

# PS1 EUROPE

**PSI Journal**

International Magazine  
For Promotional  
Products

November 2021

Volume 60



Mould, odours and humidity  
with container freight

**Brands Fashion**  
Mathias Diestelmann  
Resource-efficient circular  
economy

**Product Guide**  
Electronics, Digital,  
Smartphone Accessories  
Car, Bicycle, Traffic, Safety

**PSI Trade Show  
2022**  
Taking off together

**Industry**  
Companies, Events,  
Markets

Professional  
management of  
transport damage



## LIVE EVENT

Conception – Planning – Visualization – Implementation

Exhibitions

Congresses

Events

## DIGITAL STAGE

Real meets Digital

360° Room Tour

3D Showrooms

Digital Exhibition Stands & Events



## BRANDING

Advertising Technology

Buildings & Vehicles

Signage

POS

STANDout, headquartered in Salzburg but also based in Vienna, supports as technical full service provider for exhibitions, congresses and events around 8,000 customers at more than 500 events per year. A one-stop service - from consulting, concept creation, design, planning and manufacturing up to the turnkey installation on site.

[standout.eu](http://standout.eu)

Member of



In the business of  
building businesses





## Editorial

# Different, yes, but better too

**L**arge sections of the economy across Europe are currently contending with supply chain and logistics problems, and the promotional products industry is no exception. Many deadlines cannot be met, there may even be delays in Christmas business – a dilemma. All in all, it is not looking good on the old continent.

Did it take Covid-19 to show us the problems in international trade? Had we been too naive up to then? Yes, the pandemic hit hard, it was more than a shot across the bow. Suddenly, everything stopped and still not everything has started again. Hundreds of ships are jamming the world's major ports. Nobody forced to spend days at a time at various ports on the route from Asia to Europe is going to be punctual. Once the container has arrived in Europe at last, they begin stacking up at the ports because no lorries are there to collect them. The shortfall of lorry drivers far exceeds 200,000, across Europe. The influx of drivers from Europe's East is slowing to a trickle. There is a shortage of new recruits there, too.

Chaos reigns in global logistics. Freight is becoming more expensive, often dramatically more expensive. Price hikes peaking at more than 600 percent are no rarity. Express delivery surcharges must also be reckoned with on top. Of course, some problems will evaporate after Covid. Long highway jams also need time to clear up. Problems will remain, however. So – what to do? Getting back to the old comfort zone will be very difficult. The promotional products business also needs to rethink things. It needs to become more prestigious and more desirable. As long as the general public is put in mind of scatter articles when it comes to promotional products – the former will of course continue to be essential, if perhaps in a different form – then we are going to have a price and acceptance problem.

Broad sections of the industry have come to realise this. They are reducing their ranges, insisting on sustainability and prestigious products; they have creatively used the thinking time provided by Covid-19. Speak to the companies currently preparing for PSI 2022 and you will hear that often. No harm will be done to product diversity, or to innovative curiosity. Quite the opposite. Less can also be more. The upcoming PSI is set to demonstrate the creativity of manufacturers and suppliers. Distributors and consultants are also going to be seeking new themes. I am already eagerly anticipating the period between 11th and 13th January – no doubt you are, too.

In this spirit

**Manfred Schlösser | Editor-in-Chief PSI Journal**

**Your opinion: [schloesser@edit-line.de](mailto:schloesser@edit-line.de)**

# New Cloud Pens.

The web app for your brand messengers.

The sky's the limit.

Scan to see what Cloud Pens can do for you.



Prodir is a brand of Pageni Pens SA.

# prodir®

Personality pens.  
Swiss made.

Prodir Deutschland  
Hotline +49 6762 4069 0

Prodir Schweiz  
T +41 91 935 55 55

Prodir Österreich  
T +43 7205 69480

[www.prodir.com](http://www.prodir.com)  
[open.prodir.com](mailto:open.prodir.com)

TRENDS & BRANDS

4

FOCUS

Professional management  
of transport damage 8

PSI UPDATE

Getting started together 12

PRODUCT GUIDE

Electronics, Digital Products, Smartphones 14

INDUSTRY

Companies, Events, Markets 30

GWW-TREND 2021:

Meeting again in Wiesbaden 40

New production hall:

Groundbreaking ceremony at elasto 44

PRODUCT GUIDE

Cars, Bicycles, Traffic, Safety 46

COMPANY

Brands Fashion:

Focused on circular economy 62

Rastal:

Smart Glass concepts create added value 64

PRODUCT GUIDE

Innovative Products 66

MYPSI

78

OPINION

80

PREVIEW – IMPRINT

88



# Universal Bag - Hacks

## Reusable pull-tight bags - Sustainable Universal Bags

There are many ways to protect the environment. One of them is the use of reusable cotton bags made of organic cotton.

From the very beginning, the avoidance of pesticides, chemicals etc. ensures an environmentally friendly production of our printable cotton bags for pulling. If you need a food-safe vegetable bag with a cord or a gym bag with all kinds of capacity - there are no limits to the possibility of uses. Even as a small gift bag or laundry bag, our drawstring bags are suitable.

With our cotton bags you are always right. Get to know and love the imperial Franz, the charismatic Julia or the strong Adam and many more drawstring bags from this category.

[www.misterbags.de](http://www.misterbags.de)





Food



Toy



Shoes



Laundry



Care products



Gifts



Travel first aid kit



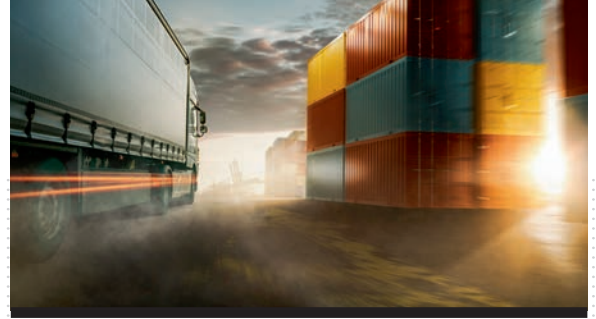
Charging cable



Jewellery



Assortment



## Professional management of transport damage 8

Even experienced importers know the problem: It is often determined late that the imported goods are in bad condition. It is hard to know what happened while they were being transported. Our experts explain where transport risks are hiding and how you should react in the event of damage.

## PSI 2022: Getting started together 12

After this year's digital intermezzo, the promotional products industry will meet again at the PSI in Düsseldorf from 11 to 13 January 2022. Once more, the Trade Show rich in tradition will offer a wide range of products as well as many supporting business proposals for PSI members.



## GWW-TREND 2021: Meeting again in Wiesbaden 40

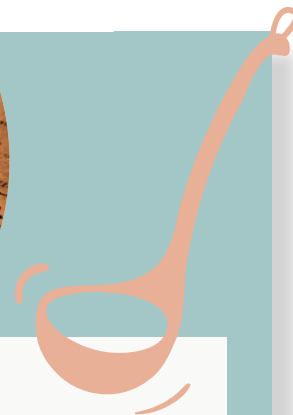
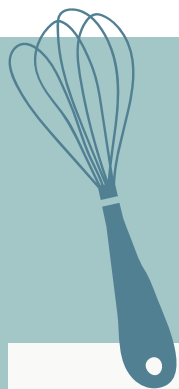
The TREND took place on 17th September, the first GWW trade show held after a year's pandemic-related break. In the RheinMain CongressCenter of Wiesbaden, Germany, 141 exhibitors presented novelties, specialties and old favourites for the last months of this unusual year.



## Focused on circular economy 62

To ensure that recyclable clothing is able to retain its value, Brands Fashion is generating circular approaches to find solutions for the technical cycle. In this way, fewer textiles end up in the rubbish. In an interview, Mathias Diestelmann, CEO of Brands Fashion, outlines why we need to think in terms of circular approaches.





# A COOKING RENAISSANCE

**Sustainability** has long been a topic in the **food** business, too – from **original production** through meal planning to the **disposal of waste**. This is by no means purely in relation to nourishment. It is also about, for example, **gastronomical ideas**. For instance, a franchise business in Singapore has taken on the task of elevating one of Asia's major, unused raw materials: **Wooden chopsticks** are collected, cleaned and then processed under pressure to make **wooden boards**. 6,652 chopsticks can be made into one **chopping board**, for example. The principle is the brainchild of a German whose aim is to use his entrepreneurial idea **to make the world a better** place. More or less **1.5 billion chopsticks** are anticipated to be transformed into recycled wood by the end of the coming year. (faz.net, "In Singapur werden gebrauchte Esstäbchen wieder zum Rohstoff")

This is just one example that proves the **(re)turn to sustainability** and **naturalness**. Food preparation and intake is experiencing a **renaissance in many aspects**. Quality is enjoying **renewed appreciation**. And this means that high-quality (promotional) message bearers are also in demand in the broad field of **cuisine**. The **PSI Product Finder** delivers numerous suitable responses.



**The right match for grinding**  
auslese – Weinkompass  
XXD GmbH  
www.xxd.de  
PSI 47734

## Sustainable coffee indulgence

**My First Coffee** (ethically and sustainably produced first-rate coffee beans packed in an aroma pouch or in compostable capsules manufactured out of wood chips from domestic forests)

Corviscom GmbH  
www.corviscom-geschenke.de  
PSI 43961

## Fancy fork-work

Spaghetti fork in high-quality stainless steel  
Gehring GmbH  
www.gehring-katalog.com  
PSI 47147







SUSTAINABLE FASHION

# WINTERSTYLES 2021

DISCOVER LADIES' | MEN'S PADDED JACKET! JN1167 | JN1168

*daiber*

HOTLINE +49 7432 7016-800 [WWW.DAIBER.DE](http://WWW.DAIBER.DE)

myrtle  
beach

JAMES &  
NICHOLSON





The carrying frame is regarded as the prototypical **rucksack**. One of the oldest proven archaeological specimens of one such carrying frame incidentally originates from the **Ötzi glacier mummy** find complex from the Neolithic Age, around 3300 BC. The **rucksack** has evolved into countless variants since that time. Be it **city, notebook, trekking or school rucksack**: Today, there is the right model for virtually any situation in life. The latest example, and probably also the kindest to backs, is the **Gitamini**. The automated, intelligent little **load-carrier on wheels** follows its owner at every turn – and all this at a speed of just under 10 km/h. As it does so, the **robot** even overcomes kerbs, steps and other obstacles. (wuv.de, “Gitamini: Der schlaue Rucksack, der Menschen folgt”). Those who like things a little more traditional, but still also convenient and, of course, **up to date** at all times, will find promotionally effective carrying models for speedy travelling here as well as in the **PSI Product Finder**.



**Strong, robust,  
resilient**

Pannier Willex  
Easy Orange BV  
[www.easyorange.nl](http://www.easyorange.nl)  
PSI 43788



**Organised while on the move**

Car Back Seat Organizer  
Troika Germany GmbH  
<https://business.troika.de>  
PSI 46311

## ON THE MOVE — LOOKING FORWARD FROM THE BACK



**Aroma-fresh all-rounders**

LocknLock stainless steel boxes  
iSi Deutschland GmbH  
[www.isi.com](http://www.isi.com)  
PSI 44212



**Quick snack for on the move**

“Lunch-Paket 2Go” aluminium box  
Römer Lifestyle – ROMINOX GmbH  
[www.roemer-lifestyle.de](http://www.roemer-lifestyle.de)  
PSI 43714

As timeless as the rucksack – and often inextricably linked with it – is the **lunchbox**. The container, originally intended for transporting **sandwiches** and adapted in shape to **slices of bread**, has been experiencing a downright **renaissance** in recent months. At the same time, it is not only useful for “**food to go**”, but is also becoming a **promotional message bearer** on the go.



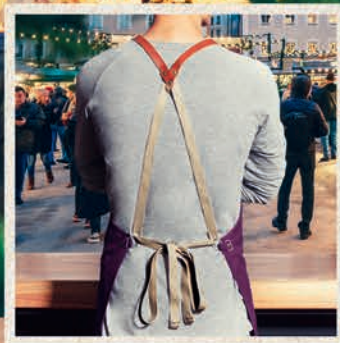




**KARLOWSKY®**

INNOVATIVE WORKWEAR EST. 1892

INSTANT  
AVAILABILITY



SUSTAINABLE WORKWEAR FOR THE

*Christmas Market*

Made from RECYCLED PLASTIC | With real leather applications  
5 modern trend colours | PERFECT FOR BRANDING & EMBROIDERY

**SUSTAINABLE | COMFORTABLE | VERSATILE**

WWW.KARLOWSKY.DE



# Mould, Odours and Humidity with Container Freight

Focus

## Professional Management of Transport Damage

Even experienced importers know the problem: It is often determined late that the imported goods are in bad condition. It is hard to know what happened while they were being transported. Our experts explain where transport risks are hiding and how you should react in the event of damage.

**A** container, which usually comes from Asia, is transported half way around the world and sits for weeks at the supplier's facilities or at the port until it is finally loaded on the container ship. The trip currently takes a lot longer than it used to because the shortage of containers and the backlog at ports due to closures caused by corona require time-consuming rerouting. While on its way to Europe, the container passes through different climate zones, which results in moisture caused by condensation developing on the inside. In specialist jargon: There is container sweat. How does the condensation water develop?





### Many causes of condensation

The problem can start when the container is being loaded. It could be rain season at the place of departure, there could be extremely high air humidity, or the cardboard packaging could get wet while being transported from the factory to the lorry and/or from the lorry to the container. Another cause could be it is loaded when temperatures are below freezing. So-called container sweat always develops when the air is saturated so no more water can be absorbed in gaseous form. In normal cases, the shipping container protects the load from external influences, such as rain, sea water, heat and UV rays. But of course, it can also show signs of damage and sea water and/or rain can get inside unobstructed. Shipping containers that have damage or normally are no longer in service are increasingly being used, especially now that containers are a rare commodity as a result of the immense delays within the supply chain. This can lead to sea water, rain and dirt getting inside.

### Damage due to moisture

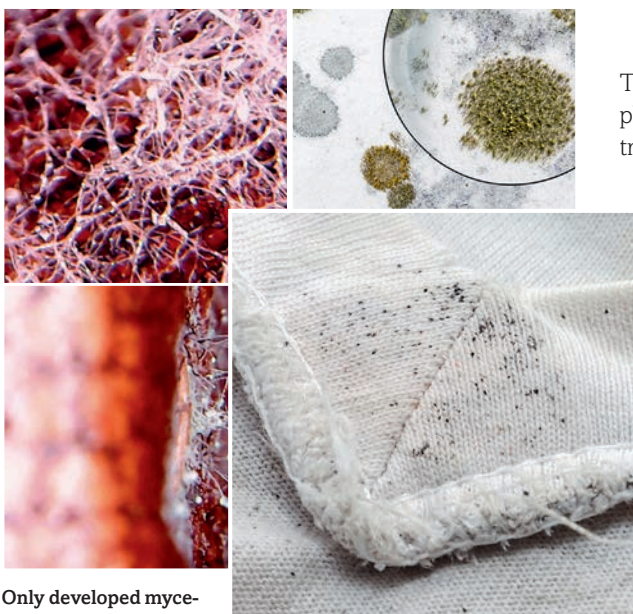
But the flow of air can be obstructed on the inside in a completely closed container, which can lead to condensation. The packaging material as well as the load itself can give off moisture. This moisture begins to condensate as soon as the surrounding temperature sinks. Condensation develops on the ceiling of the container and drops down on the load unobstructed. Mould, bloated cardboard boxes, rust or mould stains develop. Your long-awaited load finally arrives but it is damaged. In the worst-case scenario, it cannot be sold.

### Prevent moisture

The development of moisture cannot be completely ruled out due to the complexity of the reciprocal effects between temperature, moisture and external transport conditions. But importers and hauliers can do a lot to minimise this risk. It is very important that the condition of the container is checked before it is loaded. While at sea, a humidifier can be used or the inside of the container can be coated against condensation, and of course, silica gel packets or Master Dry desiccant bags etc. can be packed together with the goods. Another option is to use vents. These small ventilation units make it possible to exchange the air inside the container. Vents are basically panels that have opening slits. They are placed on the container so that the air can circulate without water entering from the outside.

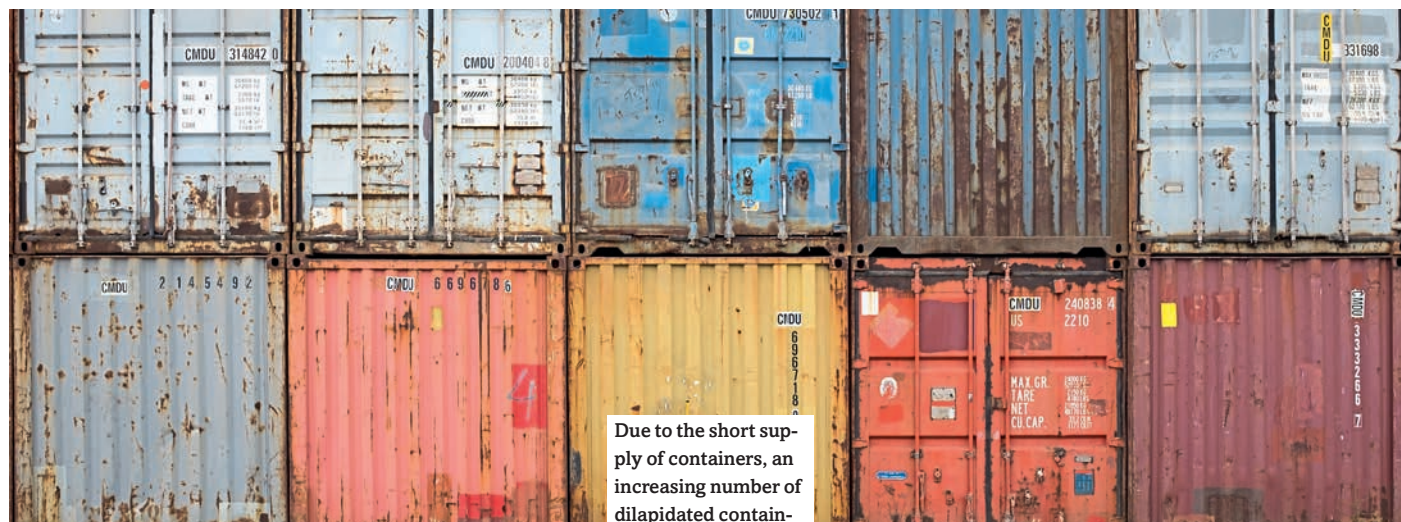
### Conduct checks immediately after opening containers

Whoever takes quality management seriously should ensure a trained and attentive team is present when containers are opened and the team looks for signs of possible damage to the goods. In particular, these include bad odours, noticeable moisture, salt residue on container floors, or spots on the cardboard packaging. If any damage is determined, immediate action must be taken to find out how the damage occurred and who caused it. Additionally, a decision must be made about whether an expert or the insurance company must be consulted. As a general rule, the container should be unloaded after preserving the evidence. Once the container is gone, it will not be possible to prove that the damage occurred to the load as a result of a damaged container.



Only developed mycelium is perceived as mould. This means mould can grow and spread. Spores can only be seen under strong magnification.

If mould is detected on the goods, it has to be professionally treated. Experts should be consulted.



Due to the short supply of containers, an increasing number of dilapidated containers are being used again. They are often not airtight or are contaminated.

### Enormous temperature fluctuations

This summary of the problem shows where the risks lie. In our analysis we go a step further and examine the details, causes and possible actions one can take in the event freight damage is caused by mould. An intact container highly protects goods from physical risks. If the container is airtight and does not have any damage to its structure, the goods will be protected from external moisture. This should first be considered a positive aspect but it also is hiding risks. Extreme temperature fluctuations can occur within the container. The highest temperatures inside a container can reach up to 80 °C and more. What is more, temperature differences of up to 60 °C or more could occur between day and night or when going through a different climate zone.

### Microclimate in containers

Due to these fluctuations, there is continual cycle of evaporation and condensation within the container. Containers may have forced venting, but they are not particularly effective and in many cases these ventilation slots are covered. This leads to a microclimate with its own cycle, which also develops depending on the location of the container on the ship. Using dehumidification methods makes sense, but they can only absorb a limited amount of condensation water. A special case is made for temperature-controlled and insulated containers, which are generally known as refrigerated containers. These compensate for the temperature fluctuations and are also very densely lined, but these are not the type of containers we are addressing here.

### Transport damage or damage to quality

How does mould develop in a container or on the goods? Naturally, containers can already contain germ-contaminated freight, and it can then spread to the outer-packag-



Moisture encourages the development of mould, but the contamination has to already be present inside the container itself or even on the goods.

ing of the goods or onto products if the goods are unpacked. Here, the goods must be closely inspected to see where the mould appears. If, while surveying the damage, it is determined that the goods inside the packaging are in an unaffected condition but the container shows damage, it could be a case of classic transport damage. However, in many cases the goods inside the transport boxes are affected, although the exterior of the box does not show any clear signs of damage. This would be considered a case of "quality damage". Basically, this means the products were already contaminated by germs in the freight.

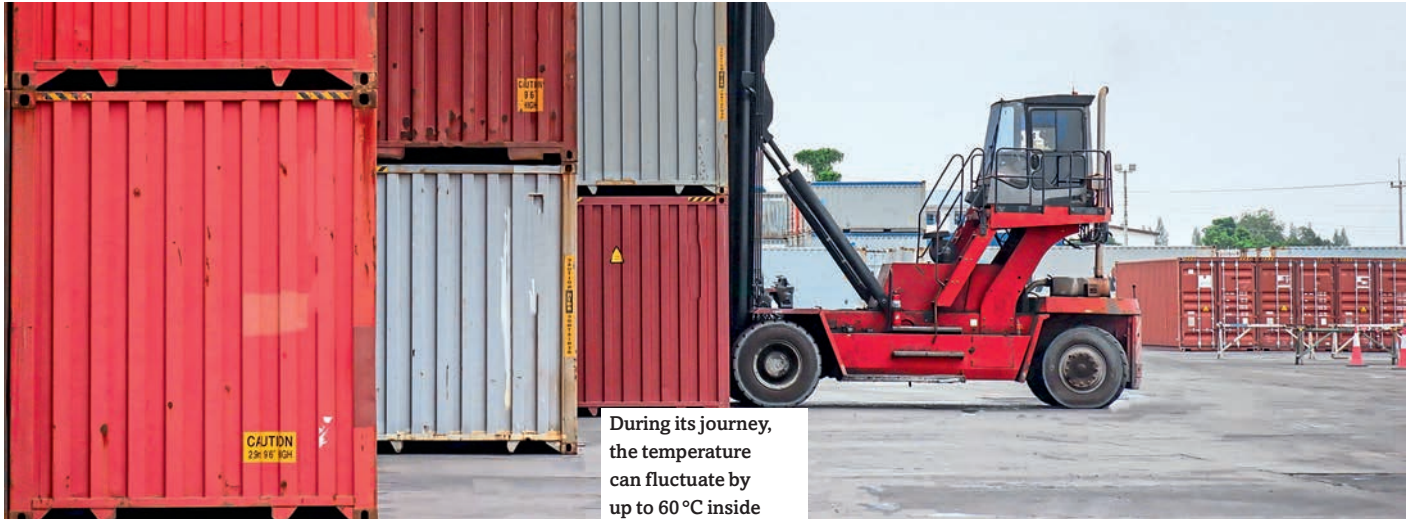
### Germ contamination often already present

Exposure to germs could occur during the production process or the primary materials could already be contaminated. During the long period in the container under the conditions described above, the cargo is subject to an environment which encourages mould growth and it eventually becomes visible. The development of mould has often been noticed during the considerably delayed transport times over the past few months. Products are currently remaining inside containers for longer periods of time, often around 12 weeks or more.

### Mould can be everywhere

Mould is one of the broadest topics in biology, which is why we are limiting ourselves here to the basics, which bring to light interesting aspects. According to our current knowledge, mould is not just one type of organic matter: There are in fact 250,000 different types of mould. Great differences in growth can be found within this "diverse species". Mould is ubiquitous, which means it occurs everywhere. There are certain types of mould that grow incredibly fast in moist environments, but there are also certain types of mould that prefer drier environment and nutrient-rich breeding grounds. In areas with mould, a symbi-





During its journey, the temperature can fluctuate by up to 60 °C inside containers. Sweat water develops and the cargo becomes moist.

