

PS1 EUROPE

PSI Journal

International Magazine
For Promotional
Products

October 2021

Volume 60



CD-LUX

Alexander Dirscherl
Wow with sustainability

Product Guide

Outdoor, Umbrellas, Tools,
Knives
Health and Hygiene

PSI Trade Show 2022

New Sustainability

Trade shows autumn 2021

The industry meets again

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Editorial

Trade in Transition

The environment in the promotional products trade has noticeably changed in the past few years. New competitors have emerged, some of whom bring extensive experience in e-commerce and logistics expertise with them. At the same time, customers' expectations have also changed, in part due to the coronavirus. One only has to look around their own private lives to see that a large number of our friends and acquaintances have learned during lockdown that they like being able to track their purchases and have their order on their table the next day when they order something online. This convenience has quickly become a general expectation in retail and wholesale sectors as well. The wholesale promotional products market can meet this expectation with specific product know-how, maintaining personal relationships with customers and offering good customer service.

Many distributors and consultants consider these services reasons to see the situation as an uphill, defensive battle. It would be more promising if these qualities were coupled with a good strategy with respect to digitalization. After all, the internet also offers wholesalers tremendous opportunities to better meet their customers' needs and retain them as customers. While e-commerce may be highly regarded, it is still frequently a problem because businesses approach it half-heartedly. All opportunities entail risks, and e-commerce leaves little room for recipes for success and concepts from the past. Who would have thought years ago that people could buy shoes without ever having tried them on? It is only possible because people view their options after making their purchase differently now – it is easy to make returns.

This cannot work with branded promotional products, which is why in the promotional products sector, the time before a customer makes a purchase is when there is leeway for making new digital changes. One example, is having an online strategy which focuses on providing consultancy services. However, giving advice is difficult to get across digitally. A professional online presence, which is easy to find and acts as a shop window for showcasing great products could also convey that these products can only have an optimal effect if they are used for the right individual target group. Some luxury brands are following similar strategies with their products. However, this has to be implemented and practiced consistently. Giving customers advice, maintaining close communications with them and highlighting specially-selected products are guarantees for success in promotional products business. Companies that enhance these strategies with digital options will continue to be successful in the future.

With this in mind,

Manfred Schlösser | Editor-in-Chief PSI Journal

Your opinion: schloesser@edit-line.de

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N° 2330

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Sustainability in textile supply chains

10

The "Grüne Knopf" (Green Button) was introduced in 2019 by the German Federal Ministry for Economic Cooperation and Development (BMZ). Textile expert Stefan Roller-Aßfalg explains the latest developments around the government textile seal on certified supply chains and its significance for the promotional products industry.

Outdoor advertising

18

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 devoted to this urge called "outdoor". The creative minds in the industry have long since discovered that "outdoors" is another great place to advertise.



Here we go again

42



After a long virus-related "dry spell", the trade show business is picking up again. In the promotional products industry, too, you can feel the joy about the direct contact with products and customers that is finally possible again and irreplaceable for this industry. We were at the first "analogue" industry events after the lock-down and describe our impressions.

Wow with sustainability

60

The Advent calendar specialists from CD-LUX in Cham, Bavaria, are known for their innovative Advent calendar programme in first-class quality. For a decade, the company has also been intensively involved in environmental protection issues, which is clearly reflected in a sustainable and diverse product range.



SUSTAINABILITY AS A COMMON THREAD

Sustainability is evolving into a societal movement. A new type of consumption is becoming evident: the intelligent-sustainable handling of resources. An important role in this context is played by (technological) innovations. Green tech helps to conquer the challenges of the present and future. (zukunftsinstitut.de, Dossier Megatrend Neo-Ökologie). For example, it helps to capture emissions and transform them into something useful, to bind CO2 instead of releasing it into the atmosphere and thus make it useable as a resource. CO2 can already be recycled today, for instance by spinning it into a processable synthetic fibre. The outcome: a transparent, elastic yarn comprising 20 per cent CO2 (zdf.de, "Plan B: Socken aus CO2", a documentary on production of socks using CO2). But there are also other examples which show how sustainability can serve as a common thread in the manufacturing of everyday products.

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PSI 44755



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Ocean Socks rPET (94 per cent recycled PET, 6 per cent recycled Spandex. One pair of these socks prevents approx. 30 plastic bottles from landing in the oceans. The underlying idea stems from Plastic Bank, a social enterprise which seeks to stop the further pollution of the oceans with plastic waste and, at the same time, improve the lives of people who collect this waste and exchange it for financial support.)

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Health is relevant to us all and has thus come to permeate all aspects of our daily lives as a megatrend. It is viewed more holistically and once again increasingly as something that not only relates to the individual person. Health trends are therefore also socio-cultural trends which evolve from within society and are ultimately expressed in the consumer culture and in product worlds. This means: awareness of these developments can also deliver important information on potential in other industries – far beyond the health industry. (zukunfts-institut.de, Dossier Megatrend Gesundheit). The potential that lies in the promotional product industry is shown by our and other examples in the PSI Product Finder.

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 – EMF Verlag
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81

percent

of participating market directors in a new survey by Kantar have a priority desire to be able to control their media expenditure more effectively. horizont.net

win 2

participants in the regular "Corona-Konsumbarometer" conducted by the magazine *absatzwirtschaft* (53 percent) continues to place the balance between economic and health aspects at the forefront of managing the crisis. absatzwirtschaft.de

44.86 billion

Euro in sales were generated with commercial promotion in Germany in 2020. This makes the promotional industry the second-biggest sales market among sub-markets in the culture and creative business. zaw.de

74 percent

of international promotional experts are convinced that the increase in promotional ecosystems and networks will cause the digital out-of-home area to grow strongly. That was the finding of a survey by Alfi, an AI enterprise SaaS promotional platform. 65 percent of the experts anticipate growth of between 50 and 55 billion US dollars by 2026.

2.65 billion

Euro was invested in promotion by companies in Germany in July. According to Nielsen, the whopping plus of 15.1 percent compared with July of the previous year is also having a positive impact on the annual balance sheet. Nielsen posts a plus of 4.7 percent for the year as a whole. horizont.net

657 billion

US dollars are being spent globally on promotion in 2021, according an estimate in the market analysis by MAGNA. That reportedly corresponds to a rise of 14 percent. The market as a whole is subsequently expected to grow by a further 7 percent in 2022. magnaglobal.com

Every second

small and medium-sized enterprise (SME) in Switzerland possesses a digital strategy. However, almost one in two of these SMEs (44 percent) is also obliged to partly or completely adjust its market/marketing positioning. That was the finding of the "Strategy Development in the Digital Age" survey by FHNW, Strategylab and other partners. fhnw.ch, strategylab.net



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Focus The German corporate social responsibility seal Grüner Knopf (Green Button) was introduced by the Federal Ministry for Economic Cooperation and Development (BMZ) in 2019. Stefan Roller-Aßfalg explains the latest developments concerning the state-sponsored textile seal and its significance for the promotional products industry.

The Green Button

Scoring points with certified textiles



The PSI exhibitor Gorfactory with its brand Roly is counting on Grüner Knopf.

An increasing number of legislative procedures and political initiatives are leading to more requirements for producers, importers and developers of products and services, such as the German law on due diligence for supply chains or the European Commission's Green Deal. The parliamentary elections in Germany have also made the topic of sustainability and all of its facets the centre of discussion, ranging from environmental protection and sustainable consumption to issues concerning fair trade. The textile industry, like many other industries, currently finds itself in a transformation process moving towards sustainable business operations. The state-sponsored seal Grüner Knopf reflects this rapid development. The second version of Grüner Knopf, version 2.0, is expected to be finalized by the end of 2021 after undergoing a comprehensive consultation process. An increasing number of companies and consumers are interested in textiles that have been produced in a socially and ecologically sustainable manner. The Grüner Knopf seal can help consumers and businesses orient themselves when they are making their sustainable purchases.

Good acceptance

The seal was introduced by the Federal Ministry for Economic Cooperation and Development (BMZ). Around 90 million textile products certified by Grüner Knopf have already been sold in 2020. Companies can have their products certified by meeting 46 social and environmental standards. These requirements are used to scrutinize companies' business practices as well as the products themselves and their social and ecological production conditions. Companies that feature the Grüner Knopf seal must prove they have carried out due diligence for human rights and ecology in their textile supply chains. Among other aspects, the audit examines whether they are aware of the risks and effects of their business operations along the textile supply chains and whether have addressed them with effective measures. It also scrutinises whether they promote transparent mechanisms for people who are potentially affected being able to lodge complaints and whether they provide a remedy and make amends in the event of injury.

Many benefits

There are many benefits for Grüner Knopf certification: It helps consumers orient themselves when making their purchases, it comes from a trustworthy state-sponsored source and it provides credible documentation about a company's activities. Moreover, participating companies profit from the communication campaigns organised and carried out by the BMZ and the administrative offices of



Grüner Knopf, which are located at the Deutschen Gesellschaft für Internationale Zusammenarbeit (GIZ, German society for international cooperation). Grüner Knopf's administrative offices regularly involve participating companies in various formats to increase awareness about the seal together.

Grüner Knopf as meta-seal

The Grüner Knopf acts as a meta-seal, which recognises the criteria of other seals to meet the Grüner Knopf's production criteria. This enables companies that have already had their products certified under the strict GOTS seal, for example, to use this certification to prove that they fulfil Grüner Knopf's product requirements. By recognising these types of seals, the previous work that companies have undertaken and the value of particularly credible seals are taken into account. This meta-seal is intended to be a means of orientation for consumers while they are confronted with the overwhelming number of seals currently being used. A full list of the seals that are recognised as meeting the social and ecological product criteria can be seen on the website <https://www.gruener-knopf.de/kriterien>.

Also attractive for textile promotional products

In May 2021, 65 companies already had products featuring the state-sponsored textile seal. An overview, which is continually being updated, is available on the website www.gruener-knopf.de/verbraucher. These are just some of the products with the Grüner Knopf seal: 3Freunde, Brands Fashion, Hakro, Karlowsky, Kaya & Kato and Textilekonzepte. Many of these companies' products were already showcased at the textile campus set-up by Promo-Tex Expo during PSI 2020 in Düsseldorf. A trustworthy seal like the Grüner Knopf generates added value for textile promotional products, because it increases awareness and advertising impact. Certified textiles can be an effective

Workers in textile production in Bangladesh.

Seamstress in the textile factory of DignityDTRT Apparel, (Accra), which creates socially-responsible jobs.



tive way to support the latest messages about topics such as ecological and social responsibility as well as quality and sustainability during campaigns.

Convinced and already certified: Floringo

The terry cloth and promotional product specialist Floringo obtained the sustainability seal Grüner Knopf in February. The terry cloth producer qualified for the seal in a record-breaking, short period of time. A large part of its standard collection and its customizable terry cloth towels and bathrobes features the prestigious label. "In our opinion, the Grüner Knopf label is the most credible and far-reaching sustainability seal for identifying responsibly-produced textiles. It has strict, state-prescribed requirements for protecting human health and the environment and ensures the corporate social responsibility of businesses. It is independent and enjoys a high level of trust throughout the industry. This is why we decided to obtain certification in the fall 2020, and we successfully acquired it three months later on 10th February 2021", explain Bernhard Egner and Johann Geisslinger, the CEOs at Floringo. "The advantage of our company's philosophy, which is based on sustainability principles, became really appa-

rent while we were preparing for the audit, in which we had to prove the human-rights, social and ecological responsibility of our company and our products. Thanks to our philosophy, we were able to meet the product, production and company requirements in record time, which are required for the Grüner Knopf label". The seal applies to many of its well-established terry cloth lines, bath mats, blankets and bathrobes in addition to its customizable assortment of products, which Floringo specially produces for renowned textile service companies, hotel suppliers, hotel chains, tourism groups and promotional product distributors.

On the way to certification: Gorfactory

Numerous other companies state they are currently in the licencing process such as the Spanish textile producer Gorfactory, which has been a PSI exhibitor for many years and a supplier in the PSI network with its Roly brand. With the "Roly Eco" collection, Gorfactory developed a collection of products made out of organic cotton and recycled polyester. Franziska Emmer-Adolff, who is responsible for sales of the collections in German-speaking countries, is currently seeing increasing demand, especially in

The terry cloth producer Floringo is one of the PSI-member companies which is already certified with the Grüner Knopf seal.



Four Steps to Grüner Knopf

Companies interested in certifying their textiles with the Grüner Knopf seal can use the following four steps as orientation.

Schritt 1: Submit an online application on the award portal of "RAL gemeinnützige GmbH" headquartered in Bonn, which can be found on the Grüner Knopf website. The awarding office of Grüner Knopf will then verify if your company is entitled to submit an application.

Schritt 2: The awarding office will determine the areas where you need to take action and will provide you with information materials in a non-binding and confidential consultation.

Schritt 3: In an audit, an independent certification body will check whether your business fulfils all the business-related requirements and product criteria. You will receive the Grüner Knopf certificate when the audit is completed successfully.

Schritt 4: Your company will then conclude a licence agreement with the awarding office so that you may place the seal on your certified products. The entire process is non-binding and strictly confidential.

the area of sustainable products. For this reason, Gorfactory is currently undergoing the Grüner Knopf certification process, which is expected to distinguish the various Roly products soon and document the company's engagement in the area of sustainability.

Critical voices

Grüner Knopf is a relatively new seal and is currently undergoing further development. Critics such as the two NGOs Femnet and Public Eye criticised the seal in the launch phase, arguing that the reporting along the supply chain is not always meaningful with regard to some of the points raised and does not offer information related to a business' individual supply chains. Moreover, they maintained the mechanisms for lodging complaints were only present in rudimentary form in some cases or were missing completely. Others argued that the audit did not include cultivation of the raw materials and only took the legal minimum wages in countries into account. The obligation to only pay the legal minimum wage is also viewed critically because these wages are usually so low that they are barely enough to live on. For this reason, critics assert the seal's requirements still need to be revised.

Seal undergoing further development

Further development and establishing an independent expert advisory board have already been envisaged under the Grüner Knopf bylaws. As the entity issuing the seal, the Federal Ministry for Economic Cooperation and Development (BMZ) has called for all interested parties to actively take part in the upcoming consultation process. After the first consultation round held in January 2021, a draft of the company criteria was made available to the public together with a statement from the chair of Grüner Knopf's advisory board, Michael Windfuhr, who is the Deputy Director of the German Institute for Human Rights. Both of these documents can still be downloaded from the Grüner Knopf website. The goal of further development is to expand the criteria for protecting human life and the environment and to address the risks in even greater detail. A second consultation round is already underway. A draft of the revised criteria from this round also will be made available on the Grüner Knopf website so that any groups which are interested in sharing their concerns can give their relevant feedback on the ongoing development.

