

PSI EUROPE

PSI Journal

International Magazine
For Promotional
Products

December 2021

Volume 60

11-13

JAN

22

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



Sven Krumrey

memo AG

Entrenching sustainability
in society

Product Guide

Brand and design products
Made in Germany/Europe

**Product
Compliance**

Minimising risks

Industry

Companies, events,
markets

PSI 2022

Stepping into the **future**



CDLUX

Happy Easter!

We offer direct shipment to your customers

Free layout and design

Free samples



Sweet Give-Aways with eye-catching guarantee!



Climate neutral Company
ClimatePartner.com/13089-1903-1001

WÄLDER FÜR IMMER FÜR ALLE
FSC® C11298 www.fsc.org





Editorial

What a year it has been

None of us has ever lived through a year quite like this before. 2020 was just the start. After the first cases of Covid-19 began in China, it became a global challenge. For the first time, people around the world experienced life coming to a halt in large parts of the world.

We began 2021 full of hope in the vaccines and in the potential easing of social restrictions. Because PSI was not able to open its doors in January, it was postponed to May. However, we ended up only holding the event digitally. While it was a success, it was not the PSI that we have all come to know and love.

A rather relaxed summer followed and we almost got used to living normal lives again, but the virus, which was and is being talked about in countless conversations, made it known that it was here to stay. Researchers had already prophesized this long ago but were preaching to the wrong crowd, as often is the case. Now it is practically official that we have to live with Covid-19.

I have already pleaded for people to get vaccinated and would like to reiterate this once again. Let us all ensure that our businesses and the promotional product industry throughout Europe really bounce back. I am sure that there will not be another lockdown but we need more than just this. We need people to take the initiative with renewed vigour and to make investments – people who will set forth to pursue larger goals. All of us must create the right conditions to do this and win over as many people as possible.

The trade shows that have been held this autumn and that are currently taking place have shown that market players in all industries have a great need to meet people. In many industries there has not always been the same quantity of events that were held during the pre-corona years, but that should not come as a surprise to anyone. However, recent events have been considerably higher in quality, at least that is what one hears – and all in all, it is the quality that counts.

In the promotional products industry we are all waiting for PSI 2022. The anticipation is a little like the pre-Christmas period before this noteworthy/major European trade show for haptic advertising takes place. I personally look forward to opening the doors to the PSI trade show and seeing each other again on 11 January 2022.

But first I would like to wish you a Merry Christmas and a Happy New Year. May the new year be a better one – and may you stay happy, fit and merry.

Best wishes for the holidays and see you soon,

Manfred Schlösser | Editor-in-Chief PSI Journal

Your opinion: 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
open.prodir.com

TRENDS & BRANDS

4

MARKET RESEARCH

8

PSI 2022

Stepping into the future	10
Benefiting from reliable stand builder	12

PRODUCT GUIDE

Brands, design products, fair trade	14
-------------------------------------	----

INDUSTRY

Companies, Events, Markets	26
Competence centre for innovations	30

PRODUCT GUIDE

Made in Germany/Europe	32
------------------------	----

COMPANY

memo AG:	
Entrenching sustainable awareness	52
Karl Knauer KG:	
A boost for regional products	56

BUSINESS

Product Compliance Management System	58
Survey: Brands are winners in Covid crisis	60

PRODUCT GUIDE

Innovative Products	62
---------------------	----

MYPSI

70

OPINION

72

PREVIEW – IMPRINT

84



Fair vs. Bio

Fairtrade vs. organic cotton

Is there a difference between Fairtrade and organic cotton?

The Fairtrade idea includes many ecological aspects that we can rediscover in the „organic“ system. However, this area is only one aspect of fair trade. Permanently fighting poverty and ensuring sustainable development is closely linked to a social and economic agenda. Nevertheless, fairly traded products do not necessarily have to meet „organic“ standards, while, conversely, they are not automatically subject to fair trade.

If you want to learn more, visit our blog post Bio vs. Fair.



All cotton was grown by Fairtrade producers, certified according to Fairtrade standards and traded. standards and traded. Fairtrade promotes better working and living conditions for cotton producers as well as environmental protection. More info: info.fairtrade.net/sourcing

www.global-standard.org

www.misterbags.de

N° 2327

Wilma



N° 2336

Paul



In four different colours



Stepping into the future

10

The PSI trade show is coming closer and preparations are in full swing - at the PSI and for all the exhibitors, as well as for everyone who would like to visit Düsseldorf between January 11th and 13th 2022. After a one-year break, it is clear that there will be a lot of novelties at the PSI, as well as old favourites. It is definitely worth a visit.

Making a haptic statement

14

The world of promotional articles is benefiting from the design-focussed, image-creating, trust-inspiring and sales-promoting attributes of brand names, too. And you can score additional advertising points with "fair trade" as well as "Made in Germany/Europe", a synonym for quality, reliability, and successful design.



Entrenching sustainable awareness

52

High-quality sustainable products. Ecological and social commitment. Long-term success rather than short-term profit maximisation. This sums up the founding principle of memo AG. Three decades later, the company has developed into a multi-channel distributor, operating throughout Europe.



Minimising risks

58

The issue of compliance of products with the applicable legal requirements is relevant for all companies that manufacture or trade products, therefore also promotional product companies and importers. Those who are negligent in this area take risks which could harm the company in the long run.



2021 TRENDS

Trends come. Trends go. Quite a few have also come about this **year** and are here to stay. Others in turn were never really gone. Some have even proven to be **timeless** and **crisis-proof**. This page takes a **look back** at the **product ranges** that were most frequently sought after in **PSI Product Sourcing in 2021** and that we present exemplarily.

Picnic items and barbecue accessories were in high demand particularly in the first half of the year. The urge to engage in outdoor activities was very strong again in 2021.

Functional desk items and drinkware (especially the classic coffee mug) were high on the wish lists once again in 2021. A combination that's ideal for every office – on site at the company premises and remote.

Accessories for the barbecue season

Rominox® barbecue tongs BBQ 5in1/

Rominox® outdoor cutlery Tento

Römer Lifestyle by Römer Wein und Sekt GmbH

www.roemer-lifestyle.de

PSI 43892



Modern workspace

High-quality pads from the AXOPAD® brand
IMTC Manufacturing & Trade GmbH

www.axopad.de

PSI 43000



From August onwards enquiries increased for Christmas themed (promotional) products – from the classic Advent calendar to tree ornaments.

From the ocean to the tree

Christmas ball ornaments from the Social Plastic® range
INTERALL GROUP B.V.

www.interallgroup.com

PSI 41727



SUSTAINABLE FASHION

WINTERSTYLES 2021

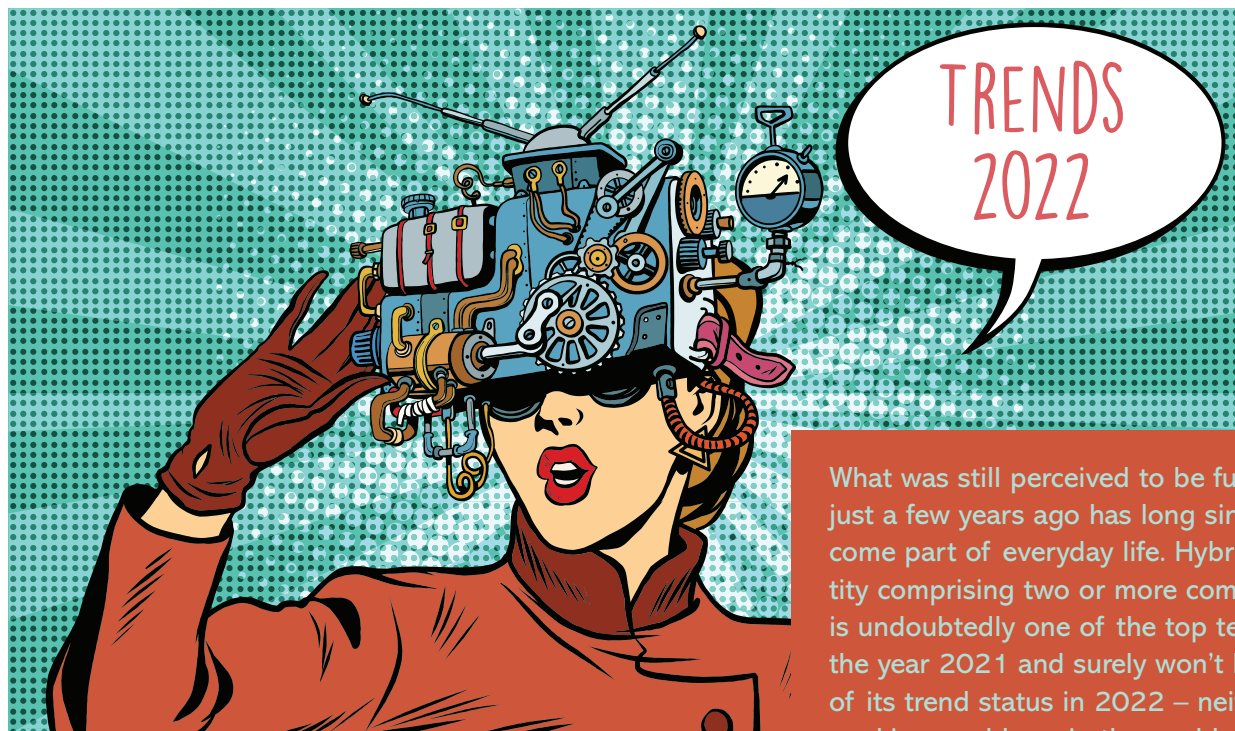
DISCOVER LADIES' | MEN'S PADDED JACKET! JN1167 | JN1168

daiber

HOTLINE 07432 7016-800 WWW.DAIBER.DE

myrtle
beach

JAMES &
NICHOLSON



What was still perceived to be futuristic just a few years ago has long since become part of everyday life. Hybrid, an entity comprising two or more components, is undoubtedly one of the top terms of the year 2021 and surely won't lose any of its trend status in 2022 – neither in the working world nor in the world of promotional products. Combining the digital and analogue (and haptic) is becoming increasingly important.



Textile future today

Why not cleverly integrate the NFC technology into corporate fashion? The NFC Wearables offered by Stickerei Klam are waterproof, shockproof and heat-resistant. If an NFC button is held in close proximity to a smartphone or NFC reader, a variety of actions can be triggered.

Stickerei Klam – Corporate Fashion

www.stickerei-klam.com

PSI 49110



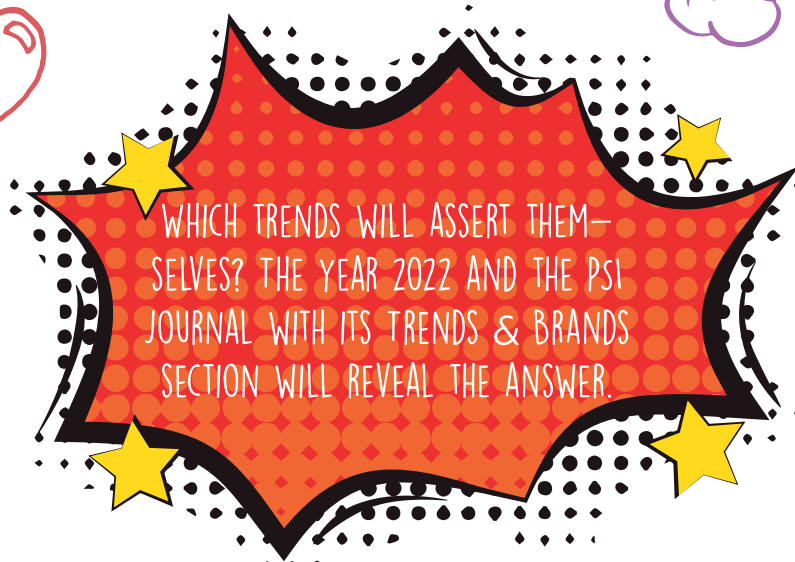
Strong inner values

The new inside NFC PENs from uma unite analogue writing with the interactive world. Thanks to the NFC technology (an international transmission standard for contactless data exchange across short distances) which is integrated in the promotional writing instrument, different types of digital information, such as links, can be stored.

uma Schreibgeräte Ullmann GmbH

www.uma-pen.com

PSI 41848



WHICH TRENDS WILL ASSERT THEMSELVES? THE YEAR 2022 AND THE PSI JOURNAL WITH ITS TRENDS & BRANDS SECTION WILL REVEAL THE ANSWER.



KARLOWSKY®

HOT WORKWEAR

FOR THE COLD SEASON

- | warm Softshell Waistcoats & -jackets
- | cozy Checked Shirts, casual Chino Trousers & Caps
- | sturdy Leather Aprons, cozy Sweatwear
- | fiery BBQ-Equipment

WWW.KARLOWSKY.DE



88 percent of German marketers believe, according to

a survey by Sitecore, that the 2021 Christmas business will determine the survival of their business. horizont.net

49.7%

of people surveyed by Statista in Germany say that they get to know new products through friends and acquaintances. 38.9 percent notice products through advertising. statista.com

4 out of 5

participants in an international BBC study say that a clear commitment to sustainability increases the value of a brand. Almost as many participants indicate that a company's voluntary commitment is an important influence on the decision to buy. 67 percent would pay more for brands that advocate sustainability and environmentally friendly practices. adzine.de

67 percent

of the promotional product suppliers who were surveyed by the British Promotional Merchandise Association (BPMA) for an export study named the EU as the leading market challenge for economic activity. 76.5 percent of suppliers reported a downward trend in spending. bmpa.co.uk

5.068 billion

euros will be invested by advertisers in display advertising in 2021. This corresponds to a growth of 23.4 percent. These new market figures were published by the online marketing group (OVK) in the The German Association for the Digital Economy (BVDW). ovk.de

Every second

consumer (44 percent) in 17 markets around the world feels not fully represented by the people seen in advertisements. This opinion is most prevalent in Europe, above all in Germany and Sweden (60 percent in Germany and 59 percent in Sweden). yougov.de

30 billion

euros loss of net domestic product in the German economy was forecast by the German Economic Institute (IW) for the second half of 2021 alone. For the coming year, the IW expects the gross domestic product to increase by four percent. tagesschau.de

Produktsicherheit, Regulatory Affairs und Umweltrecht

11.-12. Mai 2022
Taschenbergpalais Dresden

Produktsicherheit. Regulatory Affairs. Umweltrecht. Drei Kernthemen der Product Compliance bilden auch die Inhalte des 2. Product Compliance Dialogs (#pcd22).