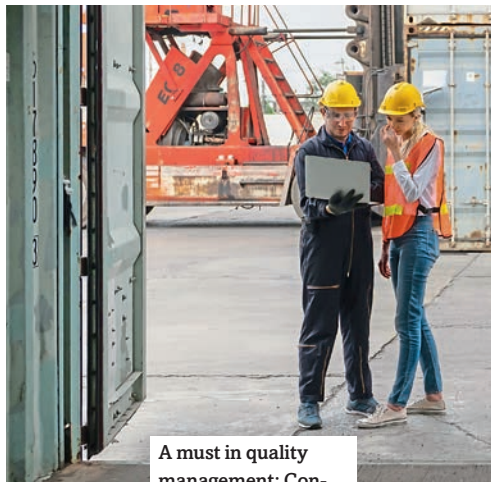
osis with bacteria can develop. When it comes to mould, this rule applies: Growth will be limited or even stopped when it is cold or very hot and dry. An interesting fact is that it is not the moisture itself which is the reason for mould growth, but instead it is the presence of contaminated cargo. The breeding grounds for mould are diverse, and even plastic can be metabolised. Simple carbohydrate structures are rapidly exploitable breeding grounds as well.

### Risk through mycotoxins

Metabolic products (mycotoxins/MVOC) can have adverse health effects in humans. Once mould can be seen by the eyes, the growth process already took place. Spores can only be detected when strongly magnified – when we see mould, we are actually looking at mycelium, which is what the fruiting body develops from. New spores are released into the surroundings from these fruiting bodies. One cannot safely classify the type of mould from the mould's colour. The colour also depends on the breeding ground. The fact that mould contamination is not always immediately visible makes it even more dangerous.

### Immediate action required for mould contamination

Mould itself and the mould growth on goods cannot be determined according to visual criteria. For this reason, many companies rely on setting products under a "restriction notice" when a noticeable mould problem is detected during an AQL examination (Acceptable Quality Level: international standardised sampling system). Mould is considered a so-called "critical point". For this reason, goods that are contaminated by mould must always be fully cleaned. It also serves as the basis for a longer warehousing period for the products. The processing methods must be clearly defined.



A must in quality management: Containers should be checked thoroughly even before they are unloaded.

### Professional treatment of goods

So-called general mould removal solutions such as the use of ozone must be scrutinized. Ozone is first and foremost a radical which can also lead to diminishment of the product's features or properties. Ozone does not remove mould; in the best-case scenario, the mould's activity is stopped and it becomes inactive. The allergic potential of the left-over mould residue remains an issue nevertheless. The article still must be physically cleaned afterwards. For textiles, the safest method is to wash them in appropriate sporicidal (anti-fungal) washing agents. Biocide regulations must be followed when undertaking any of the cleaning methods. The biocide agents used are allowed to remove the mould or kill it off but they may not have a "depot effect" (slow-release). When a long-term biocidal treatment is used, it must be declared on the product as a "treated article".

### Utilise know-how from experts

As we have seen, the entire topic of mould is a real challenge for everyone involved in the supply chain. With an adapted and repeatable concept, there are solutions that can add value of up to 100 per cent. This means that experts should be consulted to give individual advice and to suggest effective measures to minimise the damage. <

### More Information:

Weser Textile Solutions GmbH  
meissner@w-q-s.de

PLConsultancy  
Pia Larws  
info@plconsultancy.de  
+49 174 332 1855



After a year-long break, the promotional products industry is meeting up again on 11th to 13th January 2022. The trade show rich in tradition will take place in Halls 9, 10 and 11 and will again showcase a wide array of products and many business-promoting offers for PSI members.

## PSI 2022: Getting started together

# Experience promotional products live again



**Inspiration live:**  
The multi-sensory trade show experience will win people over again at PSI.

The year without the PSI trade show is now behind us; not holding the event was something that would have been inconceivable "before corona". Indeed, the pandemic clearly left its mark on the business world, exhibition events and even our use of language. No digital format can replace in-person meetings with business partners, live presentations and networking at a trade show. We are now hopefully at the start of the post-corona era, which will fill the trade show landscape with a new dynamic. There is a noticeable spirit of optimism in the promotional product industry, we are making plans again and we can look forward to the future with confidence once more.

### PSI Trade Show: quality has tradition

Time has shown that trade shows are indispensable marketing tools for this industry. PSI is a flagship event because its variety, internationality, and its offers and services for members make it a proven platform for conducting successful business deals with promotional products. Af-

ter all, the entire spectrum of haptic and sensory product experiences is celebrated here – as a 60-year tradition and yet every year is still fresh, young and contemporary.

### Industry get-together and information platform

When conceptualising the PSI 2022 event, PSI adjusted its plans to the special situation we are still facing. It will be held in Halls 9, 10 and 11 where around 400 exhibitors will come together. Estimating the number of visitors is, of course, difficult, but we have received very positive signals, including from international associations. While PSI will be smaller, exhibitors and visitors will feel at home quickly again in the familiar environment of the halls where previous events have been held. It may be smaller, but it will be lovely and more personal. This will also help PSI 2022 build upon its tradition of being an industry get-together that facilitates networking and a top-notch information platform. Underscoring the sense of belonging to the PSI community and revitalising the community are important goals that PSI will be focusing on even more in the future.



### Achieving new goals together with PSI

The membership concept and services that PSI offers its members have always taken centre stage at the event. This original idea of bringing together suppliers and distributors was so good that a powerful global business network developed out of it. The past one and half years has made it clear to everyone just how valuable reliable partnerships, trust and continuity are. Established and close relationships with customers which are based on reliability and respect are also sustainable in the sense that they establish ongoing positive results and thus profitable business deals and satisfied customers. PSI has taken up the cause of bringing this sustainability back to life in order to help its members slowly conquer the re-viving market again.

### Focus on member wishes

Returning to the values of the PSI community and focusing on the wishes of its members are reflected in the concept behind the current trade show. The upcoming PSI will be more of a member-oriented trade fair again, which has the goal of presenting an optimal offer to distributors – and only distributors. Additionally, the formerly independent Viscom and PromoTex Expo events, which were usually held for topics relevant to the promotional product industry such as customisation and finishing, will be incorporated into the upcoming PSI event. Therefore, there will be no separate areas or entry checks between the halls like there used to be in the past. This decision was made in agreement with exhibitors.

### Clear and strict entry rules

Entry for industry customers will be more restrictive and clearly defined at the upcoming event. Distributors may only invite a maximum of 10 customers, which is a manageable number so that they can personally guide their guests around the exhibition and give them advice on site. This means industry customers can only attend the event if they receive an invitation from a distributor. PSI will not be sending any invitations on its own behalf and visitors will no longer be given access through other trade shows. Invitations by means of a voucher code will work in the



Tradition that wins people over: A wide array of offers and member services at PSI.



same manner as in the past, and they will be free of charge. Suppliers can invite distributors or consultants to the event. If they are not members, they will have to prove their identity as promotional product distributors or consultants. While they will be allowed to attend the event, they will not be able to access certain services or offers, which are reserved only for members.

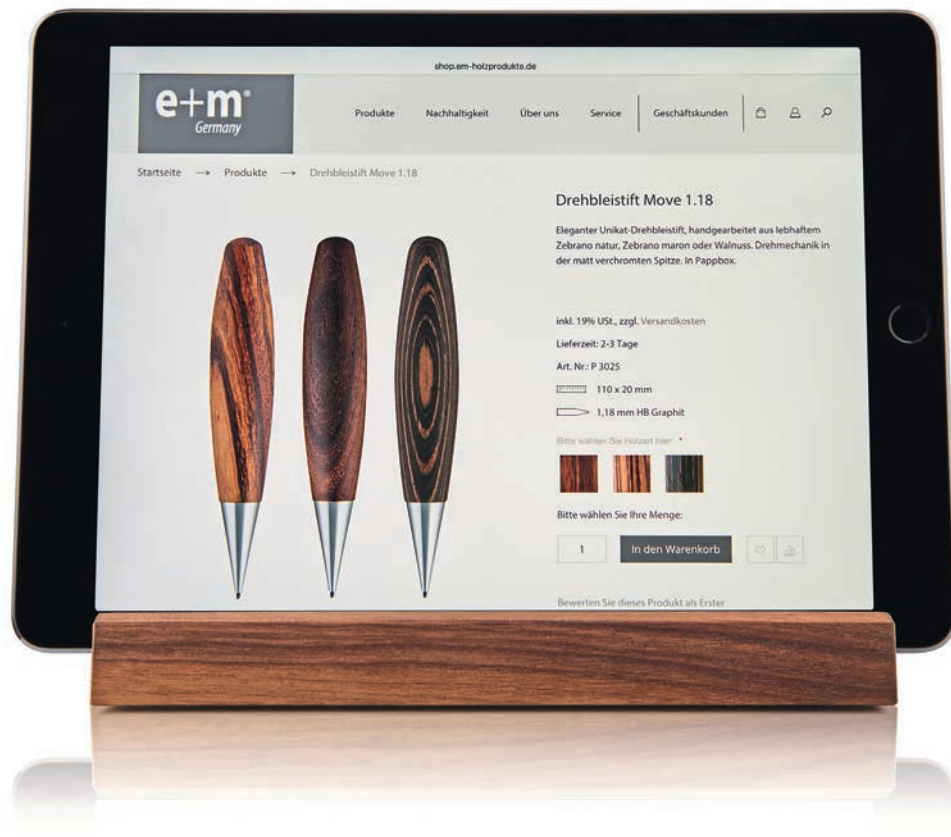
### Lower ancillary exhibition costs

When negotiating with the Düsseldorf Exhibition Grounds, PSI kept its service concept in mind and was able to agree on lower prices for ancillary exhibition costs. This will help exhibitors financially so they can use the money saved for marketing measures and business development. PSI also offers another service concerning the invitations to the trade show. Since personalisation is a current trend and simultaneously a “must”, our industry should really be a trailblazer in this area, especially since it has specialised in individualisation. For this reason, PSI has designed appropriate invitations, which exhibitors can request free of charge without restrictions. Please make use of this offer because personalised invitations convey appreciation to recipients and bring them joy.

### Textile remains trendy: Textile Campus

In the next edition, we will look at what products can be seen and experienced at PSI. A lot of inspiration is waiting at the Textile Campus for those who are textile aficionados. This platform will be available again in 2022 for networking and sharing information on the topic of sustainability with a focus on the textile sector. Different stakeholders will be presenting solutions and standards or certificates which address the subjects of fair trade, ecological production, fair supply chains, environmental protection, social justice in production and trade, and much more. <





The second set of themes of this edition also comprises products which we are constantly surrounded by **at work, during our everyday lives and leisure time.** Once again here, our industry offers readily available smart, useful and targeted advertising products and gadgets.



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

## Tip-top tidy

The car backseat organiser from Troika, executed in anthracite and black, is produced out of polyester and equipped with ten storage options in the form of multi-function pockets, loops and compartments. It is a backrest protector at the same time and offers plenty of room for stowing everyday items. The possibilities include two pockets for pens and two slip-in compartments, a hook and loop compartment, two zipped compartments for electronic accessories, a cool compartment for snacks plus an umbrella loop and a compartment for a water bottle. The organiser is water-repellent, easy to clean and easy to affix to the car seat using two adjustable belts complete with buckle closure. Opened out, its dimensions are approximately 41× 60 centimetres.



PSI 46095 • Lumitoys-GmbH  
Tel +49 2331 3775450  
info@lumitoys.de  
www.lumitoys.de

## Gleaming cable-untangler

The practical 3in1 charging cables from Lumitoys-GmbH bring a gleam to customers' eyes – and logos. Up to three devices can be charged simultaneously, since the customary USB connection is also accompanied by micro-USB, Lightning and USB-C connectors. Fitting-out with an NFC chip is also possible, representing a particular highlight. The cables are available in various lengths and LED colours, while additional printing is exactly as realisable as delivery in a customised gift box. For cable-free fans there is the backlit wireless charger, an absolute eye catcher thanks to its printability on all sides. A stand that functions as a smartphone holder can be included in the delivery on request. Delivery is possible in customised gift packaging in that context too.

## Birdseeds to-go

Active species protection

ef  
emotion  
factory  
... aus dem Schwarzwald



## Plant-Cup spruce seeds



## Gift-Set Xmas







## Extremely practical

The smartphone and tablet stand from Hepla simultaneously functions as a sticky notes holder and moreover accommodates a pen pot: a practical product, uniting digital and analogue working in the office and at home. The retaining edge, which is simultaneously a surface for promotional messaging, guarantees a sure footing with its stable base plate equipped with anti-slip rubber nubs. This means that not only a smartphone, but also a tablet can be securely held in portrait or landscape format. Ballpoint pens for memos on the sticky notes are always ready to hand in the pot. The smartphone stand is "Made in Germany by Hepla" and consequently suppliable at short notice, even in higher piece numbers. The sticky notes holder's standard colours are transparent-frosted, the base plate comes in white, red, blue or black. Special colours are also possible on request. If desired, this practical promotional product can also be finished in screen printing at the company's own press.

## Cordless energy supplier

Walter Snap Dock Waste, a component of the wide product range from the WoW Sustainable Collection of the Interall Group, is a cordless designer charging device that, with an output of 15 Watt, gives spent rechargeable

batteries an extremely rapid boost. 100 percent produced out of recycled plastic, the smart product is capable of recharging every smartphone that supports wireless charging. Made in the Netherlands. The Esmeralda Ghost model, executed in green, along with Salt Dune in marbled white, are available ex-warehouse. This and many more promotional products can be found on the Internet on the brand-new website [www.interallgroup.com](http://www.interallgroup.com).





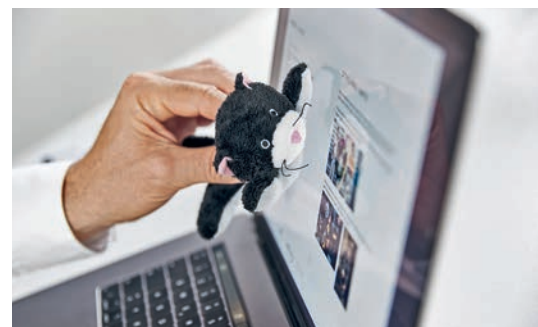
**FRANK&RICHIE**  
eco friendly products



# eco friendly recycling cotton products

DIVERSE. COMPETENT. TRULY SUSTAINABLE.  
**MEMO-PROMOTION.DE**





## Merry little helpers made of plush

The Schmoozies® from mbw® are colourful, friendly, cute and useful. The attentively detailed, high-quality, striking little chaps made of plush have a microfibre underside that is capable of cleaning displays. The display cleaners' diverse array of printed designs makes them the perfect giveaway for any industry. For example, the cuddly zoo animals are outstanding dispensers of comfort in medicine and care, even for adults. Fruit and vegetables made of plush operate as tailored brand messengers for the food industry. In the events sector and at festivals, display cleaners shaped as mythical beasts and monsters made of plush are coveted promotional gifts. Their added practical value also makes Schmoozies® suitable for use at customer meetings, seminars and training sessions as well as for insurers and financial service providers. A durable promotional message bearer that is picked up several times a day and thus optimally conveys the promotional message.



PSI 42020 • MBW Vertriebsges. mbH  
Tel +49 4606 9402-0  
info@mbw.sh  
www.mbw.sh



## Multi-function shoulder bag

Linus is an organic and Fairtrade certified messenger bag with adjustable shoulder strap, available from Mister Bags. The sling-over bag is available in up to four timeless colours. Due to its practical dimensions, the stylish bag offers safe stowing options for everyday documents. Naturally, a laptop can be accommodated in the main compartment too. What is more, two small front pockets enable the stowing of smartphones or diaries. The length-adjustable shoulder strap completes the functionality of this versatile messenger bag and ensures high carrying comfort.

PSI 43410 • Mister Bags GmbH  
Tel +49 201 8904140  
info@misterbags.de  
www.misterbags.de



## Touch and click

The comprehensive writing instrument range from Hepla offers the right ballpoint pen for practically any occasion, its touchscreen pressure ballpoint pen for example: simple, single-click handling enables writing with blue refill on the one hand, and on the other the operation of smartphone or tablet using the rubber nib, to protect the display from unattractive fingerprints and ghosting. Contactless action using one's own ballpoint pen in the office or every day is therefore also guaranteed. The modern, optically appealing barrel is available in seven bright standard colours. The right colour can be chosen for every corporate design. A comfortable, circumferential soft grip zone makes the pressure ballpoint pen a pleasure to hold. The attractive touchscreen pressure ballpoint pen can receive tampon printing on its colourful barrel at the company's own press.

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



## Comfort for the notebook

The well-cushioned Space notebook rucksack from the range of bag expert Halfar is a genuine business specialist. With plenty of stowage capacity and convenient access via its zipped lid, it is a reliable and innovative everyday office companion. One attractive detail: the handles on the top and on the side, which also turn it into practical hand luggage. The finishing of this PVC-free rucksack is likewise exceedingly smart: it is custom-performed in super-fast time by means of Halfar Fast Lane®. In addition, screen or transfer printing or doming are also possible. All notebook rucksacks and business bags can also be found in the Halfar® bags catalogue and at [www.halfar.com](http://www.halfar.com).

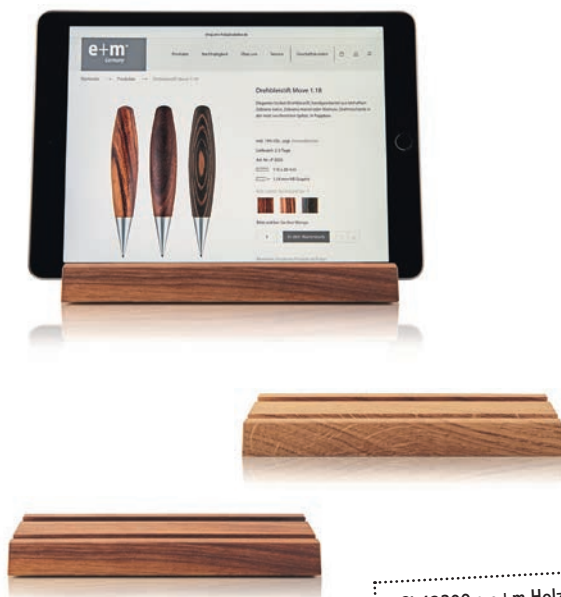
PSI 45666 • Halfar System GmbH  
Tel +49 521 98244-0  
info@halfar.com  
www.halfar.com



PSI 44531 • Indexa GmbH  
Tel +49 7136 98100  
info@indexa.de  
www.indexa.de

## Illuminating moments

The AN03 automatic nightlight from Indexa will leave nobody stumbling in the dark. Courtesy of its built-in motion sensor, the LED light automatically switches on and back off again when somebody is moving. This stops the stairs from becoming a tripping hazard and the nightlight provides the necessary orientation in children's bedrooms too. Placed under or next to the bed, the light automatically switches on when you get up, so it makes a helpful waypoint during the night. A particularly clever, energy-efficient feature: the AN03 is additionally equipped with a twilight sensor, which ensures that the light is only activated when it is dark. The device is operated using batteries or power supply unit and custom printing is possible.



## Off to work ecologically

Sustainable accessories for the workplace, whether the office or home, produced out of solid timbers and 100 percent made in Germany: this is what the tradition-steeped manufactory e+m Holzprodukte offers its customers. The wood specialist's new electronics accessories bring nature into the office and ensure a warm ambience. The customer's desired personalisation can be applied to the wood surface by means of printing or laser engraving. The smart Tablet Board, for instance, is available in the timber types Oak and Walnut. Two grooves of different thicknesses accommodate models of varying statures. Incidentally, this useful accessory can also be had in a shorter version for smartphones.

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

## Freestanding slimcase

The freestanding slimcase from Showdown Displays Europe is a perfect solution for presenting one's own digital content. The Freestanding is a stable tablet holder that is suitable for the models Apple iPad 10.2" (2019) and Samsung Galaxy Tab 10.1" (2019). Elegant looks and outstanding stability thanks to its heavy steel base are the product's strengths. The screen can be effortlessly rotated into the desired portrait or landscape position. The Freestanding slimcase is available in white. Other RAL colours can likewise be realised on request.



PSI 43489 • Showdown Displays Europe B.V.  
Tel +31 850660320  
info@showdowndisplays.eu  
www.showdowndisplays.eu



## Floating performance

Leser Packaging & More delivers innovative and customised packaging varieties for a multiple array of industries and topical areas. The Eco-Frame, developed in-house, is one of the company's refined packaging solutions. Due to its many possibilities for use, the floating frame offers a creative packaging alternative. Diverse electronic and promotional products can be affixed inside it and displayed for maximum impact. Encased in two transparent silicone membranes and fixed in place, they leave the onlooker with a downright floating impression. The family-run company is synonymous with full solutions and swift implementation of customer wishes and offers a broadly based service, from professional consulting and product development through the manufacture of sophisticated, high-quality packaging to delivery right on time.

**reeves.**  
SMART ELECTRONICS

**myFernley**



Discover more  
on [reflects.com](https://reflects.com)!

REEVES® myFernley:

The new Bluetooth® speaker concept from REEVES®.



MyFernley (52550) is the first wireless speaker that can be individually adapted to a customer's corporate design. Set a visual eye-catcher and choose a high-class silicone sleeve from 18 different colours. A full-surface customization of the speaker grill provides the speaker with a very individual look. Put your advertising in the centre of attention with colour, print or sound. Starting with the first piece, myFernley is customized from stock in Cologne.

REFLECTS GmbH  
Toyota-Allee 54  
50858 Cologne  
Germany  
+49 2234 9900-0  
[info@reflects.com](mailto:info@reflects.com)  
[reflects.com](https://reflects.com)





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

## Multi-writer

Now available at Spranz is the Metmaxx® DigiGenerationPenNFC ballpoint pen, which combines writing comfort with digital marketing. The message pen features a built-in NFC (Near Field Communication) chip, built into virtually every smartphone, which, if the NFC function is activated, calls up the advertiser's website on the smartphone when pen and phone are close to each other. Classic writing can thus be linked with digital promotional messages. The latter can be changed as often as desired, since communication is performed via the specially set up NFC link to the advertiser's own, constantly updatable website. Additionally with touch function for tablet and smartphone, mounting function for smartphone during use in planes or on train, and a ruler. The latter provides the perfect complement to a promotional message, along the lines of "We do things with precision", "Measure your pension plan", etc. In accordance with the mirror laser engraving effect, logos on the metal body emerge in gleaming silver. Smooth writing is guaranteed by the German-made ink.



PSI 42907 • Inspirion GmbH  
Tel +49 421 5227-0  
info@insprion.eu  
www.promotiontops.com

## Musical enjoyment on the move

The powerful and practical Mega Boom wireless loudspeaker from the range by Inspirion, output  $2 \times 5$  Watt, is not only a genuine eye catcher: on travels or at home, the device is a constant guarantor of good moods, playing one's own favourite music anytime, anywhere. The device is coupled with smartphone, tablet or other devices by means of Bluetooth or connected to external devices via Aux-in. MP3 files can also be played via USB and micro-SD card. Mega Boom is complemented by a hands-free speakerphone and an FM radio function. Fully charged, the wireless loudspeaker has a running time of approximately two to three hours. Including USB charging cable with micro-USB plug, audio cable, a small plate for engraving and orange silicone handle. Charging time is approximately two hours, maximum range about ten metres.



PSI 46966 • importplus GmbH  
Tel +49 38754 289867  
info@importplus.de  
www.importplus.de

## Promotionally effective protection

importplus GmbH supplies protective covers made of flexible plastic, high-quality PU faux leather or special materials such as wood, aluminium or concrete to go with virtually all smartphone models. They are now also available for the new iPhone 13 models. Particular protection is also afforded by the new cases with protective slider. The movable slider is pushed across rear cameras and protects lenses against scratches. importplus offers CMYK UV digital printing or 3D relief printing for the flexible plastic covers and logo embossing or printing for the PU faux leather covers. Short delivery times and small minimum order quantities allow customer projects to be swiftly realised.

PSI 60232 • Potter Promotion  
Tel +49 261 8844713  
promotion@potter.ag  
www.desinfection.global



## Impeccable jumpstarting

Potter Promotion distributes a high-quality jumpstart solution exclusively for the promotional products market. The bypassing of batteries in vehicles, motorbikes and boats is thereby enabled. It is also possible to charge mobile devices via USB-C, micro-USB as well as Apple Lightning. The 40 Watt CREE-LED luminaire, waterproof up to five metres, possesses a robust aluminium housing and a functional shape and dispenses light with coverage of around 500 metres. Branding is performed on the lamp by means of laser engraving up to a size of 50 × 15 millimetres and additionally by means of doming on the robust and lined case. The charging cable for the 12 Volt on-board plug connector comes included. Delivery time is between four and six weeks.