>>

From Grüner Knopf 1.0 to version 2.0

The ongoing development of the state-issued seal includes the revision of current criteria in light of the experience gained from the audits in the pilot phase, which is still underway. New criteria are also expected to be added. The revision of the business criteria is focusing on the topics of living wages, complaint mechanisms, policy and reporting, inclusion of those affected, integration in the company, and depth of the supply chain. According to BMZ, the current business criteria was systematically compared to the OECD sector recommendations for corporate due diligence obligations while preparing the due diligence law. The criteria for Grüner Knopf 2.0 are expected to be finalized by the end of 2021.

Internationalisation underway

The internationalization of the state seal is taking off. The EU certification mark “Green Button” has already been registered. Webinars in English for interested international businesses are currently in the planning stages. The first company not headquartered in Germany to be issued the seal received its certification in December 2020.

Valuable textile know-how

In ongoing webinars offered by BMZ, interested companies can find out what the Grüner Knopf stands for, why certification for textile companies is useful and how the certification process is conducted. The dates are published on the Grüner Knopf website. The Akademie für Textilveredlung (AkaTex/Academy for Textile Finishing) is also informing the sector on the topic of Grüner Knopf together with the renowned Hohenstein Academy. (See the box on page 14) Under the direction of Stefan Roller-Abfalg, AkaTex is also organising other seminars with valuable textile know-how that cover the topics of eco-design and GOTS. (The seminar programme is available under www.aka-tex.de)



Special theme day organised by the Hohenstein Academy and the Akademie für Textilveredlung

The speakers discussing topics from theory and praxis, what Grüner Knopf stands for and which requirements have to be met. Hurdles and opportunities related to the seal are addressed as well as the cooperation with already existing certifications such as OEKO-TEX®. Hohenstein is one of the certification offices for Grüner Knopf approved by the BMZ and will explain the award procedures in detail. Moreover, the special theme day will offer participants an exciting platform where market specialists and experts can share their insight and information.

Date: Thursday, 21 October 2021, 9:00 to 5:00 pm
Hohenstein Academy, Bönningheim
www.aka-tex.de

New sustainability

Three months prior to the PSI Trade Show, the exhibition scene throughout Europe is getting back on its feet. Trade shows are being held all over the place – small, large and very large ones. People are travelling again, are looking forward to meeting up again and are bringing new products and ideas to the markets. The PSI has also made use of the time and redefined sustainability. In a conversation with Manfred Schlösser, Petra Lassahn, Director PSI, talks about this.



Corona has dictated the pace of the world economy for a year and a half. How have you come through this period as a trade show organiser?

Petra Lassahn: Just like the promotional product industry as a whole, the PSI has of course experienced a thorough shake-up. Drastic measures needed to be taken in order to survive economically and achieve a good reset. The PSI almost two years ago was our last big Reed trade show. We had to reduce staff numbers, had to part with valuable employees and also rethink the PSI.

But surely a sort of “state of shock” must have been experienced at some point? Anything else would seem inhuman.

Petra Lassahn: Yes, that was surely the case. I’d be lying if I were to deny it. It was truly paralyzing that no light could be seen at the end of the tunnel. Because no-one imagined that vaccines would become available so quickly. Ever since they have been accessible and widely accepted, we knew that Corona would lose its sting. During every phone call and every Zoom conference, one could literally sense that people had the desire to meet up in person again and get their old lives back. This made it clear to us that trade shows will regain their vitality. In the recent past, we had the dotcom bubble and the financial crisis. The exhibition scene came out of these crises stronger each time. This will also happen after Corona.

Some sceptics have a different view.

Petra Lassahn: Well, that’s why they’re sceptics. I’m sure that Corona will present us with new challenges. But just



Petra Lassahn

But promotional product traders want to physically touch products, often even taste and smell them and test their quality.

Petra Lassahn: Not only good prospects. Big trade shows with fantastic visitor numbers are already taking place. Let's take the Caravan Salon as an example. In 2019, the trade show had 270,000 visitors over ten days. At the beginning of September this year, the number totalled 185,000 – that's a good two thirds. Smaller trade shows and conventions which are currently taking place are making similar experiences. If we achieve this with the PSI, then we can all be more than happy because this would mean around 10,000 international visitors.

Petra Lassahn: Yes, there are new competitors. No, I can't say whether it will be detrimental. I don't speak about competitors either. During and after every crisis, even organisers look for opportunities. The PSI has been around for roughly 60 years now. Although we aren't content to rest on these laurels, it does show what can be achieved through ongoing work. We are proud of this and many exhibitors and customers share this pride because they are part of the big picture.

Petra Lassahn: That's undeniable, but that's out of our hands. It also occurs in other industries. Whether this is correct or not must be decided by the players involved, not by us. We can merely do whatever we can to convince our exhibitors and visitors of our capabilities and concepts.

“The upcoming PSI will, to a much greater extent, once again be a trade show for members.”



Petra Lassahn: In this respect, it can certainly be said: “In every negative experience something good can also be found”. Corona brought the world to a standstill and when the world stands still, new thinking comes about or old values come to the fore again more strongly. We all seemed to be fixated on higher, further and faster. We, the event organisers, the exhibitors as well as the visitors – indeed the entire economy. But this crisis has revealed just how valuable business friends are – with emphasis placed on friends. Those who knew each other were able to communicate and do business via Zoom, Skype or Teams better, faster and in an atmosphere of mutual trust. Returning to these values, which have long served us so well, was also good for us.

Does this mean returning to the values of the PSI community, focusing more strongly again on the wishes of the members?

Petra Lassahn: That is absolutely right. But like I said, we were not alone when it came to losing sight of some values. At almost all trade shows, exhibitors measured the worth of a trade show by the number of new customers. Visitors were also in search of something new and ever more new products. This was a phenomenon that could be seen across the globe, which an organiser of trade shows and events cannot escape from either. That is why the wake-up call through Corona may have been exactly what was needed. The upcoming PSI will, to a much greater extent, once again be a trade show for members with the aim of providing traders with an optimal range – and traders only. What is more, the areas of the previously independent viscom and PromoTex that are relevant to the promotional product industry will be reintegrated into the PSI. No separated areas, no admission control between the halls – it is like it was in the past. We also agreed on this with our

“There will be no separated areas and no admission control between the halls.”

exhibitors. But we will be fresh and modern, digital and haptic.

Talk of a new type of sustainability could often be heard in conversations.

Petra Lassahn: Sustainability is typically defined as fair working conditions, ecological sustainability and the preservation of natural resources. And that’s correct. But during the crisis our own definition of sustainability grew to include established and strengthened customer relationships. These are what carried us and many companies through the crisis. Community spirit and action driven by values were also the foundations of our communal life in the regions that experienced flooding. We must all learn from this. We can’t and couldn’t tackle everything at once.

But our members will notice that they are once again at the centre of all our efforts and the clear focus of our services.

Rethinking sustainability from a business perspective in other words?

Petra Lassahn: Definitely yes, and members, exhibitors and visitors can hold me to my word on this. I add a little “but”: I’m also hoping for assistance, careful thinking and reflection as well as a fair assessment – just as it should be among business friends. And I can hardly describe how much I’m already looking forward to seeing the first visitors pouring into the halls of the PSI on 11th January 2022.

Thank you very much for the conversation.



www.psi-messe.com



The trend continues – and the corona era has made it even stronger: Head outside! An entire sector of industry is dedicated to meeting **the desire for an elemental experience outdoors.** Our industry also has nice and useful products on offer for the “outdoor” segment.



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Clean cut promotional partner

Companies from various industries use the high-quality safety knives from Martor for advertising and marketing purposes. The safety knives from Solingen are innovative, useful, safe and made to last. Adorned with a brand message, they're passed on to customers and employees as giveaways. In this way, the name of the promoting company is linked to a high-quality product that's used by many people in their daily work, thus raising brand awareness. The Secumax 145 model is predestined for use in logistics as it's ideal for opening and cutting all kinds of packaging, such as cardboard, film, adhesive tape or strapping. As the blade is securely covered, the user is protected against cutting injuries – and the packaged goods against damage. The safety knives from Martor impress due to their good design, high quality and safe handling, therefore making them an ideal advertising medium.



PSI 46311 • Troika Germany GmbH
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Versatile nature lover

Camping from Troika is a must for all those from whom airing out simply isn't enough, in other words ideal for outdoor freaks, nature lovers and fresh air fans. The key chain has a sturdy carabiner. Its two charms in the form of an oil lamp and truck bed camper are attached to a decorative climbing rope and whet the appetite for new camping adventures. The key chain with carabiner in multi-coloured design is constructed of aluminium and nylon.



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PSI 43144 • Fare – Guenther Fassbender GmbH
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www.fare.de



Seeing and being seen

The new AC midsize regular umbrella Fare®-Skylight with integrated LED light enables better orientation. In fog, heavy rain and at twilight, the user not only sees the path ahead more clearly but is also recognised better by others. The LED light at the upper end of the shaft can even help when searching for the door key in the handbag. When triggering the push button, the umbrella opens automatically and the light switches on. Pressing the button again switches off the light. This saves energy in case the light isn't needed. In addition to the illumination and comfortable automatic function, Fare®-Skylight impresses through its flexible fibreglass ribs and high-quality windproof system ensuring maximum frame flexibility in stormy weather. The soft-feel handle lies comfortably in the hand and offers the possibility to apply advertising. Printing of the closing strap or the panels is also offered as a finishing touch.

Warming feel-good atmosphere

As cuddly and warm as they are, hot water bottles evoke many positive associations: the warmers supplied by Global Innovations Germany chase away stress and goosebumps, are comforting and offer immediate relief for the little ones when tummy pains come on. And it's precisely these characteristics that turn hot water bottles into optimal promotional ambassa-

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dors. Thanks to the fabric, the hot plastic bottle doesn't come into direct contact with the skin so that the user is well protected against burns. The knitted cover can be fully designed up to 4c. The hot water bottle comes in different standard sizes with fill volumes from one to two litres for minimum orders of 1,500 pieces.



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Fresh breeze

The summer passes, the breeziness remains. The Breeze series from the promotional bag specialists Halfar amazes with three bag varieties that serve as lightweight and uncomplicated companions. With the backpack on the back, the waist bag around the hips and the sports and/or travel bag in the hand, the rainy season doesn't stand a chance: welded seams and water-repellent material, as well as the wrap closure on the sports bag and backpack, keep rainwater out. The welded and contrasting coloured zipper, practical buckle closure and contrasting grey straps and handles are distinctive features of all three bags. Available in red, black, white, marine and cyan, this promotional tool's refreshing qualities make it ideal for a young, active target group.

Polished downhill run

With the ski care set by Frank Bürsten, there's nothing to stand in the way of a fast downhill run on skis. The set is stored in a transparent click box and contains professional ski racing wax, a high-quality ski brush with nylon bristles, together with an efficient edge grinder. With these tools, skis can also be waxed whenever needed during a ski trip. The bottle containing the liquid wax is equipped with a sponge to enable easy application. Wax is removed with the help of the brush. Edges can be treated with the edge grinder if necessary. The next ski slopes are waiting to be conquered after use. Frank Bürsten prints the click box and ski brush with an individual advertising message or company logo upon request.

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Keeping dry on the move

A modern, robust and water-repellent backpack with practical rolltop closure is now available at SL Bags for promotional product dealers. The coarse zipper, metal buckle and reflective Vasad print give the bag a sturdy look. Due to the large opening, clothing or other items can be found easily. Laptop or tablet can be stowed in the padded sleeve. Vasad by SL Bags from the Netherlands is a label for modern, functional unisex bags that speak for themselves.



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www.slbags.com • www.vasad.eu



PSI 42020 • mbw Vertriebsges. mbH
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www.mbw.sh



Safety first

During the dark time of year it's particularly important for the little ones to be well seen. The reflective animals or reflectors, lovingly designed little helpers from mbw®, can be attached to jackets, shoes or bags and thus help to make playing, sports and the way to school safer. The reflective animals or reflectors make a nice gift for the first day of kindergarten or school, as a reward for being brave at the doctor's office or perhaps as a gimmick in the gift bag for children's birthday party guests. Boasting more than forty years of experience, mbw® fulfils the strict quality standards of DIN EN 1170 and DIN EN 20471, as well as DIN EN 13365 for improved visibility in poor light or darkness. With this expertise, the company based in northern Germany continually develops and enhances its products for greater visibility in traffic and frequently sets new trends in this area. All products can be easily customised.

-Advert-

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LOGO

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MADE IN EU

Manufacturer of practical advertising products

Multipurpose tool for picnics

The handy multipurpose tool from Hepla is an extremely practical companion for all types of travel or outdoor activities and is sure to find a spot in the rucksack or bag. The multi-tool cleverly combines four practical functions: a knife, spoon, fork or bottle opener can be folded in and out as desired, ensuring the user is perfectly prepared for every outing. Upon request, the practical multi-tool can be finished in the in-house print shop using pad printing.

PSI 41583 • Hepla-Kunststofftechnik GmbH & Co. KG
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www.hepla.de



Refined recipes

Pack your bags, hop on and escape the daily grind. With a campervan, stress and daily hustle and bustle can quickly be forgotten. Edition Michael Fischer GmbH offers the matching product: refined recipes for the van and camping kitchen listed in a tailor-made special edition from the publisher's diverse portfolio, with the possibility to incorporate logos on the book cover and integrate own products and services in the piece.

This allows interested customers to create fully customised books completely according to their own preferences, with flexible number of pages, special features and own corporate design. Whether supplied as a low-cost giveaway or high-quality hardcover, the range of options is vast.

PSI 49982 • Edition Michael Fischer GmbH
Tel +49 89 2123107-50
tatjana.bleiler@emf-verlag.de
www.emf-verlag.de

Striking look

Adoma manufactures with a material whose resources are limited. In the portfolio: indestructible reusable cups with decoration that's guaranteed to withstand 500 rinse cycles. The look of the quality plastic cups, which at first glance closely resembles glass, allows drinks to be enjoyed in proper style at events, when camping or enjoying other outdoor activities without using glass. The wine and champagne cup, the classic party cup or matching party shot made of plastic really make an impact. Elegant beer tankards with 0.3 or 0.5 litre volume, wheat beer cups as well as the classic Oktoberfest mug with 0.5 and one litre fill volume complement the range for beer drinkers. All products offer the brilliance of a glass and the positive product characteristics of plastic, are virtually unbreakable yet also dishwasher-safe and custom-printable. In addition to this, '2go' products such as the Design-ISO2go-Cup and related items can be found in the range.