Für den 11.-12. Mai 2022 laden wir Sie ein, gemeinsam mit uns in Dresden oder remote brandaktuelle Themen wie das Elektro- und Elektronikgeräte-, das Lieferkettengesetz, das Barrierefreiheitsgesetz, die EUTR, REACH und Konfliktmineralien zu diskutieren.

Auch in diesem Jahr wieder dabei: Vertreterinnen und Vertreter aus der Wirtschaft, der Konsumgüterindustrie, den Marktaufsichtsbehörden und den Prüfstellen.


Sichern Sie sich Ihr Ticket bereits ab 119 € im Early-Bird-Tarif.

Weitere Informationen unter:

[Productcompliancedialog.de](https://productcompliancedialog.de)

Veranstalter

Location



The PSI trade show is coming closer and preparations are in full swing - at the PSI and for all the exhibitors, as well as for everyone who would like to visit Düsseldorf between January 11th and 13th 2022. After a one-year break, it is clear that there will be a lot of novelties at the PSI, as well as old favourites. It is definitely worth a visit.

**The PSI 2022:
more important
than ever**

**Stepping
into the
future**



he industry is slowly getting back into its stride and, with the PSI, an indispensable event is returning. None of the participants expects that, in this unusual year, the PSI 2022 will reach the figures of the pre-Corona period. Rather, this trade show will condense everything it has signified to the promotional products industry for over 60 years: the kick-off into the new financial year with exciting innovations from established companies as well as dynamic newcomers, with many high-quality contacts, networking with old and new business partners and the flair of an international platform. Being there is more important than ever, because it is now clear: the industry needs its network and wants its event. Right now, the PSI trade show is setting a signal and stepping into the future with new renewed energy.

Visitor Registration System "Emperia"

The "Emperia" visitor registration system will be used at the PSI for the easy and effective follow-up to the trade show. This comfortable, customizable tool has been continuously developed since 2020 and can already be downloaded (also in German). The PSI will provide all access data before the trade show. This compact app does not overload devices and can be operated intuitively. In case the internet connection breaks, scans are saved on the device and can be synchronized later. The offline function

means that contacts are not lost. Users can share contact details and three PDFs with their scanned visitors. In the evening, scanned visitors receive a list of the companies at whose booths they were recorded; exhibitors can download the entire visitor list. An offer function is already planned for 2023.

Visitor marketing intensified

In order to reach as many potential visitors as possible and to support exhibitors, the PSI has designed extensive

visitor marketing activities. A testimonial campaign started running in June on social media. PSI members and trade visitors from the promotional products sector are also being targeted in other channels and media. Through the Online Service Center (OSC), exhibitors can order the visitor flyer and invitation cards in German and English free of charge. Exhibitors can also use the Exhibitor Service Center (ESC) to send automatically generated e-mails with voucher codes to their customers free of charge, and to order exhibitor passes. Please feel free to make use of these services. <

Petra Lassahn: Three questions, three answers

Trade shows, Christmas markets and other events are now taking place again all across the country. Is this 'new normality' influencing the level of interest in the PSI?

Yes, and how. The ticket shop for visitors is filling up more and more every day, just like in the past. The closer the trade show gets, the more actively visitors register. Of course, we don't know whether this will also hold true during these times, but we're very confident. We are speaking to the market, to exhibitors and traders, on a daily basis. All trade shows that are currently taking place are achieving between 40 and 60 per cent of their previous year's figures – some even higher – and that's what we're anticipating too. On the exhibitor side we are seeing that many are increasingly seeking the personal and direct contact again with traders – that's a strong trend. Those who initially booked smaller stands are now often expanding to larger space. Many new exhibitors are also coming on board. We currently have 350 registrations, but it should be noted: it's still another six important weeks till the trade show.

You had announced that the hygiene and visitor concept is moving in the direction of 2G. Does this still apply?

We didn't state it quite so apodictically. We were and are of the opinion that those who prepare for 2G are doing nothing wrong but indeed plenty right. This is what we've also said to our service providers. Should 2G apply, then we'll all be on the safe side. In principle, however, we will follow the legal regulations that apply at the time of the trade show. If 3G is possible, like it currently is, then we might also take a 3G or 3G+ approach. We will notify all parties involved in a timely manner before the event. What is certainly clear: as a trade show organiser we must take our responsibility seriously, looking beyond the day of the event itself; we do so in the interest of our exhibitors, our visitors –

ultimately our members. And until now this has been met with a great deal of understanding and acceptance.

What can be said about the internationality of the PSI 2022?

On the exhibitor side we are very pleased in this respect. A few names won't be on the list this time but we've often had this in the past and, so far, all came back again later. No, that shouldn't come across as arrogant, but should simply show that we can look back at a PSI Trade Show history of almost 60 years and thus at a wealth of experience. We are fighting for everyone who is still hesitant. What makes us very confident on the visitor side: we have received many enquiries from foreign associations who want to know how and under what terms and conditions their members can travel to the trade show. In previous years, this has always been a reliable indicator of good visitor numbers. But to make sure it's clear: we don't promise any pre-Corona numbers. That would be dishonest and that's not my way of doing things at all. I can confidently say that we will have a good, perhaps even a very good PSI. We are working hard for this day after day and our exhibitors are doing so too. Those who miss the event as exhibitors or visitors will regret it – perhaps even more than in all previous years.



PSI Director
Petra Lassahn

A short closing statement?

We are personally looking forward to each and every visitor and exhibitor. We have known many of them for many years, and others we will get to know. Over the years good acquaintances and even friendships have been forged. Seeing all of these people again in the exhibition halls – we're already looking forward to this every day. Virtually every phone call ends with the optimistic words: "Well then, see you soon!" <

STANDout implements customized concepts

Benefiting from reliable stand builder

Many promotional product suppliers have utilised the past one and a half years well to develop new ideas which they now want to present: live, haptically and in an appealing environment. A suitable stand at the PSI 2022 is part and parcel of this – and ultimately a stand construction company that supports professionally and creatively.

The stand is the showcase of every exhibitor and the foundation of their trade show presentation. PSI members who would like to introduce their innovations, product highlights and bestsellers at the PSI trade show to the European promotional products industry next year can benefit from the knowhow of the Aus-

trian stand construction company STANDout. The subsidiary of Reed Messe Salzburg – and therefore member of the RX corporate group which also includes the PSI – has been a firm partner and integral part of the PSI Trade Show for many years and is responsible for the construction of the special areas. The particular advantage in this case: the company will definitely be on site in Düsseldorf and can therefore support PSI exhibitors with stand construction upon request and at attractive conditions, either as a modular or customised solution. The technical full-service provider, which supports a good 8,000 customers at more than 500 events annually, can provide whatever is needed: from advice and consultation to concept development, design, planning and assembly right through to the set-up of the turnkey stand on site.

Sustainable concepts

The event and exhibition construction specialist, which has been operating successfully in the market for 45 years and is now one of the Top 15 in Europe, focuses on sustainability aspects throughout the process. In precise terms this means: sustainable energy sources, CO2 neutral transport and the use of recyclable materials. Creative ideas and innovative thinking have brought STANDout through the pandemic-induced crisis well. One such example is the "Digital Stage", through which product stages, showrooms and complete events can be moved into a virtual environment and which serves as a digital back-up before and after an event. Of course, the experts are well aware that physical trade shows and meeting face-to-face can't be entirely replaced.

Booking is simple in the Exhibitor Hub

Promotional product manufacturers and supplier who will exhibit at the PSI 2022 and are registered can book STANDout in the Exhibitor Hub under the option "Stand Construction". Potential exhibitors who are still looking for a reliable stand builder and want to get an impression of the creativity and repertoire of STANDout can already inform themselves online at www.standout.eu.





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

Member of



In the business of
building businesses



The world of promotional articles is also benefitting from the design-focussed, image-creating, **trust-inspiring** and sales-promoting attributes of brand names. And you can score additional advertising points with “fair trade”.



PSI 46311 • Troika Germany GmbH
Tel +49 2662 9511-0
info@troika.de
www.info.troika.de



Perfectly organised

The Troika keychain called Patent is an organizational talent because it has six interchangeable key rings and a stable snap hook. The spring fastener can be opened to attach or detach a key with one hand without damaging your fingernails. The keychain Patent is simple, safe and quick to use. Its trend waves décor in the latest pantone colours of illuminating yellow and ultimate grey, conveys a positive message of strength, hope and confidence. It is perfect for organising all types of keys: car keys, front door keys, company keys, shopping cart chips, etc. The decorative motif sticker can be customized upon request.

Sound wonder

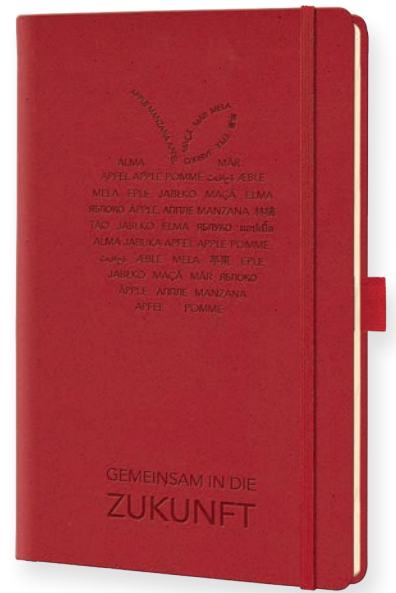
Spranz now has something great for your ears with the Metmaxx® loudspeaker called MrBoombasticPartyTowerXL (2x5 watt, subwoofer) and the Metmaxx® loudspeaker MrBoombasticPartyTower XXL (2x10 watt, subwoofer). They will deliver the perfect sound for parties, while on the go or at work. You can enjoy music using blue wireless 5.0, AUX or the integrated FM radio. Thanks to the built-in rechargeable batteries, the loudspeakers can be used anywhere, and no electrical socket is needed. The microphone is perfect for making announcements or singing. It is delivered with a practical shoulder strap.



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



GEMEINSAM IN DIE ZUKUNFT



Nachhaltig denken, handeln und Impulse setzen mit der Appeel Kollektion von **Lediberg**. Ökologisches Bewusstsein, Kreativität und Fingerspitzengefühl fließen hier zusammen in eine edle Produktlinie aus recycelten Naturmaterialien. Die Notizbücher und Kalender wecken Aufmerksamkeit und Sympathie. Kombiniert mit gutem Storytelling, werden die Produkte zum perfekten Kommunikator für Ihr Nachhaltigkeitsstreben.

Gehen wir gemeinsam in die Zukunft.



Lediberg
... DIE FEINE ART ZU PLANEN

Lediberg GmbH | www.lediberg.de | info@lediberg.de



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

Natural, haptic and beautiful ...

According to the company e+m Holzprodukte, holding wood – one of the oldest and most natural materials – in your hand conjures up very special feelings in many people. The company brings this special tactile feeling to life with its model Arrow. Arrow is a striking pen made from solid wood like sycamore and antique or black oak. The metal parts are carefully harmonised in a nickel-plated or patinated version depending on the type of wood selected. The elegant pens stand out thanks to their high-quality design, striking wood grains, wonderfully smooth switching mechanics and their hand-friendly surfaces made from natural waxes. Customisation can be realised by using high-quality laser engraving on the wood.



PSI 47758 • Intermedia Time SPA
Tel +39 0421 492106
info@intermediatime.com
www.intermediatime.com

Watches with charm

The Italian firm Intermedia is selling a very special and elegant watch called Matera, which is one of the most beautiful cities in Italy. The exclusivity comes from Matera's architecture, which enables you to observe the valuable mechanism while it works. The structure of the dial with ip gold finishing has the same effect. Matera is an exclusive gift for important occasions that should not be forgotten. Advertising can be placed on the watch upon request; several options are available.

Enjoy without remorse

It is common knowledge that the use of disposable plastic has become severely restricted. This includes prohibiting the use of popular little plastic spoons at ice cream parlours or plastic utensils for to-go orders. The specialist for portioning utensils, Hellma, is selling hygienically and individually packed spoons called "spoonies" as a sustainable alternative so that you can enjoy your food with a good conscience. The edible Spoonies come in two flavours; they are vegan and baked in Germany in a climate-neutral process. The basis for the spoons is salvaged dietary fibre obtained from cacao or oat hull, which promotes a sustainable closed loop economy. Moreover, this upcycling product does not contain any artificial aromas, animal products or additives.