USB Type-A

USB Type-C

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

## New OTG Type C flash drives

USB System presents two new, multifunctional USB storage models in the "On The Go" version with a type C connection for smartphone or tablet and standard plug for the computer. These days, the Type C plug is the standard that dominates the market for mobile devices. Its major advantage is its versatility and the possibility to transfer data rapidly. The two new OTG storage devices are an ideal expansion of the range of products available "on site" in the USB System range. The products are even available within 48 hours, in various colours and capacities, with a broad palette of marking methods, personalised packaging and, according to USB System, "one of the best prices on the market".

## Radiating charisma

Metmaxx® LED MegaBeam iSport&Charge from the range by Spranz is a rechargeable mobile lamp, executed in black, which boasts a high-quality aluminium housing and charisma that just shines through. The LED powerhouse is easy to mount and is safeguarded against both splashing and overvoltage. The luminant, equipped with a long-lasting lithium-ion battery with USB connection, comes supplied with holder in a designer box in packaging units of 100 pieces each.

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



## A versatile nightlight

The laterally beaming LED nightlight with motion sensor and outlet, including two USB sockets plus conventional Schuko plug, from the range by Klaus Stephan is multifunctional, versatile and exceedingly practical. The is still room for other inputs when the two-pin plug is in use. To protect the user, the product is equipped with a child safety device and has been tested and certified for safety by TÜV SÜD. The motion sensor is automatically activated at nightfall. The two USB sockets are perfect for the dual charging of USB devices.



## Charge smartly

With the Reloaded wireless charging station from Inspirion, charging procedures are accomplished conveniently and stress-free. The terminal, fitted for inductive charging, is placed on the contact surface, whereupon the charging process commences and the station's ring lights up in blue. Once the device is fully charged, the colour changes to green. Reloaded is safe and reliable, thanks to temperature control and foreign body detection. Its input is 2A/5V, its output: 1A/5V. The wireless charging station, which is equipped with a USB cable with USB outlet and approximately 80 centimetres in length, will find space anywhere on account of the four feet on its bottom, and is additionally a winner with its modern design.

# uma® inside NFC PEN

It's what's inside that matters.



Connect analogue writing and advertising with the interactive world using NFC technology. With the integrated uma NFC TAGS, go beyond haptic advertising and transmit digital information. Perfect for contact details, BusinessCards, video messages, product or image films, website or social media pages, sales documentation such as product catalogues, etc.

Order your free information material today.  
sales@uma-pen.com | Code: NFC-PSI11

## The uma® inside NFC PEN BusinessCard

The uma BusinessCard solution offers more than just electronic contact data transmission. Design your CI-compliant electronic business card and transmit your data quickly and easily with the uma® inside NFC PENS. The **NFC BusinessCard Service** gives you access to web-based data maintenance of your BusinessCard contact data and an individual design of your personal BusinessCard.

We would be happy to inform you in a personal meeting about the possibilities and costs of the **uma® inside NFC PEN BusinessCard** service.

Find out more:



More information at  
[nfcpen.uma-pen.com](http://nfcpen.uma-pen.com)





PSI 47555 • Vim Solution GmbH  
Tel +49 7661 90 949 0  
vertrieb@vim-solution.com  
www.vim-solution.com



## Effortlessly stylish lamp

The Lasse wireless charging lamp from Vim Solution, which can receive promotional printing, provides stylish office illumination while simultaneously charging the smartphone cable-free. The 10-Watt LED lamp can be controlled with total ease via the touch function: in the process, four different colour temperatures can be set, which can be dimmed again. An extra Power-off function ensures that the lamp switches itself off automatically, optionally after one or two hours. The light's colour options are white, natural, warm yellow, plus yellow.



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

## A tidy atmosphere

With the practical Rominox® Ordo cable organiser for orderly cable guidance, the annoying cable chaos in the office is brought under control. The accessory from Römer Lifestyle is therefore ideal for the desk at home or in the office. The five holders in three different widths are suitable, for example, for USB, LAN or HDMI cables, smartphone charging cable or audio cable. As desired, it is possible to securely mount the cable holder by means of the supplied adhesive strips. To that end, the adhesive is simply applied to the recess on the rear provided for the purpose. This practical accessory can be provided with custom laser engraving on request, before moving on to the desks of employees, business partners or colleagues.

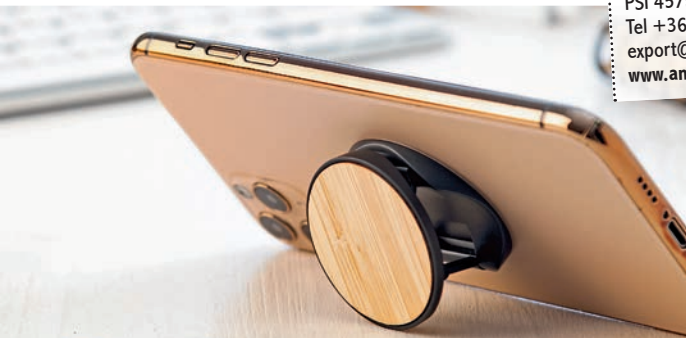
PSI 50967 • Römer Drinks by Römer Wein und Sekt GmbH  
 Tel +49 6541 8129-0  
 info@roemer-drinks.de  
 www.roemer-drinks.de



## Fresh energy

Wine-based gifts from Römer Drinks are a popular classic for many companies; additionally equipped with a Rackpack®, the presentation is transformed into a surprising luxury gift. The Rackpack® line consists of high-quality, sustainably produced wine gift boxes, which live on with a second use once the wine bottle has been removed. One such that has proven its worth is the Rackpack® Juice Box wine packaging from Römer Drinks. This serves not only as a wine gift box, but also as an inductive, respectively wireless smartphone charging station, in Qi standard, and as a practical little desk organiser at the same time. The new Rackpack® Desktopper is also a nifty wine gift box, being transformable into a stable desk organiser in just a few manoeuvres, including recess for the smartphone charging cable. Römer Drinks offers the packaging options both with and without wine.

PSI 45753 • Anda Present Ltd.  
 Tel +36 1 210 0758  
 export@andapresent.com  
 www.andapresent.com



## Miniature cinema

The Bonabik smartphone holder from Anda Present offers a secure hold for on the move and can also be used as a smartphone stand. Simply secure it onto the smartphone using the self-adhesive base. The user is thus able to watch favourite sports or series on the mobile phone, no matter what the location. An elegant look can be created with an engraved logo. There is a choice of up to four vibrant colours, to create the coolest smartphone holder of all time. Both options are optimally showcased on the bamboo cover. Bonabik is synonymous with practical and environmentally friendly solutions.



# Eco-Edition



PROMOTIONAL GIFT  
 AWARD 2021



**NEU!**

Der Umwelt  
 zuliebe:

28 Modelle aus

100% recycelten PET-Flaschen.

- Entdecken Sie auch unser umfangreiches Sortiment mit mehr als 600 Plüschtieren
- Naturgetreue Modelle in bester Qualität
- Auch Sonderanfertigungen und Werbeanbringungen



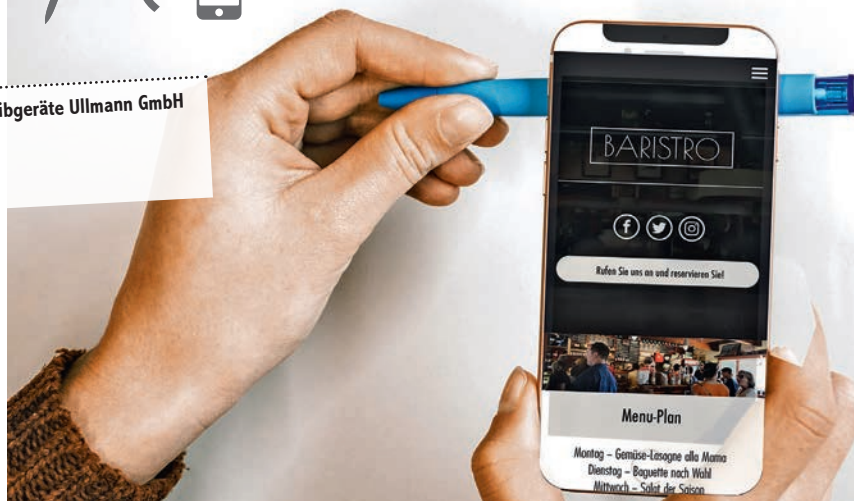
TRIGON Deutschland GmbH

Kränkelsweg 28 • D - 41748 Viersen  
 Tel. 02162 - 53008-0 • Fax - 53008-20  
 E-mail: info@semo.de • www.semo.de





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



## High Intrinsic Value

The new Inside NFC PENS from uma combine analogue writing with the interactive world. The uma Inside NFC PENS rely on the promotional writing instrument's integrated NFC technology, which is an international transmission standard for exchanging data using short-range wireless technology. When NFC is used to transmit data, a smartphone or tablet adheres to the pre-programmed NFC TAG. It then activates a specific application or function. Thanks to this excellent intrinsic value, customers have the option of saving different types of digital information, such as a link to their own company website, digital business cards, films, sales materials and flyers, menus and recipes, promotional campaigns or special offers. Of course, the Inside NFC PENS can also be finished with a classic personal promotional message or a logo. Moreover, uma can also realise the effective electronic BusinessCard, which is set up like a small website. It can be fully designed according to a customer's CI and be transmitted quickly and directly to digital terminals, such as smartphones or tablets, using the uma Inside NFC PENS. The NFC BusinessCard service grants access to a web-based data maintenance system for managing the BusinessCard's contact information, and it allows users to customise their own personal BusinessCard. Samples of the BusinessCard are now available from uma upon request.

## The USB stick for file binders

USBfix – the USB stick for file binders from Hikitec offers a wide array of potential applications. The USB stick can be easily attached everywhere. Thanks to its ultra-light construction it can fit into every mailed letter and brochure and can also be fastened to every stapler or binder as a digital cover strip (hole spacing by default 80 mm – and in quantities of 50 and more with individual hole distances and hole sizes). The innovative USB stick with 1 GB to 128 GB therefore easily complements every document with digital content, information, videos or presentations. USBfix is also perfectly suited to archiving backups. Thanks to the additional self-adhesive filing strips, the storage device can be attached or fastened to any position. Starting at purchases of 50 or more, the product can be delivered in a freely selected case colour (PMS) without a surcharge. Logos or labels can also be placed freely.

PSI 49969 • HIKITEC GmbH  
Tel.: +49 (0) 2103 7154260  
info@hikitec.de  
www.hikitec.de



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

## The future of textiles is now

NFC technology is now a firmly established part of everyday life, with contactless payment using smartphone or debit card. Why not, therefore, cleverly integrate NFC technology in professional clothing: the NFC Wearables offered by Stickerei Klam are waterproof, joltproof and resistant to heat. If an NFC button or a patch provided with a logo is placed in immediate proximity to a smartphone or NFC reader, a host of actions can be triggered. From the opening and closing of doors, through location determination in emergencies, to controlling an array of electronic devices. The opportunity to custom-program the Wearables means the user's creative power has no limits.



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

## Sweet cable spaghetti

For all who seek to lend sweet emphasis to their promotional message, sweets specialist Der Zuckerbäcker serves edible cables in various colours and flavours in sachets with custom-printed cardboard headers. The sachets and bags of snacks from Der Zuckerbäcker are lovingly hand-filled with foam spirals, gummy cords, cables or strips in the desired assortment and colour and can be custom printed in a specific design from low minimum order quantities. With an eye to the occasion, this product can be used as “sweet cable spaghetti”, “edible fibreglass” or also simply branded as “threads of patience” or the classic “golden thread”. A dominant theme of this promotional product is its very broad spectrum of use.



## Personal interaction again at long last

On 15th September the gates of the 15th WerbeWiesn opened for almost 500 customers from the promotional product industry. Thanks to a hygiene concept with 3-G-rule and a Corona testing tent, the WerbeWiesn was able to take place again as usual in the second "Corona year". The 116 exhibitors, which included numerous well-known brand manufacturers, received more than 8,000 customer enquiries in total. But what was more important was finally being able to communicate again directly and in person. Many voiced what everyone thought and felt: "We're back again at long last!"

Representative of most exhibitors, Ingo Kaemper, managing director of micx-media in concept GmbH & Co KG, said: "I was particularly impressed by the high quality of the visitors. Customers were open to new products, came with concrete ideas, were curious and made many interesting enquiries".

The focus at the WerbeWiesn was upon sustainable promotional products, which have played a major role in contemporary product ranges for quite some time.

The traditional tapping of the barrel followed right on time at noon. Thomas Gottschall, managing director of EIDEX GmbH, tapped the wooden barrel with Traunsteiner Hofbräu beer in

three strokes, while the assembled guests looked on with eager anticipation and, following the obligatory proclamation "O'zapft is!", drank a toast to a successful and healthy WerbeWiesn. The sumptuous lunch buffet "to go" was subsequently opened and participants were able to enjoy good conversations at bistro tables in a Bavarian atmosphere with real alpine hut and maypole.

EIDEX GmbH from Baierbrunn near Munich, organiser of the WerbeWiesn, together with the four co-hosts (admixx, Amedea, CD Werbemittel, the Hagemann group), extend their heartfelt thanks to all visitors and exhibitors who adhered to the hygiene regulations in an exemplary manner and "together made



"O'zapft is to a successful and healthy WerbeWiesn!". Thomas Gottschall, Managing Director of EIDEX GmbH, tapped the wooden barrel with Traunsteiner Hofbräu beer with three strokes.

the WerbeWiesn 2021 a particularly successful event once again". And after the WerbeWiesn is before the WerbeWelt, which will be launched on 23rd March 2022 at the new MOTORWORLD in Munich. WerbeWelt will be held under the auspices of the four promotional product agencies dkpromotion, werbemax, w+i and EIDEX, who will welcome a limited number of 95 exhibitors. [www.eidex.de](http://www.eidex.de)





## Cyber-Wear enters into a new design era

cyber-Wear has expanded its business to incorporate an additional business unit. As announced by the company, it entered into an even bigger graphic and design era with Earebel Creative on 1st September. "We will now develop successful products together for both existing and new customers and take brands to a new level", according to company sources at the headquarters in Mannheim. "We have often worked together with Earebel in the past because their products don't just impress us, but also many of our customers. Their sophisticated combination of beanie or headband with integrated high-quality Bluetooth headphones allows non-stop and hands-free music pleasure or phone calls during sports, work or other activities. Earebel always pays attention to the ideal combination of materials, whether it's for winter or summer, when walking or during endurance sports". According to cyber-Wear, Earebel is "the blueprint of how brands and products can be created when the foundation has been laid and the authenticity and strength of a brand have been worked out and can be conveyed across all channels and disciplines. Drawing on their own experience in the area of brand building and development, they now want to share this expertise with other companies as well". "We put design at the centre of all we do and develop communication and products which offer new possibilities for their users, thus raising brand value and emotional brand loyalty", Earebel Creative says. And Steven Baumgärtner adds: "Cool products by cool guys. The combination of headphones and beanie is a simple yet ingenious idea. I've been using Earebel for many years when running. Sound, fit, comfort – simply marvellous. What's more, the Earebel team is also incredibly innovative and the collaboration is a relaxed and very constructive process". With respect to cyber-Wear, Earebel Creative brings its own customers, but will also directly take on new customers. The team will be firmly integrated in the daily business of cyber-Wear – to ensure close cooperation and constant dialogue in all areas. [mycybergroup.com](https://mycybergroup.com)



cyber-Wear

## Relaunch for more user-friendliness

WER GmbH, Senden, has subjected its own website to a comprehensive relaunch. The aim is to give customers and trade partners a quick and user-friendly overview of the company's range of services. In addition, emphasis was placed on intuitive menu navigation related to the company's respective focus areas. The entire planning, programming and implementation was the responsibility of the in-house communications agency WERA Design, headed by Susanne Heinicke. "Creating and designing such a complex website is a lot of fun. But especially with the Responsive Design, with a multitude of end devices, one can despair at one point or another," says Susanne Heinicke. The next short-term steps: language expansion and better interaction with the PRESIT online shop.

[www.wer-gmbh.de](https://www.wer-gmbh.de) - [www.presit.de](https://www.presit.de)





## Next milestone for new company headquarters

L-SHOP-TEAM, renowned German textile wholesaler in the area of promotion, leisure and business, will relocate its headquarters from Dortmund to Unna in 2022/23. A logistics centre and an administration building are currently being built for this purpose in the MLP Logistics Park Unna. The foundation stone was laid on 1st October 2021: together with Mario Löhr, head of the district authority, and Patrick Schumacher-Kurowski, Country Manager Germany & Austria MLP Group, the L-SHOP-TEAM managing directors Andrea Herrmann, Björn Emmerich and Stefan Schenk placed a time capsule in the foundation stone of the future company premises and celebrated this important milestone with their employees and invited guests. "The upcoming company relocation is a very special 'building block' for the further success story of L-SHOP-TEAM in Europe. It all began at home in our cellar 40 years ago and now we're standing here and we never cease to be amazed by the sheer size of the new premises. Together with our colleagues, we look ahead to an exciting and challenging future", says Björn Emmerich, managing director and shareholder of L-SHOP-TEAM.



The managing directors of L-SHOP-TEAM put their hands to work (from left): Stefan Schenk, Andrea Herrmann, Björn Emmerich.

The Goldbeck construction company is building a logistics centre comprising more than 52,000 square metres and an administration building with over 3,000 square metres for the project developer MLP. The hall will accommodate a fully automated storage system on an area of 17,000 square metres.

The roof is partly prepared for subsequent retrofitting of a photovoltaic system. Thanks to the large floor spans, the room layout in the office building can be flexibly configured, allowing modern working environments to be created. A terrace and generously landscaped outdoor areas will provide break and recreation spaces for the company's roughly 400 employees in future. Additionally, the site will offer more than 200 parking spaces – partly with electric charging points – and a bicycle station. "MLP Logistics Park Unna is being tailored to the needs of the tenant. We are pleased to be able to develop a user-oriented product together with L-SHOP-TEAM. With Goldbeck, one of the leading experts in the construction of logistics facilities, we are designing a sustainable, efficient property", says Patrick Schumacher-Kurowski, MLP Country Manager Germany & Austria.

Goldbeck is constructing both buildings with industrially prefabricated system elements, enabling particularly quick assembly: building work already com-

menced at the beginning of 2021 when an existing hall on the site was demolished. Excavation and drainage works then commenced at the start of July. The entire project is scheduled to be completed mid-2022. Goldbeck project manager Joachim Ritter: "The precast concrete elements for the office building have already been installed, the supporting columns of the logistics hall are currently being erected. This means we're right on schedule". L-SHOP-TEAM signed the contract with MLP to lease the new premises back in 2019. The entire process was accompanied and supported by the economic development agency "Wirtschaftsförderung Kreis Unna".

About L-SHOP-TEAM: The founders Armin Emmerich and Holger Jolitz - two friends who made promotional items in their home cellar in the early days of the company - made L-SHOP-TEAM Germany's largest textile wholesaler for promotion, leisure and work over the years. Today, L-SHOP-TEAM is represented in 10 countries (Sweden, Denmark, Norway, Belgium, Netherlands, Switzerland, Austria, Poland, Czech Republic, France) and is one of the largest textile wholesalers in Europe with more than 120 international brands and over 6,200 articles. A team of over 180 employees (as of 2021) ensures on-time and seamless delivery as well as competent advice and support - personally and digitally. With the new location, the company is setting the course for further international growth. [www.l-shop-team.de](http://www.l-shop-team.de)

## Image Traders enriches promotional products industry

After a long preparatory phase, Image Traders will officially start its operational activities on 1 October 2021. The company was founded by Stef van der Velde, former founder and owner/CEO of Giving Europe, and Bert Groenendijk, partner of La Parada and former marketing manager of Giving Europe. The company focuses in particular on product and brand development, marketing and branding. The brand and product concepts are aimed at the consumer market (end consumer), due to the use of influencer marketing, social media and availability in retail and online marketplaces.

In parallel, a sales and distribution strategy is being developed in cooperation with importers, manufacturers and retail partners for the promotional products sales channel. This primarily involves a pull strategy in the area of branding and marketing in order to create a brand and product preference in which consumer price and perception are decisive, according to the company's headquarters in Amsterdam. This results in added value for Image Traders' partners and customers in terms of demand, volume and margin in the promotional products market, according to an official statement.

According to Image Traders, numerous partnerships with importers, manufacturers and retailers, including in the areas of bags, toys and textiles, were already concluded during the founding phase. The portfolio will also be expanded in the short term by a brand from the area of sustainable care & lifestyle products.

Image Traders is an owner-managed company and 100 percent owned by the two founders Stef van der Velde and Bert Groenendijk. It operates independently and is not part of any other company, nor are there any other shareholders. Image Traders B.V. has a decentralised structure with an office in Amsterdam and workplaces in Hanover, Malaga and Xiamen. [www.image-traders.com](http://www.image-traders.com)



Image Traders

## Three reinforcements

The promotional calendar producer terminic GmbH based in Bremen is welcoming three new employees to its team. Andrea Stehmeier is joining the sales department and mainly will be responsible for looking after existing customers from the industry. The trained management assistant for forwarding and logistic services has many years of experience working in logistics as well as back-office sales. She previously worked for Ermewa SA in Berlin in the Customer Care Europe department. Julia Perleberg is another new member of the sales team. The Bremen native studied International Tourism Management in Leeuwarden, The Netherlands. She will be responsible for acquiring new customers and for order management.



terminic

The new contact partner in the Corporate Communications department is Wioletta Januszewski. She will assume responsibility for all press and PR work as well as Terminic's online communication. The 39-year old's areas of responsibility include internal communications and providing editorial assistance to the specialised departments. Wioletta Januszewski previously worked for the fish restaurant chain Nordsee, where she most recently worked in the Corporate Communications department.

[www.terminic.eu](http://www.terminic.eu)

New in the terminic team: Julia Perleberg, Wioletta Januszewski and Andrea Stehmeier (left-to-right).



## Complete stock assortment is climate-neutral and ready for orders

The demands on modern companies are constantly growing. Not only are the highest quality and innovations expected, but increasingly also ecologically sustainable operations. Almost three-quarters of consumers now even demand this from their suppliers.

Together with natureOffice, mbw® has succeeded in making an additional contribution to climate protection. The northern German company is launching a new software tool, which enables the calculation and compensation of CO<sub>2</sub> emissions from the entire stock assortment. As a result, customers can now purchase on request all products (printed with a logo or unprinted) in a climate-neutral manner “for a generally small surcharge” according to mbw. This increases the attractiveness of gifts used by customers and provides an important contribution to climate protection.

In order to compensate the non-avoidable emissions in the production process, the CO<sub>2</sub> emissions of the products will be calculated and compensated with certified climate protection projects with the support of natureOffice. The climate protection projects developed by natureOffice meet the highest standards and were certified by TÜV Süd for example.

This triad of calculation, reduction and compensation of non-avoidable emissions is the recognised path towards climate neutrality.

On request and for a surcharge, a label is put on each climate-neutral product from mbw®, whose authenticity can be verified by the customer with an individual ID tracking number. This label is available in different colour and language variations. Furthermore, the customer receives a certificate of compensation of CO<sub>2</sub> emissions. This creates reliable transparency and ensures long-lasting safety for everyone. Further information regarding the theme ecologically sustainable and climate-neutral advertising can be found at:

<https://mbw.sh/de/lagersortiment-klimaneutral-beziehen/>



## Girl power in the import department

Just as no two businesses are alike, no two gift or promotional products should be alike. Whether it is the colour of the item, which is supposed to be CI-conform, or the design of a new company ambassador – (almost) everything is possible with “mbw”, the specialist for good mood products based in Wanderup. The import department, which works closely together with quality management and product development is responsible for this. With great dedication, the 25-year-old Jana Bomholt has been ensuring since March the custom-fit realisation and smooth production of special articles, from visualisation onto manufacturing. “She continuously caters to customers’ wishes with great patience and passion and tries to make impossible things possible. She has a keen sense of trends and the requirements for products desired by customers. Therefore, Ms. Bomholt also supports the development of new products on site at mbw® and always has her eyes and ears open for current trends”, as managing director Jan Breuer describes her, while adding that: “mbw is delighted to have team-oriented and well-organised girl power”.