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PSI 44668 • R. Cermak – Mini-Taschenlampen Made in Germany
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www.penlights.de

Orientation tool that lights the way

Penlight Nova is a torch equipped with bright white LED from the range of Richard Cermak, optimally suited for use in outdoor areas. Constructed of quality ABS plastic, the Penlight is 'Made in Germany' and available in many different colours. The product's switch mechanism is patented and reflects Cermak's high quality standards. The constant light mode can be activated via slide switch.



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With an eye for detail

Hepla's wooden folding rule is one of the most popular promotional products for DIY enthusiasts and a practical companion when buying furniture. The folding rule is constructed of varnished birch and white birch wood and has a full length of two metres, divided into ten individual sections, which can be effortlessly folded apart thanks to the covered joints made of tough glass fibres and polyamide. The wooden folding rule is 'Made in Europe', CE certified and printed with angle markings. Additional folding rules made of plastic are also available in 0.5, one and two metre lengths. The popular promotional product with large printable surface can be finished in the in-house print shop with pad printing, effective digital printing or attractive laser engraving.

SL BAGS

CREATOR OF BAGS

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

A modern, robust and practical backpack with rolltop closing. The waterproof material, coarse zipper, metal buckle and the reflective VASAD printing ensure a sturdy appearance.



Colors



WWW.VASAD.EU

SL BAGS

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PSI 43410 • Mister Bags GmbH
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www.misterbags.de

Practical daily companion

The printable, black cotton rucksack Whoopie by Mister Bags offers excellent colour coordination possibilities for creative advertising greetings. The practical transportation tool is equipped with sturdy loops, a stabilising gusset and a colour contrast drawstring. A choice of six trendy drawstring colours is offered. Due to the intense black of the rucksack, the coloured drawstrings really make an impact. With matching print in a maximum size of approx. 27 x 30 centimetres on the front and back, there's nothing to stand in the way of a personal promotional message. The rucksack can be finished using screen or transfer printing.

Safe transport solution

The fully reflective shopping bag by Refloactive is a very effective alternative to conventional safety products in public spaces. Because the practical transporters have a surface that fully reflects the light from vehicles and bicycles, which significantly increases safety in traffic, particularly during the dark time of year. The size of the carry bag also makes it possible to transport bulky items and, at the same time, is a way of improving visibility in the dark. Printing or embroidery can be used to customise the product.



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



Comfortable seating

The foldable version called Comfort is the top-selling seating cushion at team-d. A must-have for outings, picnics and the seat in the stadium, once it's possible again. Because who likes to sit on a hard, wet or dirty seat? The cushion measures 38 x 30 x 0.7 centimetres when open, has eight segments, is padded and equipped with an insulated underside. It is delivered to the customer in folded form in a drawstring bag and can be supplied from stock in the colours blue, red, green and black. The comfortable seat cushions are available as direct imports with customised, full-surface printing for minimum orders of 1,000 pieces.

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www.condedi.de



Razor-sharp promotional tool

Whether it's for work or leisure, the home or garden: the razor-sharp cutters by Condedi are great companions when it comes to cutting and opening. They unite stability and shapely, harmonious design. Featuring black-silver design, the stainless cutting tools combine absolute functionality with long durability. Maxicut with a length of 16 centimetres, as well as the 13-centimetre Minicut model come with a practical metal clip on the back for carrying. Alternatively, they can be securely stored in the clothing. The blades are changeable for long-lasting advertising impact. Further fascinating promotional products from Condedi can be found on the website, in the current catalogue or conveniently in the PSI Product Finder.

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PSI 42938 • Reiding GmbH
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Practical helper with power

Magnets, often used on a noticeboard or refrigerator, are also very handy in the workshop: Reiding's folding rule and carpenter pencil can be positioned for immediate access thanks to the integrated magnets. As an additional function, the magnets can also be used to pick up nails, screws and other metal items from narrow gaps and spaces. Adorned with personalised printing, the two climate-neutral magnetic products are unbeatable when it comes to quality, functionality and customer retention. Due to the amazing possibilities to position the products, the printed advertising message is guaranteed to catch the eye. With the practical online configurator on the manufacturer's homepage, the chosen product can be configured in just a few clicks of the mouse. Features, colour and applied advertising can be individually adjusted to match the own corporate design.

Safe home lighting

The solar light with movement detector supplied by team-d can be conveniently wall-mounted and has three functions. The little giant is charged during the day via solar panel and switches on at night via movement detector. During daylight hours the product remains switched off. It comes supplied with screw and plug for mounting on a wall. Three different settings regulate the light intensity and movement detector. The product is made of ABS plastic and is delivered to the customer in individual cartons.



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PSI 48527 • MTS Sportartikel Vertriebs GmbH
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www.schildkröt-sport.com

Innovative playset for the sandbox

The new, innovative and patented 7in1 Sand Toys Set, created by CompacToys, is available exclusively at Schildkröt. Small on the outside, packed full on the inside, and thus perfect for storing in small places. Regardless whether it's in the travel bag, suitcase or the bag for the playground. With this compact, sturdy and innovative seven-piece set, Schildkröt presents the solution in practical handbag format, available in two colour combinations. In addition to a foldable three-litre bucket, it also contains six additional sandbox toys for digging, shaping, sifting and raking. All components are designed for use by several generations of children. The high-quality and biologically safe materials guarantee long-lasting durability and minimal impact on the environment. MTS Sportartikel Vertriebs GmbH, founded in 1992, unites the racket sport brands Donic-Schildkröt (table tennis), Talbot-Torro (badminton) and Unsquashable (squash), the areas FunSports, Fitness and Fun Wheels under the Schildkröt brand, in addition to the backpack brand Wheel Bee under a single roof.



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Perfect BBQ

The sturdy aluminium BBQ suitcase by Rominox® is the ideal gift for every BBQ king and every BBQ queen, equipped with practical tongs, meat spatula and grill fork made of high-quality stainless steel, a small bottle of BBQ chili oil and Wajos BBQ spice mix. With this gift set from Römer Präsente, the gift giver is sure to be a welcome guest at any BBQ party. These must-haves are packed in a black gift box with transparent lid. As an optional extra, Römer Präsente offers the opportunity to customise the BBQ suitcase with engraving.

-Advert-

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www.roemer-lifestyle.de



High-quality outdoor cutlery

Autumn is the perfect season for hiking and an ideal time to appeal to all outdoor enthusiasts with a useful helper: Rominox® has just the right promotional product for this purpose in its range that's perfect for festivals, camping, hiking and barbecues in the open air. Tinto outdoor cutlery is made of sturdy stainless steel and lightweight aluminium and offers five useful functions: knife, fork, spoon, corkscrew, plus can and bottle opener. The lightweight camping pocketknife can be conveniently dismantled into two halves, so that the knife and fork can be used at the same time. Customers can choose to personalise the cutlery with engraving, such as individual names, to delight all outdoor and travel fans.

Waterproof stitching

Stickerei Klam doesn't leave their customers out in the rain and offers textile products for every need thanks to more than 30 years of experience in corporate wear. Suitable, of course, for outdoor activities in windy and rainy weather too. Whether workwear or leisure, products with wow appeal are created together with the customer. Klam finishes tents, umbrellas, awnings and clothing directly on site in Germany. And to ensure that the user stays dry, the specialists seal all stitching to make it waterproof using a special process. And for the dark time of year, tents are produced with quality glow-in-the-dark thread.

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PSI 41462 • Spranz GmbH
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info@spranz.de
www.spranz.de



Equipped for emergencies

Spranz, the promotional product specialist based in Koblenz, presents its Metmaxx® rescue knife Cut&Rescue, nested in a wooden case. Featuring the colour combination black and silver, it's a professional and leisure knife with sharp, rustproof stainless steel blade, belt cutter and emergency hammer. Features include a blade that's lockable in position, as well as a non-slip, secure GripStop surface. The product is presented in a wooden case with metal badge. It comes supplied in designer cartons in packing units of 48 pieces.



An outdoor all-rounder

Whether it's a coffee break in the garden, a bike tour or a camping trip in the countryside: the 6in1 Multi-Light really is a creative outdoor product. With its integrated radio, MP3 player and Bluetooth loudspeaker as well as its hands-free system, this all-rounder provides a great entertainment solution for on the go. And if the battery on your smart-phone or other device runs low, this product can also be used as a power bank. Thanks to the integrated LED light, the Multi-Light is also an indispensable gadget for the evening hours. It can even be used as an additional light for the bike when equipped with the holder provided. For an effective promotional message, a 1C print on an area of up to 60 x 11 millimetres is also included.

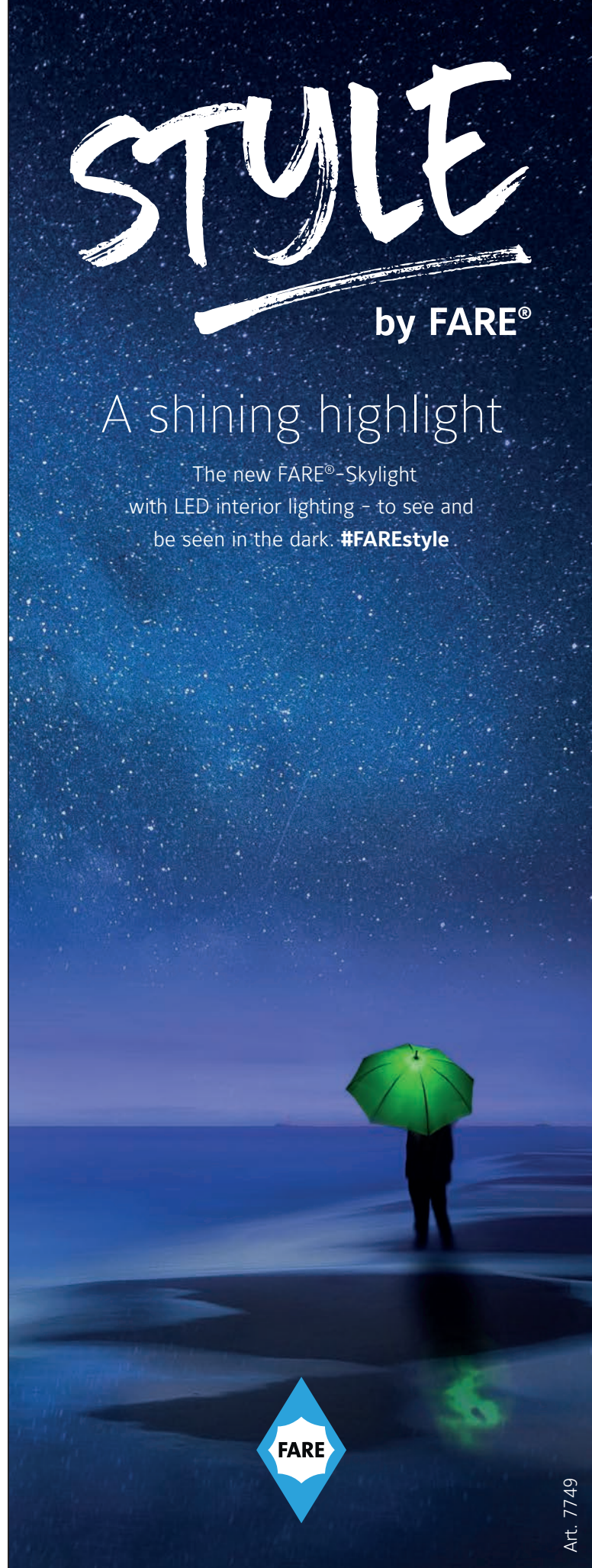
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Versatile chocolate men

For spring promotions, personalised chocolate Easter bunnies always impress with their individually designed robes. And in the winter, chocolate Father Christmases will delight their recipients with a design based on their company's template. At Kalfany Süße Werbung, they are available in two sizes: midi weighing 28 grams or maxi weighing 40 grams. This charming chocolate Father Christmas hollow figure can be personalised in all aspects, and will captivate its target group with its pleasing appearance, taste and fair ingredients. These chocolatey Christmas ambassadors are individually wrapped and each made with the finest, vegetarian high-quality milk chocolate using Fairtrade-certified cocoa. They can be wrapped in white, silver or gold aluminium foil and printed individually for each customer. Available in quantities of 1,008 or more, and packaged in 24-piece counter displays.

Outing with an extra touch

The HIP backpack from the Inspirion range, with its convenient zipped front pocket is a practical, all-purpose companion for your next outing. Equipped with a roomy main compartment and separate front pocket, this backpack offers plenty of space for a wide range of items. Adjustable padded shoulder straps and two carrying handles ensure perfect carrying comfort when you're on the go. Ideal for a hike, a trip to the city or the way to work.



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PSI 46596 • Polyclean International GmbH
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Microfibre towel for professionals

The ActiveTowel® made of high-quality P-9000® microfibre from Polyclean is just perfect for sports and outdoor activities: In everyday life, at home, in the gym or even for outdoor workouts, this compact, extremely lightweight microfibre sports towel is ideal for all fitness fans. And thanks to the practical mesh bag included, it can be easily transported. When it comes to promotional impact, a major plus is the full-surface photo-quality print on the ActiveTowel® Sports, which offers a wide range of options for you to customise the towel as you wish. It can be supplied at short notice in quantities of 25 or more.



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www.promotiontops.eu

Clarity guaranteed

With the View Over binoculars from Inspirion, you can cast your gaze into the distance and always keep a clear focus on the things that matter. Equipped with rubber grips and a neck strap, these comfortable binoculars are perfect for an outing in the great outdoors. Thanks to the seven-fold magnification, users of this special promotional item won't miss a thing, and will be able to enjoy their next outdoor activities to the fullest. The product comes in a practical pouch, which also includes a useful cleaning cloth.

-Advert-

An advertisement for Reidinger pencils. The background is a close-up of a tree trunk with a green fern in the foreground. A wooden pencil is shown diagonally across the frame. The pencil has the following text: 'natural product 100% climate neutral', 'Made in EU', and the FSC logo. The FSC logo is a green tree icon with the text 'FSC', 'www.fsc.org', and 'FSC® C130350'. Below the FSC logo is the text 'The mark of responsible forestry'. In the bottom left corner, there is a Reidinger logo consisting of a circular arrow and the word 'Reidinger'. The main text 'PENCILS FOR NATURE'S SAKE' is written in large, bold, white letters in the upper left corner. The website 'www.reidinger.de/en' is at the bottom right.