PSI 46612 • Hellma Gastronomie Service GmbH
Tel +49 911 934480
information@hellma.de
www.hellma.de

memo
promotion



**Excellent
selection**

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

PSI 48500 • Peugeot Saveurs Deutschland GmbH
Tel +49 2556 902110
deutschland@peugeot-saveurs.com
www.peugeot-saveurs.com

For everyone who loves colour

It was 1874 when Peugeot developed its very first pepper mill: the bistro mill. Now the original mill is returning as a salt and pepper mill set that comes in eight lively and trendy colours: passion red, candy pink, aubergine purple, pistachio, pacific blue, terracotta, slate and ivory. The highlight: everyone can mix and match their personal favourite colours for the mills. A total of 64 colour combinations are possible – for any taste, mood or interior. The bistro mill set comes packed in a gift bag, which can be furnished with a personal greeting.



Not only for music fans

The Longplay clock is back, which not only music fans will be thrilled to hear about. The retro model can be ordered from the Polish company Likor and are made from original vinyl records. This clock is sure to attract lots of attention in restaurants, offices, hotels or businesses. A customised full-colour imprint can be placed on the inside label according to a customer's wishes. The design has no limits. The clock is delivered with two different hanging options.

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

Wireless listening comfort

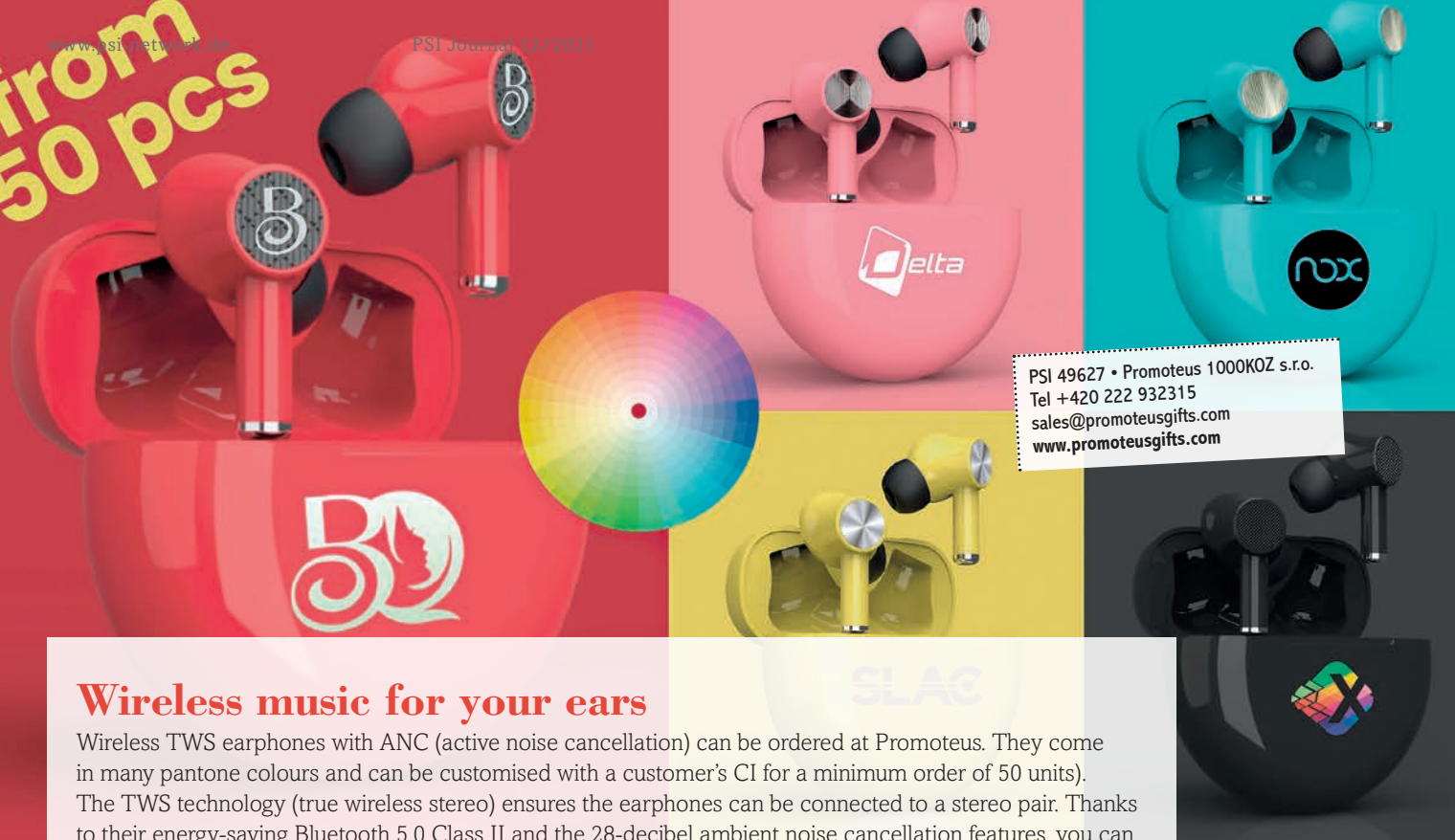
With the Bluetooth headset from Kaldenbach, you can enjoy listening to music without a cable for more than seven hours. What is more, you can make calls with high audio quality using the built-in microphone. The headset is very comfortable to wear thanks to the soft ear pads. Kaldenbach indicates the Bluetooth connection has a range of up to 10 metres, and it has recharging time of two hours. The headset comes with a USB cable, an instruction manual and a high-quality black Samsonite bag.



PSI 2043 • camarc® c/o Kaldenbach GmbH
Tel +49 9151 817850
info@camarc.de
www.camarc.de



from
50 pcs



PSI 49627 • Promoteus 1000K0Z s.r.o.
Tel +420 222 932315
sales@promoteusgifts.com
www.promoteusgifts.com

Wireless music for your ears

Wireless TWS earphones with ANC (active noise cancellation) can be ordered at Promoteus. They come in many pantone colours and can be customised with a customer's CI for a minimum order of 50 units). The TWS technology (true wireless stereo) ensures the earphones can be connected to a stereo pair. Thanks to their energy-saving Bluetooth 5.0 Class II and the 28-decibel ambient noise cancellation features, you can listen to your favourite music uninterrupted for up to three hours. In open terrain, this technology has a reach of up to ten metres from the source. The practical box also functions as a portable charger; the earphones just need to be placed inside so they can be recharged. There is also the option of recharging the box with a wireless charging receiver.

Sumptuous flowers for many years to come

Flower boxes with infinity roses that lasts for years are the latest trend for flower bouquets and are for sale at HighQ. These flowers are top-quality roses that have been preserved using an ingenious technique where the water in the flower is removed and replaced with alcohol glycerine. This method of preservation makes it possible for the sumptuous blooms to fascinate people for many years without withering. There is no more sustainable way to give someone flowers. The HighQ products are hand made with care by a German manufacturer. When a customer logo is placed on the elegant rose boxes, they will remain in sight for many years.



PSI 60173 • HighQ-Products
Tel +49 212 88135500
info@HighQ-Products.de
www.HighQ-Products.de



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

Melt-in-the-mouth cooperation

Römer Präsente has been cooperating with Lindt & Sprüngli for many years and has developed elegant promotional gifts with melt-in-the-mouth temptations from Aachen. For example, the company from Traben-Trarbach is presenting the manufacturer's fancy surprise container, which is an innovative and original form of gift packaging that looks like a closed beverage can. The can is filled with a Lindt Santa Claus and three Lindor balls for Christmas, and it will help raise anticipation levels for the holiday when opened. A Christmas bag with five different Lindor balls is the perfect small gift to show someone your appreciation. Upon request, both products can be customised in terms of their design.

Find instead of search!

With the APPLE AirTag® locate button, losing your keys will be a thing of the past. The clever tag from Troika attaches the smart gadget to a key ring, laptop bag, suitcase or rucksack. The protective cover made from robust polyurethane covers the AirTag perfectly and keeps it securely in place thanks to the clever push button fastener. It comes in black, blue, yellow and red and can communicate advertising messages effectively.



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



ROCK CHEF®

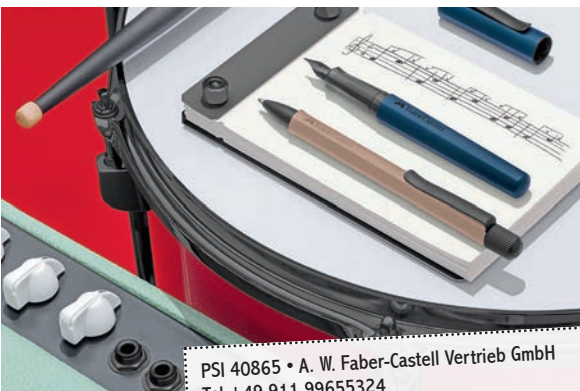
BY KARLOWSKY®

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



100 percent Rock 'n' Roll

Weaving the magic of rock 'n' roll into trendy textiles is as challenging as it is extraordinary. Karlowsky masters this endeavour with the ROCK CHEF®-STAGE2 Collection, responding to the call of those who want to put classic stereotypes behind them. In the usual creative Karlowsky manner, the two chef jackets, the zipper hoodie jacket, the cosy hoodie, the T-shirt and the two caps of the STAGE2 Collection have been thought out down to the smallest detail. The high quality and the selected material ensure - despite the wild look - a comfortable feeling when worn. Original embroidery, unusual designs with the ROCK CHEF® logo and many other details attract attention and make it clear to the viewer: you can expect something special from this person! Anyone who wants to push boundaries, follow their inner voice and at the same time do their job professionally will cut an excellent figure in Karlowsky's rocking workwear, and not just in the catering industry. ROCK CHEF® is more than just workwear - it stands for an attitude to life, for wildness and authenticity.



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

Writing in style

Always at hand and with a strong impact: the Hexo from A. W. Faber-Castell in the new base colours bronze and blue. The classics with character are showing up increasingly often in the design world and are regarded as popular trend colours. The product is manufactured in Europe and also continues to be offered in silver and black. Striking and stylish, Faber-Castell's successful Hexo series as a ballpoint pen, rollerball or fountain pen is clearly edgy. The hexagonal Hexo is made of anodised aluminium. This means that aluminium is treated in such a way that a protective oxide coating is formed on the surface, which makes the lightweight item even sturdier. Finished with elegant engraving, Hexo is ideally suited as a long-lasting promotional product. Supplied on its own or in different combinations, also with an ink bottle, as an attractive set.

-Advert-

Komplettspiele & Exklusive Giveaways

Von ASS Altenburger

Gemeinsam entwickeln wir ganz individuelle Boardgames oder Spielesammlungen. Was soll es werden? Ein Mini-, Midi-Boardgame oder eine Spielesammlung? Nutzen Sie den Vorteil und wählen Sie aus einer Vielzahl von Komponenten Ihre individuelle Variante.

www.assaltenburger.de

Bildlizenzen von Shutterstock.com



ASS
ALTENBURGER



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

Unobstructed view in winter

The ice scratcher from HEPLA will surely be useful for any motorist who has to drive in winter and especially for motorists who encounters icy windshields in the early morning. Its trapeze shape makes it perfect for breaking up and scraping off the ice, and its rubber trimmed scraper is very practical. At the same time, thinking about the environment is also ever-present because the ice scraper, like all of HEPLA's own brand products are produced single-origin and are made 100 per cent out of recyclable plastic. The ice scratcher comes in seven uplifting solid colours and five modern frost colours. It has a very large printing surface, which offers many opportunities for drawing attention to affordable and attractive advertising ideas.



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



Contact-free and hygienic

Even if the current pandemic restrictions apparently can slowly be relaxed, it is not a bad idea to avoid touching frequently used surfaces, such as cash machines, ticket machines, work surfaces, documents, EC card readers, or to avoid sharing pens with others. The high-quality Stamp & Touch pen from Heri-Rigoni GmbH is especially suited for this. In addition to the reliable writing and stamping functions, the Touch Pen also has a brand-new current significance. Its stable and high-quality rubber tip is not only suitable for operating a smartphone, it also makes it easier to enter with a PIN number while ensuring that you do not have to touch surfaces with your fingers. Stamp & Touch also has another special feature: The stamp can be personalised and adapted for each recipient.

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



Sweet Fairtrade

Kalfany Süße Werbung is selling all of the Gubor brands of chocolate that contain Fairtrade cacao, including little chocolate bars, special shapes, chocolate eggs, bunnies, Advent calendars and chocolate Santa Clauses. They are moulded and packed fresh and individually at our in-house chocolate caster according to IFS standards upon customers' wishes. With Fairtrade cacao, its super-maxi chocolate bar, its "Herzensache" chocolate present and its business chocolate Advent calendar, the manufacturer can support cacao farmers and World Vision environmental projects with every article sold without increasing the price for customers. This way, customers and partners can get in a mindful and yummy spirit with fair chocolate gifts.

Stylish bowl

Through an exclusive sales partnership, Römer Lifestyle is selling a few selected bestsellers from the German ceramic manufacturer ASA Selection for the promotional products market. One of the high-quality products that is especially suitable to use as an award, for an anniversary present or any gift-giving occasion is the modern hot drink mug for the cold season. The elegant black and white ceramic bowl from the Vongole series makes for a lovely eye-catcher in the kitchen or on a dining room table with its asymmetrical shape. It is an ideal bowl to use for fruit, salad, treats, Christmas cookies or side dishes like bread.