[www.mbw.sh](http://www.mbw.sh)



Jana Bomholt

## New recruits following move

After a construction period lasting more or less 13 months, Oberhausen-based promotional products agency **vertriebskick' gmbh** was able to move into its new corporate building on the site of the former Osterfeld colliery in Oberhausen back at the end of March. This site achieved cross-regional renown courtesy of the Regional Garden Show that took place there in 1999. In recent years, a new mixed quarter comprising commercial and residential development has arisen on the edge of this greenfield site. Now, on just under 300 square metres and with modern workstations, the team has sufficient space for further growth. What is more, the roof terrace invites employees, customers and partners to enjoy a magnificent view. "Our employees spend a major part of their day in the office. It was important to me that we should feel comfortable during this time, so we can have even more fun looking after our customers. This will also benefit our customers in the end," reports managing partner Klaus Baumhold.

Olaf Ulbrich now belongs to the 13-member team with effect from 01.09.2021. With more than 15 years' experience, Ulbrich is no stranger to the industry, and takes care of face-to-face support to the customers assigned to him as Key Account Manager. "The company philosophy, the team with a mix of young and old hands in the industry, combined with the visions and existing potentials at **vertriebskick'**, offer me great opportunities for realising my professional goals. The way the company has taken control of the past year and a half, and has even grown, also clinched the deal for me," explains Ulbrich, enumerating the motives behind his switch to Oberhausen.

**vertriebskick'** can even welcome, for the first time, not one but two apprentices in one training year, with Fabienne

Di Renzo and Abboubakr Deddouche. The pair are completing their training as management assistants in wholesale and foreign trade management. Says training director Kerstin Borzyskowski: "It is important to us to uphold our social responsibility and give young people the opportunity to train professionally. But, of course, we too benefit from training the next generation in our diverse professional field."

[www.vertriebskick.de](http://www.vertriebskick.de)



The new apprentices Fabienne Di Renzo and Abboubakr Deddouche, flanked by Key Account Manager Olaf Ulbrich (l.) and managing director Klaus Baumhold.

## Expansion of the company's innovation team

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](http://www.globalinnovations.de)

**Global Innovations**



Nadine Treinen



Das **vertriebskick'-Team** vor dem neuen Firmen-gebäude.



## New Unit South established

Kicks-Promotion GmbH, based in Herleshausen, Germany, welcomes four new members in October 2021. The new Unit South, consisting of Flavia Bularca, Marion Mollenhauer, Caroline Ring and Andreas Hohl, has a combined 80

years of industry expertise and extensive experience in project business as well as support for well-known full-service clients. Based in the greater Munich area, the Southern Unit looks after advertising material customers primarily in Southern Germany and Austria. "Kicks-Promotion GmbH is pleased to gain new impetus with these industry insiders and to continue its continuous and sustainable growth," says a company statement. It goes on to say, "As a brand supplier, Kicks-Promotion offers promotional products whose focus has been on European production since the beginning, as well as on durable, high-quality articles that rightly bear the name of the advertising company and are remembered for a long time." [www.kicks-promotion.de](http://www.kicks-promotion.de)



Group picture with new additions (from left): Anselm Müller-Gastell (Rhine-Main Unit), Caroline Ring (South Unit), Dominika Schneider (Rhine-Main Unit), Flavia Bularca and Marion Mollenhauer (South Unit), Christian Erhard (Head Office), Andreas Hohl (South Unit).

## Full service grows

WER GmbH has already welcomed Marc Fensterseifer to the team as of 1 June 2021. He has taken over the management of the Full-Service division and will continue to expand it in the future. This includes the responsibility for the further development of the shop systems as well as the optimisation of internal processes and procedures. Marc Fensterseifer looks back on many years of experience in project and change management and has expertise in organisational development. During his time as a management consultant, he was involved in projects within various DAX companies,

including as IT programme manager for a leading logistics company. Before joining WER GmbH, Marc Fensterseifer worked for the IT subsidiary of Deutsche Telekom AG (T-Systems Int. GmbH), where he led a strategy project to realign the organisational structure and collaboration model. "My goal, together with the entire team, is to position WER GmbH even more strongly in the full-service area, to convince new and existing customers and to clearly focus on the digitalisation of processes and workflows," is how the new division manager sees his main tasks. "With Marc Fensterseifer, we are not only gaining new impetus and strong expertise, but also a long-time friend who will help shape WER GmbH's growth course as part of the Board of Management. We are very much looking forward to working with him," emphasises Alex Heinecke, Managing Director of WER GmbH. [www.wer-gmbh.de](http://www.wer-gmbh.de)



Marc Fensterseifer

## Ecologically sustainable package dispatching

In 2020, HEPLA actively took part in the GLS KlimaProtect programme and thus shipped its packages in a 100% climate-neutral manner both within Germany as well as abroad. GLS already invested several million Euros in this programme in order to implement target-oriented measures to compensate, reduce and prevent CO2 emissions.

HEPLA states that it is committed to ecologically sustainable packaging logistics, the considerate management of resources as well as recycling and the processing of 100% post-consumer plastics, while actively making contributions to climate protection and improving its environmental record. For example, HEPLA offers a selection of promotional products consisting of bio-based plastics from sugar cane and maize in different models, colours and shapes. All of HEPLA's own products are manufactured with unmixed materials and are 100% recyclable. In particular, HEPLA's own production of full-recycling promotional articles consisting of 100% recycled post-consumer plastic in Germany significantly contributes to environmental protection according to the firm: shorter transport routes, certified quality and sustainable management of valuable resources. [www.hepla.de](http://www.hepla.de)



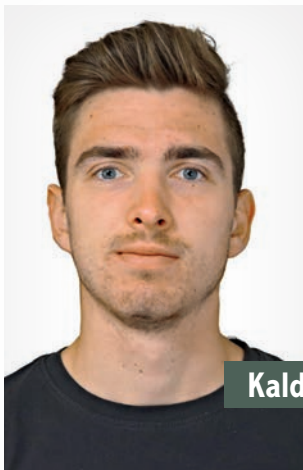
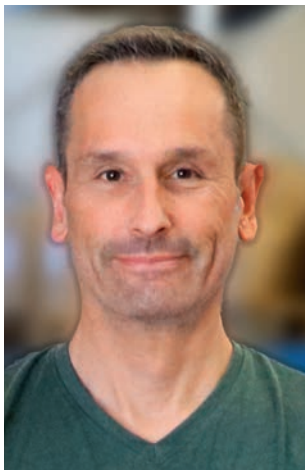
## New Operations Director

As the new Operations Director, Clare Wailing joins Sow Easy's growing team as. According to a company statement, "Clare will play a key role in Sow Easy's mission to make the ordering process 'Sow Easy' for our distributors and help meet the ever-increasing demand for seeds and plant products." Managing Director Jamie Gray says: "Clare joins us at a crucial stage in our growing business, having recently introduced an ERP system and expanded our in-house production capacity. Clare has great experience in operations, gifting, fulfilment and B2B - it's a great fit!"

Sow Easy has been supplying the promotional products trade for more than 30 years and has continued to grow over that time. The company's seed products encourage people to plant flowers and herbs, thereby also helping to avoid items made of plastic. Sow Easy products can be branded as desired. More at: [www.soweasy.com](http://www.soweasy.com)



Clare Wailing



Kaldenbach Group

Verstärkung mal zwei (v.l.): Gerd Gleissner und Jan-Nikolas Schmidt.

## Two additions

The promotional articles specialists of the Kaldenbach Group from Hersbruck have reported two new additions to their team. The experienced specialist Gerd Gleissner will now be directing warehouse logistics, where he will be responsible for the careful and quick packaging and shipping of the packages. Jan-Nikolas Schmidt will begin working at Kaldenbach as a trainee in graphic design. Starting now, he will be supporting the graphics department and completing his training for the next three years. "Regardless whether it is image processing or 3D visualizations, Jan-Nikolas Schmidt will be a part of it", says the firm from Hersbruck/Germany.

[www.kaldenbach.com](http://www.kaldenbach.com)



## Five Years SPRINTIS Netherlands

On 19 September 2021, SPRINTIS celebrated precisely 5 years in the Netherlands. The internationally active specialist wholesaler that sells to printers, bookbinders and companies needing promotional products went online with its first international, Dutch-language, shop in 2016 and simultaneously opened a subsidiary near Amsterdam. Due to positive business and market developments, the BeNeLux sales team was expanded last year. The booming online wholesaler, with its head office in Würzburg, now has subsidiaries and country-based online shops throughout Europe and continuously expands its international sales team.



The SPRINTIS Team BeNeLux team (from l.): Simone de Jong, Sales; Paul Spitzen, Area Sales Manager; Frencis Hoogmoed, Sales. Photo: SPRINTIS Schenk GmbH & Co. KG

“The sales figures in BeNeLux speak for themselves. SPRINTIS has established itself as a firm fixture on the Netherlands market in the space of five years. We are delighted over this success, which is largely credited to our committed sales team,” explains Christian Schenk, managing director SPRINTIS Schenk GmbH & Co. KG, continuing: “Combined, our colleagues in the Netherlands have about 90 years’ industry-specific sales experience in foreign and domestic sales and excellent customer contacts. Their success has arisen from this know-how, in conjunction with enormous flexibility and lots of fun doing their work.”

The team headed by Paul Spitzen currently looks after more than 1,700 customers, and thus already exceeds, in the first half of 2021, 2020’s total customer number by 5%.

A comparably positive development is being seen in the total of incoming orders. Both parameters have tripled within the last four years and the upwards trend

is continuing. At least 10 new customers are coming on board through online orders every day.

SPRINTIS is on a permanent course for growth and now enjoys comprehensive coverage in the European region. In addition to the existing online shops [www.sprintis.de](http://www.sprintis.de) (Germany), [www.sprintis.nl](http://www.sprintis.nl) (Netherlands), [www.sprintis.ch](http://www.sprintis.ch) (Switzerland) and the English-language shop [www.sprintis.eu](http://www.sprintis.eu), the company has launched three more online shops within about a year with [www.sprintis.fr](http://www.sprintis.fr) (France), [www.sprintis.es](http://www.sprintis.es) (Spain) and recently [www.sprintis.it](http://www.sprintis.it) (Italy).

**[www.sprintis.de](http://www.sprintis.de)**

## reddot award 2021 for clever deposit boxes

The clever deposit boxes from PFABO have won the Red Dot design award 2021 and ADOMA, as the manufacturer of these boxes, can also rejoice. The modular “PFAndBoxes”, which were developed together with the

young start-up, are currently available in two different sizes and are a real alternative to disposable food packaging. The boxes can be used at the fresh food counter, in the bakery, at unpacked stations, in the take-away or even convenience area. “This is sustainability to the power of two,” says the ADOMA production site in Wangen im Allgäu. **[www.adoma.de](http://www.adoma.de)**



PFABO und ADOMA



# GWW TREND



**09. & 10. Februar**  
**koelnmesse Halle 10.02**

# koelnmesse

- > nur für Fachbesucher
- > 250 Aussteller
- > exklusives Catering
- > Eintritt kostenfrei



**GWW**

Gesamtverband der  
Werbeartikel-Wirtschaft e.V.

GWW e.V. | Johann-Schmitz-Platz 11 | D-50226 Frechen  
Fon: +49 2234 37906-0 | [info@gww.de](mailto:info@gww.de) | [www.gww.de](http://www.gww.de)



The TREND took place on 17th September, the first GWW trade show held after a year's pandemic-related break. In the generous, modern venue of the RheinMain CongressCenter in Wiesbaden, Germany, 141 exhibitors presented novelties, specialties and old favourites for the last months of this unusual year.

## GWW TREND 2021

# Meeting again in Wiesbaden



After last year's intermezzo in Mainz, the TREND 2021 was once again a guest in the modern, welcoming venue of the RMCC in Wiesbaden.

**T**he TREND, Germany's traditional trade show of promotional products run by the German promotional products association (GWW), attracted 141 exhibitors and 582 promotional consultants to Wiesbaden this year. Similar to last year's event, the trade show took place under strict health and safety regulations due to the pandemic, necessitating masks and social distancing, as well as a proof of vaccination, recovery or testing. This year largely made up for the 2020 slump, with an increased number of exhibitors of approximately 40%, and an increase of approximately 60% of visitors compared to last year. Numbers, however, are not everything: above all, the

relaxed and positive atmosphere and an all-round, noticeable élan made it clear that things are looking up again. Professional and dedicated consulting exhibitors met with interested, attentive consultants and, together, set a signal for the long-awaited normality.

### Personal meet-ups and trade shows are irreplaceable

Just how important, even irreplaceable, personal communication is in the business world only became clear during the time of reduced contacts and cancelled trade shows. Many fields of business experienced this. The field of pro-



The masks worn at the trade show are a reminder that we are still in unusual times.



Haptics make a comeback: finally touching products again and looking at them from all sides.



motional products, however, this large family with its many internal and external connections, does business with products that in themselves establish, strengthen and maintain relationships. In this way, the cancellation of events, trade shows, meet-ups and personal product presentations hit this field doubly hard. It is no wonder that the relief and joy at meeting again in person was noticeable everywhere at the TREND.

### Optimistic atmosphere of new beginnings

Digital presentations and online conferences have their advantages, but they cannot replace the haptic experience of products, personal consultation and close exchanges between business friends. In this, everyone agreed, especially as many exhibitors had already been able to revive their contacts during the autumn trade shows. The TREND was characterized by friendly connectedness and by the awareness that the partners can only bring impetus back into the business by working together. The hesitantly optimistic atmosphere of joy in new beginnings and the courageous and confident view to the future show once again how strong, flexible and creative this business is when overcoming crisis.

### Realistic analysis, constructive solutions

In our discussions, it was repeatedly made clear that suppliers and dealers analyse the position openly and realistically, and deal with the situation constructively. An example of this is Liudger Böll from Troika, who had both lower and higher turnover with his varied product ranges. "Our travel articles were naturally particularly affected by the break in demand. Although we were, conversely, able to profit from the bicycle and outdoor boom and also with innovative keychains with AirTag, nevertheless, we had to reduce our business in total. However, we survived, and I am glad to see the optimistic atmosphere that we are experiencing now. I hope that the coming PSI trade show will be the starting point for a primarily normal year." The PSI is an absolute must for Troika, in order to present novelties, but also because of its international orientation. Naturally, one will need to wait and see if there are still restrictions abroad in January that affect the trade shows. But in this point too, Böll is confident: "As I recently learned at a trade show abroad, our neighbouring countries in Europe are dealing with the pandemic in a more relaxed manner. As long as you have a vaccine certificate, you don't have any problems." He sees the fact that Troika



products meet customers' demands for sustainability as a further chance for the future.

### Positive signals

After only a few steps, we meet Gunnar Sprinkmann, who describes the situation from the perspective of a consultant. "Like many colleagues, we managed to keep afloat with toiletries, so the break was manageable for us. We did note, however, that many of our customers have well-filled warehouses, as many projects have been cancelled or postponed. This affects, in our industry, mainly the middle-sized businesses. Now it is particularly important how the orders develop in the coming months. WER Group's in-house trade show set positive signals in this." That the company has been working under the aegis of the WER group since July has had the expected positive results, amongst other the possibility to focus more on sales. Visiting the PSI is, as always, a pleasant tradition for Gunnar and Nils Sprinkmann, and the PSI is an important event, as it offers an unparalleled overview of the international products.

### Planning and investments restart

Christof and Stefan Eul, the two managing directors of Prodono Advertising, also refer to the PSI as the most important trade show in the business, and at the same time underline the significance of the TREND. They too have ascertained that, while inquiries have come in during the past year and a half, nevertheless comparatively few decisions were made. "The customers did not dare to place orders, as nobody knew how it was going to go on. Would events and trade shows take place or not? This uncertainty affected the entire sector," explains Christof Eul, who now perceives the situation in a significantly more positive light. Stefan Eul is especially pleased about the currently reviving activity: "Things are moving forward, plans are being made, trade shows are taking place – and companies are investing in advertising again." The brothers do confess, by the way, that they did not take any holiday in the past year, in order to be present for their customers and to position themselves as reliable partners. That was well worth it, as it now turns out.



**Happily looking forward to better times: the sector is starting up again.**

### Brand names score during the crisis

We discussed one interesting aspect on the topic of high-price brand names with Marco Kröhn. He exhibited the promotional articles of the writing implement-brand Lamy at the TREND, under the heading "Lamy distribution by Exclusive Gifts" His experience: "For brand names in our price category, the value is often a barrier in the decision for a high-price product. But this is exactly where we are noticing a change: as there have been far fewer events during the pandemic, serious companies are investing in high-quality presents, in order to make a lasting impression on the customer and to express their appreciation." The new Lamy Safari all touch N-Code is an example of a modern, forward-thinking product, and forms the perfect symbiosis between analogue writing and digital connection.

"With the electronic pen, you can write on paper and simultaneously save what you have written on your mobile phone or your tablet. In this way, it is an ideal, modern tool, which serves us well in today's digital world – for example in the communication during meetings or between colleagues working from home and their office."

### Moving forward together

All our partners in this interview have confirmed that the sector has definitely experienced losses, but all can now see the light at the end of the tunnel. Harry Saffer from Schwan Stabilo confirms this. "We have mastered all the losses, and here I would particularly like to thank my team, who supported us in spite of all the restrictions. Now, we can be active again, make appointments and take part in trade shows, and that is incredibly cheering." Saffer is convinced that, together, trade and suppliers will step forward into a productive future. <

# A matter of facts.

Transparent exhibition data bears this brand:



Explaining what figures mean in plain language – this is our specialty. Because you can trust exhibitions certified by us: How many visitors were there? What were their occupations? How many visitors made buying decisions? We supply the answers. Promptly. Clearly. Precisely. For around 300 exhibitions in Germany and worldwide.

[www.fkm.de](http://www.fkm.de)



With the official groundbreaking ceremony on 14 September 2021, the promotional products manufacturer elasto began its construction project to expand the company premises at its headquarters in Sulzbach-Rosenberg with a new production hall.

## New production hall to be added to company premises

# Groundbreaking ceremony at elasto

Industry



Enjoying the groundbreaking ceremony (from left): Stefan Lang, WEBER + LANG Architekten GmbH; Susanne Hierl, Bundestag candidate for the city of Amberg; Stefan Braun, Deputy District Administrator Amberg-Sulzbach; Frank Sperber and Marcus Sperber, Managing Directors elasto GmbH & Co. KG; Markus Rösler, Operations Manager elasto GmbH & Co. KG; Jörg Maisel, Maisel Wohn- und Gewerbebau GmbH.

**e**lasto GmbH & Co. KG, one of the leading German promotional products manufacturers and suppliers, is expanding its company headquarters in Sulzbach-Rosenberg with the addition of its new hall. The new hall with a floor space of 5,400 m<sup>2</sup> is being built in several sections. The project is explicitly aimed at securing the location and expanding the company's own production in Sulzbach-Rosenberg. It will strengthen elasto's competitiveness and adaptability, and above all secure production and the associated jobs at the site.

### Optimised production layout

As part of the project, the individual production units will be integrated into a new and optimised production layout. The current injection moulding facility will be moved to another hall and switched in-line. The installation of a crane system in the hall will make the set-up processes more efficient. At the same time, the machines will be connected to a central material supply, which increases flex-

ibility. A new infrastructure for electricity, cooling and air will supply the machines in an optimal and ecologically sensible way. "The new production layout enables an expanded implementation of automation solutions, for example, to switch the production of individualised products in-line, to enhance value creation, to secure jobs and thus to be able to cater to customer requests as quickly as possible," says Managing Director Marcus Sperber.

### Increasing sustainability

Being one of the first companies in the promotional products industry, elasto not only produces its products in a climate-neutral way, it has also been officially certified as a climate-neutral company by the German Institute for Sustainability and Economics at its location in Sulzbach-Rosenberg since 2021. The digitalisation process accompanying this restructuring is intended to further improve the already very high recycling rates and thus contribute to an increase in sustainability. The installation of a roof-mounted photovoltaic system and the resulting in-house use of the electricity produced will also significantly improve the company's carbon footprint.

### An investment in the future

With an investment volume of almost 9.3 million euros for the planned new building - which will also include the construction of a new truck delivery zone, the renewal of the existing heating system and the creation of 55 new parking spaces including electric charging stations for employees and customers - Sulzbach-Rosenberg is taking the next big step towards a successful future. The construction project is scheduled for completion in December 2022.

Exhibition Centre Düsseldorf

11-13

JAN

22

The Industry's  
Who and How.  
My PSI. Live.

The Industry's  
Who and How:  
Fits my needs.  
Gets my point.  
Mein PSI.

The industry's  
big reunion.

Order your  
tickets now.  
[psi-messe.com](http://psi-messe.com)

The leading European trade show for  
the promotional products industry

PSI

Built by

RX

In the business of  
building businesses





Our lives are characterised by mobility. We are constantly on the go for the most diverse work-related or personal reasons. Therefore, we shed light on **products here to go along with us** with moving and mobile advertising messages.



PSI 40111 • MARTOR KG  
Tel +49 212 738700  
klaussner@martor.de  
www.martor.com



## Sharpening up with ceramic

Martor now presents safety knives with pre-installed ceramic blade for professional users who value blades offering durability and lasting sharpness. The new range includes the six safety knife models. To protect against cutting injuries, all Secupro knives feature fully automatic blade retraction, while all Secunorm knives are equipped with automatic blade retraction. Ceramic blades last up to twelve times longer than a comparable steel blade. What's more, the Martor ceramic blades have special chemical and physical properties.



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

## Ideal for every driver

The new Troika On-the-Road key chain with its three charms is just the thing for every car driver. Whether it's a beginner driver or experienced driving pro: advertisers can't go wrong with this car-themed key chain. The key chain literally shines with multicoloured charms and makes a welcome giveaway when passing the driving test and for all driving enthusiasts. The high-quality key ring ensures a strong hold.

# 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.



RECYCLE  
BAGS

Colors



[WWW.RECYCLEBAGS.EU](http://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.



VASAD  
EST. 1983

Colors



[WWW.VASAD.EU](http://WWW.VASAD.EU)

SL BAGS

+31 (0) 575 51 00 77 | [info@slbags.com](mailto:info@slbags.com)





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

## Clear view with a clear conscience

The Recycling Ice Scraper from HEPLA appeals to all drivers who need to clear their cars of snow and ice in winter in an eco-friendly way. Due to its triangular shape and serrated bottom edge, the item is superbly designed for breaking and scraping ice. Available in four standard colours and at short notice, the ice scraper offers an extra-large printable surface. It's manufactured from 100 per cent recycled post-consumer plastic and can be finished according to preference using pad or digital printing in the in-house print shop.

## Luminous allrounders

Emergency Flares from Lumitoys-GmbH are useful companions on all car trips. These practical safety lights are very versatile in traffic. With their eight red LEDs, either in flashing or constant mode, they can be seen from afar and can be used as warning or signalling sticks. The stands, which also come supplied, transform the sticks into luminous safety beacons in a flash. Alternatively, the strong magnet on the bottom also allows it to be firmly attached to the vehicle. The emergency flares are waterproof. They are supplied in a set of two in a sturdy plastic box which can be customised upon request.



PSI 46095 • Lumitoys-GmbH  
•Tel +49 2331 3775450  
info@lumitoys.de  
www.lumitoys.de



## Safety with advertising appeal

Reliable smoke detectors can be real lifesavers and should be installed in every corridor and room. The Q-certified smoke detector RA290Q from Indexa is equipped with a built-in 10-year long-life battery – avoiding the need for users to change the battery. The smoke detector's ultra-flat housing (Ø approx. 11 x 2.6 cm) can be finished with an individually designed imprint upon request. As a promotional product, the smoke alarm thus conveys safety, security and responsibility.



PSI 44531 • INDEXA GmbH  
Tel +49 7136 98100  
info@indexa.de  
www.indexa.de



PSI 41259 • Lehoff Im- und Export GmbH  
Tel +49 40 5296070  
info@lehoff.de  
www.lehoff.de

## Mobile repair workshop

The Brüder Mannesmann car emergency kit, featuring a comprehensive range of tools comprising the most frequently needed helpers during breakdowns, is offered by Lehoff Im- und Export. In a non-slip car boot bag made of water-repellent material, which can be secured using hook-and-loop strips, drivers will find a compressor, torch, wheel brace, tow rope, booster cable and much more. It even contains a set of common replacement bulbs and fuses. Lehoff provides the complete service package – from consultation to purchasing, right through to the delivery to your customers.