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High precision thanks to "Quick"

Rooms, doors and windows can all be measured quickly and accurately with the new Quick laser distance meter from meterex, the specialists in measurement. This product is currently one of the smallest laser measuring devices in Europe. Despite its compact size, it is highly capable with a measuring distance of 30 metres. With its single-button operation, it is incredibly easy to use. The last four measurement results are shown on the LCD display. No extra batteries are needed for this product, as it comes with a powerful rechargeable battery, which can be used for many measurements. It is charged via the USB-C cable supplied. Energy consumption is very low, because the laser switches off after 15 seconds and the device switches off automatically after 45 seconds. This laser meter is certified and meets all safety standards in accordance with laser protection class 2. It comes in an elegant black gift box with magnetic closure and includes easy-to-follow operating instructions in German/English or French. The high-quality housing is made of silver-anodised aluminium. Finishing with customer logos is done using laser engraving. With its attractive price-performance ratio, Quick is ideal as a bonus or gift for companies in the real estate sector, trades, industry, banks and building societies and many more. meterex has the exclusive distribution rights for Europe.

Ward off the pests!

The WaspAway! wasp deterrent from maybaum, developed and distributed by Efbe Elektrogeräte GmbH, ensures carefree moments in the garden. The aroma diffuser, which is produced from high-quality, lacquered bamboo, is both elegant and decorative. A special mix of essential oils with a pleasantly fresh citrus scent keeps flying insects at bay in a completely natural way. One dose lasts for four or more hours and can be refilled at any time. This exclusive blend has a repellent effect of up to 93 percent, as certified by an independent testing institute. Made only out of natural ingredients and with no chemical additives, this product is both safe and healthy. To use, simply pour a small amount of the essential oil blend into the diffuser's ceramic bowl, enough to cover the bottom, and then light a candle underneath. After just one hour, about 70 percent of the insects will have already been deterred. Out of respect for the environment, this natural product is set in eco-friendly packaging made entirely out of plastic-free, recyclable materials.



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PSI 41838 • Senator GmbH
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www.senator.com

Sustainably stylish

Hot coffee is best enjoyed in a reusable Senator mug, and it won't burden your conscience or the environment. The senator® vacuum thermo cup King Can is now also available as an even more convenient model. With a capacity of 0.26 litres, the King Can Mini can hold normal coffee portions, fits under many standard coffee machines and is so handy that it can easily be stored in your bag after use. Made of double-walled 18/8 stainless steel of the highest quality, this absolutely unbreakable vacuum thermo mug keeps hot drinks hot and cold drinks cold for hours. The large screw opening makes filling and cleaning easy. The linear design provides space for brilliant, large-area advertising prints. As an alternative, a discreet laser engraving is also possible. For larger coffee portions, the King Can comes with a capacity of 0.33 litres, which also fits in all standard cup holders.

Swiss precision

Experience shows that Swiss Army Knives from Victorinox are gifts for employees and customers that accompany them for a lifetime. The quintessential Swiss Army Knife is undoubtedly the legendary Officer's knife. And this legend lives on with the Spartan pocket knife, the classic among Swiss Army Knives with its twelve standard functions. This is the pocket knife where it all began. A knife that has helped people all over the world to get their work done. Now, the promotional sector is also benefiting from these core values, in conjunction with its own promotional message, by ensuring a lasting transfer of the company's image.



PSI 44281 • Victorinox AG
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CRIMEX

New sales management at CRIMEX

The promotional products dealer CRIMEX, with its headquarters in Osnabrück, Germany, is expanding its sales team by welcoming Stephan Voepel as Sales Manager on 1 August 2021. "With Stephan, we are gaining a team colleague with both industry and management experience. Having worked in the international promotional products industry for over 20 years, Stephan has a wealth of experience and excellent knowledge of the international market. I am delighted to have him at my side from now on as Sales Manager," says Managing Director Claus Roeting. Under Stephan Voepel's leadership of the sales team, CRIMEX would like to work together with him to shape the positive strategic development of the company as well as its further growth. www.crimex.com

Claus Roeting (re.) mit dem neuen Vertriebsleiter Stephan Voepel.

New french team member

The multi-specialist REFLECTS® from Cologne has announced a new addition to its export department. Julie Issert-Tabardel joined the Cologne team as Account Manager France at the beginning of July. Born in France, she came to Mönchengladbach for her Master's degree in Management of Textile Trade and Technology, and then stayed in the region. Before moving into the world of promotional products, she worked as a project manager in industry and trade. Now she has joined Arthur Wagner's team (Head of Export) and will be looking after dealers from France and French-speaking countries. She speaks fluent French, German and English.

www.reflects.com

REFLECTS®

Julie Issert-Tabardel
and Arthur Wagner.



Katrin Salamonik

Dankebox

New Account Manager

The gift box provider Dankebox based in Düsseldorf was able to triple its sales in 2020 despite the corona crisis. To expand on its growth further, the start-up has hired Katrin Salamonik, an experienced promotional products expert to join its team in the Customer Service and Sales departments. Dankebox accomplished a lot in 2020. The profits from the Christmas business season in 2019 were invested in marketing measures such as trade fairs and print advertising. Sales became strong again after the first lockdown and during the Christmas business season in particular. Companies were focusing on gifts for their employees as a replacement for cancelled

Christmas parties. "Made in Germany" also experienced a renaissance because people learnt a lesson about being dependent on the Far East during the first wave. This resulted in the start-up being able to nearly triple its sales in 2020. When the trend continued in 2021, the founders Alexander Hoyer and Wilhelm Meyer needed to expand their team quickly. With Katrin Salamonik, they have been able to bring an experienced and well-connected Account Manager on board, who has worked at several renowned promotional product producers for extended periods of time. The company is planning again to triple its sales again in 2021. Alexander Hoyer explains the start-up's sales goal saying, "We want to achieve seven figures this year and continue our long road from start-up to scale-up." www.dankebox.de

Ecologically sustainable cotton bags with a clear conscience

We are sustainable. We are fair. We are Mister Bags – These are the main slogans of the cotton bag specialists Mister Bags GmbH from Essen. Managing director Tobias Gottwald elaborates: “Our vision is distinct and clear: We operate in an ethical and sustainable manner! Therefore, we offer a comprehensive selection of printable bags and purses made of environmentally friendly organic cotton and based on fair trade conditions”.

The company's diversified assortment includes different collections of fashionable cotton bags, backpacks and messenger bags. Mister Bags also offers different varieties of weekender bags, jute bags, as well as fruit and vegetable bags.

All products are certified with the OEKO-TEX Standard 100. In addition, customers may select GOTS, FAIRTRADE and LFGB certifications. “As an experienced specialist for sustainable promotional bags, we of course also offer our business clients custom-designed bags according to their wishes”. We are happy to provide advice and accompany the idea to the finished product”, explains Gottwald, who again succinctly describes the firm's philosophy with the slogans: “We are Mister Bags – stylistic fashion bags for the promotional products market with a green conscience!”. More at: www.misterbags.de



Environmentally friendly – from the forest to the living room

Pencil specialist Reidinger has a long tradition and a high level of conviction for its sustainable writing instruments that are made using wood. The company's high level of commitment has now been recognised with its FSC certification. This coveted seal of quality is official proof that the company, which operates throughout Europe, has a product chain for pencils and coloured pencils that functions seamlessly. Reidinger pencils and coloured pencils are made using FSC-certified lime wood, with short supply chains from European production. Thanks to an internal quality process, the FSC-certified materials can be identified at every stage - from the forest to the end customer. In every detail, the team pays attention to ensuring fair conditions for the environment and for all those involved in the production process.

The pencil specialist is working continually on its sustainability concept. At its Hammelburg site, for example, biogas, natural electricity, solar energy, e-mobility and charging stations are lowering emissions, helping to avoid the use of fossil raw materials and reducing the consumption of other resources. All CO2 emissions - from production to delivery and right through to disposal - are offset. This means that every Reidinger product is 100% climate neutral.



“From now on, the protected FSC logo, which has a strong advertising impact, can be displayed on our pens and packaging in addition to the chosen print motif, at no extra cost,” explains Norbert Reidinger.

In this way, customers are clearly demonstrating that they are paying attention to environmental protection when choosing their promotional gifts. “Every Reidinger pencil thus becomes an ambassador for a better world,” says the company, which has been operating successfully on the market for over 35 years. Further information at:

www.reidinger.de

New EU 2017/745 medical devices regulation brings changes for promotional products dealers

A new medical devices regulation has been in place for Europe since 26 May 2021. This regulation governs obligations on the part of medical device dealers and the necessary indications for labelling medical devices. But what do the new guidelines look like and how does one recognise an approved medical device?

The white paper from MEDICAL promotion provides a neat summary of all data and facts plus frequently asked questions on the new medical devices regulation. Moreover, the white paper contains a list of important symbols for labelling medical devices. Info at: <https://medical-promotion.de/mdr-2021>

Based on the EU's new regulation, far more stringent inspections by the authorities can be anticipated in future. For that

reason, it is advisable to stay on the safe side when it comes to medical promotional products and place trust in an experienced, German manufacturer of medical devices. MEDICAL promotion provides non-binding, free support during the testing of medical devices at: info@medical-promotion.de

MEDICAL promotion is certified according to the valid EU regulations and directives. Its products therefore fulfil the required EU guidelines concerning import as well as the distribution of medical promotional products. www.medical-promotion.de



gesetzeskonformes, deutlich gekennzeichnetes und somit zulässiges Medizinprodukt



nicht ausreichend gekennzeichnetes und somit kein zulässiges Medizinprodukt!

MEDICAL promotion

The tour hits the road again

During the traditional A&O Advent Tour, numerous promotional products will finally be able to be seen and touched in person in the lead up to Christmas in a well-deserved break from the pandemic. Twenty-five promotional products suppliers announced their participation to their customers, who will be surprised and won over by the wide array of new products being showcased at 10 different locations between 24 November and 9 December. The businesses hosting the events state with confidence: "All of the locations are booked and the A&O team hopes that it will be possible for the events to take place by maintaining security concepts this year". As in 2019, the two first dates are scheduled to be held on Austrian soil in Vienna and Linz before the tour heads for eight stops in Germany. Remaining faithful to the event's tried and tested rhythm, guests from the promotional products trade will be invited to a light lunchtime snack – a small treat for those who cannot attend the group dinner, where roasted goose or vegetarian alternatives will be served. Between the meals there will be enough time for up-close product screening. Details and registration for the tour are available under:

www.adventstour.de

The dates

- 24.11.2021 Wien, Arcotel
- 25.11.2021 Linz, Hotel Donauschlinge
- 29.11.2021 Mainz, Hotel Atrium
- 30.11.2021 Uhingen bei Stuttgart, Gerber Bräu Park Hotel
- 01.12.2021 München, Hotel Schmuck
- 02.12.2021 Fürth, Hotel Excelsior
- 06.12.2021 Hamburg, Lindner Park-Hotel Hagenbeck
- 07.12.2021 Großbeeren bei Berlin, Schloss Diedersdorf
- 08.12.2021 Gütersloh, Hotel Klosterpforte
- 09.12.2021 Moers, Hotel Van der Valk

A&O Advent Tour 2021



The sweet Surprise with nutritious contents

Sending fruits and sparking joy? This might sound out of the ordinary, but Hansen Obst thinks out of the box, while putting the freshest fruits into the boxes! The company with a 30-year success story is now expanding to the PSI-Network. Hansen Obst sends vitamins and appealing gift boxes filled with fruit and other nutritious snacks right to the recipient through a state-of-the-art Online shop, www.hansenobst.de. Gift boxes are conceptualized around various occasions, among them weddings, birthdays, baby showers, or to express gratitude towards a colleague, friend, or family member. Despite celebrations that remain salient throughout the year, Hansen Obst also creates seasonal gift boxes relevant to corporate partners, such as Home office-themed boxes and subscription boxes bringing vitamins and healthy snacks to the workplace. Furthermore, Hansen Obst offers the unique opportunity to cater to corporate events through Cocktail, breakfast, and recipe boxes.

Hansen Obst



Hansen Obst stays relevant to trends in lifestyle and diet. Therefore, new boxes have a focus on vegan, gluten-free, and plastic-free contents. Apart from a wide variety of boxes for all occasions, customers also have the opportunity to create their individual fruit boxes through the Box-configurator as a feature of the online shop. This means that no wishes are left unfulfilled. Furthermore, personalized greeting cards, branded items, and corporation-specific add-ons make boxes valuable and unique gifts and marketing tools.

With the wide variety of the boxes' contents comes an ever-changing selection of packaging options. Customers may choose between different seasonal box designs, all sustainably manufactured without a plastic film.

www.hansenobst.de

Release of the new assortment brand: RE98® – Classics & Ideas

In addition to the three assortment brands RETUMBLER - Best of Drinkware, REEVES - Smart Electronics and RETIME – Cool watch Concepts, the Cologne multi-specialist REFLECTS® is releasing the most recently planned brand RE98® - Classics & Ideas.

With its RE98® brand, the Cologne-based company is returning to its roots in the promotional products market. The brand stands for high-class promotional products that emphasise the origins of REFLECTS® and LM ACCESSOIRES. RE 98® - Classics & Ideas stages a range of well-selected promotional items with a long life cycle, timeless design, high quality, aesthetics, high benefit for the consumer and high-class materials. Matching "wow" products and promotional items of the current zeitgeist complete the range. In the long term, RE98® will combine classics, promotional icons, must-have articles and trend articles.

Classics and popular products form the base of the range, and retailers will find REFLECTS-typical metal articles as well as useful and budget-friendly giveaways under the umbrella of the RE98® brand. The RE98® product range includes promotional items from the following assortments: key rings, games and leisure, kitchen utensils, home and living, office and business, and travel accessories.

www.reflects.com

REFLECTS®



Partnership expanded

PF Concept is expanding its exclusive partnership with the French premium product company SCX.design to include Germany, Austria and Switzerland (excluding the French speaking part of Switzerland). The trademarks of the technical specialist SCX.design from France are luminous logos and unique designs coupled with highest product quality. In 2019, PF Concept was able to win the company as an exclusive partner for the entire European area excluding the D-A-CH region (Germany, Austria, Switzerland) and France. Much has happened since then and a vast range of new, innovative products have been presented.

For example, the stylish powerbank with its antibacterial surface fits perfectly into the Be safe concept of PF Concept. The same impressive and successful technology was used in the futuristic looking insulated bottle, which even displays the exact temperature of the beverage stored in the bottle on an illuminated surface. Trendsetting ideas were also brought to life in the sustainable green tech product line. The 3-in-1 charging cable made from recycled plastic bottles is one such example, whilst wood from sustainable cultivation is used to create an elegant look.