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

Striking promotional multifunctional scarf

Snood™ from Lanyard.PRO is a classic multifunctional scarf made from skin-friendly micro-fibre polyester. It is seamless, breathable, perspiration-absorbing, fast-drying and very comfortable for daily use and can be used as a scarf, armband, headband or for putting up your hair. It is ideal for cold evenings at any time of the year. Snood™ comes in several different versions: The scarf is available made from classic micro-fibre or environmentally friendly rPET. There is also a winter edition made from fleece and a version that features antibacterial silver ions. Scarves can be used in a variety of different ways. They are not only the perfect addition to any outfit; they are also a great promotional gift. When the different versions feature an imprint, they make for an interesting, personal and exclusive gift.

PSI 49171 • Lanyard.PRO Allers Grupa sp. z.o.o. - Lanyard Factory
Tel +48 533921418
sales@lanyard.pro
www.lanyard.pro





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

Superhero bags

Batman, Spiderman or Supergirl: They all save the world thanks to their superpowers. The bag series Hashtag is joining their mission and is saving everyday life with their superpowers. Whether mono-strap, notebook rucksack or travel bag with wheels, all three models catch people's attention with their characteristic diamond design and a fascinating mix of materials. The otherwise jet-black bags have a little colour with the zipper, which can come in seven different colours and feature customised finishing. This high-quality premium series is ideal for business trips or excursions where laptops and other devices are taken along. The individual bags in the trio impress with their versatility, which makes them equally attractive for business or pleasure. The notebook rucksack can act as your fully portable office; it features three cushioned compartments for a 17-inch, 15-inch and tablet. The powerbank can be connected to an integrated USB port with a cable on the inside. A trolley strap comes included so that it can be easily attached to the Hashtag travel bag with wheels, which contains many special storage spaces. The smallest and sportiest bag in the mono-strap series is a casual bag with strap; it is compact, has an integrated USB charging port, and an elastic loop for glasses on the shoulder strap or for attaching it to a bike light.



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

Iconic handkerchief

Handkerchiefs used to be used by men to clean jackets and even shoes. Today, handkerchiefs still have their place in every man's wardrobe. Promo House is selling handkerchiefs from the iconic brand Venzo, which are made from the best stylish fabrics such as silk, wool modal, or blends of these fabrics. A handkerchief is a purely decorative detail for a suit and it makes an outfit complete. Screen printing, digital printing or ornamental painting by hand are used for customisation. Upon request, in-house designers can come up with a personalised corporate design with a company's own logo, while taking the colours of the company or product into account. The Venzo brand also includes scarves and shawls, which can feature an imprint placed on the finest silk. The products are delivered to the customer individually packed.

PSI 40807 • Gabriele Bühring
Tel +49 4154 79540-0
Vertrieb@Buehring-Shop.com
www.buehring-shop.com



Sustainable felt bags

Hardly any other material radiates more sustainability than felt. When working with this material, Gabriele Bühring relies exclusively on responsibly produced materials from the EU. He offers his customers three versions: real wool felt, high-quality mixed felt and recycled polyester felt made from PET bottles. All advertising materials and promotional products made from this allrounder are produced by hand in Germany, partly in inclusive and protective workshops for the disabled. Due to its simple elegance and natural look, the shoulder bag "easy" is a very popular promotional product. The story behind the product and its way to the consumer also win people over every day. Like all products at Gabriele Bühring, "Easy" can be fully modified according to a customer's wishes, and depending on the material and colour selected, it can be delivered around four weeks after an order is placed. The product is delivered to the customer packed loosely in a box. For the finishing, screen transferring printing can be used and the trim can be designed according to a customer's wishes.



Two days of spring TREND in Cologne

The GWW-TREND will be held for the first time over two days in Cologne at Koelnmesse on 9 and 10 February 2022. The GWW expects up to 250 suppliers to exhibit at the Spring TREND. With 10,000 sqm of space, the German Gesamtverband der Werbeartikel-Wirtschaft e.V. (GWW) will provide twice as much space as at TREND in Wiesbaden's

RheinMainCongressCenter last September. The GWW is also expecting larger stands, as many exhibitors also want to use the fair to give their promotional products consultants deeper insights into their product portfolio, according to a statement from the association.

Only promotional product consultants are admitted as visitors to TREND. However, membership in the GWW is not a condition. "The association as a whole and the exhibitors are already looking forward to welcoming visitors from neighbouring countries. Visitors from Belgium, the Nether-

lands, Austria, Switzerland and even Scandinavia have already announced their attendance," says GWW Managing Director Ralf Samuel. Further information and registration at: www.gww.de

Restructuring successfully completed in only 9 months

Vim Solution GmbH from Kirchzarten in the Black Forest is a specialist for electronic promotional items. They have successfully completed their restructuring process in only 9 months: "As planned, the restructuring of our company, which began in December 2020, was successfully completed on September 30th. The previously flourishing Vim Solution GmbH was badly affected by lost sales due to the Corona crisis. With the clear objective of restructuring the company, the company initiated proceedings of insolvency. Thanks to the extraordinarily good, efficient and trusting cooperation between consultants, agents and employees, the procedure has now been successfully completed. In this way, the company can once again look forward to a positive and sustainable future," comments Bastian Schell, Managing Director of Vim Solution GmbH and adds, "I would like to thank our employees in particular, who have remained loyal to the company during these troubled times. Finally, a big thank-you goes to our long-term customers for the trust and overwhelming encouragement that we have received over the past few months." www.vim-solution.com

Vim Solution



KHK awarded with EcoVadis Platinum

For the second time in a row, the company KHK GmbH was awarded the Platinum Seal from EcoVadis. The cosmetics manufacturer from Hürth near Cologne is thus among the top 1 % of the evaluated companies in its branch.

EcoVadis assesses companies operating in the areas of environment, labour and human rights, ecologically sustainable procurement and ethics. KHK GmbH demonstrated excellent performance in all areas. According to EcoVadis, 91% of companies and 85 % of consumers take sustainability criteria into account when making purchase decisions. The objective sustainability ranking provides a reliable foundation for such evaluations. www.lipcare.de

Austrian State Prize for Textile Recycling

The national award gala held on 20 October 2021 was a grand success for the Austrian terry cloth specialists HERKA GmbH, which is one of the few weaving mills left in Europe. The company won the Austrian State Prize 2021 for environmental and energy technology in the category of closed loop economy & resource efficiency for its project 'TEX2MAT – new processes for recycling textile waste consisting of multiple materials'. The Environmental Protection Minister Leonore Gewessler bestowed the award to company representatives at the event in Vienna. Every year around 10 million tons of textile waste end up in residual waste bins and are incinerated. For this reason, the main goal of the Austrian TEX2MAT project was to utilize old textiles consisting of multiple materials. To achieve this goal, a new KMU-compatible TEX2MAT process was developed by a consortium of companies in order to recycle polyester-cotton blended fabrics.

In this process, the cotton content is extracted using enzymes so that the intact polyester fibres are returned back into the production cycle and the resulting glucose can be turned into aids for creating textiles. This process guarantees that the high-grade and constant recycling quality is maintained. The main goal of producing new textiles products from old textiles containing multiple materials has been achieved. The cycle was able to be closed with the new TEX2MAT process. The towels that are produced with recycled polyester by HERKA are similar to new products with respect to dyeing and washer tests. Thus, considerable amounts of resources and costs for disposal can be saved with the TEX2MAT process, which has a positive impact on the climate and environment. For this reason, the process is an excellent example of the closed loop economy and can be transferred to other materials (e.g. packaging). The project also shows that by cooperating with companies on a regional level, the entire process chain can be covered, added value can be achieved and the use of modern (bio-) technologies can contribute to increasing competitiveness.

An issue that is important to HERKA is making the same achievement for textiles consisting of 100% cotton. Valuable contacts could be made at the state award gala. Thomas Pfeiffer, Managing Director of the award-winning HERKA GmbH states, 'The State Prize is an enormous incentive to continue pursuing our goal of closing the cycle for natural fibres, especially for the valuable raw material cotton. We are currently focused on finding cooperation partners.'

www.herka-frottier.at



Herka's Managing Director Thomas Pfeiffer (middle) delighted to receive the State Prize from the Austrian Environmental Protection Minister Leonore Gewessler. On the right, the jury chairman of the FH Wiener Neustadt Gerald Götz.

New management and relocation

IssueTissue®, the Dutch specialist for individually printed hygiene products such as tissue boxes and mini tissue packages, has a new managing director. Jos Slangen, who founded the firm in 1994, will be passing on the baton to Jan Weijers, who has already been working for IssueTissue® for eight years. "I hope to be able to further expand IssueTissue with my long-term experience and together with our clients", he says while emphasising that nothing will change in terms of the familiar high service quality due to the change in management.

With the new man in charge, IssueTissue® will also be operating from a new location. The firm has moved from Roermond into the C-mill industrial zone in Heerlen.

www.issuetissue.com

The new address:

IssueTissue®, Jan Camperstraat 5, Building 5 Unit 0.19, NL-6416 SG Heerlen

IssueTissue®



Jos Slangen (rechts) gibt den Staffelstab an Jan Weijers weiter.

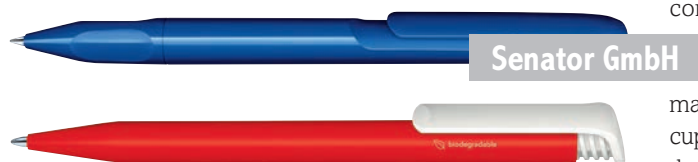
Climate neutral through and through

Senator GmbH, the traditional manufacturer of pens, mugs and paper notebooks for the promotional products market, will henceforth be operating as a climate-neutral company. Senator's production facilities are located in Groß-Bieberau in southern Hesse. "This not only means short delivery distances. With their much smaller ecological footprint, products 'Made in Germany' are also clearly superior to imported articles," said the company in a statement.

"A healthy environment is of great importance to Senator. Therefore, a lot of emphasis is placed on sustainable materials as well as production processes, environmental compatibility, waste avoidance, resource conservation and recycling," emphasises managing director Daniel Jeschonowski. Senator only uses green electricity from hydropower, and is also investing continuously in electricity-saving measures at the production site. Another important step in holistic climate protection is the offsetting of greenhouse gases. "For Senator, this means that in addition to its efforts to continuously reduce such emissions, it also records any unavoidable greenhouse gas emissions and then offsets them through climate protection projects. For this reason, as of this year, Senator is a climate-neutral company," explains Jeschonowski.

With climate neutrality, Senator is supporting both regional and global climate protection projects. This also helps in achieving the global Sustainable Development Goals ("SDGs"), such as combatting poverty or improving living conditions in emerging and developing countries.

Senator was founded in 1920 in Hesse and is one of the leading manufacturers of personalised writing instruments as well as mugs and cups. In addition to Groß-Bieberau, Senator GmbH maintains locations in the Netherlands, France and Great Britain through its subsidiaries. Further information: www.senator.com



Senator's bio pens and recycled pens stand as a pars pro toto for the climate-neutral company.

Medical devices in the promotional products industry

New EU 2017/745 medical devices regulation brings changes for promotional products dealers. A new medical devices regulation has been in place for Europe since 26 May 2021. This regulation governs obligations on the part of medical device dealers and the necessary indications for labelling medical devices. But what do the new guidelines look like and how does one recognise an approved medical device?

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

Based on the EU's new regulation, far more stringent inspections by the authorities can be anticipated in future. For that reason, it is advisable to stay on the safe side when it comes to medical promotional products and place trust in an experienced, German manufacturer of medical devices. MEDICAL promotion provides non-binding, free support during the testing of medical devices at: info@medical-promotion.de

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

www.medical-promotion.de



✓
gesetzeskonformes, deutlich
gekennzeichnetes und somit
zulässiges Medizinprodukt

✗
nicht ausreichend gekennzeichnetes
und somit kein zulässiges
Medizinprodukt!

High-quality winter scarves donated to German Red Cross (DRK)

The cold time of the year is fast approaching. For this reason, the company Tie Solution GmbH from Wetzlar, Germany is donating high-quality winter scarves and accessories just in time for the start of winter to DRK Marburg-Gießen e.V., the local Marburg-Gießen district chapter of the German Red Cross. The scarves will be sold in DRK clothing stores and the proceeds will go towards helping people in need in the region and funding the social work the chapter provides.

‘Naturally, we noticed the magnitude of the corona pandemic and the financial impact it has had on part of the population, and we wanted to help those affected’, says Antonio G. Sanchez, CEO of Tie Solution. ‘For this reason we decided to make a donation to the district chapter of the German Red Cross’. Tie Solution, which is one of the leading manufacturers for accessories like scarves, ties or handkerchiefs in the B2B sector, donated merchandise valued at around 15,000 euros to the German Red Cross in Gießen in the middle of October. Christian Betz, full-time member of the board of directors for the chapter, accepted the donation. He remarked, ‘We are delighted to receive the very generous donation. In addition to the people who think sustainability issues are important when purchasing clothes, there are also many who only have a small budget available for supporting themselves’. They now have the opportunity to keep themselves warm with high-quality scarves or can now afford to buy a tie for special occasions or for their work.

With the winter scarves, anyone who has been affected by corona or other hardships can be a little better prepared for the cold months of the year. ‘For us, the donation in kind is a gesture that goes without saying. If everyone who could make a contribution, did so, we could achieve a lot’, explains Antonio G. Sanchez. ‘Many companies and private individuals have already shown their willingness to help over the past few months with their cash donations or donations in kind. Today, we are also making our contribution’. www.tiesolution.de



Handing over the donation (L-R): Antonio G. Sanchez, Christian Betz and NN.

New items for the autumn and winter season

In the autumn, the L-SHOP-TEAM GmbH will be launching the freshly printed catalogue of new items titled NEW STYLES 02/2021. The renowned large-scale textile retailer will be presenting more than 170 new articles from over twenty brands. Besides a multi-faceted expansion of the assortments of well-known brands, the Dortmund-based company will be “welcoming” three new brands: CRAGHOPPERS, DARE2B and THE ONE TOWELLING.