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

## Radiant signals

With the Metmaxx® ISportChargeBack in black, Spranz presents a strong, ecological LED tail light. The light impresses with five illumination settings for continuous light, eco-lighting and three selectable flashing scenarios. It is rechargeable and offers up to eight hours runtime as additional lighting. The lamp is fed by a 200-milliamp lithium polymer battery, which is charged via the accompanying MicroUSB cable.





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

## Best use of presentation space

The custom printable promotional mats from emco Bautechnik can be branded with individual logos, pictorial trademarks or slogans. For example, they can be used to draw the attention of biking fans to bicycle manufacturers or e-bike leasing companies. In addition to their use as a presentation mat and their attention-grabbing effect, the logo mats also serve as effective dirt collectors in entrance areas. Striking and long-lasting colours are offered, as well as individual sizes, special shapes or the use of sustainable, regenerated ECONYL® yarn.



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



## For good and safe travels

Condedi offers a potpourri of useful products for all two- and four-legged friends who are on tour by bicycle or car. The foldable drinking bowl called "Barnie" with a capacity of 500 ml and practical carrying cord for a refreshing drink en route, as well as the foldable travel bowl "Coco" with a hook for hanging up are just two such examples. Should a repair or check be necessary along the way, the multipurpose tool "Stop + Go" from the "Selter works" series is quickly at hand. The practical gadget combines 16 different tools in one and therefore has many uses beyond bicycle maintenance.



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

## High visibility for big and small

The incredibly versatile soft reflectors from HEPLA are available in neon yellow, have a ball chain and come in five different shapes (bear, house, heart, circle and safety jacket). For the kindergarten, the school satchel, on the way to the office, on the bike, when jogging or going for a walk with the dog, the lightweight soft reflector protects the wearer in the dark and makes them quickly visible for other road users. It's attached to the jacket, handbag or backpack via the ball chain. If desired, pad printing can be applied to the product in the in-house printing facility.

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



## Safety near and far

Safety first – that goes down well with the kids and most of all with their parents. Of course, team-d Import-Export is well aware of this and supplies a wide range of products which improve the visibility of children. The safety band is a classic product and has been a top-seller for many years. It has all-round reflective strips and, depending on the weather conditions, is visible from 500 to 1,500 metres away. The safety band is approx. 76 x 28 centimetres in size.



## IMMER AUF DEM SPRUNG?



### Neues für digitale Nomaden.

Neu: SPACE, der PVC-freie Spezialist für mobiles Arbeiten. Platz für Laptop, Tablet, Kabel und Co. Mit USB-Port und vielen ausgeklügelten Details. Mehr funktionale, nachhaltige und einfach schöne Taschen auf [www.halfar.com](http://www.halfar.com).



**HALFAR**  
Starke Taschen.

Vertrieb über den Werbemittelhandel  
Halfar System GmbH | D-33719 Bielefeld | Germany  
Telefon: +49 (0) 521 / 98 244-0 | [www.halfar.com](http://www.halfar.com)



PSI 45666 • Halfar System GmbH  
Tel +49 521 982440  
info@halfar.com  
www.halfar.com



## Carefree cycling with storage space

Germany has become gripped by cycling fever and needs one thing above all: ample storage space when out and about. After all, the bicycle is an excellent means of transportation which relieves the burden of carrying and enables many things to be transported easily, from the shopping bag to the beach towel. The bag expert HALFAR® provides the right products for this purpose with the new bike bag series CYCLE. With three different bag types, it literally equips every bike from end to end. The series comprises a handlebar bag, a frame bag, as well as a bike bag for the luggage rack. All three are splash water protected, have welded seams and special closures.

PSI 44724 • PROMOWOLSCH - The Customer Factory  
Tel +49 2942 570201  
info@promowolsch.de  
www.promowolsch.de

## Parking disc goes sustainable

The Europa parking disc, 'Made in Germany', from Promowolsch can now also be ordered as a sustainable, eco-friendly version made from more than 50 per cent recycled material. The best thing, according to the manufacturer, is that this sustainability doesn't come at a higher cost. The price of this item is the same as the standard version. When it comes to individual printing, the supplier recommends choosing silver in order to give the product a unique accent.



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

## Customised for those on the go

For more than 70 years and already in the second generation, Gabriele Bühring's family-owned business has been a strong partner in the area of cars, bicycles, transport and traffic. The ID card holder "Bobby Two" enjoys great popularity. It provides two pockets, one on each side, and is particularly suitable for vehicle registration documents, company ID cards, fuel cards or corporate credit cards. Whether it's vegan imitation leather made from apples, various types of natural leather or colourful synthetic leather: every order is individually manufactured.



## Panniers with character

Easy Orange is known as a Dutch brand supplier of panniers by Willex. These panniers can be transfer printed according to preference. They are designed and developed for an urban lifestyle. The name Willex – Willem Alexander – stands for products with character. Product development is geared to the characteristics that are most important to the users: strong, sturdy and hard-wearing. All panniers feature reflective elements for added visibility. What's more, only high-quality, durable materials are used in the manufacturing process.

PSI 43788 • Easy Orange BV  
Tel +31 74 7110200  
info@easyorange.nl  
www.easyorange.nl

PSI 60235 • Refloactive Niciak Group Sp. z o.o. Sp. K.  
Tel +48 52 3249010  
sales@refloactive.com  
www.refloactive.com



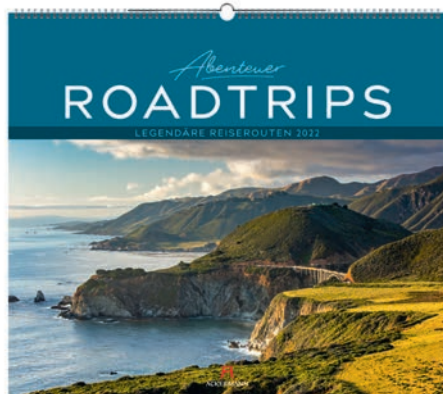
CE  
EN 13356

## Safety that lights the way

The reflectors for spokes from the Refloactive Niciak Group are made of certified reflective film (AGR or 3M) in the own factory in Poland. According to the manufacturer, they meet all applicable traffic safety standards. Quick delivery in roughly ten working days is also guaranteed.







PSI 40604 • Ackermann Kunstverlag  
Tel +49 89 4512549273  
b2b@ackermann-kalender.de  
[www.ackermann-kalender.de](http://www.ackermann-kalender.de)

## Along the picturesque roads of the world

Road trips promise freedom and adventures and the possibility to get to know a country in depth and at one's own pace. Whether it's by campervan or caravan, in a tent or in little hotels and guesthouses – more and more people prefer this individual way of travelling. Always on the move and always arriving in new places – along such diverse routes as the Wild Atlantic Way in Ireland, the Garden Route in South Africa or the Ring Road in Iceland. Just like all Ackermann calendars, "Roadtrips 2022" is also produced entirely in Germany and on paper from sustainable forestry. Promotional imprint is offered for minimum orders of just 50 pieces.



## Secure support for the bicycle

The bicycle stand from Showdown Displays Europe provides a stable and secure 'parking spot' for bikes. The special feature: the own logo is prominently displayed on the bicycle stand to grab the eye. It is suitable for up to six bikes and multiple units can be connected together in a row to increase the size of the stand. Perfect for use outside offices, stores, supermarkets, in the hospitality industry or in public spaces.

PSI 43489 • Showdown Displays Europe B.V.  
Tel +31 850660320  
info@showdowndisplays.eu  
[www.showdowndisplays.eu](http://www.showdowndisplays.eu)



## SÜßE MUNTERMACHER FÜR UNTERWEGS



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

## Sweet pick-me-ups for on the go

'Emergency brains' made of fruit gum for hotheads behind the wheel, caffeine fruit gum beans as little pick-me-ups, sherbet powder sticks for a quick energy boost or edible fruit gum charging cables. Der Zuckerbäcker supplies these memorable and, at the same time, delicious confectioneries as novel promotional products, even for small order quantities. As a sweet thank you for employees, a tasty surprise for customers or as a mailing supplement: these products are well received and give a sweet boost.

 **clinic**<sup>®</sup>



burger  
swiss  
pen

Abb: Cinema clinic<sup>®</sup>  
www.burgerswisspen.com

clinic<sup>®</sup> is a brand of burger pen AG  
www.clinic-kunststoffe.com



**Protects against Coronaviren and multiresistent germs.**

The biologically cleanest and most effective hygiene solution for writing instruments

**without silver • without silberions • without nanoparticles**

### EU Registration:

Active substance name  
according to biocide regulation:  
Free radicals generated in situ  
from ambient air or water.

**100% Biocompatible • Effect 10 years guaranteed**



Eliminates Coronaviruses and bacteria  
inkl. MRSA, VRE, ESBL and Legionella:  
ISO 22196 und ISO 21702  
No development of any resistance.





PSI 43999 • ADOMA GmbH  
Tel +49 7522 971647  
info@adoma.de  
www.adoma.de



## Quality from the Allgäu region

Bicycle bottles in different sizes and varieties are supplied by ADOMA directly from the Allgäu region. With fill volumes from 0.3 L to 1.0 L, combinable with different lids, there's a matching drink bottle to suit every preference. When printed with an individual logo, the bottles are real eye-catchers. All bottles are double sealed with protected safety closure, dishwasher-safe and impress due to their ease of handling when it comes to cleaning of the bottle, lid and drinking plug. The matching accessory, a designer bottle holder, allows the bottle to be securely transported on the bike.



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

## Quenching the thirst for safety

The HANG reflector with bottle holder from Inspirion makes daily life a little safer. Equipped with an LED with two light modes, the bottle holder will find its home on a backpack or belt loop thanks to the rotatable carabiner and makes travelling at dusk, dawn or in the dark safer and more comfortable. The integrated rubber ring also allows PET bottles to be attached, thus helping users to stay hydrated at all times. Furthermore, the reflector is customisable and can be adorned with a logo or advertising message.

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



## Mobile first aid

A reliable companion for first aid during emergencies is indispensable when travelling. The First Aid Kit from Römer Wellness is perfectly suitable as a practical and light promotional article for on the go. The set exclusively contains high-quality German brand-name products, among other things a bandage cloth, an elastic bandage, a gauze bandage, a band-aid / emergency bandage, small scissors and much more. The kit is available in red, green or blue. On request, a logo can be added on the back side by means of 1c screen printing.



PSI 47769 • Brumley Tex  
Tel +49 2572 943010  
info@brumley-tex.de  
www.brumley-tex.de

## Safety in sustainable form

Personal safety can also be sustainable with the recyclable safety clothing from Brumley Tex manufactured from recycled polyester. The Ripstop Padded Safety Jackets conform to DIN EN ISO 20471: 2013+A1:2016 Class 2 and feature abrasion resistant, ripstop outer material. The high-quality, recycled REPREEVE® padding is made of environmentally friendly materials derived from recycled plastic bottles and industrial waste. They are available in the colours dark blue, neon orange and neon yellow, are water-repellent and breathable. Customisation is, of course, possible with embroidery.



PSI 40785 • Schreiner Coburg GmbH •  
Tel +49 9561 833011  
erika.linke@schreiner-coburg.de  
www.lineale.de

## Messages with millimetre precision

Those who want to convey their message with millimetre precision so to speak are in the right place with the contour rulers by Schreiner Coburg. Car, bus, plane, truck or bicycle – a contour ruler attracts attention. Designed completely according to customer wishes, the ruler with promotional message is visually and haptically transformed into a very special promotional product that's 'Made in Germany'. Further ideas for contour rulers can be found in the new webshop.





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



## Compact sports companion

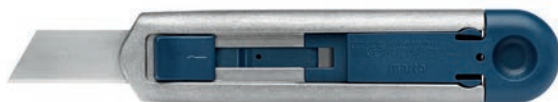
Nothing can beat the See Me bum bag from Inspirion in terms of practicality and nobleness. The splashproof bag will remain exactly where it should thanks to the adjustable elastic waistband with snap fastener, which makes it the perfect sports companion. Use the zipper compartment to store your keys or mobile device quickly and safely. Moreover, it features access for an earphone cable so that you can comfortably listen to music while exercising. The horizontal reflector strips on the front ensure that you are visible while in traffic. The sports bag comes in understated black as well as the bright neon colours yellow and orange.



## A hat for dark hours

Seeing well and being seen in the dark are no problem with the LED hat "Liora" from Vim Solution. The integrated LED light can be worn on both the front side with a white light as well as in the back with a red light with three brightness levels. The integrated battery can be conveniently recharged at any USB port. It is the ideal companion for evening walks, jobbing or cycling.

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



PSI 40111 • Martor KG  
Tel +49 212 258050  
info@martor.de  
www.martor.de

## High safety standard

The food and pharmaceuticals industries, in particular, have a tale to tell about this: during manufacturing and processing, foreign bodies repeatedly get into the production process. Especially for these sectors, Martor has developed its metal-detectable safety knife – and now added a further model. With the new Secunorm Profi40 MDP, the Solingen-based company now has a metal-detectable safety knife with particularly great cutting depth (36 millimetres) in its range. The extremely robust handle consists of stainless unlacquered aluminium, in order to prevent foreign body contamination due to rust or lacquer spalling. A high-quality metal-detectable plastic has been used for the interior. The striking blue of the plastic additionally facilitates visual inspection. The blade is stainless and automatically springs back when the thumb releases the slide.

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



## Practical first-aid

Medical Promotion has an elastic finger bandage for the office in its product-range. Small finger injuries like cutting your finger with the scissors are not rare events in offices. The first-aid bandage is self-adhesive but will not stick to wounds, skin or hair, and it is skin-friendly due to its hypoallergenic properties. This high-quality Actiomedic® brand product makes for an ideal promotional gift or give-away for any age or target group. The packaging can feature a four-colour imprint with a logo or campaign motif. A minimum order of 2,000 units is required. The bandage also comes in a version for children, which features a colourful green imprint with stars.



# Cardboard & Inlay on paper basis

## Paper Chocolate Advent Calendar

reIn**papier**  
by DE-ANCK



Gubor  
HAUSTIERE UND SCHOKOLADE

World Vision

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

kalfany®

Süße Werbung

www.ksw24.com



PSI 42706 • Kalfany Süße Werbung GmbH & Co. KG  
 Tel +49 7643 8010  
 info@ksw24.com  
 www.suesse-werbung.de

## Perfect for the car and handbag

The practical refillable can from Kalfany Süße Werbung with lots of space for candy will be a big advertising highlight. When conveniently placed in a handbag or easy to reach in drink holder in the car, the advertising message is always just a glance away from the customer. The 65-gramm cassis Dextro Energy cubes provide for an energy boost between meals. The all-around label offers enough space for an individual advertising message.



## Bright and safe reflections

Just pack your things and enjoy the adventure: regardless whether out in nature, on the way to a concert or on your bike into town – the adjustable CreaDraw Reflect bag from Anda Present is at your side. The bags can be individualised with their own unique graphics on the entire surface. Even photorealistic prints in vivid colours can be applied with this technology. The product is made in Europe and can be delivered in quantities of 50 and more.

PSI 45753 • ANDA Present Ltd.  
 Tel +36 1 210 0758  
 export@andapresent.com  
 www.andapresent.com





## Stowed away waterproof

The robust bicycle bag from SL Bags with a volume of approx. 20 litres is entirely waterproof due to the taped and heat-sealed seams and the practical roll closure. It is perfect for everyone who cycles to sporting activities, work or school. The bag has a robust real side and can be easily attached to the luggage carrier. Thanks to the removable shoulder strap, it can also be comfortably carried over your shoulder. Laptops or tablets can be placed in the padded case with an extra zipper bag.

PSI 48301 • VASAD (By SL BAGS)  
Tel +31 6 42239818  
peter@slbags.com  
www.vasad.eu

## For a safe nap

Sandini is presenting a supporting sleeping pillow named SleepFix® BIKE for transporting children on bicycles. Many parents are aware of the problem that their child falls asleep in the bicycle seat or trailer and then uncomfortably falls forward or to the side. The sleeping pillow with a gentle supporting function is the comfortable and safe solution. It can be combined with a reflecting attachment to almost any type of seat to ensure more safety in road traffic. The premium edition with an Outlast® temperature balancer and thermoregulation offers a large advertising space.



PSI 49768 • SANDINI GmbH  
Tel +49 7307 5074310  
office@sandini.de  
www.sandini.de

## The destination in clear sight

The ice scraper LIGHT SIGHT from Inspirion provides for an unobstructed view on cold winter days. Practical and pleasant to handle, it's used to scrape ice and to de-ice the car. The integrated light is an extra highlight and is just what's needed during the dark time of year. Through its wide and sturdy plastic handle, the ice scraper offers a large surface which can be individually customised with an advertising message.



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



Brands Fashion, the renowned European supplier of sustainable workwear, is developing sustainable, recyclable textiles as a matter of conviction. Despite the particular challenges posed by the recent pandemic, efforts towards sustainability have been driven forward, and set goals achieved. Now Brands Fashion is also making a commitment to the circular economy.

## Interview with Mathias Diestelmann, CEO of Brands Fashion

# An end to taking things for granted



### What does sustainability mean for Brands Fashion?

Mathias Diestelmann: Brands Fashion has been in the business of sourcing in a sustainable way for more than 10 years. Our motivation here is deeply intrinsic, we believe in planetary boundaries, and it didn't take tragedies like the collapse of the Rana Plaza building in Bangladesh for us to be made aware that we have an ethical responsibility towards our partners, most of whom live and work in the global South. Fairness and mutual respect - especially towards those who are in an economically weaker position - must be restored in global trade. Only in this way can we preserve the kind of world that we would like to pass on to our children.

We are already pursuing a holistic approach at the product design stage, by offering our customers preferably sustainable raw materials. Our goal is that after the conveyor belt economy, we will achieve a completely closed and resource-saving circular economy. In this way, we are saving valuable resources and pushing back climatic tipping points. As a manufacturer of corporate fashion products and sports fan merchandise, we are Europe's market leader in the sustainable clothing segment. Furthermore, we are doing pioneering work in the supply chains, with diverse commitments in regard to environmental and social areas, and we are both happy and proud of everyone who has joined us on this journey.

**You have been working together with your business partner Ganesh Anantharaman from SAGS Apparels in India for a long time, and last year you won the German Sustainability Award together. Can you briefly explain how this came about?**

We have a long-standing partnership with Ganesh, which

**W**o ensure that recyclable clothing is able to retain its value, and this not only in theory, Brands Fashion is generating circular approaches to find solutions for the technical cycle. In this way, fewer textiles end up in the rubbish. In the following interview, Mathias Diestelmann, CEO of Brands Fashion, outlines why we mustn't take everything for granted, and why we need to think in terms of circular approaches.



is based in a spirit of mutual trust. Like us, Ganesh is a pioneer in his home country of India, working against the exploitation of people and the environment, and yet still achieving economic success with his factory. This approach has united us for years, and we are permanently utilising 100% of his production capacity.

Last year, we worked together to successfully revitalise one of his existing factories, to meet the highest level of the American LEED building standard. This was of course a big undertaking, but thanks to this resource-saving approach, we are able to improve the ecological conditions on site in a targeted way. For example, we obtain 60% of our energy needs from renewable sources, and use rainwater that has been captured for sanitary facilities. The beauty of this is that it has a local impact and benefits the immediate neighbourhood. Our recyclable textiles are also produced in this resource-saving building.

#### What exactly does it mean to be a circular economy?

Well, to be honest here, this branch of the economy is certainly still in its infancy, when you consider the entire array of consumer products. There are already several options that we have been actively and successfully offering to our customers, but these still need to evolve in the medium term. We have already been able to close the biological cycle with a large number of our products. It will be more difficult to map the technical cycle, i.e. the recycling of individual components. Here, we are working on a number of possible solutions and are looking forward to the future with a sense of excitement.

Textile recycling is also a topic for the future and raises the question as to what actually happens to our clothing after its first phase of life. Because of the huge amounts of textiles produced every year, thermal recycling cannot really be seen as a solution - in this area we are already working on an approach that will become a game changer.

#### What is the added value for customers?

Basically, consumers should be aware that the negative impacts, both on people and on the environment that arise from the production of recyclable products are far lower than, for example, those from the production of cheap mass-produced goods, some of which are manufactured

under questionable social and ecological circumstances. In addition, we are ensuring the longest possible first use phase, thanks to the high quality of our products. We aim to develop our products so that they can be worn for as long as possible and then recycled in a way that preserves their value. This means that after further processing, the quality is equivalent to that of the original product.

In the B2B sector, corporate fashion of this kind is contributing towards the goal of improving the environment that many companies are striving for. It is therefore possible for a company to pass on its own aspirations to its employees through its choice of workwear, thereby demonstrating its pioneering spirit to the outside world, and at the same time, complying with forthcoming legislative amendments, for example the Life Cycle Management Law (Kreislaufwirtschaftsgesetz) and the Supply Chain Law (Lieferkettengesetz).

#### What is your motivation?

Through intelligent and innovative solutions, we are making our business model fit for the future. This means we are minimizing risks and strains in the production of textiles. In this way, we are securing an ethical and profitable business, as well as new jobs. Doing so also helps to counteract climate change, and we are leaving behind a planet for future generations that continues to be both diverse and liveable. To this end, we are providing our customers with advice and working together with them to achieve a balance between economy, ecology and social requirements. <

### About Brands Fashion

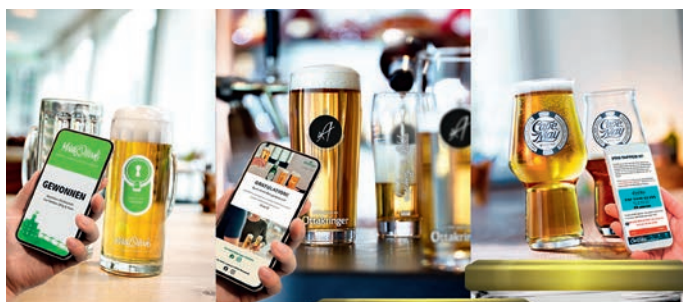
Brands Fashion is a Europe-wide player in sustainable workwear. As a textile pioneer, the company has been developing high-quality and fashionable workwear for well-known companies in Europe and the USA since 2002. Their portfolio also includes a wide range of private label, merchandising and promotional articles. The main focus is on the individual requirements of the customers. Brands Fashion offers a one-stop solution: from creative design and market-oriented product development to worldwide logistics and webshop solutions. In 2019, Brands Fashion founded GoJungo GmbH together with the Danish company Scan-Thor. As an innovative platform, the start-up has taken over the complex and time-consuming processes needed for brands to successfully sell products, especially textile products, on online marketplaces.



In times of restricted contacts and strict hygiene concepts, RASTAL Smartglass® unites the haptic and digital realms. The intelligent glass with built-in NFC chip thereby highlights new opportunities for a customised, personal sales approach.

## Smart Glass Concepts Create Added Value

# Attractive, individual and pioneering



**W**e crossed the threshold into the digital world in virtually all areas of our lives a long time ago, and the world we return to will no longer be solely analogue. With an eye to new self-service and consumption standards in gastronomy plus sustainable cross-industry packaging concepts, the interplay between glass and online apps offers plenty of potential. User experiences, above all else, will be crucial for the acceptance and success of digital services in the future. RASTAL Smartglass®, the intelligent glass with built-in NFC chip, highlights new opportunities for a customised, personal sales approach in times of restricted contacts and strict hygiene concepts.

### Many possibilities

Interactive honey jars, a prize contest implemented in a brewery's glasses in partnership with a "Ludwig und Adele" restaurant, and smart craft beer glasses with exclusive video content jointly with a craft beer brewery in New Jersey/USA – together with its customers, the glass and finishing specialist has initiated intelligent projects in recent

months that set new standards for digital added values in Germany and abroad. The unique RASTAL Smartprint® method enables the permanent, dishwasher-proof integration of an NFC chip with branding on glass or porcelain. Briefly touching the smartphone when NFC transmission to the smart drinking vessel is turned on is enough to call up messages as often as desired in an entertaining and playful way.