The unique opportunity to add an illuminated logo is what unites all products, making every branding unmistakably bright. When it comes to packaging,

the French tech company relies on compostable materials. In order to ensure the highest possible quality and long durability of the products, every device is checked by an inspector and approved with the issue of a hand signed certificate.

“It was an excellent decision to enter into this successful partnership with SCX.design. Thanks to the special and unparalleled design, as well as the high-quality workmanship, the products are very popular among our customers”, says Pieter Boonekamp, General Manager at PF Concept. High time to extend this success to the German speaking market with its strong purchasing power.

Peter Stelter, Country Manager PF Concept Deutschland agrees: “The sales figures of the SCX.design products in the rest of Europe are convincing. I’m very happy that the German speaking customers can now also benefit from this collaboration which has been so successful to date”. In a brochure, SCX.design shows how its antibacterial technology works and what efforts they go to to make their products sustainable. Further information available at: www.pf-concept.com



PF Concept – SCX.design

Sustainability awarded with Platinum EcoVadis

Toppoint, renowned Dutch supplier of promotional products, has received the highest possible rating on EcoVadis with a Platinum rating. This result places Toppoint among the top 1 per cent of companies with an EcoVadis rating, according to a company statement.

Toppoint counts sustainability and corporate responsibility among its main motivations. “Therefore, one of our top priorities is to lead our industry as a socially responsible company. We want to ensure that sustainability practices are fully integrated into our operations by promoting transparency, employee engagement and our code of ethics,” the company says.

The Ecovadis methodology is based on international sustainability standards, including the Global Reporting Initiative, the United Nations Global Compact and ISO 26000, which covers 200 spending categories and more than 160 countries. The Sustainability Scorecard illustrates Toppoint’s performance as a company through 21 indicators in five themes: Overall business score; Environment; Labour and Human Rights; Sustainable Procurement; Ethics.

www.toppoint.com



Toppoint

Floringo supports entrepreneurship in poor countries

Floringo has joined Oxfam's "Entrepreneurs for Entrepreneurs" network. This initiative for small and medium-sized enterprises, founded by the internationally recognised relief and development organisation, is supporting people in countries in need, to establish an economic livelihood through their own efforts. The terry article specialist sees this as an effective and sustainable measure that can be taken against social inequality.

Many people in countries that have a high availability of cotton live in poverty. In such countries, Oxfam, a world-renowned development organisation, is tackling hunger and social injustice using a practical approach: Within the framework of the "Entrepreneurs for Entrepreneurs" initiative, they are working together with local partner organisations to support people on the ground to take their lives into their own hands and start their own business.

"Entrepreneurship is an important building block when it comes to overcoming poverty in a sustainable way. By having their own small business, people can free themselves from hardship and lead an independent life. With the money they earn in this way, they are able to feed their families, send their children to school, pay for medicine and medical care and to create new jobs that give even more people the chance of a better future. With the "Entrepreneurs for Entrepreneurs" initiative, Oxfam offers people this very opportunity. We are convinced of this practical approach. This is why we support this initiative, which corresponds to our idea of sustainable commitment," explains Johann Geisslinger, Managing Director of the terry article specialist Floringo. Thanks to the support from "Entrepreneurs for Entrepreneurs", people in the regions assisted by Oxfam can get access to start-up capital, vocational training or help in further developing their professional skills.

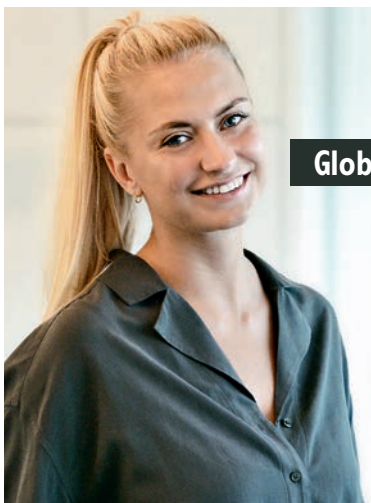
www.floringo.de - www.oxfam.de - www.oxfam.org

Floringo



Floringo's Managing Director Johann Geisslinger sees membership of Oxfam's "Entrepreneurs for Entrepreneurs" initiative as a sustainable measure in tackling social inequality. Image: © Floringo

Expansion of the company's innovation team



Nadine Treinen

Global Innovations Germany

Since June 2021, Nadine Treinen has been supporting the staff of Global Innovations Germany as a working student with "creative ideas and very good knowledge of graphics". Thanks to her studies in communications design with a focus on product design, she is able to use special graphic programmes, for example for detailed 3D-modelling, and meaningfully contribute to internal projects. After the completion of her studies, Nadine Treinen will be strengthening the team as a full-time communications designer as of September.

According to company headquarters in Longuich, the new staff member will enhance the potential for the visualisation of customer projects, in particular in the creative design phase. www.globalinnovations.de

With the “Die Lieferantentage” spread over two days, the Dutch organiser and publisher Het Portaal Media launched “De Leveranciersdagen”, which has been established in Holland for almost 10 years, in Germany for the first time. It was the prelude to a series of finally “analogue” autumn fairs again.

“Supplier Days” with Premiere in Gießen

Finally, that product feeling again



No substitute for this, even in digital times: Finally, networking and inspecting products in close-up.



On 24 August, “Die Lieferantentage” provided the opener to a series of “analogue” promotional products trade shows following a prolonged abstinence due to coronavirus. The venue for this “Networking Event for the Promotional Products Industry” as the “Starting Shot for the High Season” was the Hessenhallen in Gießen. With the “Supplier Days” spread over two days, the Dutch event organiser and publisher Het Portaal Media now launched “De Leveranciersdagen”, established

in Holland for almost 10 years, in Germany for the first time too. 90 international exhibitors presented their novelties, while around 800 visitors had registered. All participants shared the joy of finally being able to come together again in order to focus on the three-dimensional promotional medium as they interacted directly.

Focus on safety and sustainability

Thanks to a concept realised in compliance with the State of Hesse’s coronavirus protection guidelines, it was effortlessly possible to guarantee a high safety level and create an environment in which the trade show participants were permitted to concentrate fully on their business. Probably the most important topic of the immediate future, sustainability, was the central theme of the presentations at the “Lieferantentage”. Appropriately, Michael Freter, until recently PSI managing director and now a professional contractor, spoke on the necessity of a robust sustainability policy for companies in the promotional products industry and drummed up participation in the next PSI Sustainability Awards, which he also initiated. His invited conversation partner, besides Stephen Baumgärtner (Cyber Wear), was also Kjell Harbom (RPET Certified Environmental LLC). And at the end of the first trade show day, over relaxing outdoor drinks accompanied by professional DJ sounds, even some of that equally long-missed “party feeling” arose – naturally within the scope of the prevailing protective measures.

John Swaab about the trade show

We spoke with John Swaab, CEO of the event organizer Het Portaal, about the how the German Supplier Days Premiere went and the future of this tradeshow.



Mr Swaab, how does it feel to finally organise a trade-show again?

It feels very good. Finally, we can get started again! Naturally, we are a bit nervous, too. But that is part of the game!

What moved you to augment the Dutch event Leveranciersdagen with a German version?

It was pretty simple. There are concepts that can work everywhere. The concept is highly regarded by exhibitors and visitors in The Netherlands. An event with no stress, an easy-going atmosphere and having fun while networking! It will take 2 or 3 years for the event to get a foothold and I really hope exhibitors and visitors will lend their support.

Why did you select the location of Giessen and the timing in August?

I want distributors to be ready for the year-end business. They have to be prepared to work on concepts with their customers from September until December. The products and innovations have to be in distributors' minds, and they have little time for tradeshows or appointments with manufacturers.

The city of Giessen is centrally located in Germany. The exhibition halls are quite nice inside and we were able to design the outdoor area with just a few small moves. The exhibition facilities there offer good services and have short official channels, which means short-term requests can be quickly addressed to everyone's satisfaction. This is often difficult at larger facilities. Other factors include the good pricing, which facilitates our organisation of the catering. These are the reasons why, Supplier Days will take place again in Giessen in 2022, between 31 August and 01 September 2022.

And now about the Supplier Days itself: What is your conclusion of the premiere?

The tradeshow looked good, the mood was good and the manufacturers were delighted to be out with their customers again. However, we are not satisfied with the number of visitors. On the 1st day we had 341 visitors and on the 2nd day 297. Our aim for the coming year is to double the number of visitors.

Of course, the rail strike was also a factor, as was the fact that many exhibitors only received communication about the event shortly before the tradeshow took place and many invited their distributors free of charge. We all had to wait a long time until official approval was given and it became clear that the tradeshow would definitely take place. But now we have a year's time to communicate next year's date to exhibitors and visitors; everyone can schedule the new date and prepare themselves better for the

event. I hope Supplier Days will become a "must-go" tradeshow in the industry, which will ring in the start of the year-end business at the end of August/beginning of September.

What did the exhibitors and visitors think about the event?

Even before the event, we received the feedback that both the exhibitors as well as the visitors felt really well prepared and felt well-informed. Our marketing activities were very positively received, which is why visitors and exhibitors were delighted to see each other again. We have received positive feedback from many visitors up to date.

However, I also think that the satisfaction of the exhibitors clearly depends on the quality and quantity of visitors. Event organisers can be as service oriented, professional and friendly as possible, offer free food and beverages and organise a party, but the assessment of an event always depends on the number of visitors and the quality of the visitors. Exhibitors want to have many visitors, too. In our eyes, the quality was good, but we definitely have to work on the number of visitors. This will be one of our most important aims in the next 12 months.

Is the continuation of Supplier Days also being planned even amid the other specialised tradeshows already scheduled to be held around the same time, such as Trend?

There will definitely be a continuation of the event. We know the situation well, which is why we have reason to hope that the event in the coming year will be named "Supplier Days powered by GWW and PromZ". The relevant discussions have been initiated with the other organisations. A collaborated effort would make it easier for exhibitors and visitors. Moreover, it would strengthen the industry. In my eyes, it would be a win-win situation for everyone concerned.



Joining the conversation with Michael Freter were Stephen Baumgärtner (Cyber Wear) and Kjell Harbom (right).



Aiming to make Holland's "Leveranciersdagen" a permanent fixture in Germany: John Swaab.



The location of the BAPP Networking Gift Show: the main hall of the “Interescaut” in Schelle, a former power plant that’s now used to stage events.

In 2021 the Belgian Association of Promotional Products (BAPP) celebrates its 20th year of existence. As the highpoint of two decades of intensive association work, the representatives launched the “BAPP Networking Gift Show”, a trade show with a special atmosphere and – all the more so due to the interruption forced by the pandemic – with a special “feeling”.

BAPP celebrates 20 years

Anniversary trade show in “electrifying” atmosphere

Whe joy felt by Chairman of the Belgian Association of Promotional Products – in short BAPP – Fabrice Casul and BAPP Executive Manager Erich Cormann as well as the entire organisational team could clearly be seen, because they were finally able to get started again after the long break caused by the earth-shaking virus. In other words: being able to put the industry’s mul-

tisensory medium, the promotional product, back into focus by offering a tactile and haptic experience – and on top of that at a special occasion. Because the BAPP (Belgian Association of Promotional Products) celebrates its 20th anniversary this year. This occasion was to be honoured at an anniversary trade show, which with great relief and pleasure could now also be held without problems under the current Corona regulations.





20 years of Belgian association work united in one place (from left): Axel Debruyne, Michel Van Bavel, Thibaut Fontaine, Anthony Driscoll, Fabrice Casul (der heutige Vorsitzende) und Michel Deboudt.



Also honoured by Fabrice Casul (2nd from right) with Belgian (!) wine (from right): the team members Erich Cormann, Sylvie Kleizynsky (Sobelma) und Jean Renaux (CarryOn).

Impressive location

Of course, the organisers responsible for the “BAPP Networking Gift Show” were also able to secure a suitable location for the milestone birthday: the impressive main hall of the former power plant “Interescaut” in Schelle along the river Scheldt, constructed in 1930, with its atmospheric industrial ambience that’s also ideal for trade shows – particularly during times like these. Thus, there was abundant space and light on 26th August for the 82 exhibitors to showcase their product ranges and, together with the approx. 300 registered trade visitors, to directly practice their three-dimensional profession again at long last. After all, despite all the advances in the digital presentation of products with promotional impact, the direct contact with the material, i.e. feeling, smelling, tasting and testing of the medium in person, and the communication with the specialists’ consultants are still indispensable when it comes to finding the most effective items for the intended advertising mission.

Enthusiastic discussions – new momentum

Accordingly, the participating suppliers and promotional product distributors from Belgium, the Netherlands, France

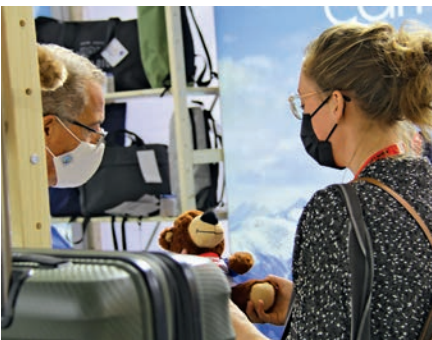


An anniversary that also pleases the tastebuds – in the form of sweet fancy cakes.

and Germany used the opportunity on the day for enthusiastic discussions to give new momentum to their business. The “BAPP Networking Gift Show”, which was characterised by many good discussions, new and revived business contacts and a pleasant atmosphere, was concluded with a festive dinner, including the honouring of all former chairpersons of the association who contributed to building the BAPP into a successful national association.



It got hot again at the end of the evening event: an acrobatic duo presented its flaming choreography.



At long last examining products again directly and networking face to face or at least mask to mask ...

The tradeshow sector is gaining momentum again. The long-desired new boost can also be felt in the promotional products industry again, as was demonstrated by the Promotional Product Tradeshow NRW, where visitors could once again enjoy the irreplaceable direct contact with products and vendors with their customers. The mood was great in part due to the glorious late-summer weather.

Promotional Products Tradeshow North-Rhine-Westphalia 2021

Promotional Products in Live Mode



An exhibition hall with enough space for good discussion and a view of the Rhine River.

Promotional products could be experienced in irreplaceable live mode at the seventh Promotional Product Tradeshow NRW after a long “dry spell” due to Corona. The event organizer S&P Werbeartikel GmbH invited their customers to the event with a very fitting motto “really touchable”, which was held on 2 September 2021 at the Rheinterrasse venue along the Joseph-Beuys-Ufer riverbank in Düsseldorf.