In addition to the new autumn and winter items, such as wind-repellent soft-shell jackets, soft fleece jackets and warm accessories, the L-SHOP-TEAM will be expanding the Workwear offer with new Hi-Vis articles, medical wear and work shoes. The new brand CRAGHOPPERS is offering highly functional and ecologically sustainably manufactured outdoor articles with a high level of wearing comfort. DARE2B stands for innovative, functional and fashionable winter sport clothing and THE ONE TOWELLING® complements the assortment of terry articles with high-quality items made of organic cotton and bamboo, among other things. This and many other new items provide for an interesting diversity of promotional, leisure and work clothing which is ideally suited to the autumn and winter 2021/22.

All customers can order the catalogue of new items from L-SHOP-TEAM at:

www.l-shop-team.de/print-catalogues. All new articles can now be ordered in the shop. www.l-shop-team.de



PSI wants to support innovative and creative companies by informing them, helping them make contacts, highlighting pathways and promoting the marketing of innovative products. This was the reason for establishing the collaboration between PSI, the INNOVATIONS-FORUM and TEPAC Technologie & Patent-Consulting a few years ago.

Ideas, Inventors, Innovations: PSI Trade Show, Stand 9A64, Hall 9

Competence Centre for Innovations

The magazine INNOVATIONS-FORUM and TEPAC Technologie & Patent-Consulting are pleased to be present at PSI again with interesting topics on ideas, inventions and marketing. Editor-in-Chief Eberhard Kübel explains their participation at the event: "We will present new projects within the context of a "greenhouse of ideas" and will be available as a contact point for inventors and people seeking ideas."

Greenhouse of Ideas®

The "greenhouse of ideas" is one of the achievements that developed from the longstanding collaboration with PSI. The project developed together with PSI in 2014 taps the dormant but protective potentials of inventions in inventors' cabinets and helps them bring their products on the market. What would the promotional products industry be without new impetuses, ideas and inventions? Anyone who manages to amaze customers with unusual ideas and enthrall them with new products that com-

bine usefulness and sustainability is already on the road to success. Innovation experts with prepared information about invention projects and prototypes bring creative minds and potential customers and marketers together at PSI.

Meet Experts: Stand 9A64 in Hall 9

Experts for new products, protection, research and marketing will be available at Stand 9A64 in Hall 9. During meetings, starting points can be developed for cooperating with creative minds. The INNOVATIONS-FORUM team enables PSI participants to learn about their ideas and offers advice free of charge. It is a win-win situation for everyone because many inventors are not aware of how diverse the needs are in the advertising industry and where their creative contributions are in demand.

Contact persons at event

Eberhard Kübel: The Editor-in-Chief of the INNOVATIONS-FORUM magazine, Managing Director of TEPAC, and DEV member has been focusing on small and large innovation projects for the past 40 years. On the one hand, these projects look at the issue about whether a project idea is new and whether it is possible to still get legally effective protection for the idea. They also address the issue about whether subsidies can be received for development work and how they can be obtained.

Gabriele Freifrau von Thüngen-Reichenbach: As a lawyer specialised in commercial legal protection for media and copyright law as well as IT law, she supplements the professional services of INNOVATIONS-FORUM and



The Innovations-Forum is an excellent platform for anyone who is interested in innovations, their protection and sale.

INNOVATIONS-FORUM is firmly rooted in the invention business as a member journal and as a body for the German inventor associations, Deutschen Erfinderverbandes e.V. (DEV e.V., since 1927), the Deutschen Erfinderrings (DER) and the der Deutschen Aktionsgemeinschaft für Bildung, Erfindung und Innovation (DABEI e.V.). It features contributions from different networks involved in innovation consulting. For example, it cooperates closely with the German Society for Creativity. The INNOVATIONS-FORUM is focused on all the steps in the innovation process, ranging from brainstorming ideas (e.g. by using techniques that facilitate) and the topics of research, protecting ideas (legal bases and practice) and obtaining subsidies, to marketing and sales. A majority of the articles are also available in English. The company **TEPAC Technologie & Patent-Consulting** is the sponsor of the magazine and is inextricably linked with Eberhard Kübel, who has been part of the inventor landscape for decades.

assists with the selection of the most suitable form of protective rights and its implementation.

Helga König: She works in marketing and public relations for companies and tradeshow. She has coordinated many projects and supported customers (as well as inventors) for many years. As a marketing expert, she also finds and comes up with new marketing tools and formats that go beyond the mainstream.

time. It combines usefulness, environmental protection, sustainability and a wide range of advertising opportunities. The smart container for cigarette waste sucks in burning cigarette butts, small pieces of rubbish and even smoke, leaving smoking areas cleaner and improving the indoor air – but thanks to sensor technology, it only does this when people are in the vicinity. (Read more about this innovation from Studimus in the January edition of the PSI Journal).

Amazing New Products

Intelligent, free-standing ashtray FRASH-TRAY®: This product highlight will be presented at the PSI for the first

The intelligent, free-standing ashtray FRASHTRAY® has useful special features and offers many advertising opportunities.



Train your memory while having fun: It is important for both children and seniors to train their memory. It is better if this is not done by means of rigid practicing, but instead by combining it with a challenge. Gerlinde Beau has written a fantasy story about a good fairy and a master wizard. Each chapter has question cards which have to be answered so the participant can progress on the game board. The board /game cards can be branded.

Aerosol repelling visor: Peter Strunk observed how flap visors are used to prevent the diffusion of aerosol and determined that the way they are used often makes them useless. He discovered they work much better when a double layer visor is used so that the aerosol can be deflected away from the person standing opposite with a mini-ventilator. The visor can have advertising placed on the frame area.

Other ideas: Collapsible seats, organisation feature for multi-socket plug, cufflinks with 3-D hologram – all of these things have unique designs, and surprisingly, can be used to catch recipients' attention. <

TEPAC/INNOVATIONS-FORUM

Eberhard Kübel

Tel +49 9563 7267411

info@tepac.de

www.tepac.de, www.innovations-forum.net

www.tepac.de, www.innovations-forum.net



The label “Made in Germany” continues to enjoy a good reputation around the world and stands for **quality, reliability** and successful design. However, products from other parts of Europe are also attractive and effective in advertising.



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

Vegan fruit gum world

Kalfany Süße Werbung produces a wide range of colourful vegan fruit jelly varieties using an IFS-certified production process at its home base in Herbolzheim. With this recipe, no one will ever have to say no to a fruit gum promotional sachet when it is handed to them by a promoting company. The confectionery specialist produces among others the following varieties: Smart Bears, Exotic Fruits, Jogger Fruit Gums, XXL Bears, Well-Being Fruit Gums and Organic Bears - all completely free of animal ingredients. Ideal for anyone who is nutritionally conscious, vegan, vegetarian, an animal lover or has a sweet tooth and loves the delicate and slightly softer, vegan fruit gum consistency. The use of pectin instead of pork gelatine results in a particularly soft fruit gum experience. The icing on the cake - in addition to the vegetarian ingredients: Organic fruit gums also score points through the use of certified organic ingredients, of course BIO-certified (DE-ÖKO-007). Customised shapes can also be produced using a vegan recipe on request.

Protected by healthy room air

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



PSI 48339 • efbe Elektrogeräte GmbH
Tel +49 36741 700
info@efbe-schott.de
www.efbe-schott.de



Seed paper in egg folded-card

... aus dem Schwarzwald
ef
emotion
factory



Boxed pleasure



Plant-cube 2.0



Heri-Rigoni GmbH • emotion factory • mail@heri.de

We are part of it
11A38

11-13
JAN
2022

PSI
Düsseldorf



PSI 46729 • Maiback GmbH
Tel +49 6407 40343000
marketing@maiback.de
www.maiback.de

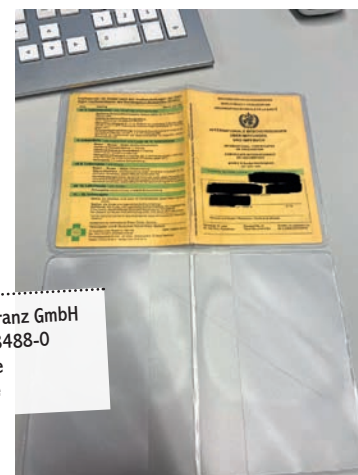


Simply home baked

Maiback's new bread-baking forms are heat-resistant up to 250 degrees Celsius and are available in four different sizes. They have an excellent non-stick coating, which is also sourdough-resistant, so that even difficult doughs can be baked without any problem. Whether you are baking a rustic grain bread, a fine baguette, classic sourdough rye bread with bacon and herbs, or gluten-free: bread has countless variations and tastes best warm and fresh from your own oven. In order to bake delicious bread at home, you only need a few ingredients and a good bread form. The baking forms manufactured by Maiback in Portugal, which are delivered to the customer with a recipe and in gift packaging, can be easily cleaned using warm water, a cloth and mild detergent.

Vaccination ID cover

The two vaccination ID covers, which are available in a compact and a universal clear model, give optimal, form-fitting protection for the modern vaccination ID and other documents. The covers are ideally suited for the current international, yellow vaccination card issued in Germany. The covers are made in Germany and offer reliable outer protection, while still enabling the pages to be flipped through easily. More articles in this or other areas can be found in the current Spranz collection, listed in their new catalogue.



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

PSI 60225 • Papermints SA
Tel +32 2 352 07 01
guy@papermints.be
www.papermints.eu

A breath of fresh air by mail

The PaperMints CoolCaps provide you with two stages of cool refreshment. The mint capsules consist of an outer shell that instantly melts in the mouth and ensures fresh breath. The inner capsule is then swallowed and spreads a long-lasting, refreshing feeling throughout the stomach. Whether at meetings, after a cigarette or a meal: with their minty taste, the CoolCaps ensure a pleasant feeling of freshness. With a weight of just 10 grams, the new blister packs of 24 small fresh moments are ideal for mailings. From a minimum order of 500 pieces, PaperMints can print blister packs with an individual customer logo.



LAMY safari ncode



NEW

LAMY safari all black ncode –
digital & analog writing!



For advisory, sales material and quotes
don't hesitate to contact your LAMY B2B Distribution
Exclusive Gifts B2B GmbH in Germany,
Austria, Denmark, France, Italy and Switzerland

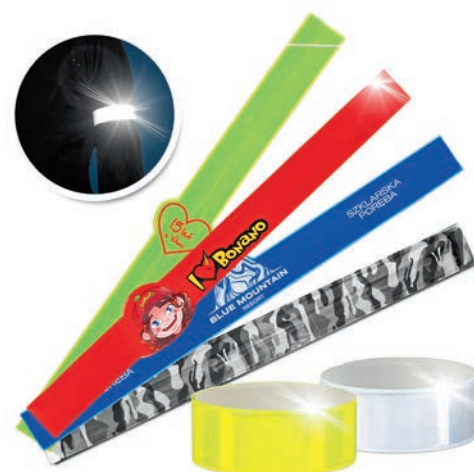
FR +33 (0)97 108 24 03
IT +39 800 743 039
DK +45 89 88 17 07
CH +41 (0)43 508 08 84
DE +49 (0)40 228 679 400

lamy@exclusive-gifts.com
www.exclusive-gifts.com

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

Reflection for added safety

Refloactive is one of the few companies to manufacture reflective gadgets in Europe. One of the showpiece products is the self-closing band that's produced entirely in the company's own factory at its site in Poland. The AGR film, conforming to CE 13356 standards, the Italian flock and the full-colour printing underneath the film make it a superb product that's manufactured completely in the EU and satisfies all restrictive standards. The headband is an innovative protective product which can be effectively used to grab attention. Short delivery times, flexibility in the production process and the company's own graphics department guarantee reliable order processing.



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

For hungry birds

Johanna and Hansi are bird feeders in the shape of an owl and a bird from the team-d range. They give your hungry feathered friends an alternative feeding place in winter, as well as during the warm season. They are ideal for tiny sparrows in the city, where there are few green places. The product is made in the EU from natural birch plywood and is delivered to the customer including a feed ball. In addition to the Johanna and Hansi models, a version with your own motif is also possible, from a minimum purchase of 200 feeders. The product offers a wide range of options for printing or a laser logo.

Customised welcome

There are many good reasons to choose an individually designed floor mat from emco Bautechnik: as a gift for customers, floor protection, thank you, greeting, direction sign, eyecatcher in entrance areas or at the PoS. The possible uses are many and varied. Advantages include the print with lasting luminous colours, the possibility to produce individual sizes, the personalisation with a logo and customer name as well as the use of sustainable, regenerated Econyl® yarn. Floor mat specialist emco Bautechnik has been producing printed logo mats in Germany for more than 75 years. The relocation of textile manufacturing activities from Lingen to eastern Germany underlines the clear commitment to "Made in Germany".