### Measurable marketing activity

WHU - Otto Beisheim School of Management conducted a field test at Maximilians Brauwiesn in Niederlahnstein on the promotional efficacy of the smart glass decor. "The smart glass impressively demonstrated that restaurant guests not only scan it, but afterwards the overwhelming majority of them, just under 90%, are even willing to generate added value for the restaurant, by diligently sharing additional information about themselves and their consumer experience, for instance. In the process, RASTAL Smartglass® even prompts guests with absolutely no prior experience of interacting with this novel technology – an encouraging signal for broad acceptance of smart glass and its suitability for use in customer promotions," explains Prof. Dr. Christian Schlereth, who led the experiment as Professor of Digital Marketing at WHU - Otto Beisheim School of Management.

### Cross-sector and international

Inspiring, interactive and individual – RASTAL Smartglass®, which has already been distinguished with the Gold GERMAN INNOVATION AWARD, offers cross-industry, international solutions for the widest array of customer needs along with digital added values. <

**RASTAL Smartglass®, which has already been distinguished with the Gold GERMAN INNOVATION AWARD, offers cross-industry, international solutions for the widest array of customer needs along with digital added values.**

# IN THE BUSINESS OF BUILDING BUSINESSES



In the business of  
building businesses

[rxglobal.com](http://rxglobal.com)





## Something special and innovative in the rain

For more than 100 years EuroSCHIRM has been developing and producing special umbrellas for different uses. Customers can profit from the specialist's one-of-a-kind know-how and stand out from the crowd using standard umbrellas with EuroSCHIRM's eccentric and innovative products. A desired logo can be printed on the finished umbrella. **A wide range** of products are in stock in many different colours. Moreover, EuroSCHIRM has also been developing and producing personalized umbrellas that can be customized to meet a customer's wishes 100%. The company's in-house designer would be happy to help realise your ideal umbrella design. Have a look at the assortment for sale — it will be worth it: The latest product catalogues can be requested by email or telephone.

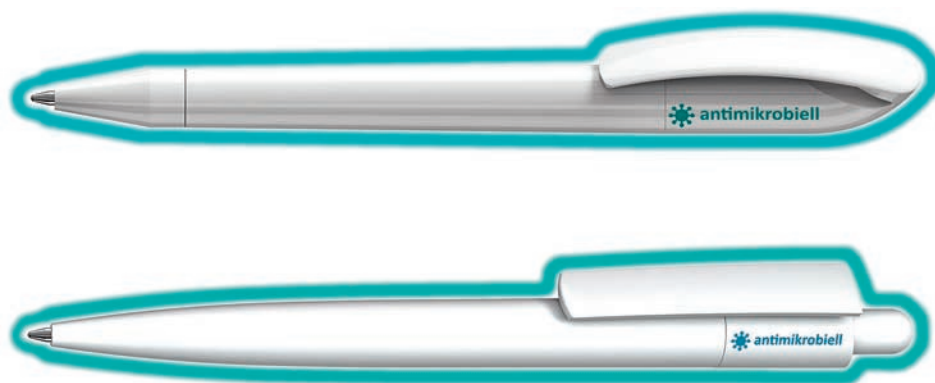
PSI 43420 • EuroSCHIRM  
Tel +49 731 14013-00 • [info@euroschirm.com](mailto:info@euroschirm.com)  
[www.euroschirm.com](http://www.euroschirm.com)

## Perfectly manicured

Manicured nails are guaranteed wherever and whenever you go with the Schwertkrone manicure set, which contains high-quality nail care tools produced in Germany. Users will always have the right tool with them for effective nail care. Whether on the go or at home, everything will **always be stored well** in the high-quality leather case. The nail scissors, nail file and tweezers can be personalized with a customised logo. Customers also have the option of having the cases come in an environmentally-friendly, folding cardboard box. A variety of other beauty tools are available in Solinger's assortment.



PSI 60446 • Schwertkrone – Daniel Weber  
Tel +49 212 88072110 • [vertrieb@schwertkrone.de](mailto:vertrieb@schwertkrone.de)  
[www.schwertkrone.de](http://www.schwertkrone.de)



## New hygiene standards for plastic ball pens

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

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

## Aesthetic notes

Be Esthetic Body Care from Limebox is perfect for anyone who places a lot of value on aesthetic skincare and also wants high-quality natural ingredients. The **regeneration balm** protects skin from drying out and skin irritations. The oils it contains play a key role in protecting your skin from sunrays and from losing moisture. The balm's anti-inflammatory effect is due to a combination of cannabidiol with a formula based on stimulating ingredients with a fresh scent.

PSI 48956 • LimeBOX  
Tel. +48 29 6911163 • info@lime-box.com  
www.lime-box.com





## Scoring well

With the Schwerkroner fruit and vegetable knife, users are sure to score well: The fruit and veg knives feature stainless steel combined with high-quality Italian olive wood and will leave an excellent lasting impression wherever they are used. The kitchen knives with an olive wood handle are produced in Solingen. The olive wood wins people over with its **elegance and fine wood grain**, which makes every knife different and truly one-of-a-kind. A customer logo can be placed on the blade for orders of 50 units or more. A variety of other knives and kitchen aids can be found in the blade specialist's assortment of products.



PSI 60446 • Schwerkroner – Daniel Weber  
Tel +49 212 88072110 • [vertrieb@schwerkroner.de](mailto:vertrieb@schwerkroner.de)  
[www.schwerkroner.de](http://www.schwerkroner.de)

## Cuddly soft B2B collection

Tie Solution, specialist in the field of accessories and especially high-quality ties, scarves has launched a new B2B collection for winter: scarves made of 100 percent silk (brushed silk/silk flannel) with a cuddly soft surface with a cashmere feeling in the size 180 x 30. This year, Tie Solution also shows more courage to innovate and says: "Out with synthetic fibres". The **high quality winter scarves and pashminas** with new colours and cheerful designs can be individually branded and designed according to customer designs as well as made to measure. There are no limits to the customers' imagination. The new collection also includes an extensive range of jacquard and patterned ties. All in all, Tie Solution is expanding its range with more than 800 new personalisable products.

PSI 49646 • Tie Solution GmbH  
Tel +49 6441 9820848 • [sales@tiesolution.de](mailto:sales@tiesolution.de)  
[www.tiesolution.de](http://www.tiesolution.de)

## Perfect mix of glass and glamour

The newly designed Myto Glamour version from Stilolinea created by engineer Enrico Fumia increases the appeal of the original Myto writing instrument even more. The writing instrument is made with the help of a special and innovative coating process, which has made it possible for a writing instrument to feature a clip and tip made out of chromed metal, satin or gold coloured metal for the first time. It is a successful combination of form and design that **makes writing a true pleasure**. The new member of the Myto family is available in two different styles for the promotional products and retail sector:

"High Tech" stands for a modern and decisive taste and "Eiche" reminds one of wood. It also comes in a suitable pen and pencil set, which is an ideal Christmas present.

PSI 45328 • Stilolinea S.r.l.  
Tel +39 011 2236350 • [info@stilolinea.it](mailto:info@stilolinea.it)  
[www.stilolinea.it](http://www.stilolinea.it)





## New premium Advent calendar

The new Advent calendar CD-Lux is customisable, sustainable and climate-neutral. Customised Advent calendars and Christmas presents are a great way to say thank-you for a successful year full of orders, working together or collaboration. It is an appreciative gesture for customers, employees and business associates and sends a message that will stay in the spotlight for 24 days. The Advent calendar experts from Oberpfalz, Germany offer **a wide, exclusive assortment for every need** and budget. The calendars feature high processing quality, are good value for money, and come with the finest premium brand-name chocolates, such as Lindt & Sprüngli, Milk, Sarotti or Ritter Sport. A customised Advent calendar is a lovely and emotional gesture and is perfect for giving people personally or for inexpensively sending it directly to them by mail. Sustainable versions made out of grass paper, FSC-certified materials and inlays made from 100 per cent recycled material are also for sale in addition to many other customisable Christmas presents. The company from Bavaria rounds off its offer of comprehensive services by providing individual shipping and mailing list shipping. An online catalogue, product samples and free design suggestion can be requested.

PSI 45452 • CD-Lux GmbH  
Tel +49 9971 85710 • info@cd-lux.de  
www.cd-lux.de

## Cleaning with style

With the new refinable cleaning cloth (plain colour) made of robust canvas fabric from the specialist Karlowsky Fashion, you are giving away a **practical and hygienic everyday helper** that can also be used without restriction. Even this simple accessory can thus become a beautiful detail in many kitchens that, with the right finishing, can still bring a smile to customers' faces after a few years. Karlowsky will be happy to advise here. The cleaning cloth is available in black, white, anthracite and red and, thanks to its absorbent natural fibre (100 % cotton), is equipped for hygienic cleaning and drying of surfaces and utensils. Thanks to the shrinkage pre-treatment, it retains its shape optimally even after many washes at 60 °C and is therefore perfectly suited for textile finishes such as embroidery and printing. This product is also tested for harmful substances and certified according to STANDARD 100 by OEKO-TEX®. Available in packs of 10 from December 2021.

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







## Elegant classic

The writing instrument series Cobra is a classic in Klio-Eterna's product portfolio. The high-quality metal tip and the harmoniously curved metal clip of the MMn-variants turn it into a **poster child for quality and functional design** "Made in Germany". The modern writing instrument also leaves a lasting impression when it comes with an optional soft-touch, soft-frost or soft-grip surface. In addition to the already existing finishing options with a special effect varnish, the elegant writing instrument also offers users the tactile experience of a structured surface. The series is high-quality and stable and has a long use-life. It also wins people over because it is equipped with the Klio-Eterna Silktech L quality refill, which can write up to 3,000 meters. The different parts can feature different combinations of the 14 standard colours and can come in special PMS colours for orders of 5,000 units or more. The beautifully formed metal clips can be personalised using laser engraving. In addition to this option, the Cobra can also be personalised using standard printing methods such as screen or pad printing, or it can feature an XL imprint on the shaft.

PSI 40823 • Klio-Eterna Schreibgeräte GmbH & Co KG  
Tel +49 7834 973-0 • klio@klio.com  
[www.klio.com](http://www.klio.com)

## Universally useable

Whether in the outdoor or spa sector, the nearly unbreakable glasses from Gimex are perfectly suitable for a relaxing day of wellness. The products made of **high-quality plastic** are also excellent companions for camping, hiking or other events. The glasses fit perfectly into your hand and are particularly appealing due to their light weight. Regardless whether wine, champagne, caipirinha or water glasses, Gimex offers the right shape for every occasion. The articles can also be custom-made on request.



PSI 47578 • Gimex melamine&more GmbH  
Tel +49 2204 402922 • gimex@gimex.de  
[www.gimex.de](http://www.gimex.de)



## Time for Father Christmas

Stars, angels and snowmen are permanent fixtures at Advent or pre-Christmas markets and are festive elements for any Christmas tree. Emotion Factory's wood-felt hanging decorations help the feeling for next year's Christmas market come to life again with the scent of pine branches and spiced wine in people's noses. The highlight of these little figures is that they combine natural materials like wood and felt **in different Christmas shapes and colours** and they conjure up a festive spirit when placed on a decorated window, Christmas tree or Advent wreath. The hanging decorations come in the shapes of an angel, star, snowman and tree, are produced in Europe, are made from light-coloured wood that comes from certified forestry, and have a warm look and discrete felt colour. They are delivered in a promotional bag or box with a two-sided imprinted inlay for greeting your customers at the end of the year. A minimum order of 250 units is required.

PSI 41016 • emotion factory Heri-Rigoni GmbH  
Tel +49 7725 93930 • info@emotion-factory.com  
[www.emotion-factory.com](http://www.emotion-factory.com)



## Cool companion

The RPET Cooler Bag is a product in the WoW Sustainable Collection, which is the Dutch Interall Group's sustainable product line. The bottle is not only very environmentally-friendly since it is made out of 100 per cent recycled PET, it also features an **elegant design**. The handles and shoulder strap are made from recycled PET material. The inside of the practical cooler bag is lined with aluminium foil. The manufacturer guarantees that the bag can keep contents cool for at least ten hours with the help of a cooling element. This travel cooler is equipped with a zipper and has an additional storage compartment on the outside, which conveniently has space for your smartphone.

PSI 41727 • Interall Group B.V.  
Tel +31 20 5203850 • [info@interallgroup.com](mailto:info@interallgroup.com)  
[www.interallgroup.com](http://www.interallgroup.com)

## Relishing sustainable coffee

Corviscom offers more than just coffee. My First Coffee is a cooperative coffee, a top product and a promise to nature at the same time. Under the name "Flor de Café", a small group of young and innovative coffee farmers got together to cultivate sustainable, top-quality coffee beans while meeting the highest ethical standards. In addition to their farming, they have committed themselves to cataloguing the flora and fauna in virgin forests surrounding their plantations. After the harvest, the coffee beans are **exported directly to My First Coffee in Germany without any middlemen**. Once in Hamburg, the raw coffee beans are roasted and filled in aroma-fresh packaging as whole beans or are ground and placed in compostable capsules, which are made out of wood shavings from German forests. The wood-based capsules from My First Coffee are "Made in Germany" and are the perfect way to present sustainably produced coffee. The capsules fit in most small Nespresso® devices. There are currently five coffee varieties with different intensities, ranging from "Café Elegante" to "Intenso". It is the perfect sustainable present for people to relish during Christmas time.

PSI 43961 • Corviscom GmbH  
Tel +49 201 1095151 • [hattab@corviscom.de](mailto:hattab@corviscom.de)  
[www.corviscom-geschenke.de](http://www.corviscom-geschenke.de)





## Greetings from Santa Claus

As we all know the way to a man's heart is through his stomach, and it's even more true with chocolates and biscuits. For years, the number of chocolate Santa Clauses produced has been increasing, which is no surprise as there is **no better time of the year** to snack on chocolate. People's desire for something sweet will be sparked in two ways with this baking form chocolate set, which emotion factory is presenting for the first time in its Christmas flyer. For one, their creativity and desire to bake delicious biscuits will be encouraged by the high-quality stainless steel baking form with different Christmas shapes, and for another, they will be tempted to snack on a little chocolate when they unpack the set. The set is delivered in an Organza bag with an attached promotional card, which can be used to personalise the small Christmas present for customers.



PSI 41016 • emotion factory Heri-Rigoni GmbH  
Tel +49 7725 93930 • info@emotion-factory.com  
[www.emotion-factory.com](http://www.emotion-factory.com)



## Customised Santa-Clause-shaped chocolates

Kalfany Süße Werbung is selling customised Santa Clause chocolates that can be designed in the shape of a handyman, businessman, or as a Santa wearing an outdoor-outfit or a classic robe. The brand-name chocolate Santa Clauses from Lindt, Milka etc. are quite nice but a customised Santa Clause is even nicer, as it **can feature an all-round personal design**. While personalised chocolate Easter bunnies win over recipients with their individual robe during the springtime advertising period, there are chocolate Santa Clauses available, which come in a small or large format with 28 or 40 grams of sweet contents respectively and can feature a design based on a company's specifications. The nice hallow chocolate Santa Clause figure can be fully customized. It is sure to win over the target group with its great look, taste and Fair-trade ingredients. The chocolate Christmas messengers are individually packaged and are made out of the finest vegetarian milk chocolate produced from Fair-trade-certified cacao. They can come packaged in white, silver or gold aluminium and feature customised printing. They are available for minimum orders of 1,008 units, and 24 pieces are packaged in the counter display.

PSI 42706 • Kalfany Süße Werbung GmbH & Co KG  
Tel +49 7643 801-0 • info@ksw24.com  
[www.suesse-werbung.de](http://www.suesse-werbung.de)



## Sustainable anticipation

Just as we slowly approach Christmas door by door with Advent calendars, more sustainability can also be incorporated into everyday life in small steps. The **high-quality Advent calendars** from Karl Knauer, the Black Forest advertising and packaging specialist, are an excellent example of how the switch to more environmental protection does not have to mean sacrificing enjoyment or design. These do not need the usual deep-drawn plastic parts, are made entirely of cardboard and are produced in Europe. This not only saves long transport routes, but also waste. Because the 24 small cubes can - if you want - easily be filled again next year. Or they can be given a second life as a children's cube puzzle. Last but not least, they are made of renewable raw materials and can be completely recycled without any problems. This makes the Advent calendars, which are available in the standard "puzzle" and "book" versions, interesting for companies looking for gifts that will please both the recipient and the environment. The customisable calendars are available in quantities as low as 2,000 pieces, and even customised Advent calendar developments are offered for quantities as low as 5,000 pieces.

PSI 41794 • Karl Knauer KG  
Tel +49 7835 782-0 • werbemittel@karlknauer.de  
[www.karlknauer.de](http://www.karlknauer.de)

## Snacks for anyone with a sweet tooth

Everyone likes to snack during the cosy Christmas season. With the fully packed Christmas gift boxes from the promotional products manufacturer "Jung since 1828", these wishes will be fulfilled while you also present your own company logo **during the best moments of the year**. The gift boxes come in a package shape and house shape and are fully packed with all kinds of traditional Christmas treats. Some of the snacks available include delicious, alcohol-free eggnog (milk-based beverage), yummy spiced wine candies in the shape of a heart, or delicate gingerbread. In addition to the cool standard Christmas designs that don't require a minimum order, the company also offers fully customised designs with your own logo upon request.

PSI 41545 • JUNG since 1828 GmbH Co.KG  
Tel +49 7141 6435-0 • zentrale@jung-europe.de  
[www.jung-europe.de](http://www.jung-europe.de)





BRIEF MESSAGE, LOW PRICES, BIG IMPACT+++THE PSI CLASSIFIEDS MARKET+++NOW NEW EVERY MONTH+++EXCLUSIVE IN THE PSI JOURNAL+++BOOK NOW FOR THE NEXT ISSUE+++ TEL.: +49(0)211-90 191-114/-315+++FAX: +49(0)211-90 191-180+++MAIL: PUBLISHING@PSI-NETWORK.DE

## EINKAUFSWAGENAUSLÖSER / KEY CHAIN

**Der Original TRIGGI®**  
**Neu: TRIGGI® Premium**

Der Einkaufswagenlöscher in Edelson in 3 Varianten

**NEU** bereits ab 100 Stück

Tel.: +49 (0)8233 - 79312-0  
 info@pinsundmehr.de

**TRIGGI.de**

PSI No. 46925

www.pinsundmehr.de

## SPIELE / GAMES

**Spielend werben!** Wir entwerfen individuelle 3D-Pappfiguren für Sie!

**GO GREEN**

Bildlizenzen von Shutterstock.com  
 www.assaltenburger.de

**ASS**  
 ALTENBURGER

PSI No. 41169

www.spielkarten.com

## KUNSTSTOFFERZEUGNISSE / PLASTIC PRODUCTS

**MADE IN GERMANY**

Art-Nr. 343/345  
**Thermo Mug Costa Rica**

**PROMOWOLSCH®**  
 The customer factory

**Wolfgang Schmidt e.K.**

Grüner Weg 23-25  
 D-59590 Geseke

T +49 2942 570 201  
 F +49 2942 570 035

info@promowolsch.de  
 www.promowolsch.de

PSI No. 44724

www.promowolsch.de

## PSI JOBBÖRSE / JOB EXCHANGE

**PSI Job exchange**

**www.planetadvertising.com/job**

## LESEZEICHENLUPE / BOOKMARK MAGNIFIER

**Vergrößern**  
 Sie Ihren Erfolg  
 mit unserer  
**Lupcard**  
 im Scheckkartenformat

• 3-fache Vergrößerung  
 • nur 2 Gramm  
 • kurze Lieferzeit

**Made in Germany**

**lupenmaxx®**  
 ...wir machen's größer!  
 www.lupenmaxx.de

PSI No. 47814

www.lupenmaxx.de

## OFFICIAL STAND CONSTRUCTION PARTNER PSI

**Official stand construction partner of the PSI 2022!**  
 www.standout.eu

**STANDOUT**  
 be visible

Member of **IRX**  
 In the business of building businesses

www.standout.eu

## INSERENTEN-VERZEICHNIS / LIST OF ADVERTISERS

PSI No.	Inserent / Advertiser	Seite / Page	
45956	burger pen AG	055	Beilage/Insert (*Teilaufage/Partial Circulation)
	FKM e.V.	043	
42819	Gustav Daiber GmbH	005	PSI – Reed Exhibitions Deutschland GmbH*
	GWV e.V.	039	
45666	Halfar System GmbH	051	49467 Einkaufswagenlöser.de PiNkey AG*
41016	Heri-Rigoni GmbH emotion factory	015	49171 Lanyard.pro Allers Grupa sp. z.o.o.*
G 427	Kalfany Süße Werbung GmbH & Co. KG	059	60225 Papermints S. A.
47464	Karlowsky Fashion GmbH	007	
47814	Lupenmaxx GmbH	074	
43927	memo AG	017	
43410	Mister Bags GmbH	002+003	
46925	Pins & mehr GmbH & Co. KG	074	
42332	Prodir Pagani Pens SA	001	
44724	Promowolsch - The Customer Factory Wolfgang Schmidt e.K.	074	
	PSI – Reed Exhibitions Deutschland GmbH	039, 045, 074, 076+077, 079, U4/OBC	
42487	REFLECTS GMBH	021	
	Reed Exhibitions Deutschland GmbH	065, U3/IBC	
	Standout GmbH	074, U2/IFC	
44970	Trigon Deutschland GmbH (ehemals SEMO Deutschland GmbH)	027	
41848	uma Schreibgeräte Ullmann GmbH	025	

## TOP PRODUCT TOPICS IN PSI JOURNAL

Is your company synonymous with fair trade and Made In Europe/Germany? Are you aware of your corporate responsibility and also willing to assume it for your employees and products? Then an advertisement for your products in the *PSI Journal* is the right choice for you! Here you will reach a broad audience that attaches particular importance to these characteristics.



Issue  
**12**  
2021

**BRANDED AND DESIGN PRODUCTS, FAIRTRADE and MADE IN GERMANY/EUROPE**

Copy deadline: 15.10.2021  
Deadline for ads: 8.11.2021

Issue  
**01**  
2022

**TRADE SHOW INNOVATIONS PSI 2022 and EVENTS AND FESTIVALS**

Copy deadline: 8.11.2021  
Deadline for ads: 15.11.2021

Issue  
**02**  
2022

**EASTER, GARDEN, HOBBY AND HANDICRAFT and ECOLOGICAL AND SUSTAINABLE PRODUCTS**

Copy deadline: 15.12.2021  
Deadline for ads: 18.1.2022

Issue  
**03**  
2022

**PROTECTIVE & HYGIENIC ARTICLES, OCCUPATIONAL SAFETY and BAGS, LUGGAGE AND LEATHER GOODS**

Copy deadline: 21.1.2022  
Deadline for ads: 9.2.2022

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

**PSI**



## 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](http://www.psisupplierfinder.de)

**3,500**  
Supplier listings  
for product categories

**1,500**  
Supplier listings for  
certificates and seals of  
quality

► **PSI**  
**SUPPLIER  
FINDER**

# Multichannel sourcing at PSI

The main channels

Product inspiration

Product search

Product recommendations

► **PSI**  
**JOURNAL**

## Trade magazine for PSI members

The PSI Journal provides  
information about trends,  
developments and heads of the  
industry and much more.

And can be downloaded online  
and on mobile devices:  
[www.psi-network.de/journal-archiv](http://www.psi-network.de/journal-archiv)

[www.psi-network.de/mediaguide](http://www.psi-network.de/mediaguide)

Print run

**5,650**  
copies per month

Ø 5,500

monthly product search horizontalies  
via the Product Sourcing Hotline

## PSI Sourcing Hotline

+49 211 90 191-333

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



PSI  
PRODUCT  
FINDER

WITH LIVE CHAT

## Promotional product search

The PSI Product Finder is an intelligent promotional product search engine, delivering product data of PSI suppliers.

[www.psiproductfinder.de](http://www.psiproductfinder.de)

115,000

Products in the PSI Product Finder  
(Update: 2020)  
364.000 Product variants



Astrid Langenstein



Sabine Möller

## PSI Sustainability Awards/ Sustainable League

All suppliers and distributors who belong to the Sustainable League are known by their commitment to develop, to produce and to promote products under sustainable requirements. A sustainable USP in the product search.

[www.psi-awards.de](http://www.psi-awards.de)



## The product sample box

Those who place their product in the PSI Novelty Box and impress recipients with haptic properties will be successful. With the PSI Novelty Box the advantages of the products can be experienced haptically.