Perfectly Planned

Fifty-two exhibitors showcased their products, offering a current cross-section of the spectrum of products for

sale in the diverse promotional product industry during the compact platform where visitors could browse and plan for projects at the end of the year. By 1 pm, 200 guests were already registered, many of whom had decided at the last minute to attend. The S&P team supporting Managing Directors Carsten Lenz and Daniel Thywissen had prepared the tradeshow again this year perfectly down to the last detail. To follow the currently applicable corona rules, visitors had to prove the entrance to the venue that they have recovered, been vaccinated or recently have been tested, and a pathway directing foot traffic was set up so visitors would walk by all of the exhibitor stands while enjoying the view of the late summer sun shining on the Rhine.

In-Depth Discussions – Concrete Projects

The positive framework conditions matched the mood of the tradeshow: “Everyone was eager to do something again and to reach their customers”, explains Daniel Thywissen. The discussions and feedback from exhibitors and visitors were accordingly deep and of high quality so that during the exhibition day, they were able to realise concrete projects for the second half of the year. Sustainability in a wide variety of forms was again the focus of discussions, as were the latest relevant product ideas. According to Carsten Lenz, uncertainty with respect to delivery capability and the associated increasing prices for raw materials were important topics driving attendees to make decisions about the end of the year. Customers also received the brand-new S&P Catalogue with 220 pages of new, high-impact products.

Perspectives Filled with Confidence

“Overall, we had nearly 230 visitors come to the tradeshow, and we are very satisfied with the current framework conditions of the event”, reflects Daniel Thywissen. He adds, “We were especially surprised about how visitors came to the fair with active projects in mind. We were even able to leave the event with orders totalling more than 6 figures. The mood of the event was delightful; people were happy that they could attend a real event again. Everyone seems confident that politicians will not subject us to another lock-down again, which is clearly reflected in the fact that companies can and want to plan the end of the year as well as events for the new year”.

A Look to the Future

The positive development of the Promotional Products Tradeshow NRW after such a long time without direct contact with customers did not appear out of nowhere. During the corona period, we consciously observed and analysed the market so that we could hit the ground run-



The grand Rheinterrasse has passed the test as a venue for the Promotional Products Tradeshow Nord Rhine-Westphalia.



Many new highlights could also be discovered at PF Concept's stand.



Presentations on a screen may have been helpful during the height of the Corona pandemic, but they cannot replace the direct haptic experience and direct contact with customers.

ning again with a coherent strategic concept that looks to the future. “The great success of this year’s event has convinced us to rebook the Rheinterrassen Düsseldorf as next year’s venue for the Promotional Product Tradeshow NRW 2022 on the 1st September. “Stand requests are already being accepted by the S&P team”, continues Daniel Thywissen in his closing remarks. <



Daniel Thywissen (middle) conversing with a client at the stand of the bag specialists Halfar System.



Finally promotional products that can be felt, tested, grasped, and live up to the tradeshow motto “really touchable”.



If the pandemic has been good for anything, it has made us, first and foremost, conscious of how important **hygiene is as a preventative measure for protecting** our health. The products featured on the following pages are dedicated to this topic.

PSI 46903 • SPM Schäfer Promotion Marketing GmbH
 Tel +49 2684 957011
 info@spm-marketing.de
 www.spm-marketing.de

A clean solution for hands

Schäfer Promotion offers a certified hand sanitiser, 100 millilitres, in the guise of the brand Interhealth. The sanitiser can be ordered with a customised customer label from a quantity of 96 pieces. The provider says short supply times are guaranteed, since labelling is performed in-house. Schäfer Promotion will be equally pleased to take on any desired drop shipment and guarantees the assurance of being well protected.



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

Hygienic mask receptacle

Troika introduces a bag for mouth & nose coverings with the Duo Mask Bag, a product of its own design workshop. The robust little bag for two mouth & nose coverings comprises separate zipped compartments and has an anti-bacterial coating on the inside. This makes it perfect for storing a used mask. The materials deployed are polyester on the one side and on the other, tarpaulin. The bag, including hand loop, is washable at 30 degrees Celsius.

Protection and care for on the move

The SaniStick hand sanitiser spray from KHK offers reliable protection and assurance, and is therefore an in-demand promotional partner. The handy stick ensures swift hygienic cleaning and sanitising of hands on the move and carries conviction with its simpatico image and long duration of use. The Pocket Card is an effective complement to the practical spray. It can be printed on both sides in 4c offset printing and offers an extensive promotional surface for custom messages. SaniStick is available as a clip or cap variant.



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-Advert-



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Our bodies are exposed to many strains on a daily basis, be it due to poor working postures, too little movement or too much everyday stress. As a result, areas of muscle shorten and thicken in the long run, which can be extremely painful. The new fascias have been specially developed for self-massage, whereby even hard-to-reach spots can be effectively massaged and spontaneous tensions dissolved. The Trendy Sport fascia range comprises fascia balls and duo balls as well as fascia rolls in various sizes and colours made out of environmentally friendly EPP. All fascia products are available with customised doming from just 100 pieces including outer packaging. More details and images at: www.trendy-sport.eu/faszienprodukte/

PSI 49563 • Trendy Sport GmbH & Co.KG
Tel. +49 9171 975630
psi-trendysport@online.de
www.trendy-sport.com



Anti-bacterial pen

The anti-bacterial iPROTECT® pen with zinc ions from Stilolinea is equipped with bacteriostatic technology, which inhibits the growth of bacteria on the entire surface of the pen. The hand-to-hand spread of bacteria is thus prevented. The inorganic additive that makes the pen bacteriostatic uses no biocides or toxic substances. The effect is guaranteed for the whole of the product's lifetime. This therefore makes iPROTECT® the perfect pen for companies in healthcare or for use in schools, banks, retail markets and everywhere pens pass through many hands.



PSI 45328 • Stilolinea S.R.L.
Tel +39 11 2236350
info@stilolinea.it
www.stilolinea.it

On-the-ground promotion

The environmentally friendly logo mats from doormat specialist emco Bautechnik not only keep entrances with heavy footfall clean, but also skilfully set the stage for on-the-ground brand messages. Enhanced hygiene or safety demands such as low-flammable or industrially washable are effortlessly possible. This also makes the mats usable in pharmacies, physiotherapy practices, hospitals and in all areas where hygiene and cleanliness are vital. Further benefits are the realisation of custom dimensions, printing with high-impact, durable colours, high dirt and moisture uptake, plus a low risk of tripping and slipping.

PSI 47306 • emco Bautechnik
Tel +49 591 9140603
n.rudau@emco.de
www.emco-bau.com



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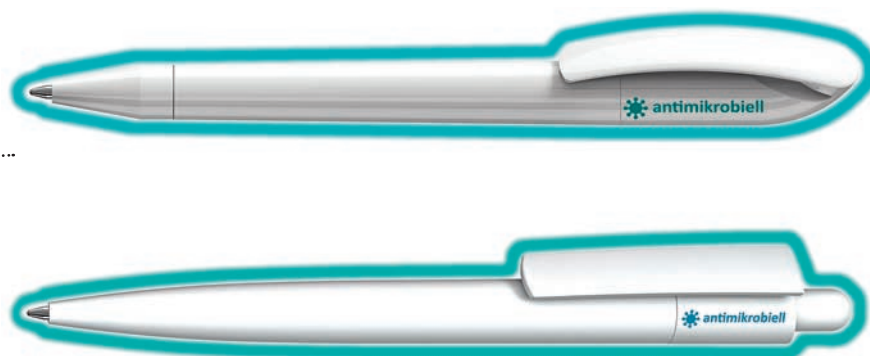


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PSI 45956 • Burger Pen AG
Tel +41 26 4959470
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www.burgerswisspen.com

New hygiene standards for plastic ball pens

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



Trouser pocket cleanliness

With the Pocket Pack Classic, IssueTissue presents an indispensable companion, not only during the season of colds. The packaging is specifically designed to fit into trouser pocket or handbag with ease. Two different sizes (Classic and Mini) each containing ten or seven extra-soft tissues can be selected at the same time. Customisation by means of digital printing is possible from 500 pieces, by means of flexoprinting from 3,000 pieces.

PSI 44613 • ISSUETISSUE / Consuma-Issuetissue BV
Tel +31 70 3630918
info@issuetissue.com
www.issuetissue.com

A grip on clean contacts

With the robust metal multi-tool hygiene assistant "Stay Clean" from Maximex, users avoid direct contact with an array of surfaces. It helps with the contact-free opening of doors, serves as a typing assistant for keyboards plus touchscreens and can even open bottles. In addition to the four standard colours, the item can be produced in a host of upscale metallic colours. Concerning the instructions, order-placers can use the template or completely design the insert themselves. The design is applied to the multi-tool by means of laser engraving.



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www.maximex.de



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

Compactly sorted pills

With four compartments, the 8728 pillbox from HEPLA takes care of tidiness for the daily tablet intake morning, noon and night. The compartments are separated by partitions and sufficiently large for various tablets. The pictograms on the inside of the lid mean that times for taking tablets are understood regardless of language. The very easy to open lid is particularly suitable for people with limited motor skills or impaired dexterity. The boxes can be finished in the in-house printer's by means of screen or digital printing on request.

-Advert-

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Green Energy

Multi-protection sanitiser

The colourable sanitiser from FranCos contains 70 percent ethanol. Its formula is tested to standards EN 1650, EN 1276 and EN 14476 for efficacy against a host of bacteria, fungi and viruses – including the coronavirus. The gel contains moisturising ingredients and is dermatologically tested. It can be dyed (Pantone) on request. The following sizes are offered in addition: 50 ml bottle with metal clip or silicon holder, 100 ml bottle or 240 ml, 300 ml, 500 ml and 1000 ml pump dispenser.



PSI 47463 • FranCos GmbH Image-Cosmetics & More
Tel +49 2521 8255112
info@francos-gmbh.de
www.francos-gmbh.de

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A breath of fresh air by post

Fresh breath is indispensable in the business world and also in everyday life – and is important for one's own well-being – particularly under a mask. The CoolCaps by PaperMints offer a pleasant refreshment in two phases. The mint capsules comprise of an outer case that melts immediately in the mouth leaving the breath fresh. The capsule inside is on the other hand simply swallowed and induces a fresh feeling in the stomach over a longer period of time. Whether during meetings, after a cigarette or meal – with their minty taste the CoolCaps reliably ensure a pleasantly, fresh taste in one's mouth. With the dimensions 10 x 7 cm and weighing only 10 g, the new blisters that contains 24 small fresh moments are ideal for mailings. For minimum order volumes of 500 pieces, PaperMints can on request embellish the blister with an individual customer logo.

PSI 60225 • PaperMints S.A.
Tel +32 23520700
info@papermints.be
www.papermints.eu

Compact lifesaver

A little helper for health and safety at home, in the camper van or on a boat: This is INDEXA's description of its CO30 carbon dioxide monitor. The lifesaver provides warning of increased CO₂ concentration in ambient air with a loud alarm and flashing LED. Its compact dimensions mean that the CO30 is ideal for taking on travels. The detector is tested to EN 50291-1:2018 and EN 50291-2:2019 and BSI certified. Including high-quality Figaro sensor with a 10-year lifetime and a permanently installed lithium battery with a calculated lifetime of 10 years. The housing can be provided with custom printing.



PSI 44531 • INDEXA GmbH
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info@indexa.de
www.indexa.de

PSI 46887 • Römer Wellness
Tel +49 6541 812950
info@roemer-wellness.de
www.roemer-wellness.de

A totally clean high five

The pandemic has taught us that good hygiene to protect against bacteria and viruses is essential, especially when large groups of people gather. With its 100 ml hand cleansing gel in a refillable bottle, Römer Wellness is taking the battle to bacteria and viruses. The perfumed gel is ideal for hygienically cleansing your hands without water, while also caring for them with aloe vera. It consists of at least 70 % ethanol and therefore has an anti-bacterial effect. It is also effective against the enveloped corona viruses. The gel is available with an individual 4c label starting in quantities of 100 and more.



Yoga the natural way

New, ecologically sustainable and made in Europe: Gabriele Bühring and her team are now presenting yoga mats made of cork. The large "feel good" yoga mat is making the debut for the cork product line. Ecologically sustainable bark from Portuguese cork oak trees as well as latex from rubber trees are exclusively used for this line of products. Cork is by nature water-repellent and breathable. Therefore, it is particularly easy to clean. Furthermore, the yoga mat is slip-resistant and perfectly suited for beginners and advanced users with measurements of 175 x 61 x 0.4 cm. It is also possible to put advertising messages on it with silk screen printing.

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



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Practical safe travel

You can best protect your valuables from pick-pockets by carrying them close to your body. The practical shoulder holster from INDEXA offers space for cash, credit cards, travel documents or a smartphone up to six inches and can be worn below or above one's clothing. The breathable fibre fleece on the back side assures a high degree of comfort when wearing it. Thanks to the water-repellent nylon material on the front side, the content is very well protected from moisture. The shoulder holster has two large compartments, padding and adjustable straps. The surface can be individually printed.



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PSI 41462 • Spranz GmbH
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info@spranz.de
www.spranz.de



Disinfecting with UV-C light

Spranz is presenting the Metmaxx® MobileCleaner ProUV, an effective neutraliser for viruses, germs and bacteria for both on the go as well as at the office and at home. All surfaces such as smartphones, keys, wallets or masks can be cleansed with it. The MobileCleaner ProUV is an effective and environmentally friendly disinfectant without added chemicals or releasing ozone. The cleaner has a built-in, rechargeable battery with 500 mAh. The built-in gyroscope provides for extra security: it shuts the stick off, when it is turned upward with the LED, so that the user cannot look directly into the UV LED.

Easy-to carry respiratory protection

The black FFP2 breathing protection mask made of very high-quality fleece from elasto offers those wearing it reliable protection from particles as well as liquid and solid aerosols. The fleece consists of five firmly connected layers. In addition, it has very little breathing resistance and is particularly skin-friendly. The straps on the mask are elastic, making it comfortable to wear. The flexibly adjustable nose clip is integrated into the mask and adapts to the shape of the nose. The masks are not reusable or washable. They can be refined by screen printing.