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



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

Eco-friendly handwriting

The sustainable writing instruments in uma's Recycled Pet Pen Pro series rely on recycled PET material, consisting of 100 per cent recycled PET bottles, which serves as the basis for the entire series of models. Environmentally compatible, fully climate neutral, certified multiple times and awarded numerous distinctions. With the innovative Recycled Pet Pen Pro SI series, recycled PET bottles and recycled beverage cans form a synergetic connection for the world of promotional writing utensils: the sustainable housing is joined by a sustainable metal tip. The outcome is a writing instrument series that deserves to be called sustainable, recycled, innovative. The new upcycling idea expands the existing recycled plastic writing instrument series to include elegant metal applications: one aluminium beverage can is used to create ten quality matt metal tips, which unite with pen housing made of recycled PET bottles. An ideal solution for sustainable and climate neutral advertising, with 14 standard colours as well as the possibility to dye in individual colours according to PMS to match the own CI. But the new Recycled Pet Pen Pro SI series comprises much more: ballpoint pen, rollerball, fineliner and highlighter all write in their own unique way, whether it's with the tried-and-tested uma TEC refill or the revolutionary ink transfer system, which was duly honoured with the German Innovation Award 2021 in Gold. Samples are now available under my.uma-pen.com



-Advert-



burger
swiss
pen

Abb: Cinema clinic®
www.burgerswisspen.com

 **clinic®** 

clinic® 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 silver ions • 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.

Elegant, classy and modern

Zeno, a high-quality retractable ballpoint pen from Klio-Eterna, features a stylish clip and large advertising space. It catches the eye with its strikingly designed button and unusual shape, which flows from a round body into an elliptical top. In addition to the plastic components, the high-grade metal applications also bear the label 100 percent "made in Germany". The wide range of design options make the four-component Zeno a quick-change artist, as its components can be repeatedly and individually configured and put together according to the "mix and match" principle. It is available in up to 14 brilliant, intense standard colours and as of 5,000 pieces can be implemented in special colours in PMS, RAL or HKS. The wide clip offers space for full personalization using digital printing. Furthermore, the MMn versions also offer laser engraving on the high-grade metal clip. In addition to the common high gloss and transparent surfaces, velvety soft touch and soft frost versions are available. The special surface lacquers give the versatile writing instrument a noble character and an exceptional writing experience. With the Zeno bio, made from PLA plastic based on plant-based raw materials, and the Zeno recycling, made from recycled plastic granulate, Klio-Eterna offers two sustainable advertising options. The Zeno recycling antibacterial also has antiviral protection against coronaviruses. Individual gift sets, in which analog and digital harmonize perfectly, are created in combination with the colour coordinated Twista USB stick.



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

PSI 49016 • Hey!blau Labs
Tel +49 221 57080199
contact@heyblau-labs.com
www.heyblau-labs.com/torq

Big torque

Torq®, an analog game for smartphones, is the new trendy product from Cologne-based product developer Hey!blau Labs and is produced entirely in Germany. It cuts a fine figure as a give-away and on-pack, but is also a perfect mailing gift thanks to its low weight. This article allows you to experience an advertised brand haptically. Games fans will find their hearts beating faster with "Spin the Bottle", "Shot on Goal" or the popular game "Choice, Truth or Dare". But if you can't find what you are looking for in this extensive collection of games, you can also implement your own game and design an entire campaign around Torq®. Hey!blau Labs is expanding its product range with Torq®, which already includes the international top sellers Camblock® and Kryptonizer®.



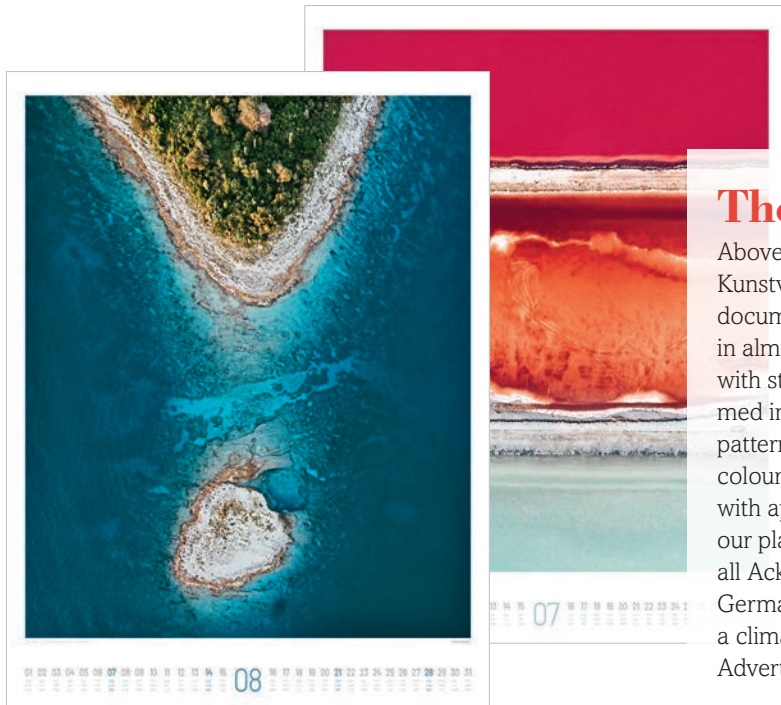
PSI 46131 • KHK GmbH
Tel +49 2233 71771-0
sales@lipcare.de
www.lipcare.de

High quality care

Sustainable personal care products “made in Germany” are the main focus of cosmetics specialist KHK GmbH. As long-lasting, environmentally-friendly products, they stand for clear-conscience personal advertising. Natural vegan cosmetic lip care is offered in environmentally-friendly tubes made of FSC-certified cardboard or recycled plastic, and recently also in a case made of sugar-cane-based polyethylene Green PE, which is completely recyclable. Care products that get by without a case and are only packaged in recycled paper are particularly sustainable, for example: lip care, hand cream and, new this year, a rich body butter. The high-quality recipes are all developed in the in-house laboratory and are available for classic lip balm sticks, which are also available with a sun protection factor or as a fair trade product. All care products are produced in accordance with the new Cosmetics Ordinance and Cosmetics GMP and are reported in the CPNP portal.



PSI 40604 • Ackermann Kunstverlag
Tel +49 89 4512549273
info@ackermann-kalender.de
www.ackermann-kalender.de



The world from above

Above 2022 is a calendar available from Ackermann Kunstverlag, in which the artist photographer Tom Hegen documents the natural and cultural landscapes of the earth in almost impossibly precise aerial photographs. Captured with stark lines and composition, glacier lakes are transformed into abstract works of art, tulip fields become graphic patterns and salt pans dissolve into a surreal interplay of colours. This is a decorative, artistic landscape calendar with appeal, as well as an implicit request to think about our planet and the effects of human activity upon it. Like all Ackermann calendars, this is produced exclusively in Germany and printed in cooperation with NatureOffice in a climate-neutral way on paper from sustainable forestry. Advertising can be printed on it starting at 50 pieces.

Clear view

With Polyclean International's glasses cloth, fogged-up glasses are no longer a problem. The P-9000® anti-fog microfibre cloth is the perfect solution to cloudy vision. Whether you're cooking, doing sports, wearing a mask or experiencing temperature changes in autumn and winter: thanks to its special anti-fog impregnation, it ensures a consistently clear view in everyday life. The effect lasts for up to eight hours and can be repeated up to 140 times. The cloth is „made in Germany“ and PFAS free and REAC tested. Company advertising leaves an effective impression on customers. The anti-fog cloth is available in blue or gray with a black logo and is supplied in a ZIP bag with individual printable packaging.



PSI 46596 • Polyclean International GmbH
Tel +49 2561 86558300
psi@polyclean.com
www.polyclean.com





PSI 49753 • Bott sp. z o.o.
 Tel +48 65 5294808
 info@bott.pl
 www.bottdruck.de • www.bottprinti.com



Rapid order processing

Since 2001, the company Bott has been active as a manufacturer of practical promotional products and contractor for customised promotional prints. The company's focus lies on the supply of measuring cups, wristbands and security seals and it is specialised in unconventional series. Thanks to the in-house production, orders can be processed extremely quickly and delivery times are correspondingly short. Top-selling products include a patented rain gauge with counter, a bucket with logo as well as a measuring cup with custom printing, suitable for use in many different industries. Bott is also national market leader as a producer of event wristbands and tokens. The company, which is managed according to the Japanese Kaizen philosophy, is also active in other markets. Since 2020, Bott has been operating from a new headquarters, which is equipped with a modern machine park. "When you care for your employees, you also care for your customers", stresses managing director Jan Bott and emphasises that his employees are also rewarded for good ideas. A principle that has led to numerous creative ideas for innovative products for the promotional product industry, the majority of which are patented.



Protective aprons with promotional appeal

The product range of CG International includes aprons in different models: from the classic bistro apron through to EasyMix offering almost unlimited combination possibilities. What's more, with 37 colours and additional fabrics like melange or denim, there are plenty of options to suit every taste. Customised special production runs are possible according to customer preference starting at 30 pieces. All aprons are washable at 95 degrees Celsius, suitable for industrial laundering and hard-wearing. The high quality when it comes to material and processing ensures long-lasting durability. They are produced by the company in-house in Germany. Made in Germany stands for responsible manufacturing, maximum reliability and consistently high quality. A further notable strength is the flexibility with which individual wishes and requirements can be accommodated.

PSI 60175 • CG International GmbH
 Tel +49 8061 49529-0
 info@cginternational.de
 www.cginternational.de



Environment and climate friendly

The new Europe bag series, with an outer material made of recycled PET bottles, is celebrating its premiere as part of the product range of bag manufacturer Halfar®: „Made in Europe“ and available directly from stock. This proximity to production saves time, resources and simply makes more possible. The series features six bags: three notebook backpacks and one notebook bag, one zip bag, and one sport/travel bag. Depending on the model, selected details such as magnetic closures, metal accessories, padding, extra handles, trolley loops and hidden zip compartments add a special touch to the minimalist design. A thoroughly European business and premium collection, with a touch of Scandinavian design. The outer material made of rPET has a PVC-free coating and is extremely stable. It also inspires with its melange shades from light grey to green. In addition to this, three other series from Halfar® are made with the sustainable material rPET. With the Circle series, the Care drawstring bag and the ModernClassic felt bags, the East Westphalians are showing what is possible. Now available to order directly from stock with CO2-neutral shipping.



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

BALL POINT PENS

Brands need
brand-name pens

Reco

The first ballpoint pen in the world that has been awarded the most famous eco-label „Blue Angel“.



www.blauer-engel.de/uz200



WINNER

*Pen body made of 92% recycled plastic
www.schneiderpen.com/promotion

Made in Germany



Schneider
Write it





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



Sustainably sporty

The new „Sport“ rPET drinking bottle is the latest addition to elasto's sustainable product range. The bottle holds 0.4 litres and is made from recycled disposable PET bottles, which reduces the CO2 footprint tremendously. In order to protect the climate even more and to avoid long delivery routes, the rPET is produced in Germany. So that fitness and health stay in top shape, the rPET that is used here is of course suitable for food contact. The bottles can be finished with screen and pad printing as well as heat transfer and Premio Touch. This allows promotional messages or company logos to be visibly displayed with every sip.

Innovatively packed

“Made in Germany” isn't just a slogan for Leser Packaging & More, but a fundamental principle that the family-owned business has prescribed to for more than 80 years. Now already in the fourth generation, the company develops innovative packaging solutions for many different industries and is increasingly concentrating on sustainable packaging and manufacturing directly on site at its premises in Lahr/Black Forest. Here, the focus lies upon holistic sustainable solutions – from eco-friendly and state-of-the-art manufacturing processes to recycled materials right through to in-house production in Germany. Because, above all, it's the logistics with short transportation routes that significantly contributes to environmental conservation, but also offers the advantage of being able to execute customer projects faster and meet delivery deadlines.



PSI 41248 • Leser GmbH
Tel +49 7821 5803-27
j.binder@leser.de
www.leser.de

Long-term advertising with dual benefits

The Hepla notepaper box is made in Germany and, in addition to a slot for writing implements, also has an individually-printed paper banderole that can be inserted into the box' double wall. This allows pictorial advertising to be implemented in an appealing way. The paper removal is located at the front. On request, the individual notepaper sheets can also be printed, which creates particularly high-quality long-term advertising. The notepaper box is also available at short notice in larger quantities. The standard version is crystal clear. Due to the in-house production, the inner box is also available in special colours on request. If desired, the banderole can be embellished with digital printing.



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



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

Customised promotion

Whether as a practical gift at Christmas or Easter: Schreiner Coburg's rulers are always a real eye-catcher and ideal for use in offices, schools and on construction sites. Perfectly tailored to the customer's wishes and design, these measuring products become customised promotional ambassadors. Graphics, printing and processing are all carried out at the Coburg factory and are therefore "Made in Germany". Thanks to proactive material procurement and in-house production, short delivery times are guaranteed. Examples can be viewed in the online shop at www.lineale.de. The Schreiner Coburg team is naturally available to advise you on the selection and individual design of their products.

A new dimension of writing

Stilolinea's new Baron 03®Recycled is an innovative, "green" way to promote your brand. It is produced using 100 percent recycled ABS from European plastic recycling companies and is available in twelve new colours inspired by nature. This writing implement is available with a clear logo, which strengthens the company's image in tune with the global trend towards greater sustainability. Buyers of the Baron 03®Recycled protect animals threatened with extinction and assist the „Reforestation Project“ by actively supporting planting fruit trees, not only in the poorer areas of Africa. In this way, they are contributing to the „self-sufficiency“ of the world's weakest population. With the acquisition of the Stilolinea Recycled Collection, you can combine topical advertising for your own brand with an important contribution: to the future of the earth, and as a good deed for people who deserve a chance for a better life.