Circulation: **2,150** Copies

[www.psinoveltybox.de](http://www.psinoveltybox.de)

PSI

The Leading European Trade Show  
of the Promotional Product Industry

11 – 13 January 2022

## PSI Show/ Product Presentations

Starting point at the PSI Show with wow effect - exclusive products impressively staged.

[www.psi-messe.com/productpresentation](http://www.psi-messe.com/productpresentation)



## PSI 2022 | Secure tickets now and enjoy a rich variety of haptic experiences



The PSI 2022 is getting closer and closer – and with it the opportunity to meet again face-to-face at long last. From 11th to 13th January 2022 promotional product manufacturers and suppliers as well as consultants, distributors and finishers will have an opportunity in Düsseldorf to discuss trends, innovations and industry activities in person and to actively network over three days. So that the PSI visit can be planned well in advance, distributors can already register now online via the PSI ticket shop at [www.psi-messe.com](http://www.psi-messe.com).

### Admission to the PSI 2022 is clearly regulated

#### Exhibiting companies may invite distributors

Exhibiting companies may invite distributors (via voucher code): members as well as non-members. Distributors who aren't members must identify themselves as promotional product distributors in all cases when registering. Non-members, however, won't have access to special PSI services for members at the trade show.

#### Only PSI distributor members may invite industry customers

Admission to the PSI Trade Show will be more exclusive from next year onwards. Only PSI distributor members may invite up to 10 industry customers. This offers much greater space and time for more detailed consultation and in-depth talks. Furthermore, the exhibition topics of the viscom and PromoTex which are important to the promotional product industry, such as personalisation, will be incorporated into the PSI. This will make orientation for visitors much easier, allowing everything to be kept clearly in view.

#### No admission via other trade shows

Industry customers can only be invited by PSI distributors. The PSI will not invite any industry customers or enable admission via other trade shows.

#### No costs will be incurred by PSI

What can be said for all of the above-mentioned admission types or invitations: no costs will be incurred by PSI. Entry fees will only be paid by promotional product distributors who aren't PSI members and haven't been invited.



my > PSI

# Jobbörse Job exchange



## Die Jobbörse für Spezialisten

Als Arbeitgeber und Jobanbieter haben Sie die Möglichkeit, Ihr Unternehmen auf der kommenden PSI zu präsentieren und interessierte Nachwuchskräfte und neue Mitarbeiter zu suchen. Nutzen Sie die Möglichkeit und veröffentlichen Sie Ihre Stellenausschreibungen an unserer Jobsäule auf der PSI Messe 2022. Senden Sie uns dafür einfach Ihre Stellenausschreibung an [liza.stollwerk@rxglobal.com](mailto:liza.stollwerk@rxglobal.com).

Sie sind Arbeitnehmer und auf der Suche nach einer neuen Herausforderung? Auch in diesem Fall bieten wir Ihnen die Möglichkeit, Ihr Jobgesuch auf der Messe zu veröffentlichen und somit mit potenziellen Arbeitsgebern in Kontakt zu treten.

## The job exchange for specialists

As an employer and job provider, you have the opportunity to present your company at the upcoming PSI and look for interested junior staff and new employees. Take advantage of this opportunity and publish your job postings on our job pillar at PSI Trade Show 2022 by simply sending us your job posting to [liza.stollwerk@rxglobal.com](mailto:liza.stollwerk@rxglobal.com).

Are you an employee looking for a new challenge? In this case, we also offer you the opportunity to publish your job application at the trade show and thus get in touch with potential employers.



Built by



In the business of  
building businesses



# A matter of responsibility

**Y**ou have come to know this column under the title Opinion. As we all know these are wide and varied. That's good and just as it should be because freedom of opinion is one of our most valuable democratic achievements. In an interview with Planet Advertising I said that "as things stand today, we are planning a 2G rule" for the upcoming PSI in January 2022. That was on 24th September of this year.

This statement was met with a lot of approval but also prompted the odd critical voice. Indeed, this reflects the discourse in other parts of society. For example, the City of Düsseldorf introduced the 2G rule for its own events on 1st October, whilst the Comitee Düsseldorfer Carneval has already been relying on this concept since August. Other institutions, however, continue to also allow tested participants to attend their events. There is simply no right or wrong in this case.

But the fact remains: live marketing instruments, which include trade shows, thrive on interaction. Every event organiser bears responsibility not only for complying with the applicable legal requirements on site but also has its own responsibility towards participants and guests. For us, as the PSI, this primarily involves ensuring a safe and healthy trade show environment – and that means for all industry representatives who will come to us in Düsseldorf at the beginning of next year. We clearly recognise how great the need, interest and excited anticipation is when it comes to this important 'reunion' of our industry after the long enforced break.

You can count on this: we will continue intensive discussions among and with each other. We will consider very carefully how best to organise admission to the PSI 2022. And in doing so we shall ensure that we fulfil our obligations with respect to the regulations that apply at the time of the event as well as our responsibility as a host.

Irrespective of the final outcome, what it comes down to most is the behaviour, the understanding and the cooperation of all involved.

I already express my thanks for this.



Your Petra Lassahn  
Director PSI

Exhibition Centre Düsseldorf

11-13

JAN

22

The Industry's  
Who and How.  
**My PSI.** Live.



The industry's  
big reunion.

Order your  
tickets now.  
[psi-messe.com](http://psi-messe.com)

The leading European trade show for  
the promotional products industry

PSI

Built by



In the business of  
building businesses



Exhibition Centre Düsseldorf

11-13

JAN

22

The Industry's  
Who and How.  
My PSI. Live.

## PRELIMINARY EXHIBITOR LIST OF PSI 2022

We are happy to welcome the following exhibitors:

### ENTRANCE NORTH

PSI No.	Exhibitor	Web	Booth
45411	Neutral.com Fun Tex Clothing Co. ApS, Denmark	<a href="http://www.neutral.com">www.neutral.com</a>	EN02
46994	Hubbes Verkstad AB, Sweden	<a href="http://www.ecokeyrings.se">www.ecokeyrings.se</a>	EN01

### HALL 9

PSI No.	Exhibitor	Web	Booth
49009	12M Alicja Wasowska, Poland	<a href="http://www.12m.eu">www.12m.eu</a>	9A38
43899	A34 Ambalaj Reklam ve Hed. Esya Ltd. Sti., Turkey	<a href="http://www.a34bags.com">www.a34bags.com</a>	9A41
43999	ADOMA GmbH Kunststoff- und Metallverarbeitung, Germany	<a href="http://www.adoma.de">www.adoma.de</a>	9G70
48751	AFISA Asoc. Fabric. Import SA, Spain	<a href="http://www.afisasombreros.com">www.afisasombreros.com</a>	9A36
47800	ALFA PROMOSYON TEKSTİL Pazarlama Sanayi Ve Ticaret Anonim Sirketi, Turkey	<a href="http://www.alfatekstil.com.tr">www.alfatekstil.com.tr</a>	9F24
49591	AMK Group Rekawek, Kondraciuk Sp. J. Artur Rekawek, Konrad Kondraciuk, Poland	<a href="http://www.amk-group.pl">www.amk-group.pl</a>	9G23
43549	ArtForFans, Jan Bagin, Czech Republic	<a href="http://www.artforfans.eu">www.artforfans.eu</a>	9D61, 9F46
60207	ATACA TEKSTİL SANAYİ VE TİCARET LTD STİ, Turkey	<a href="http://www.atacatekstil.com">www.atacatekstil.com</a>	9C20
60193	AUF Robert Mariusz Lewandowski DRINKLOGO / COSMELOGO, Poland	<a href="http://www.drinklogo.eu">www.drinklogo.eu</a>	9G52
47411	badge4u Wojciech Pawlowski, Poland	<a href="http://www.badge4u.eu">www.badge4u.eu</a>	9D04
45434	Bartl GmbH, Germany	<a href="http://www.bartlgmbh.com">www.bartlgmbh.com</a>	9A29
43602	Bauer GmbH Bandweberei, Germany	<a href="http://www.bauer-bandweberei.de">www.bauer-bandweberei.de</a>	9D48
41435	Böckling GmbH & Co. KG, Germany	<a href="http://www.boeckling.de">www.boeckling.de</a>	9F29
60174	Belbal Sp. z o.o., Poland	<a href="http://www.belbal.com">www.belbal.com</a>	9F48
60453	BloomPoste-Flora BV, The Netherlands	<a href="http://www.bloompost.nl">www.bloompost.nl</a>	9F50
60394	Blooms out of the box vof, The Netherlands	<a href="http://www.bloomsoutofthebox.nl">www.bloomsoutofthebox.nl</a>	9G53
43594	Boxiland GmbH, Germany	<a href="http://www.boxiland.com">www.boxiland.com</a>	9F62, 9G45
	BPMA Lounge		9C64

The industry's  
big reunion.

Order your  
tickets now.  
[psi-messe.com](http://psi-messe.com)

The leading European trade show for  
the promotional products industry

PSI

Built by

RX

In the business of  
building businesses

## Exhibition Centre Düsseldorf

11-13

JAN

22

**The Industry's  
Who and How.  
My PSI. Live.**

PSI No.	Exhibitor	Web	Booth
46905	Brauns-Heitmann GmbH & Co. KG, Germany	www.xmas-logo.de	9C04
60187	Brevetti WAF S.r.l., Italy	www.brevettiwaf.it	9D36
48045	B-TOKEN BVBA, Belgium		9B38
49960	Campo Sportivo GmbH, Germany	www.artiva-sports.com	9E25
60460	Candol Produktions- und HandelsgesmbH, Austria	www.candol.com	9C49
45140	Carry Products GmbH, Germany	www.druckdurst.com	9D47
60458	Christian Fabrications SARL, France	www.deco-pub.fr	9A47
60210	Cinar Bez Cantu Tekstil San. Tic. A.S., Turkey	www.cinarbezcantu.com	9B26
60430	Cleanbrace GmbH, Germany	www.cleanbrace.com	9A63, 9G49
46789	CoMo Europe B.V., The Netherlands	www.como-europe.com	9G36
47506	Condom Message by Willems Winkels B.V., The Netherlands	www.condommessage.com	9F02
60181	Confiserie Möhlenkamp Gbr Oliver Möhlenkamp, Gerd Möhlenkamp, Germany	www.confiserie-moehlenkamp.de	9F47
46527	DBP Plastics NV, Belgium		9C35
43415	Demre Tarim Turizm Tekstil Gida Ins. Kuyum Bil. Emil. Ith. Ihr. San Tic Ltd Sti, Turkey	www.myros.com	9E19
47097	Disenos NT Diseño y Aplicaciones del No Tejido, S.L., Spain	www.notejido.com	9B14
44886	DreiMeister Spezialitäten Hans Schröder GmbH & Co. KG, Germany	www.dreimeister.de	9D41
43766	E-Group BV, The Netherlands		9A51
49093	Eren Kadife Tekstil Nakliye San.Tic. Ltd Sti, Turkey	www.erenkadife.com.tr	9E39
47960	Feniks Sp. z. o. o., Poland		9F22
43641	Fragrans Michal Stolarczyk, Poland	www.fragrans.pl	9A66, 9C47
813091	Frischtuch GmbH, Germany	www.frischtuch.de	9B50
47052	GIFT STAR Piotr Zielinski, Poland	www.giftstar.pl	9F52
43492	Gifts with Impact V.O.F., The Netherlands	www.giftswithimpact.nl	9E48
60204	GINSANITY Frangenberg & Frangenberg GbR, Germany	www.ginsanity.de	9G61
46517	Görenler Giyim Tekstil A.S, Turkey	www.gorenler.com	9C07
46944	Gutting Pfalzknudel GmbH		
	Entwicklung und Herstellung von Logonudeln, Germany	www.pfalzknudel.de	9C03
44145	HELO Heckelmann Holz und Kunststoff GmbH + Co. KG, Germany	www.heckelmann.com	9C36
44894	Intermed Asia Ltd., The Netherlands	www.intermedasia.com	9G22



60459	Jürgensen Vertriebs GmbH, Germany		9G55
60462	KADRSON Joanna Łabeńska, Poland	www.joanna-labenska.pl	9E49
60435	Kaesegeschken.de UG, Germany	www.kaesegeschken.de	9G57
43559	KUB Beheer B.V., The Netherlands	www.ff-packaging.com	9G54
46104	logolini Präsente Fickenschers Backhaus GmbH, Germany	www.logolini.com	9B22
49384	May Atki Market Etiket Dokuma San Tic Ltd. Sti, Turkey	www.mayatki.com.tr	9A26
49967	MEDIACONCEPT SRL, Romania	www.media-concept.ro	9F08
41680	METRICA SPA, Italy	www.metrica.it	9A37
48364	MIYO MENDIL VE GIDA SANAYI DIS TICARET LTD STI, Turkey	www.miyopromo.com	9B06
48784	Modal BRG Örgü Dokuma Tekstil Sanayi Ve Ticaret Ltd. STI., Turkey	www.modaltextile.com	9E17
60439	MOYU V.O.F., The Netherlands	www.moyu-notebooks.com	9G51
76979	mt products GmbH, Germany	www.werbemittelimport.de	9G48
45981	NOEX Spółka z ograniczoną odpowiedzialnością sp.j., Poland	www.noex.com.pl	9A35, 9A55
49663	Orakel bvba, Belgium		9B36
48836	Papermints S. A., Belgium		9G50
45999	PASSATGUMMI Schreven GmbH & Co. KG, Germany	www.passatgummi.de	9G20
42713	POUL WILLUMSEN P/S, Denmark		9G46
48727	Promedya Tanitim Matbaacilik Montaj San. ve Tic. Ith/Ihr. Ltd. Sti., Turkey	www.promedyatanitim.com.tr	9G32
48943	PROMODA TEKSTIL San. ve Tic. Ltd. Sti, Turkey	www.promodatekstil.com	9C30
	PSI Community Café & Product Presentations		9G29
	PSI Newcomer Lounge		9B52, 9B64, 9E64, 9F54
	PSI Services		9A05
48954	Pusula Basim Pusula Cizgi Alti Basim San. Ve Tic. LTD. STI., Turkey	www.ecoprobags.com	9G07



## Exhibition Centre Düsseldorf

11-13

JAN

22

**The Industry's  
Who and How.  
My PSI. Live.**

PSI No.	Exhibitor	Web	Booth
43507	Reichweite GmbH, Germany	<a href="http://www.reichweite-deutschland.de">www.reichweite-deutschland.de</a>	9F55
48273	Retap ApS, Denmark	<a href="http://www.retap.dk">www.retap.dk</a>	9C18
47430	RO-WE SNC DI Brusaterra Roberto & C. PRODUZIONE PORTACHIAVI / KEYHOLDERS PRODUCTION, Italy	<a href="http://www.rowekeyholders.com">www.rowekeyholders.com</a>	9B40
43809	Sahinler Tic Ltd. Sti., Turkey	<a href="http://www.sahinlerltd.com">www.sahinlerltd.com</a>	9C25
43861	Schmitz Textilimporte GmbH, Germany	<a href="http://www.chillilifestyle.com">www.chillilifestyle.com</a>	9A58
60467	SIGNEX POLAND Sp. z o.o., Poland	<a href="http://signex-poland.eu">signex-poland.eu</a>	9F60
47022	SI POS GmbH & Co. KG, Germany	<a href="http://www.si-pos.de">www.si-pos.de</a>	9B44
60203	snagger GmbH, Germany	<a href="http://www.snagger-germany.com">www.snagger-germany.com</a>	9D62, 9G43
49286	STAINER Schriften & Siebdruck GmbH & Co KG GmbH & Co KG, Austria	<a href="http://www.stainer-sunwood.com">www.stainer-sunwood.com</a>	9G16
45280	Stiefelmayer-Contento GmbH & Co. KG, Germany	<a href="http://www.contento.com">www.contento.com</a>	9G08
60155	Sunware BV, The Netherlands	<a href="http://www.sunware.nl">www.sunware.nl</a>	9B16
41032	Suthor Papierverarbeitung GmbH & Co KG, Germany	<a href="http://www.suthor.de">www.suthor.de</a>	9G18
48816	Swiss Mountain Hand Bags ABC GmbH, Switzerland	<a href="http://www.swissmountain-hand-bags.ch">www.swissmountain-hand-bags.ch</a>	9E18
48418	Ted Gifted TGL Poland sp. z o.o., Poland	<a href="http://www.tedgifted.com">www.tedgifted.com</a>	9D03
46304	The Brand Company, S.L., Spain	<a href="http://www.thebrandcompany.net">www.thebrandcompany.net</a>	9G40
43963	TOP-2 Fabryka Chusteczek S.A., Poland		9A39
43590	Tüpfelchen GmbH, Germany	<a href="http://www.tuepfelchen.com">www.tuepfelchen.com</a>	9A53
48813	Tuva Home Textile Ltd., Turkey	<a href="http://www.tuvahome.com">www.tuvahome.com</a>	9A22
49994	UMBRA design d.o.o., Croatia	<a href="http://www.umbrella.hr">www.umbrella.hr</a>	9E46
60184	Valenta International B.V., The Netherlands	<a href="http://www.valenta.com">www.valenta.com</a>	9G47
46622	Viva-Plus II Firma Handlowa Joanna Kowalczyk, Poland	<a href="http://www.vivaplus.pl">www.vivaplus.pl</a>	9C26
45850	VOG Tekstil Prom. San ve Tic. A.S., Turkey	<a href="http://www.vogtekstil.com">www.vogtekstil.com</a>	9F19
44685	WAGUS GmbH, Germany	<a href="http://www.wagus.de">www.wagus.de</a>	9F04
43762	Waterdrop Microdrink GmbH, Austria	<a href="http://www.waterdrop.com">www.waterdrop.com</a>	9C08, 9G28
60449	wende.interaktiv GmbH, Germany	<a href="http://www.wende-interaktiv.de">www.wende-interaktiv.de</a>	9E50
60452	Wooden World - Kamil Goluszka, Poland	<a href="http://www.woodenworld.eu">www.woodenworld.eu</a>	9A48
60179	WUNSCHPRODUCTS Inh. Julian Wunsch, Germany	<a href="http://www.milu-store.de">www.milu-store.de</a>	9B48

## HALL 10

PSI No.	Exhibitor	Web	Booth
49719	AMGS GROUP JERZ I GIGOLŁO SPÓŁKA KOMANDYTOWA, Poland	<a href="http://www.amgsgroup.com">www.amgsgroup.com</a>	10E19
46204	Axpol Trading Sp. z o.o. Sp.k., Poland	<a href="http://www.axpol.com.pl">www.axpol.com.pl</a>	10H49
49958	Aysoy Pazarlama Konfeksiyon Tekstil Sanayi ve Ticaret Limited Sirketi, Turkey	<a href="http://www.aysoytextile.com.tr">www.aysoytextile.com.tr</a>	10C36
46839	Bio Laboratories Ltd., United Kingdom	<a href="http://www.bio-labs.co.uk">www.bio-labs.co.uk</a>	10H68
60237	Black + Blum Ltd, United Kingdom	<a href="http://www.black-blum.com">www.black-blum.com</a>	10D58
47952	Büyüksoy Bayrak Ve Semsie San. Tic. A.S. Ve Semsie San. Tic. A.S., Turkey	<a href="http://www.heb.com.tr">www.heb.com.tr</a>	10G19
49968	CASPI GRUP MATBAA PROM ve End Mutfak Mlz San tic ltd Sti, Turkey	<a href="http://www.caspigroup.com">www.caspigroup.com</a>	10B42
46153	Clipper A/S, Denmark	<a href="http://www.cc55.dk">www.cc55.dk</a>	10G38
49112	Consilio Jakub Michalski, Poland	<a href="http://www.consilio.com.pl">www.consilio.com.pl</a>	10B24
48842	Cottonland - Textile Agency Open Vision Publicidade Lda., Portugal	<a href="http://www.cottonland.pt">www.cottonland.pt</a>	10F43, 9F45
43581	Croatian umbrella Ltd, Croatia	<a href="http://www.croatianumbrella.com">www.croatianumbrella.com</a>	10B32
43968	CRUX Sp.j. D.Zajac, P. Wolny, Poland	<a href="http://www.crux.pl">www.crux.pl</a>	10C63
41752	doppler H. Würflingsdobler GmbH Knirps, Germany	<a href="http://www.dopplerschirme.com">www.dopplerschirme.com</a>	10A46



41369	elasto GmbH & Co. KG, Germany	<a href="http://www.elasto.de">www.elasto.de</a>	10L49
48996	ELITA S.J. Krzysztof Staszalek i Mateusz Staszalek Krzysztof Staszalek i Mateusz Staszalek, Poland	<a href="http://www.smycze.pl">www.smycze.pl</a>	10H55
60212	FAB BERE FACILE di Benetti Fabio, Italy	<a href="http://www.be-re.it">www.be-re.it</a>	10G58
43144	FARE - Guenther Fassbender GmbH, Germany	<a href="http://www.fare.de">www.fare.de</a>	10E36-01
48519	Finardi Milena SRL, Italy	<a href="http://www.promotionalstrawhats.com">www.promotionalstrawhats.com</a>	10B66, 10B68, 10C64
41734	giuseppe di natale spa Arti Grafiche Cartotecnica, Italy		10B62


## Exhibition Centre Düsseldorf

11-13

JAN

22

**The Industry's  
Who and How.  
My PSI. Live.**

PSI No.	Exhibitor	Web	Booth
45829	Goldstar- Europe, Ireland		10B56
49095	GPS BAGS SPA, Italy <a href="http://www.gpsbags.com">www.gpsbags.com</a>		10E65
42819	Gustav Daiber GmbH, Germany <a href="http://www.daiber.de">www.daiber.de</a>		10E36
45666	Halfar System GmbH Rucksäcke und Taschen, Germany	<a href="http://www.halfar.com">www.halfar.com</a>	10E36-02
44885	Heinrich Sieber + Co. GmbH + Co. KG Fabrizio World of Bags, Germany	<a href="http://www.fabrizio.de">www.fabrizio.de</a>	10E35
43403	HEJU c/o Oliver Elm Marketing GmbH, Germany	<a href="http://www.heju.eu">www.heju.eu</a>	10D53
49016	Hey!blau GmbH, Germany	<a href="http://www.heyblau-labs.com">www.heyblau-labs.com</a>	10B27
45193	ID-Sneakers BrandYourShoes SL, Spain	<a href="http://www.idsneakers.com">www.idsneakers.com</a>	10H56
43000	IMTC Manufacturing & Trade GmbH The Pad Company, Germany	<a href="http://www.axopad.de">www.axopad.de</a>	10G21
49880	Inkcups Europe GmbH, Germany		10E62
49524	Jähn Handels GmbH & Co. KG Uwe & Michael Jähn, Germany	<a href="http://www.jaehn.org">www.jaehn.org</a>	10G36
49996	JOI Ltd., United Kingdom	<a href="http://www.jogroup.co.uk">www.jogroup.co.uk</a>	10D62
49940	Join The Pipe BV, The Netherlands	<a href="http://www.join-the-pipe.org">www.join-the-pipe.org</a>	10F61
41990	Joytex GmbH & Co. KG, Germany	<a href="http://www.joytex.de">www.joytex.de</a>	10K37
46131	KHK GmbH, Germany	<a href="http://www.lipcare.de">www.lipcare.de</a>	10D51
44071	KÖNITZ PORZELLAN GMBH, Germany		10L36
47406	koziol ideas for friends GmbH, Germany	<a href="http://www.koziol-incentives.de">www.koziol-incentives.de</a>	10D50
49872	Landgarten GmbH & Co. KG, Austria	<a href="http://www.landgarten.at/">www.landgarten.at/</a>	10L54
49644	LEONARDO - glaskoch B. Koch jr. GmbH + Co. KG, Germany	<a href="http://www.leonardo.de">www.leonardo.de</a>	10D49-01
48283	Maikii s.r.l., Italy	<a href="http://www.maikii.com">www.maikii.com</a>	10F57
47096	Makito Promotional Products CATAL IMPORTACIONES S.L., Spain	<a href="http://www.makito.es">www.makito.es</a>	10G18, 10L06
48309	Manufacturas Arpe, S.L. ARPE, Spain	<a href="http://www.arpebarcelona.com">www.arpebarcelona.com</a>	10A24
49181	MART'S BAGS Martyna Konowrocka, Poland	<a href="http://www.martsbags.com">www.martsbags.com</a>	10K43
643945	MASCOT International A/S, Denmark	<a href="http://www.mascot.dk">www.mascot.dk</a>	10A18
42020	mbw Vertriebsges. mbH, Germany	<a href="http://www.mbw.sh">www.mbw.sh</a>	10E36-04
43618	Metal Silver and Golden Industries Co. Ltd., Saudi Arabia	<a href="http://www.sharatt.com">www.sharatt.com</a>	10D19
			