PSI 41369 • elasto GmbH & Co. KG
Tel +49 9661 890 0
info@elasto.de
www.elasto.de



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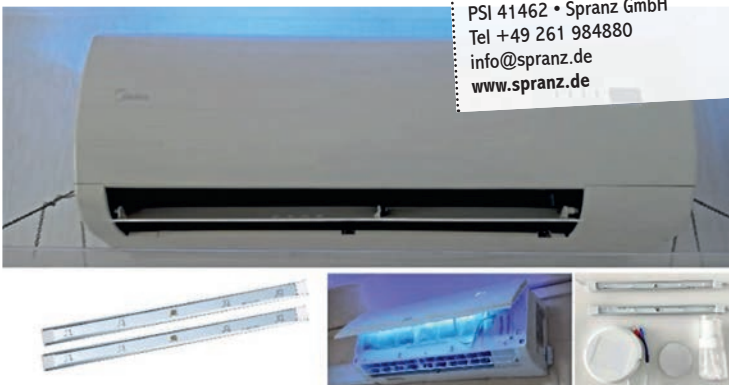
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PSI 60203 • snagger GmbH
Tel +49 170 5557393
hello@snagger-germany.com
www.snagger-germany.com

Clean snacking

The company SNAGGER is presenting a re-fillable, hygienic snack dispenser with the same name for all your favourite snacks. It is a great solution for those who like to snack in the company of others, but find it very unhygienic when everyone reaches into the bowl. With the SNAGGER, everyone takes his or her portion and the remaining stacks stay untouched. The SNAGGER is suitable for a large number of customary snacks such as peanuts, NicNacs, trail mixes, M&Ms and much more.



PSI 41462 • Spranz GmbH
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www.spranz.de

The air is pure

Spranz promises safety for your family, colleagues and customers with its Metmaxx® AC UV-CleanAir. The LED UV-CleanAir universal installation kit for the Split air conditioner cleans and disinfects air at home and in the office, while providing protection against viruses, bacteria, fungi and germs. The apparatus begins disinfecting immediately when turned on and after 30 minutes the level of germs decreases significantly. According to Spranz, the UV-C Set should preferably be installed by a specialist into an existing air conditioning splitting device (2.64 – 7.03 KW).

100 % recyclable in paper cycle

– paper-based carton & inlay –



Premium Gift Advent Calendar Eco

with 7 different brand filling options



www.ksw24.com



Healthy through the cold season

The double-walled bottle CHAI from Inspirion provides for a healthy and warming feeling when it is cold. With a filling capacity of approximately 280 millilitres and a detachable tea strainer, CHAI is ideally suited for the preparation and transport of your favourite tea. Thanks to the silver cap with a screw closure, the hot drink always arrives safely. CHAI will win you over with its modern design and also offers space for your individual logo.



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

Protected by healthy room air

The company Efbe Electric Appliances is presenting a room air sterilisation device against pollen, mould, bacteria and viruses including SARS-COV2. Its 99.9 % effectiveness was confirmed by the OMPG Institute and a study of the Boston Institute. The powerful and durable device called SC UV 900 is suitable for rooms up to 42 square metres, thus office rooms, classrooms, restaurants and private living rooms. The air disinfectant is equipped with the newest technology. The high turnover rate for the cleaned air (CADR) amounts to 21 cubic metres per minute. The compact device which can easily be operated by remote control can be moved effortlessly from room to room and does not require installation. The dynamic elements such as lamps and filters can be easily replaced by the user.



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

Workwear – hygienic and sustainable

Fashionable and comfortable, but also sustainable and hygienic workwear for cleaning professions is hard to find. Karlowsky Fashion, known for innovative workwear with its finger on the pulse, has recognised the signs. With the modern KS 64 Pull-over Tunic from their 'Essential' line, they manage the balancing act between functionality, style and current „green“ aspirations. With 11 cool colours, from classic white and royal blue to modern aubergine, fuchsia or emerald green, as well as sophisticated details, cool styles and maximum washability at 95 °C, Karlowsky® presents a product that is second to none. All 'Essential' products are used in the fields of medicine, care, wellness, cleaning and cosmetics. They consist of a uniform material composition and can be combined with each other as desired thanks to the variety of colours (Mix & Match). The polyester used consists of 100 % recycled plastic. The products have been awarded both the Green Button state seal and the international GRS (Global Recycled Standard) product seal. The material mix is perfect for embroidery and printing.





Protection in all respects

The pandemic has taught us how important it is to protect the public from infection and implement preventative measures. According to the company LIP Handelsgesellschaft, it is "currently the only promotional products wholesaler" selling FFP2 textile masks that come with a nano filter and a sublimation printing option (textile masks with nano filter = microfibres on the inside and outside as well as a two-ply, medical, non-woven filter on the inside). These protective face masks are exclusively produced in Europe. They can feature 4C all-over printing and are washable at 40 degrees (tested in at least 20 wash cycles). The up-to-dateness and safety of the certificate has been verified by three different platforms. The certificate (EN149:2001+A1:2009, CE 1437) is very visible and printed on the mask. The nano-textile mask's increased ability to absorb moisture reduces the risk of skin damage and irritation and ensures it is comfortable to wear. The reusability of the mask also benefits the environment as well as people's budget. This model is also environmentally-friendly because it does not contain any poorly biodegradable polypropylene plastic, which is found in standard FFP2. The company offers its customers the options of express deliveries by using short transport routes and customized printing for small orders. Other details are available directly from the company.



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- In drei erstklassigen Designs für auffällig nachhaltige Werbewirkung.



www.senator.com

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The CD-LUX Advent calendar specialists from the Bavarian town of Cham are known for their innovative Advent calendar program with top notch quality. The company has been intensively addressing environmental topics for the past 10 years, which is clearly reflected in its sustainable product assortment.

A Variety of Advent Calendars for Any Budget

Wow with Sustainability



Variety and sustainability are the trump card in the CD-LUX assortment.

CD-Lux offers a large selection of premium quality Advent calendars and products.

When the first Advent calendar was printed in Munich in 1903, no one could foresee that this product would develop into one of the most popular promotional materials in the pre-Christmas season. It is no wonder, because businesses can express their appreciation of customers and employees with a customised Advent calendar, and their advertisement is guaranteed to remain in their customers' sight for 24 days. The Advent calendar specialists from CD-LUX in the Bavarian town of Cham are known for their innovative Advent calendar program in top notch quality, which contains the finest brand-name chocolates, such as Lindt, Milka, Ritter SPORT, Ferrero and many more. The calendars come in various price classes, and customers can choose from more than 100 versions and shapes.

Sustainability with tradition

"Giving a customised Advent calendar as a company gift is an emotional present that is always well-received. Melt-in-the-mouth chocolate, quality, delivery reliability and an optimal price performance ratio are all at the very top of people's wish list. In the past few years, the topic of sustainability has been added to this list as an integral part", explains CEO Alexander Dirscherl. He adds, "We have been intensively addressing the topic of environmental protection for the past ten years. We were the first producer of Advent calendar inlays to make them out of recycled materials, such as collected beverage bottles. We also have a 270 KWh solar system on the roof of our production facility. Since 2019 our entire company has been 100% climate neutral as are all of the products produced

in our facilities. Our CO₂ footprint is determined on a regular basis, and emissions are offset through a climate protection project we are involved in. We are also a member of the Bavarian Environmental Pact, which is an initiative organised by the Bavarian state government and the Bavarian business community. Our Advent calendars not only have a “green touch”, they also are considered sustainability in practice. Sustainable products are increasingly more in demand among our distributors. Everything should just fit when it comes to using an Advent calendar as a Christmas present”.

Sustainable brand-name chocolates

It begins with the chocolate: Every brand for sale at CD-LUX is committed to the sustainable procurement of cacao beans. There are several exemplary initiatives, such as Lindt with the Lindt & Sprüngli Farming program, the Cocoa Life Program from Milka and “Unser Kakao” from Ritter SPORT. Many products such as Sarotti are also certified by the Rain Forest Alliance. All of these efforts pursue one goal: They rely on efforts at the social and economic level for procuring cacao beans in a sustainable manner.

Sustainable Advent calendar inlays

Organic-based, biodegradable, made from recyclable material and compostable – there are so many positive aspects that distributors or customers can lose their overview. “We offer four different options in any price category and for any budget. The one thing they all have in common: They feature first-class workmanship and are filled with the finest brand-name chocolate”, says Dirscherl. From the beverage bottle to the Advent calendar and back – CD-LUX relies on using less materials and on reusing resources. In essence, we borrow recycled material and put it back into the recycling system after its life cycle as an Advent calendar is finished so that something new can be created from it. Advent calendar inlays made 100% out of recycling material are an environmentally-friendly alternative to traditional plastic packaging. By using post-consumer waste such as used PET bottles, waste is minimised and CO₂ emissions can be avoided. Dirscherl remarks: “Most of our customers choose this version today”.

Environmental compatibility without compromise:

“Our sustainability champion is clearly the Advent calendar series Organic. This season, we considerably expanded the program with the innovative Advent calendar inlays made from Reinpapier®. Calendars in all shapes and versions are available, and they can be filled with a wide array of chocolates”, explains Dirscherl. The inlays of the



CD-LUX CEO Alexander Dirscherl explains the sustainability strategy.

The Advent calendars are produced at the company's headquarters in the Bavarian town of Cham.



Production of Advent calendar inlays is running at full speed.



From nature, back to nature: The Lindt Advent Calendar Organic has an inlay made out of raw materials and is 100 % biodegradable and recyclable.



In 60 days fully biologically degradable: As part of a CD-LUX trainee project, a time lapse video was made showing the degrading process of the biodegradable inlays.

plains Dirscherl. "Under optimal conditions, the inlays are compostable, and in ideal cases, recyclable. Due to the increasing demand and the growing emergence of organic-based materials in all kinds of areas, waste management companies will continue to expand suitable processing cycles through composting, or as we would prefer, recycling. The material used is 100% natural and free from petroleum oil, and it is even compostable under the right conditions. During production, no harmful substances or plasticisers are used which could get into food or the drinking water. Additionally, there is research that looks into how materials like straw or even food waste could be used in the future".

Creativity is in demand again

Three ways for achieving one goal: In addition to their recycled or organic-based Advent calendar inlays, the cardboard Advent calendars also have ecological advantages. Paper is a natural, renewable raw material that can be recycled optimally. "The production of the materials we use is undertaken in an environmentally-friendly manner using FSC® certified materials sourced from sustainable forestry", says Dirscherl. "Creativity is in demand again: As a material, paper or cardboard offers excellent opportunities to realise personal Advent calendar ideas. When recycled corrugated cardboard is used, the chocolates should be individually packaged to prevent smells or other substances from being emitted from the recycled paper. We have set ourselves the goal of minimising the harm to humans and the environment as much as possible. For this reason, we have decided to produce all of our print products on FSC® certified material as standard practice. This is an example of CD-LUX taking a sustainable approach: All print products are printed on FSC® certified material at no extra charge".

Sustainability that can be touched

The new Advent calendars made out of grass paper have a unique feel and look. When combined with a 100% organic-based inlay, the calendar is both completely recyclable and biodegradable. Dirscherl remarks, "Sustainability that can be seen and felt. 25% of the Advent calendar cover is made out of grass fibres. The CO2 and water consumption have been reduced during production, and the cardboard is biodegradable. Life cycle assessment: A considerable amount of CO2 emissions can be saved by using grass paper. Compared to cellulose, grass paper can improve the CO2 figure by nearly 75%". While reflecting on the future, he concludes, "We believe it is important to take an approach where we make ongoing improvements while always remaining open to something new, innovations and new developments. Step by step. After all, there is always a way to be even greener".



Premium brand-name chocolates committed to sustainable cacao: Lindt, Milka and Ritter SPORT.



Sustainability that can be touched: The Advent calendars made out of grass paper have a 25% share of grass and a distinctive natural feel.

Advent calendar are made in a paper injection moulding process using renewable raw materials. The components consist of paper fibres, water and starch, which is a 100% mix of sustainable materials guaranteed. After its use, the entire calendar can be placed in the paper recycling bin. If an inlay thoughtlessly lands up in nature, it will fully biodegrade within a few weeks. "With our Organic Advent calendar product-line, we are presenting one of the most environmentally- friendly solutions in the industry. The burden our ecosystem faces as a result of plastic microparticles can be reduced many times over with the sustainable Advent calendar inlays. Our inlays are made from natural and renewable raw materials. They are 100% organic-based, compostable and fully biodegradable within 60 days", adds Dirscherl.

Decomposition without contaminant residue

"The CO2 footprint from Reinpapier® is 85% lower than similar products made out of traditional plastic for example. This is due to the lower water consumption during production, the light product weight and the high energy efficiency in production and logistics. The inlays are an ideal sustainable material. It does not get much better than this. The feel is similar to that of plastic. This has the advantage that the product can be processed optimally", ex-

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There are exciting news from and with Fruit of the Loom: the cult brand is celebrating its classic vintage roots with a trendy Capsule Collection from spanish fashion giant Zara.

Zara trusts in textile icons: Capsule Collection with Fruit of the Loom

ZARA goes Fruit of the Loom



The Vintage Hooded Sweat with casual hood and kangaroo pocket on the front and the cool Vintage Raglan Sweat with wide crew neck collar.

ic Fruit of the Loom logo in a vintage look can be found on cosy sweats in trendy colours, cotton T-shirts, shorts and stylish underwear – a real must-have collection for trendy shoppers.

The brand Zara knows – and sets – global fashion trends. With its current capsule collection, the retail giant is bringing casual, colourful vintage vibes to high streets around the world and cementing the cult status of the traditional fashion brand Fruit of the Loom. The iconic

Retro vibes for B2B customers as well

Fruit of the Loom is also offering the stylish, cool retro look for B2B customers: with the new Vintage Collection. The popular styles for men and women are available in a classic fit, pre-printed with the famous Fruit logo from the 1980s/90s. Depending on taste and courage, the high-quality T-shirts, sweatshirts and hooded sweatshirts from the Vintage Collection come in versions with small and large logo prints – and of course in the range of colours that characterises the iconic brand.

Highlights for every wardrobe

The highlights for every wardrobe – and especially trendy in the large logo print variety: the cool Vintage Raglan Sweat with a wide crew neck collar and raglan sleeves with contrasting stitching, the Vintage Set-In Sweat with a contrasting crew neck collar and close-fitting waistband and sleeve ends as well as the Vintage Hooded Sweat with a casual hood and kangaroo pocket on the front. A must when it comes to street style: the casual Vintage Classic Jog Pant with an elasticated waist, practical side pockets and a small vintage logo print below the waistband. For warmer days, there are the Vintage Lightweight Shorts, also with an elasticated waist, side pockets and a small vintage logo print. For more information, please visit: www.fruitoftheloom.eu



The iconic Fruit of the Loom logo in vintage look adorns cosy sweats in trendy colours, cotton tees, shorts and stylish underwear.