PSI 45328 • Stilolinea srl.
Tel +39 011 2236350
sales@stilolinea.it
www.stilolinea.com



PSI 49729 • Condedi GmbH
Tel +49 2942 216-0
info@condedi.de
www.condedi.de



Haptic sophistication

With its Roundabout pen holder, Condedi is offering a practical and stylish organiser for the office. A real eye-catcher, this sustainable product is made of attractive natural wood, and impresses with its exceptionally beautiful feel. It is the ideal favourite pen and pencil container for both young and old. From the Living range, the Quadro holder with its square-practical design offers storage space and stands out with its fine pine wood grain. Other products in the Living range made of wood include treasure chests, jewellery boxes, storage boxes and much more. The products are produced sustainably and made in the EU. They also impress with their solid workmanship, functionality and appearance. Promotional messages can be printed or engraved. The products can be delivered ex works even in small quantities.

Festive holder for your mobile

Having a mobile phone is essential for both work and daily life. You can make it more personal and joyful with the right accessories. Nosy reindeer shaped mobile holder can hold your phone securely on the table while providing a festive vibe before and after the holidays. The whole product is made of birch plywood and part of Anda Present's eco-friendly Go Green collection. You can create a completely unique Christmas gift by engraving or four colour pad printing your graphics on the side of the reindeer. Nosy is manufactured in Europe which ensures short lead-time. Delivered flat-packed.

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



NEUE ZIELGRUPPEN IM BLICK



BLICKEN SIE MIT UNSEREN ZEITSCHRIFTEN ÜBER DEN BRANCHENRAND

Bei Fragen stehen wir gerne zur Verfügung:

Werner Stark (Chefredaktion)
0611-36098-19
werner.stark@pbs-business.de

Torsten Wessel (Anzeigenleitung)
0611-36098-70
torsten.wessel@pbs-business.de

PSI 48320 • Kim Kranholdt GmbH
 Tel +49 2772 575229-0
 info@kranholdt.de
 www.kranholdt.de



Guaranteed to stick

Sustainability and long-lasting advertising in one product: that's possible with the EcoFile® wooden magnets from Kim Kranholdt. The little helpers in stylish design are "Made in Germany" and the wood is derived from domestic deciduous species and is PEFC certified. Despite its own weight of just nine grams, it can hold up to ten sheets of 80 g/m² DIN A4 paper depending on the surface thanks to the strong Neodym magnet. The wooden magnets can be customised with laser engraving entirely according to customer wishes and ideas. Once attached to a refrigerator the magnet provides sustainable and uncomplicated advertising that stands the test of time. The wooden magnets can also be printed with an individual logo upon request.

A delight for feathered friends

When searching for food, particularly during the cold time of year, but also increasingly due to monocultures and the associated reduced number of insects, local wild birds will be grateful for the "birdseed to-go" by emotion factory Heri-Rigoni. It contains "ready-to-serve" bird food. The little house is entirely made of cardboard and contains two separate chambers. The feed is stored in the back part of the house. When the feed flap on the front is removed, the birdseed falls to the bottom and acts as a small feed trough. The culinary paradise can be conveniently set up right away or hung up on a shrub or tree with a loop. The high-quality bird food, which is tested for ragweed contamination, contains nutritious seeds and grains. Space for a personalised promotional message is offered on the individually printable paper sticker on the feed flap or on an advertising card on the roof of the little house. In addition to the climate neutral packaging made of cardboard, the print ink is also guaranteed safe for birds.



PSI 41016 • emotion factory Heri-Rigoni GmbH
 Tel +49 7725 93930
 armin.rigoni@heri.de
 www.emotion-factory.com

PSI 2043 • camarc® c/o Kaldenbach GmbH
 Tel. +49 9151 817850
 info@camarc.de
 www.camarc.de



Wireless eco charging

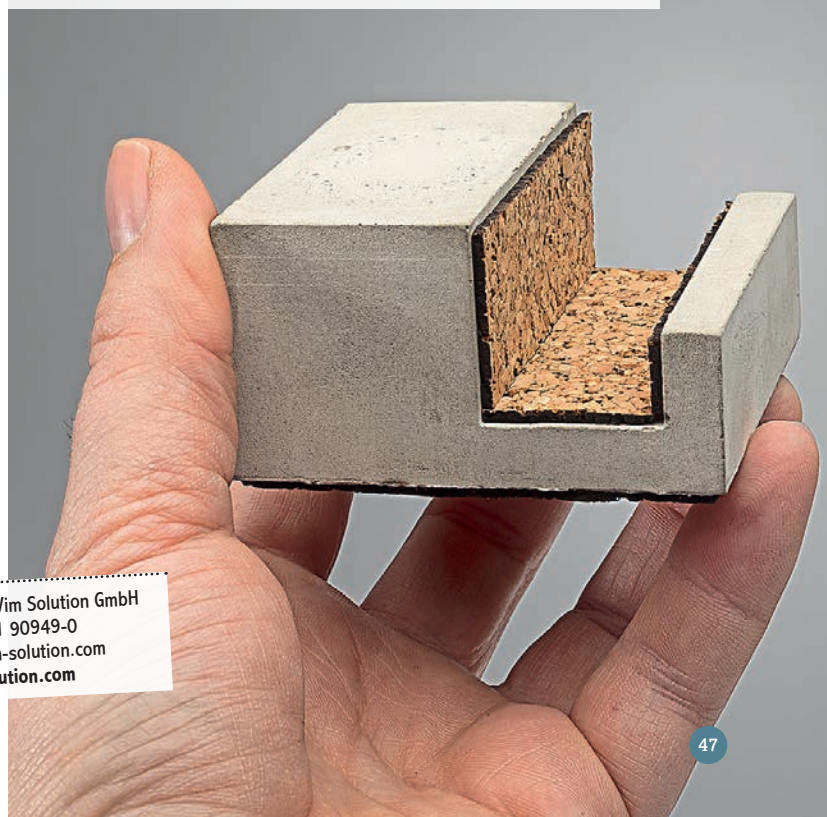
Kaldenbach offers the ecoCHARGER, a sustainable inductive charging station from camarc®, supplied in the colour white for the promotional product market. Manufactured from domestic oakwood, it's suitable for common smartphones from Apple, Samsung or Huawei. It features a unique click system without screws or glue and includes a 30 cm long micro charging cable. Packaged in an ecological corrugated cardboard slipcase, which is made of 80 per cent recycled paper, the product is manufactured completely climate neutrally in Germany. The device for wireless charging is equipped with a charging function display featuring red and blue LED illumination and a micro-USB port. The input and output capacity is 5V/1A. Due to its compact size and weight of only approx. 247 grams, it's ideal for inexpensive postage in 'Großbrief' format. The charger is alternatively also available in black. Special shapes and other domestic wood types are optionally offered at an extra charge for orders starting at 500 pieces, for example in beech, ash, walnut, cherry, larch, stone pine, zebrano or smoked oak. Advertising is applied digitally in 4c on a label in the middle of the charger.

Handmade

The Major concrete mobile phone holder from Vim Solution's Major product series is designed, cast and finished at the company's site in the Black Forest. The firmly integrated cork insert protects the devices being held. Since, as with all Major articles, genuine craftsmanship is involved, each product is a one-of-a-kind specimen. Available from a minimum order quantity of 25 pieces.



PSI 47555 • Vim Solution GmbH
 Tel +49 7661 90949-0
 vertrieb@vim-solution.com
 www.vim-solution.com





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



Durable and adaptable

Thanks to the all-over printed finishing for their eye-catching colourful shirts, mbw's plush items are not only a great accessory for cuddly toys, but especially for those who want to make a lasting statement. The shirts are handcrafted in Germany from upcycled marine plastic and are available from a minimum of 50 pieces. mbw® supports the Seaqual Initiative, which works together with NGOs, fishermen and authorities to clean up the oceans: marine litter is collected and then sorted into its various types of material. The plastics are cleaned and converted into upcycled marine plastic. This creates a yarn that is processed into colourful mini-shirts, among other things. It is possible to print eye-catching motifs and complex designs that are photorealistic and printed across the entire garment. Clothing specific to a company, sports or club, as well as professional clothing can also be reproduced in no time at all. In combination with the RecycleBears from northern Germany, which are made from used PET bottles, the result is an absolutely sustainable, innovative, long-lasting product that can take its place in any child's room.



Workwear and trade show clothing

The high-quality polos from Klam, which are produced in Europe, provide the perfect basis to create customised workwear or tailor-made trade show clothing for customers or own requirements thanks to the combination of a pleasant and breathable inner lining made of organic cotton and an outer layer of robust, shape-retaining and easy-clean polyester. The material is pre-treated to limit shrinkage, easy to iron and washable up to 60 degrees. After selecting the desired cuts and colours, optionally also according to HKS or Pantone, the clothing is finished with yarns "Made in Germany" directly at the company site in Germany. The manufacturer is thus able to guarantee highest quality embroidery and an efficient production chain with short distances. Following careful quality control, the goods can also be neutrally packed and sent directly to the specified destination upon request.

PSI 49110 • Klam Textiles Marketing & Stickerei
Tel +49 7129 92869-0
mail@klam.de
www.klam.de

A cracking treat

Advertising experts will really take off with the Easter box featuring six Fair Trade SpaceEggs in a mini egg carton from FamousFood. Production of the creative promotional novelty takes place completely climate neutrally in Germany. The high-quality sleeve is designed in photo print inside and outside on the entire surface. The eggs are available in the flavour varieties fine nougat, milk cream, egg liqueur, amaretto and cappuccino and can be colourfully combined. Initial printing costs of 120 Euro are charged as a flat rate for the sleeve.

PSI 2043 • FamousFood c/o Kaldenbach GmbH
Tel. +49 9151 817850
info@famousfood.de
www.famousfood.de



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



Freshly brewed

The popular coffee and tea brewers from drinks supplier Römer Drinks promise to give you moments of peace and enjoyment at Christmas time: a small gift with a big impact. With these pretty brew bags, you can quickly forget the hustle and bustle of everyday life. Using the brewer is as simple as it is sustainable: pour in hot water, let it steep, pour it out and enjoy. This enables you to prepare top-quality beverages quickly and conveniently when you are on the go. Römer Drinks is offering the brewer as a Christmas coffee with a Christmas design sticker for orders of one or more items. An individual sticker is possible for orders of 100 or more.

Short transport routes

Reidinger, the Franconian company with a long tradition, produces customised writing instruments, whereby customers benefit from individual, fast and reliable manufacturing in the EU with high quality standards. Manufacturing in Europe ensures that the local labour laws and environmental standards are respected. Short transportation routes reduce the ecological footprint of the products. The sustainable product assortment ranges from FSC® certified graphite pencils, coloured pencils, carpenter pencils and special pencils right through to folding rules, available in many different colours, shapes and with various refinement options. What's more, all products and the company as a whole are climate neutral. Using the practical online configurator, distributors receive their own individual offer by clicking the enquiry button.



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



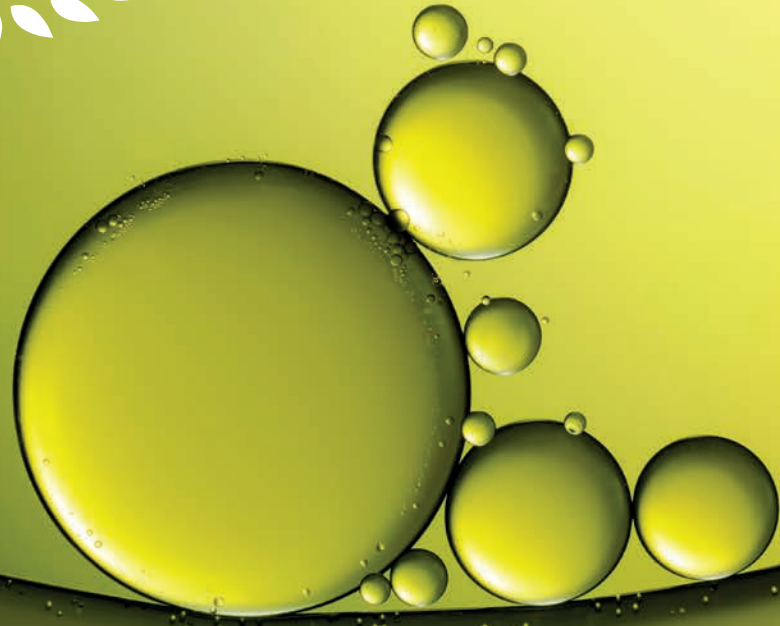
PSI 60203 • snagger GmbH
Tel +49 170 5557393
hello@snagger-germany.com
www.snagger-germany.com

Snack better

The snagger snack dispenser is the ingenious invention of the Zwickau-based start-up of the same name. snagger GmbH prefers to work with regional suppliers, and is proud to source all five individual components as well as the packaging from Germany. Printing and final assembly also take place in Saxony. The snagger is the first refillable, hygienic snack dispenser for your selected favourite snacks. Personalisation options include a logo print on the front, doming on the lid and colouring of the individual parts according to the pantone of your choice.



**SECURE TICKETS* NOW
FOR THE GALA EVENT
WITH AWARDS CEREMONY**
at www.psi-messe.com/tickets



The Nominees of the PSI Sustainability Awards 2022

**Celebrate with us the
PSI Sustainability Awards 2022**

**Rheinterrasse Düsseldorf „Rheingoldsaal“
Joseph-Beuys-Ufer 33
40479 Düsseldorf, Germany**

SPONSOR



www.psi-awards.de

* limited ticket contingent for the evening event

Economic Excellence

Chilli Ideas

Halfar System GmbH Rucksäcke und Taschen

Karl Knauer KG

uma Schreibgeräte Ullmann GmbH

Environmental Excellence

Chilli Ideas

Halfar System GmbH Rucksäcke und Taschen

IPPAG

Karl Knauer KG

Premium Partners Europe NV

uma Schreibgeräte Ullmann GmbH

Social Excellence

Chilli Ideas

Halfar System GmbH Rucksäcke und Taschen

uma Schreibgeräte Ullmann GmbH

Environment Initiative

Fluid Branding

Halfar System GmbH Rucksäcke und Taschen

Inspirion GmbH

Interall Group

Karl Knauer KG

MLD CONCEPT

PF Concept International Coöperatief U.A.