41836	meterex - Karl Kuntze (GmbH & Co.), Germany	<a href="http://www.meterex.com">www.meterex.com</a>	10D34
43921	Microcarton Ambalaj ve Dis Ticaret Ltd Sti Ambalaj Dis Ticaret Ltd. St., Turkey	<a href="http://www.microcarton.com">www.microcarton.com</a>	10L57
49997	MIZU Europe BV, The Netherlands	<a href="http://www.mizulife.eu">www.mizulife.eu</a>	10L50
47774	Müller Werbemittel GbR Andreas & Matthias Müller, Germany	<a href="http://www.mueller-online.de">www.mueller-online.de</a>	10A61
49462	Nastrotecnica srl, Italy		10D43
45411	Neutral.com Fun Tex Clothing Co. ApS, Denmark	<a href="http://www.neutral.com">www.neutral.com</a>	10E20, EN02
46403	NOTEDECO Spółka z ograniczona odpowiedzialnoscia Spółka Komandytowa, Poland	<a href="http://www.notesy.pl">www.notesy.pl</a>	10C43
80075	Offene Systeme Software Inhaber Thomas Brecht, Germany	<a href="http://www.offene-systeme.de">www.offene-systeme.de</a>	10B48
791927	Og grafika d.o.o., Croatia	<a href="http://www.og-grafika.hr">www.og-grafika.hr</a>	10C49
49195	OLEHATS SL, Spain	<a href="http://www.olehats.com">www.olehats.com</a>	10D23
43438	OMETEC S.R.L., Italy	<a href="http://www.ometec.it">www.ometec.it</a>	10E57
43993	Paper Fantasies UAB, Lithuania	<a href="http://www.paper-fantasies.com">www.paper-fantasies.com</a>	10H38
60171	Perletti S.p.A., Italy	<a href="http://business.perletti.com/en/ombrelli-personalizzati">business.perletti.com/en/ombrelli-personalizzati</a>	10E26
49402	Polskie Karty sp. z.o.o., Poland	<a href="http://www.plasticcards.zone">www.plasticcards.zone</a>	10G44
49025	Porzellanfabriken Christian Seltmann GmbH, Germany	<a href="http://www.seltmann.com">www.seltmann.com</a>	10B29
44057	PPH.U LEZAKOWO SZEWCZYK KRZYSZTOF, Poland	<a href="http://www.lezakowo.pl">www.lezakowo.pl</a>	10E28
60086	Premium Square Europe B.V., The Netherlands	<a href="http://www.premium-square.com">www.premium-square.com</a>	10A65
42332	Prodir Pagani Pens SA, Switzerland	<a href="http://www.prodir.com">www.prodir.com</a>	10E52
	PSI Forum		10G55
	PSI TV Studio		10F62, 10F66, 10G66
48056	Ral Tekstil AS, Turkey	<a href="http://www.raltekstil.com.tr">www.raltekstil.com.tr</a>	10B44
43454	Rascal Sp. z.o.o., Poland	<a href="http://www.rascalindustry.pl">www.rascalindustry.pl</a>	10K41
47182	Reisenthel Accessoires GmbH & Co. KG, Germany	<a href="http://www.reisenthel.com">www.reisenthel.com</a>	10G49
44940	RICOLOR MK-Haushaltswaren Thomas Mayr-Kiessling, Germany	<a href="http://www.ricolor.de">www.ricolor.de</a>	10H35
60451	RINAMA GmbH, Austria	<a href="http://www.rinama.at">www.rinama.at</a>	10G32



## Exhibition Centre Düsseldorf

11-13

JAN

22

**The Industry's  
Who and How.  
My PSI. Live.**

PSI No.	Exhibitor	Web	Booth
49585	Rolleat MARCADIFERENCIA S.L., Spain	<a href="http://www.rolleat.com">www.rolleat.com</a>	10B23
43424	Rpt Reklam ve Promosyon Hiz Paz San Tic Ltd Sti, Turkey	<a href="http://www.prowide.com.tr/en">www.prowide.com.tr/en</a>	10B30
60084	SACKit ApS, Denmark	<a href="http://www.sackit.dk">www.sackit.dk</a>	10G50
49516	Sandex M.Szandeki, J.Szandeka Sp.j, Poland	<a href="http://www.sandex.com.pl">www.sandex.com.pl</a>	10G42
46525	Sanjuan Hermanos, S.A., Spain	<a href="http://www.sanjuan-tex.com">www.sanjuan-tex.com</a>	10G48
45297	SDX Group sp. z.o.o., Poland	<a href="http://www.sdxgroup.pl">www.sdxgroup.pl</a>	10H31
43807	SIPEC S.P.A., Italy	<a href="http://www.sipec.com">www.sipec.com</a>	10B50
45567	SND Porzellanmanufaktur GmbH, Germany		10E36-03
44010	Softybag AB, Sweden		10B35
47677	Sopp Industrie GmbH, Germany	<a href="http://www.sopp-industrie.de">www.sopp-industrie.de</a>	10G62
47019	SPÓLNOTA - Drzewna Spółdzielnia Pracy, Poland	<a href="http://www.spolnota.pl">www.spolnota.pl</a>	10H63
41462	Spranz GmbH, Germany	<a href="http://www.spranz.de">www.spranz.de</a>	10A32



43287	STABILO Promotion Products GmbH & Co. KG	<a href="http://www.stabilo-promotion.com">www.stabilo-promotion.com</a>	10L37
41108	STAEDTLER Mars GmbH & Co. KG, Germany	<a href="http://www.staedtler-promotional.de">www.staedtler-promotional.de</a>	10C50
45328	Stilolinea Srl, Italy	<a href="http://www.stilolinea.com">www.stilolinea.com</a>	10D20
60096	STRYVE GmbH, Germany	<a href="http://www.stryve.de">www.stryve.de</a>	10L55
809849	Sunline Tekstil		
	Mad.Ins.Orman Ürün.San.Ve Tic. Ltd. Sti., Turkey	<a href="http://www.sunlinetextile.com">www.sunlinetextile.com</a>	10G56
44574	Take2-Design GmbH & Co. KG, Germany	<a href="http://www.take2-design.de">www.take2-design.de</a>	10A26
43817	TechnoTrade Import-Export GmbH, Germany	<a href="http://www.technotrade-berlin.de">www.technotrade-berlin.de</a>	10L22
41875	TFA Dostmann GmbH & Co. KG, Germany	<a href="http://www.tfa-dostmann.de">www.tfa-dostmann.de</a>	10A17
60443	TOMADEX S.C., Poland		10D25
46108	travelite GmbH + Co. KG, Germany	<a href="http://www.travelite.de">www.travelite.de</a>	10E63
46311	TROIKA Germany GmbH, Germany	<a href="http://www.troika.de">www.troika.de</a>	10A35



41848	uma Schreibgeräte Ullmann GmbH, Germany	<a href="http://www.uma-pen.com">www.uma-pen.com</a>	10A50
44281	VICTORINOX AG, Switzerland	<a href="http://www.victorinox.com">www.victorinox.com</a>	10F36
44295	walther design GmbH & Co. KG, Germany	<a href="http://www.waltherdesign.de">www.waltherdesign.de</a>	10D64
41594	Walz GmbH & Co.KG, Germany	<a href="http://www.walz-uhl.de">www.walz-uhl.de</a>	10D42
48078	Wera Werkzeuge GmbH, Germany	<a href="http://www.wera.de">www.wera.de</a>	10C44
49362	Westerwald - Brauerei H. Schneider GmbH & Co. KG, Germany	<a href="http://www.hachenburger.de">www.hachenburger.de</a>	10A45
42772	XINDAO BV, The Netherlands		10L38
49316	Zorel Tekstil Imalat		
	Pazarlama Sanayi ve Ticaret Limited Sirketi, Turkey	<a href="http://www.zoreltekstil.com.tr">www.zoreltekstil.com.tr</a>	10F20

## HALLE11

PSI No.	Exhibitor	Web	Booth
60441	AKROH INDUSTRIES BV, The Netherlands	<a href="http://www.akroh.com">www.akroh.com</a>	11B30
49413	AVANT Fabryka Porcelitu Jerzy Bujanowicz, Poland	<a href="http://www.avant.pl">www.avant.pl</a>	11D08
43753	breAd. & edible labels s.r.o., Czech Republic	<a href="http://www.prnics.eu">www.prnics.eu</a>	11A54
46897	Dosenspezialist GmbH, Germany	<a href="http://www.doseplus.de">www.doseplus.de</a>	11B45
49982	Edition Michael Fischer GmbH - EMF Verlag, Germany	<a href="http://www.emf-verlag.de">www.emf-verlag.de</a>	11D38
47527	Erich Utsch AG Kennzeichnungs- und Registrierungs-Systeme, Germany	<a href="http://www.utsch.com">www.utsch.com</a>	11B48
46428	GALKO d.o.o., Croatia	<a href="http://www.galko.com">www.galko.com</a>	11D12
47265	GRASPO CZ, a.s., Czech Republic	<a href="http://www.graspo.com">www.graspo.com</a>	11D49
48277	Green Earth Products Helga Nederhoed, The Netherlands	<a href="http://www.greenearthproducts.eu">www.greenearthproducts.eu</a>	11D06
49072	GWW Gesamtverband der Werbeartikel-Wirtschaft e.V., Germany	<a href="http://www.gww.de">www.gww.de</a>	11A46
49079	Haid Werbeagentur GmbH, Germany	<a href="http://www.cartingo.de">www.cartingo.de</a>	11C35
48313	Headwear PL Spolka z ograniczona odpowiedzialnoscia Sp.J., Poland		11B02
46612	Hellma Gastronomie-Service GmbH, Germany		11C55
41583	HEPLA-Kunststofftechnik GmbH & Co KG, Germany	<a href="http://www.hepla.de">www.hepla.de</a>	11A17

# Exhibition Centre Düsseldorf

11-13

JAN

22

**The Industry's  
Who and How.  
My PSI. Live.**

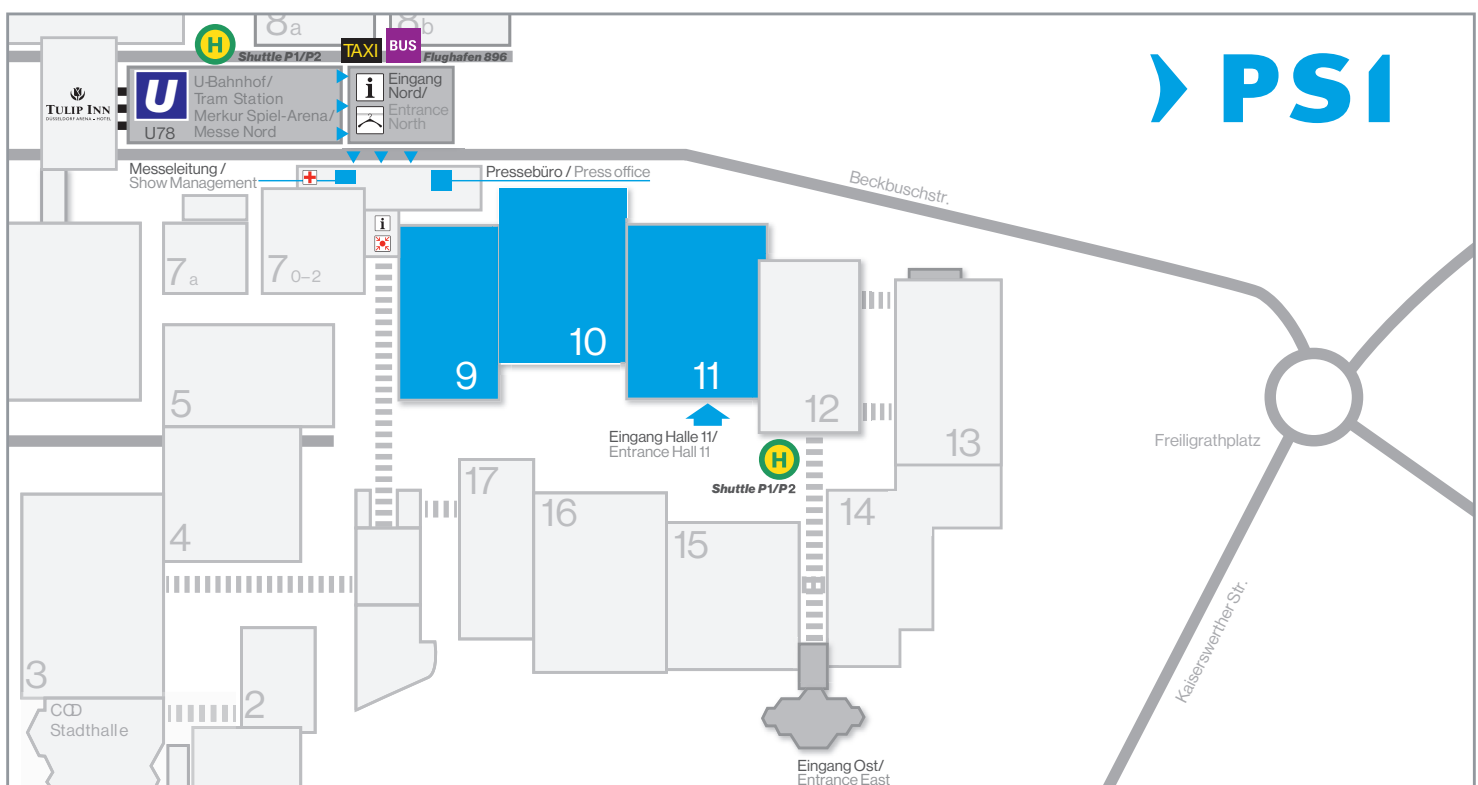
PSI No.	Exhibitor
46235	HERKA GmbH, Austria
41118	hoechstmass Balzer GmbH, Germany
45973	Hörsteler Interior Design GmbH, Germany
41565	KP Plattner GmbH, Austria
49171	Lanyard.pro Allers Grupa sp. z.o.o., Poland
44323	Ledlenser GmbH & Co KG, Germany
46175	LEUCHTTURM Gruppe GMBH & CO. KG, Germany
44321	Mahlgrad GmbH, Germany
44833	Mahlwerck Porzellan GmbH, Germany
60436	NORDHORN J.M. Stasiak Spolka Jawna, Poland
46925	Pins & mehr GmbH & Co. KG, Germany
43488	Plastoreg Smidt GmbH, Germany
46355	Promidata Deutschland GmbH, Germany
	PSI Community Café & Sonderschau Veredelung,
	PSI Infopoint
	PSI Media Lounge
	PSI Selfie Spot
	PSI Sustainability Awards Area
	PSI Textile Campus
48301	Recycle Bags (By SL Lederwaren B.V.), The Netherlands
44508	Ritter-Pen GmbH, Germany
41838	SENATOR GmbH, Germany
44120	Sport Böckmann GmbH
	Ihr Partner für Sport und Freizeit, Germany
45767	Tacx B.V. a Tacx International Company, The Netherlands

Web
<a href="http://www.herka-frottier.at">www.herka-frottier.at</a>
<a href="http://www.hoechstmass.com">www.hoechstmass.com</a>
<a href="http://www.hoersteler.de">www.hoersteler.de</a>
<a href="http://www.kp-plattner.at">www.kp-plattner.at</a>
<a href="http://www.lanyard.pro">www.lanyard.pro</a>
<a href="http://www.ledlenser.com">www.ledlenser.com</a>
<a href="http://www.leuchtturm1917.de">www.leuchtturm1917.de</a>
<a href="http://www.pottkorn.de">www.pottkorn.de</a>
<a href="http://www.mahlwerck.de">www.mahlwerck.de</a>
<a href="http://www.pinsundmehr.de">www.pinsundmehr.de</a>
<a href="http://www.plastoreg.de">www.plastoreg.de</a>
<a href="http://www.promidata.com">www.promidata.com</a>

Booth
11E22
11E02
11B47
11C37
11A44, 9C48
11E53
11E20
11E16
11D37
11C48
11A36
11D07
11A34
11E32, 11E40, 11F40
11F32
11F54, 9A06
11A49
11A53
11A22
11D19
11A50
11D35
11A33
11E10
11D44

Updated: 08 Oct 2021  
Subject to change

## VENUE MAP







## Making a haptic statement

A promotional item with a brand name goes down even better with the recipient. If a brand is also associated with a distinctive design, the corresponding advertising medium is further enhanced. Because brands and design usually go hand in hand. In marketing terms, the term 'brand' describes all the characteristics in which objects associated with a brand name differ from competing objects of other brand names. The world of woven products also benefits from the design-accentuated, image-building, confidence-inspiring and sales-promoting attributes of the brand. That is why our first product theme deals with "brand and design products", complemented by "fair trade". The second theme is dedicated to quality-conscious products "Made in Germany/Europe".

**Please start thinking now about the product presentations for the PSI Journal January 2021 issue with the topic groups "Trade fair innovations PSI 2022" as well as "Innovations 2022" and send your product suggestions (picture and text) by 08 November 2021 at the latest to: Edit Line GmbH, Editorial Office PSI Journal, e-mail: hoechemer@edit-line.de**

## Entrenching sustainability in society



With its extensive service portfolio, memo AG offers specialised services to suit the requirements of promotional product distributors. In doing so, the multi-channel distributor, operating throughout Europe, believes in high-quality sustainable products and says self-confidently: "Nowadays, there's a sustainable alternative for every conventional product". We will introduce the company.

## Thrust for regional products



With more than 80 years of expertise, Karl Knauer KG is one of the leading manufacturers of high-quality packaging in Germany. The packaging specialist from Biberach shows how direct marketers can successfully sell local products with the right packaging concept with new services and packaging concepts, especially for regional suppliers.

## Imprint

**Published exclusively for the promotional products industry by PSI Promotional Product Service Institute,**  
Reed Exhibitions Deutschland GmbH  
Völklinger Straße 4, D-40219 Düsseldorf  
Tel.: +49 211 90191-0  
Fax: +49 211 90191-180  
Internet: [www.psi-network.de](http://www.psi-network.de)

**Publisher:** Michael Freter

**Management:** Benedikt Binder-Kriegelstein, Ronald Herzog, Michael Köhler, Barbara Leithner

**Editing:** Edit Line Verlags- und Produktions-GmbH  
Dekan-Laist-Straße 17, 55129 Mainz  
by order of PSI Promotional Product Service Institute –  
Reed Exhibitions Deutschland GmbH

**Editor-in-chief:** Manfred Schlösser

**Deputy Chief Editor:** Ursula Geppert

**Editors:** Martin Höchemer, Anke Zimmermann,  
Christian Jacob, Jutta Menzel, Christoph Zimmermann

**Duty Editor:** Martin Höchemer

**Head of Media Solutions:** Anja Späker

**Advertising Sales Manager:** Lars Kessler

### Cross Media Sales

**Senior Sales Manager:** Senija Menzel,  
[senija.menzel@reedexpo.de](mailto:senija.menzel@reedexpo.de)

**Sales Manager:**  
Martin Metz,  
[martin.metz@reedexpo.de](mailto:martin.metz@reedexpo.de)  
Anna Oikonomou,  
[anna.oikonomou@reedexpo.de](mailto:anna.oikonomou@reedexpo.de)

### Regional contacts

**Belgium and France:** Reed Exhibitions  
ISG Belgien und Frankreich  
Bryan Piscou,  
[bpiscou@reed-export.fr](mailto:bpiscou@reed-export.fr)

**Italy:** Reed Exhibitions ISG Italy s.r.l.  
Erika Poleggi  
[erika.poleggi@reedexpo.it](mailto:erika.poleggi@reedexpo.it)

**Spain:** Reed Exhibitions Italia Srl  
Malvina Tralli  
[malvina.tralli@reedexpo.it](mailto:malvina.tralli@reedexpo.it)

**Turkey:** Istexpo  
Sevinc Abdullayeva,  
[sevinc@istexpo.com](mailto:sevinc@istexpo.com)

**UK:** Reed Exhibitions ISG UK  
Daniel Cordock,  
[daniel.cordock@reedexpo.co.uk](mailto:daniel.cordock@reedexpo.co.uk)

**Design:** Edit Line GmbH, Mainz  
by order of PSI Promotional Product Service Institute,  
Reed Exhibitions Deutschland GmbH

**Layout:** Stephan Weiß, Nina Bertsch, Stephan Flommersfeld

**Photos:** Lars Behrendt, Ursula Geppert, Martin Höchemer,  
Anke Zimmermann. Title theme: Adobe Stock. The editorial content  
include the use of photos from Adobe Stock.

**Translations:** Translanguage, D-40885 Ratingen

**Printing:** Kössinger AG  
D-84069 Schierling

Advertisement price list no. 53 of 1 September 2020 applies.  
ISSN number 1436-6193

Signed articles reflect only the opinion of the author. The publisher shall assume no liability for unsolicited manuscripts, photos and other documents. Return only if return postage has been paid (likewise no liability). For members of the PSI, the subscription price is included in the membership fee.

**RELX** produced according RELX Sustainable Paper Policy

**RX** Austria & Germany

# Events

## Reed Exhibitions Austria & Germany

### Q1/2022

#### PSI

Die europäische Leitmesse  
der Werbeartikelwirtschaft

**11.01. – 13.01.2022**

Messegelände Düsseldorf  
[psi-messe.com](http://psi-messe.com)

#### Ferien-Messe Wien<sup>1</sup>

Die internationale Messe für  
Urlaub, Reisen und Freizeit

**13.01. – 16.01.2022**

Messe Wien  
[ferien-messe.at](http://ferien-messe.at)

#### Bauen & Wohnen Salzburg<sup>1</sup>

Die internationale Messe  
für Bauen, Wohnen und  
Energiesparen

**10.02. – 13.02.2022**

Messezentrum Salzburg  
[bauen-wohnen.co.at](http://bauen-wohnen.co.at)

#### Die Hohe Jagd & die Fischerei<sup>1</sup>

Internationale Messe für  
Jagd, Fischerei, Abenteuer  
Natur & Reisen

**24.02. – 27.02.2022**

Messezentrum Salzburg  
[hohejagd.at](http://hohejagd.at)  
*Zeitgleich mit absolut allrad*

#### absolut allrad<sup>1</sup>

Sonderschau von Allrad-  
und Geländefahrzeugen im  
Rahmen

**24.02. – 27.02.2022**

Messezentrum Salzburg  
[absolut-allrad.at](http://absolut-allrad.at)  
*Zeitgleich mit die Hohe Jagd &  
die Fischerei*

#### AutoZum

Int. Fachmesse für Autowerk-  
statt- und Tankstellenaus-  
stattung, Kfz-Ersatzteile etc.

**15.03. – 18.03.2022**

Messezentrum Salzburg  
[autozum.at](http://autozum.at)

#### Wohnen & Interieur<sup>1</sup>

Österreichs größte Messe  
für Wohntrends, Möbel,  
Garten & Design

**16.03. – 20.03.2022**

Messe Wien  
[wohnen-interieur.at](http://wohnen-interieur.at)  
*Zeitgleich mit der Wiener  
Immobilien Messe*

#### Wiener Immobilien Messe<sup>1</sup>

Der Marktplatz für  
Wohnimmobilien

**19.03. – 20.03.2022**

Messe Wien  
[immobilien-messe.at](http://immobilien-messe.at)  
*Zeitgleich mit der Wohnen &  
Interieur*



In the business of  
building businesses

<sup>1</sup> Publikumsfreie Messen. Alle anderen Messen sind nur für Fachbesucher zugänglich.





# SAVE THE 11 Jan 2022 DATE 7 pm

*Feiern Sie mit uns die  
PSI Sustainability Awards 2022*

*Celebrate with us the  
PSI Sustainability Awards 2022*

Rheinterrasse Düsseldorf „Rheingoldsaal“, Joseph-Beuys-Ufer 33, 40479 Düsseldorf, Germany  
[www.psi-awards.de](http://www.psi-awards.de)

Built by  
**RX** In the business of  
building businesses

SPONSOR  
**reuschlaw**  
Legal Consultants