Events 2021

Reed Exhibitions Austria & Germany

ALUMINIUM Business Summit

28.09. – 29.09.2021

Düsseldorf
aluminium-exhibition.com

austropharm
Die Fachmesse für
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30.09. – 02.10.2021

Messe Wien
austropharm.at

Bar Convent Berlin
International Bar and
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Messegelände Berlin
barconvent.com

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06.11. – 10.11.2021

Messezentrum Salzburg
gastmesse.at



In the business of
building businesses



Fade-proof allrounder

With the new fineliner Pictus from Schneider, there are eight different metal-encased pen-tips available for writing fine as well as wide and robust lines **in four different colours**. Pictus is an allrounder that needs many users to perfect their work. The colour and line width are indicated on the cap and shaft. The ink is what makes Pictus unique. It is water-based as well as waterproof due to pigmenting and is fade-proof. It is made out of 85 per cent recycled plastic and comes in various practical combinations.

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www.schneiderpen-promotion.com

Christmas is in the air

When bells are ringing during the loveliest time of the year of Advent, everyone starts longing for the Christmas treats from "JUNG since 1828". It is a perfect time to give small delightful treats as presents to employees, customers and business partners and to sweeten up their turbulent everyday lives **with lovely snacks**. With the elegant Christmas almonds from the Lindt & Sprüngli brand, you are sure to be successful. The festive design of the extra-large stand-up box Midi, which can feature an individualised all-round imprint, has plenty of space to draw attention to a logo and Christmas greetings.

PSI 41545 • JUNG since 1828 GmbH & Co KG
Tel +49 7141 6435-0 • zentrale@jung-europe.de
www.jung-europe.de





USB stick in your desired shape

The USB sticks in your desired shapes from HIKITEC are available starting from 100 pieces and are the perfect eye-catcher for many occasions. A business only needs a photo or vectorized logo data for customizing the shape. **The customer decides** how the logo, product or mascot should be realized. The customizable USB stick consists of a soft rubber casing, which can be selected to come with a slim COB or a USB A head. All of the HIKITEC models are produced with high-quality brand-name chips and controllers. Memory capacities ranging from 128MB to 32 GM can be selected as well as a transmission speed of either USB 2.0 or 3.0.

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

The most organic possible

The Interall Group is now presenting a wine cooler made from **mycelium and hemp shives**. Mycelium is the root system of mushrooms consisting of several branching, filamentous hyphae, which normally grow underground. Mycelium works like a natural adhesive which can bind biomass together. It grows in five days, dries in two days and is fully biodegradable in nature. In addition, it can be brought in any shape and size – such as in the shape of an organic wine cooler. After heat sterilization, the practically greenest material that one can image emerges.



PSI 41727 • INTERALL GROUP B.V.
Tel +31 35 6990000 • info@interall.nl
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Multi-talent with surprise effect

The twist ballpoint pen Turnus from Klio, which has won several prizes combines functionality and design in an elegant way. The combined traditional pen technology and modern storage medium as well the latest COB memory technology turns this multi-talent into **a product that will leave a lasting impression**. The plastic casing, which can come in 14 colours, includes an own-brand high-quality Silktech refill with 3000 meters of writing capacity. A configurable USB memory is hiding in the removable cap. In addition to the standard models, the innovative allrounder can come in all high-gloss versions upon request or can be made out of sustainable recycled plastic. The writing instrument can also be made out of antibacterial plastic and offers an additional added value for people's health. When Turnus is finished with soft-grip varnish, a shiny metal tip or a high-quality gift packaging, this USB writing instrument becomes a present with wow effect.

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



Sustainable allrounder

Schneider is introducing its new four-colour pen Take4Promo as a sustainable allrounder for the office or planning, organisational and structural work, or for a creative streak. The casing colours are available in white, black or blue, each with a coloured ring that comes in white, yellow, red, green, black or blue, and it offers **a variety of printing surfaces** for placing advertising in a wide array of different ways. Photo-realistic multicolour prints are possible using digital printing. On the inside, the Take 4 Promo is equipped with a black, red, blue and green ink refill. All four writing colours are waterproof. You can switch between the individual colours quickly and comfortably with the help of the coloured sliders at the end of the pen, while keeping an eye on everything. Another highlight: The Take 4 casing is produced in an environmentally-friendly manner while conserving resources and is made out of 92% recycled post-consumer plastic. The use of recycling material to manufacture the pen can be seen by a small embossment on the end of the pen. Additionally, the ink of the four-coloured pen can be refilled with the Take4 refills.

PSI 43416 • Schneider Schreibgeräte GmbH
Tel +49 7729 888124 • klaus.broghammer@schneiderpen.de
www.schneiderpen-promotion.com



Small but Ho Ho

Anyone looking for a small present with a big impact for Christmas, will find what they are looking for at JUNG since 1828: the recipient is sure to be delighted by the 10-gram Lindt Christmas man that comes in the customizable promotional box. The climate-neutral Christmas giveaway is perfect for sending it to someone's office at home or as **a delicious package insert** and is sure to delight at home. The small Christmas messenger is a real promotional allrounder and is guaranteed to be suitable for any target group.

PSI 41545 • JUNG since 1828 GmbH & Co KG
Tel +49 7141 6435-0 • zentrale@jung-europe.de
www.jung-europe.de



Welcome back!

Welcome back, is the motto for customers or employees in offices in many industries or for guests in hotels. The company e+m Holzprodukte makes **small and large messages with a trendy design** that are made out of different types of wood materials, including FSC certified wood. Many messages and logos can be realised according to customer wishes. Displays for a reception counter and small eye-catchers, such as pins or bookmarks can be customised. The company's products are produced 100 per cent in Germany. The great strength of using wood as a material is its sustainability, since it grows locally and can be brought back to the production cycle without much effort.

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

Innovative Travelling Companion

Freshly brewed Fairtrade coffee or tea in a practical "brewer-fresh pouch" from Römer Drinks are ideal to take along while you are out and about. The patented brewing pouches from Römer Drinks were specially invented as a travel companion and no luggage should go without it, as **it makes it possible to quickly and comfortably** prepare fresh filter coffee or loose tea. The filling in the tea pouch can be brewed up to three more times before it has to be emptied, cleaned and refilled with new tea. The bag is also produced in a CO² and plastic-neutral manner. The tea brewer comes in the varieties Tasty-Berry, Cool Mint, Earl grey, Detox or Winter Fusion and can be ordered to come with a customized front label for a minimum order of 100 units.



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



Warm Greetings by Mail

The sweet gift box from Kalfany Süße Werbung is a warm way to greet customers, partners or your own team with eight treats for the recipient. Any message will come across directly in an understood manner with the eight vegetarian Gubor milk chocolate hearts made from Fairtrade-certified cacao, which are presented in an **attractive gift box with a large advertising space**. Whether hanging from a wall or placed on a base his lovely message can be admired for a long time. This sweet thoughtful gesture is also great present for someone's office at home.

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

Keeping Hydrated All Day Long

Drinking fluids is the name of the game and a sip of water will always be handy with the glass bottle DEEPLY from Inspirion. It can hold around 500 millilitres and features a bamboo twist cap, so users can do something good for nature. The bottle is **ideal for use in the office**, nature or in your own four walls and will help you goes through the day healthy and productively. Both the bamboo cap as well as the glass bottle can be customized and can feature a logo or promotional message.

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





Click and Enjoy

The Cologne promotional product specialist Reflects® is expanding its Retumbler® product-line with a new thermo cup with CI concept. The double-walled thermo cup myKingston is available in four colours and is enhanced by a grip section made out of silicone. The 360-degree lid is special, and the 335ml thermo cup can be adapted to a customer's CI colours. The lid is **spill-proof and can be used with one hand** by simply pressing down to lock and unlock the sealing mechanism. The grip sections come in 18 colours.

PSI 42487 • REFLECTS GmbH
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PSI Messe | Industry Emphasises Added Value

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. 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 what, from their point of view, speaks in favour of the PSI. We already listened to several market participants back in the August/September double issue of the PSI Journal. At this point, some other members have their say.

Lisa Mau, LEUCHTTURM GRUPPE GMBH & CO. KG

"The industry under one roof"

Due to its large, established network, the PSI trade show brings together many different market participants under one roof. This facilitates wide-reaching dialogue within the industry. What is more, we are always delighted to nurture and intensify face-to-face contact with potential and longstanding customers. Our intention is to introduce our friendly and competent, motivated, dedicated and service-focused team to our dealers in the year to come.

Michal Dostálek, Grasp CZ, a. s.

"PSI is a must for us"

We have been taking part at PSI for a few years now. It is where we meet potential customers, have the opportunity to introduce our new calendar and notebook collections as well as trends in tailored custom requests and investments in our products. We will be presenting our new collection for 2023 and our ultra-modern printing and bookbinding technology at the upcoming PSI trade show.



Renata Sobczyk, Plasticcards / Polskie Karty Sp. z o.o.

"The ideal setting for new contacts"



We are always on the lookout for new international contacts. The PSI trade show is important to us because it provides us with the setting for meeting potential new customers and introducing our new products and solutions for plastic cards. We will be presenting our cards made of ECO PVC in the year to come.

Rüdiger Herold, Haid Werbeagentur GmbH

"No other trade show offers this coverage"

It is quite simple: we cannot reach such a large number of potential customers in our target group at any other trade show. In January, we will be bringing along new games ideas on beer mats for active communication between promoters and their target groups.

my PSI

Virtual data café | Digital exchange

Following the successful premiere in 2020, PSI has again opened its virtual data café this year and invites both suppliers who don't know the PSI Product Finder yet as well as those who want to learn more about its practicality. In a laid-back atmosphere participants can digitally exchange information about the PSI Product Finder, Europe's largest database for promotional products. Due to the great success and the consistently positive feedback, PSI has scheduled follow-up dates:

Wednesday, 06 October 2021

Wednesday, 08 December 2021

In the PSI Product Finder, distributors can discover the best-sellers and innovative trend products of the promotional product manufacturers. Suppliers who would like to present themselves here and take advantage of the benefits of the online database can do so in a relaxed atmosphere with the PSI Product Finder team and industry colleagues in the virtual data café. Questions about successful data import or updating will also be answered here.

Interested parties can simply contact us at **importe-productfinder@reedexpo.de** and will receive the participation link in the registration confirmation. If you have any questions, please contact the team by phone on +49 211 90191-721 or by e-mail at **importe-productfinder@reedexpo.de**



PSI Supplier Finder 2/21 | Update listing now

The PSI Supplier Finder is a medium that offers real win-win benefits – for PSI suppliers and PSI distributors. It's an important tool for PSI distributors in their search for the right PSI supplier to suit their individual needs. In addition to product groups with source information for the procurement of products and services, the PSI Supplier Finder also contains a certificate directory with a selection of responsible suppliers in the PSI network, the TOP 150 suppliers in the PSI network, as well as interesting texts in the "Good to know" section. PSI distributors receive a comprehensive overview of all relevant information which eases their daily work, consolidated in one medium. PSI suppliers listed in the PSI Supplier Finder can be found easily and quickly by PSI distributors. In order to pave the way for successful cooperation for both groups, particular attention is paid to keeping the details in this directory up-to-date. The new edition 2/2021 is currently in the works. Now is the ideal opportunity for all interested PSI suppliers to update their profiles simply and conveniently via the Online Service Center.

Deadline for entries is the **13th October 2021**. <https://supplierfinder.psi-network.de/>

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.

Published twice a year.
www.psisupplierfinder.de

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www.psiproductfinder.de

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Astrid Langenstein



Sabine Möller

PSI Sustainability Awards/ Sustainable League

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www.psi-awards.de



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Joy of Meeting Again

Uf we take a moment over the next few days and gaze around, we could think everything is the same as it always has been. And yet our thoughts about everything that was, that is, and that will be never leaves our minds completely.

We have kept distance from one another, stared at our screens, spoke into head phones and kept in contact through digital media. We have learned how to look more closely into people's eyes due to the masks and have been astonished by how much we can discover about each other. What is more, keeping up-to-date with pandemic statistics also has become as natural as reading the weather forecast. This is what it feels like when exceptional circumstances become the norm. Well, almost "the norm".

But all this has cast a strange spell over our rare meet-ups with friends, our few excursions or visits to a café or restaurant. We have become conscious of how precious our time with each other is – also in our careers. Whether at in-house tradeshow, small events or large events, people are meeting each other again with genuine joy and sincerity. This is what I am being told by colleagues from different industries around the world.

This is exactly why my colleagues and I are really looking forward to PSI in January, which will be the first and most important in-person tradeshow in our industry in Europe next year. Many reputable exhibitors have already registered for the event. The positive feedback and numerous enquiries we have received from everywhere in Europe clearly show me how hopeful everyone from our industry is to see each other again. Online ticket sales for visitors will begin in October. We have adapted to the times and are making arrangements to handle the pandemic's challenges. However, we have also learned to appreciate all our opportunities again, especially those that only a face-to-face meeting can offer. I am certain the next PSI will be a very special PSI, which will be fondly remembered for long to come.

I really look forward to seeing you again.



Yours Sincerely,

Petra Lassahn
Director PSI



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Promotion on the move

Our lives are shaped by mobility. We are constantly on the move for a wide variety of reasons, whether for business or pleasure. This is why in the first of the upcoming cover topics, under the keywords "Car, Bicycle, Traffic and Safety" we will also be devoting ourselves to the group of promotional items that are on the move with us - and thus spread their logos, slogans or messages in a way that moves us. The second topic group covers, "electronics, digital and smartphone accessories", another area that constantly surrounds us at work, in everyday life or in our leisure time. Here, too, our industry has smart, useful and targeted promotional products and gadgets at the ready. Also here, you can look forward to a varied selection of items!

Please start thinking now about the product presentations for the PSI Journal December 2021 issue, which will feature the topic groups "Brands and Design Products, Fair Trade" and "Made in Germany/Europe" and send your product suggestions (image and text) by 15 October 2021 at the latest to: Edit Line GmbH, Editorial Office PSI Journal, e-mail: hoechemer@edit-line.de

An end to taking things for granted



To ensure that recyclable clothing is able to retain its value, and not just in theory, Brands Fashion, the renowned European supplier of sustainable workwear, is generating circular approaches to solutions for the technical cycle. In this way, fewer textiles end up in the rubbish. Mathias Diestelmann, CEO of Brands Fashion, explains in an interview why we must not take everything for granted and why we need to think in terms of circular approaches.

TREND autumn 2021



It feels like it has been a very long time since the German industry association "Gesamtverband der Werbeartikel-Wirtschaft e.V." (GWW) organised the TREND trade fair. The last event was TREND Spring, which was held in February 2020, shortly before the lock-down (our picture). Finally, after the forced break due to Corona, the GWW was able to host the new products show again, in the tried and tested 'analogue' form on 17 September at the Rhein-Main CongressCenter in Wiesbaden. We were there to report for you.

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