Germany and abroad can submit their most sustainable initiatives, campaigns and products in eight categories – regardless of PSI membership. New participants will benefit from the Newcomer Special. The awards will be presented for the first time in the Kuppelsaal of the Rheinterrassen in Düsseldorf. The awards ceremony will take place on 11 January 2022. This brings them closer to the parent event, the PSI Trade Show, which will be held live again in 2022.

Categories:

- Category 1: **Economic Excellence**
- Category 2: **Environmental Excellence**
- Category 3: **Social Excellence**
- Category 4: **Environment Initiative**
- Category 5: **Social Initiative**
- Category 6: **Sustainable Product**
- Category 7: **Sustainable Campaign**
- Category 8: **Innovator of the Year**
- Category 9: **Sustainable Company of the Year (entrant with the most points)**

More information at: www.psi-awards.de



IN THE BUSINESS OF BUILDING BUSINESSES



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rxglobal.com

Digital Fridays | Concentrated programme

"If the promotional products industry can't meet in person, we'll bring them together digitally." With this aim, PSI opened a digital industry meeting for the first time in May 2021. From now on, promotional products manufacturers, distributors, suppliers, finishers and textile manufacturers were to be offered the opportunity to sourcing once a month accompanied by an extensive supporting programme until a real meeting is possible again. After the kickoff and two Digital Fridays, the concept is now being adapted to the needs of the industry. PSI Director Petra Lassahn explains what is changing.

The first digital events have already taken place. What was the response like?

The kickoff event in May was very successful. Around 3,500 participants from all over the world tuned in, who made over 20,000 search queries in the PSI Product Finder within 48 hours and clicked on the profiles of the participating companies over 10,000 times. This showed us that we had hit a nerve. However, the decreased interest in the programme of the subsequent monthly Digital Fridays showed us that digital formats with a fixed programme also have their limits. Now we are reacting to this and changing the concept so that it is more targeted to the needs of the industry.



What does the adapted concept look like?

PSI members and those interested in marketing will still be able to source products in the PSI Product Finder on the monthly dates and also access our exhibitors at the PSI Digital Fridays and the services otherwise reserved for members only, such as the PSI Supplier Finder or the On-Demand Programme, under the same conditions as before. However, we will concentrate the live supporting programme of the outstanding dates on the October date. Beyond that, there will no longer be a scheduled programme, but only on-demand.

What will October be about?

The focus on 1 October will be on sustainability. Nobody can avoid this topic right now and it is too important to let it fizzle out in the summer slump. That is why we have decided to postpone the event until October. In addition, the lectures, keynotes and best practices will again be international, as this was rightly one of the biggest criticisms of the previous Digital Fridays. We will also extend the day's programme somewhat in order to have enough time for the most important developments and trends in sustainability.

What will happen afterwards?

We are already working on the implementation of the next PSI trade fair, which will finally take place again live in Düsseldorf from 11 to 13 January 2022. Here, too, we are currently planning an exciting programme with all the important and current topics. And of course, the focus will once again be on the largest European product show when it comes to promotional products. As well as personal networking under safe conditions, because that is precisely what we have all had to do without for far too long now. For all those who can't be there live, we will also be incorporating digital elements in January, because unfortunately the pandemic will probably be with us for some time and the hybrid concept offers very good and new possibilities for this. So, we are getting ready to finally bring the promotional products industry together under one roof again next year and we are really looking forward to it.

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The research tool for PSI distributors and the PSI Sourcing Team

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

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The PSI sourcing team helps PSI resellers with their product inquiries and helps them to find the right product and the right PSI supplier.



Astrid Langenstein



Sabine Möller

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www.psiproductfinder.de

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www.psi-awards.de



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Time to move forward



Corona is a stress test for everything and everyone. A virus has challenged the way we live and learn, work and travel, communicate and consume. One realization comes as no surprise: the global economy cannot withstand such crises in its present highly complex and fragile setup.

Almost all industries – including ours – are facing massive challenges. Tightly scheduled processes, scarce and expensive resources, overloaded supply chains and globally distributed production sites do not offer sufficient resilience.

It is a fact that we need to change our approach. Not just a few of us, but all of us. Not one day, but now. The good thing: the further we leave the status quo behind, the less we want it back. The promotional products industry has always lived upon good ideas. Innovation is in our blood. In other words: we already have what we need. We already have future-oriented products as well as sustainable strategies, courage, flexibility, and creativity.

What is left to do is to move from theory to practice, from thinking to acting. Let's work with the new. Let's revitalise business, let's shape the industry. For economic success and ecological progress alike. The PSI Sustainability Awards, for example – that we just started again – has been showing the art of the possible for years.

Resource and energy efficiency, corporate social responsibility, socially and environmentally compatible logistics, materials, and products: we have all been working on it for a long time. Now the time has come to make it work for us.

Let's do the right thing together. It is all there.



Your Petra Lassahn
Director PSI

PSI 2022 PSI

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7 PSI DIGITAL FRIDAYS

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9 JULY

13 AUGUST

10 SEPTEMBER

1 OCTOBER

12 NOVEMBER

10 DECEMBER



**PSI EXHIBITION CENTRE DÜSSELDORF
11 - 13 JANUARY 2022**



Out in the fresh air

Even in a well-organised world, people – in keeping with their “nature” – are always longing for the elementary experience of the outdoors. An entire industry is dedicated to this urge called “outdoor”. The creative minds in the industry have long since discovered that direct contact with fresh air is an even better way to advertise. The senses are particularly receptive in the “outdoors” – also with regard to advertising messages, if they come across as fashionable. The more specialised product groups “Umbrellas, tools and knives” also fit this bill. The second theme area shows innovations from the areas of “health and hygiene”, which have become even more topical since the pandemic.

Please give some thought to the product presentations in the PSI Journal November 2021 issue, with the topics “Electronics, digital and smartphone accessories” plus “Car, bike, traffic and safety”, and send your product proposals (image and text) by 17 September 2021 to: Edit Line GmbH, Editorial office PSI Journal, e-mail: hoechemer@edit-line.de

Score points with certified sustainable promotional textiles



The Green Button was introduced in 2019 by the German Federal Ministry for Economic Cooperation and Development (BMZ). The benefits of certification are manifold and range from orientation in purchasing for consumers to trust by the governmental sender to a sign of responsibility by the companies themselves. Numerous textile suppliers in the promotional products industry are also already certified. The latest developments around the seal and why it is becoming increasingly important for the industry can be found in the next issue.

ZARA goes Fruit of the Loom

Remarkable news from and with Fruit of the Loom: The cult brand celebrates its classic vintage roots with a trendy capsule collection by Spanish fashion giant ZARA. With this, the retail giant brings casual, colourful vintage vibes to the world and underlines the cult status of the traditional fashion brand Fruit of the Loom.



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