Reflects GmbH

SI POS GmbH & Co. KG

uma Schreibgeräte Ullmann GmbH

Social Initiative

uma Schreibgeräte Ullmann GmbH

Sustainable Product

Arpe

Atlantic Access

AVAT Stoneware Factory

Beppy

BIC Graphic Europe

Blooms Out Of The Box

B-Loony Ltd

doppler H.Würflingsdobler GmbH

elasto GmbH & Co.KG

Eschenbach Porzellan Group –

Neue Porzellanfabrik Triptis GmbH

fibs

fides Druck & Medien GmbH

FLSK Products GmbH

Gorfactory S.A

Halfar System GmbH Rucksäcke und Taschen

ID UNIQUE SNEAKERS SL

Interall Group

Intraco Trading bv

Mark-AD Verkaufsförderung GmbH

mbw

Pagani Pens SA- Prodir

PF Concept International Coöperatief U.A.

Poul Willumsen

PowerCubes

Promonotes GmbH

Promotred Srl

Reflects GmbH

Rocketbook

SI POS GmbH & Co. KG

Spielkartenfabrik Altenburg GmbH

sunware

tobra GmbH & Co. KG

Treemore

uma Schreibgeräte Ullmann GmbH

Sustainable Campaign

FARE – Gunther Fassbender GmbH

Klio-Eterna Schreibgeräte GmbH & Co KG

Trik Produktionsmanagement GmbH

Innovator of the year

elasto GmbH & Co.KG

uma Schreibgeräte Ullmann GmbH



High-quality sustainable products. Ecological and social commitment. Long-term success rather than short-term profit maximisation. This sums up the guiding principle of Ulrike Wolf, Helmut Kraiß, Jürgen Schmidt and Thomas Wolf when they laid the foundation for memo AG in 1990. Three decades later, the company has developed into a multi-channel distributor, operating throughout Europe.

Multi-channel distributor leading the way for the past 30 years

Entrenching sustainable awareness in society



In 1995, the steadily expanding company moved to a “greenfield site”. The new home was planned and built according to health and ecological criteria.



he success story of memo AG began as a mail-order business for environmentally friendly office supplies exclusively for commercial customers. The target group was extended to private customers in 2004, for whom a dedicated sales channel with own online shop was established in 2015, namely memolife. Two further online shops and relevant catalogues for office supplies as well as promotional products, targeted specifically at

commercial end consumers, make up the remaining of memo AG's three sales channels. Today, the mail-order company offers more than 20,000 sustainable products to serve daily needs in the office and at home, of which almost 1,000 different items now carry the name ‘memo’. These range from recycled cosmetic tissues to coloured pencils stemming from responsible forestry, washing and cleaning agents based on soapwort, right through to the – by its own account – “biggest range of carry bags, which



“Nowadays, there’s a sustainable alternative for every conventional product,” the company memo is convinced.

are not only GOTS and Fairtrade certified but have also been awarded the Green Button”. What’s more, “we were the very first dealer to sell carry bags with the German ecolabel Blue Angel”, says Sven Krumrey, memo’s division manager for promotional products. He points out that all products can, of course, also be supplied with printing – whether it’s digital, screen or pad printing as well as engraving. Customised products are also among the company’s strengths.

Exclusive access for PSI members

With its extensive service portfolio, memo AG offers specialised services to suit the requirements of promotional product distributors, as Sven Krumrey emphasises: “With ‘memo promotion’ we have been catering to promotional product resellers with a selected assortment of our eco-friendly promotional items since 2019. For this purpose, we offer dealers a dedicated website with exclusive access solely for PSI members. They will find everything they need there – from price lists to layout sketches. Furthermore, we provide distributors with printed and digital catalogues, which are also available in neutral form. In order to adequately support distributors, we maintain very high stock levels, allowing us to be able to customise quickly even in large quantities. Through the acquisition and

further marketing of the Proclama brand in 2020, the range of sustainable products for commercial customers has been considerably expanded”. Well aware of the strengths of memo, he confidently adds: “The assortment has grown immensely during the company’s almost 30-year history and is surely one of the largest in the area of ecological promotional products throughout Europe. This makes us one of the market leaders”.

Sustainable alternative for every conventional product

A large product range however in no way implies that every product will be taken up by memo. On the contrary. In each area, only those products will be added to the range that clearly stand out due to their sustainable qualities. Especially when a product is needed frequently and in large quantities, memo focusses on alternatives such as recycled materials or those derived from responsible forestry or controlled organic cultivation. This makes a big contribution to conserving valuable resources. “Nowadays, there’s a sustainable alternative for every conventional product”, memo is convinced. And that’s why it has always been a defined company goal, according to Sven Krumrey, “to sell high-quality, ecological give-aways, which remain in the customers’ minds for a long time and which

Fresh promotional idea: the little wind wheel pens.



stand apart from cheap disposable items". Sustainability has been a key priority across all areas of the company since the foundation of memo AG and this will remain unchanged in future. The goal is to entrench sustainable promotional products and sustainable behaviour in society. In order to achieve this goal on a broader scale, 'memo promotion' was launched so that promotional product distributors – as well as industry customers – act as multipliers, because sustainable promotional items are the way of the future!"

Elaborate multi-use shipping system for returns: the „memo Box“ manufactured from recycled plastic.



Company's internal procurement criteria serve as a guideline

Much is done to ensure that the company's own very high standards are met: internal procurement criteria, which are listed in a comprehensive and detailed questionnaire, serve as a guideline for product research. All potential products are thoroughly investigated. Health and environmental compatibility of the items are examined along the entire value chain – from the resource extraction and materials used, to resource-efficient manufacturing, sales and practical usage, right through to recyclability or ease of reintegration of the product into natural cycles. Practicality, reparability, long product life and quality are just as important listing criteria as fair value for money. When evaluating products, the product managers also rely on independent quality and environmental certification, such as ISO standards 9001/14001 for quality and environmental aspects or EMAS and SA8000 for social aspects. Not to forget, recognised environmental labels provide additional orientation in the selection process. Socially acceptable working conditions in the manufacturing process are a further decisive factor. Social critical in the selection of products include not only the prevention of child labour but also other factors like the payment of locally applicable minimum wages, adequate time off and break times, as well as workplace health and safety and fair trade. Social responsibility is also a high priority when it comes to the own employees. For example, all permanent employees at memo have a share in the company. Additionally, from the second year of employment all employees receive employer-financed pension coverage.

Long sought goal achieved with climate neutrality

The sustainability principles of memo cannot only be observed in the product range and human resources management. They are the basis of every strategic and every individual measure in the company and, as a consequence, also include the choice of location and logistics. In 1995, the steadily expanding company moved to a greenfield site in the municipality of Greußenheim, 15 kilometres from Würzburg, where a new industrial estate was developing at the time. The new home of memo AG was planned and built according to health and ecological criteria: separate industrial water system, green roof, rooms with skylights and large windowfronts, windows constructed out of local timber, flicker-free full-spectrum daylight lighting in the administration area, a movement and daylight-sensitive energy-efficient LED illumination system in the logistics area for pleasant light, as well as office walls made of paper fibre. Furthermore, all rooms are fitted out with ergonomic natural wood furniture from

Sustainably active: gymnastics bag made of recycled organic cotton.



Sven Krumrey, division manager memo Werbeartikel

» Our assortment has grown immensely during the company's almost 30-year history and is surely one of the largest in the area of ecological promotional products throughout Europe.«



the own product range. With a number of final measures, most importantly the construction of the company's own wood chip heating system in 2006, a further big goal was achieved – memo AG became climate neutral. The wood chips stem from regional sources, derived from forest thinning and landscape conservation measures. The outcome is impressive: since the installation of the heating system, around 874 tonnes of greenhouse gas emissions for the heating of memo AG have been saved. The remaining emissions are calculated and compensated through investments in recognised, ecologically worthwhile climate protection projects.

Driver of business ideas that set an example

memo AG also makes a contribution to environmental and climate protection when it comes to logistics: deliveries are climate neutral. What's more: "The principle of sustainability, which is firmly anchored in the corporate philosophy, has become a driver of business ideas that set an example", company sources state. Back in 1992 memo introduced the "Wertstoff-Box", a special return system to enable the recycling of materials. The underlying idea: with the help of the collection system, customers can send back their used products that were purchased from memo, in order for these to be returned to the raw material cycle. In 1998, one step further was taken. The multi-use system "Postbox" was introduced by Deutsche Post, which memo implemented in shipping logistics as a pilot partner. From the perspective of memo, the stable containers that can be reused multiple times were the ideal alternative to single-use cardboard boxes. When the postal service discontinued the system in 2008, the mail-order company didn't hesitate long and swiftly developed its own multi-use shipping system based on the tried-and-tested containers. The

"memo Box", which has carried the Blue Angel ecolabel since 2014, is manufactured from recycled plastic, which is produced from private and commercial plastic waste.

Outstanding commitment

Whether it's site or HR management, the selection of the product line or logistics: sustainability isn't just a marketing strategy at memo, but the coexistence of environmental, social and economic factors on equal footing. And this has proven its worth in more ways than one: the service and commitment to the good of mankind, environment and climate by memo AG and its co-founder Jürgen Schmidt have already been honoured many times. In 2009, memo AG was awarded the German Sustainability Award. Two years later, Jürgen Schmidt was presented with the German Environmental Award by the German Federal Environmental Foundation (DBU), whereby his role as a "sustainability trendsetter" received special mention. In 2018, memo's organic cotton bags for fruit and vegetables took first place at the PSI Sustainability Awards in the category "Sustainable Product – Textile".

Sustainable business model bears fruit

In the past three decades of its existence, memo AG has achieved a great deal. But an end to the story is nowhere in sight. And that's why the mood in Greußenheim is absolutely optimistic: "We were spared major upheavals in the Corona year 2020 and are very stable. This is where the sustainable business model bears fruit. We have grown steadily, healthily and sustainably over the past 30 years. Thus, we are looking positively to the future and seek to continue our growth strategy of the past years in the future".

The company Karl Knauer KG is one of the leading producers of high-quality packaging in Germany. With more than 80 years of expertise, quality awareness and spirit of innovation, the specialist develops and produces a wide array of packaging formats, memo-pad promotional products and packaging machines. New services and packaging concepts are now aspects that regional direct marketers are focusing on.

Marketing Regionality Successfully with Packaging

A Boost for Regional Products

Wine, sparkling wine, spirits or food from the region: With its new services and packaging concepts designed especially for regional suppliers, the packaging specialist Karl Knauer demonstrates how direct marketers can successfully sell local products with the right packaging concepts. Germany's leading gift packaging manufacturer, Karl Knauer KG, is giving a boost to the regionality trend with the products and services it offers. After consumers' rush to ecologically and sustainably produced products, they are now focusing on the topic of "regional production" in increasing numbers.



Wussler GmbH, operator of the Gengenbach pony farm, is presenting regional Southern German cuisine with a marketing-oriented packaging system.



With its new services and packaging concepts designed especially for regional suppliers, the packaging specialist Karl Knauer is demonstrating how direct marketers can successfully sell local products with the right packaging concept.

Authentic Packaging Design for Local Products

Products which are not transported from foreign countries or other continents and which come directly from the customers' region are increasing their share of the market in Germany. The motto "Global is out, local is in" is true to the same extent for food and consumer goods as well as for gifts and souvenirs. According to the latest Statista study "Sustainable Consumption 2021", Germans consider sustainability is a particularly important aspect for packaging. Every second respondent indicated sustainability was the reason for changing their behaviour. 51% of consumers named supporting regional producers and suppliers as an additional reason for making a conscious and responsible purchasing decision and 65% indicated environmental protection.



Signal Responsibility with Sustainable Packaging

Karl Knauer's new services for regional products really hits the mark. The Director of Sales, Marketing, Research and Development at Karl Knauer, Martin Glatz underscores this trend: "Regional products such as food and beverages are marketed particularly well and authentically with environmentally-friendly packaging made from sustainable materials". Glatz adds, "This is why we have come up with a special service package for distributing regional products. We can now give companies tailor-made advice and attend to their particular needs starting with giving them construction and design advice and ending with giving them the option of ordering small print-runs".

Local Region as Sales Argument

It is worth taking a look at recent references to see how regional producers can successfully market regional products with packaging that has been designed and tailored to their business. For example, Karl Knauer collaborated with the artist Anette Isabo from Biberach to develop a modern interpretation of the motif "girl from the Black Forest in a traditional Gutacher costume". With this packaging, producers and marketers can showcase their products in an easy and effective way. Moreover, the "regional" gift packaging is a real eye-catcher for tourists and can be used with special regional products in a variety of ways.

Successfully Market Fine Products from the Region

The firm Wussler GmbH, operator of the Gengenbach pony farm, offers regional Southern German cuisine and points out the local origin of its products on the packaging. Ice cream was the first product to feature the region-building and brand-building packaging in the form of a modern, high-quality folding box. Now the special packaging is made for marmalade, frozen ravioli and sauces as well. It verifiably supports brand-building and successfully boosts sales. CEO Tobias Wussler confirms this success: "The sales figures are rising sharply. Wussler products are now being sold at local markets like Edeka for example, and are selling increasingly well."

Motivation Comes from the Source

The values of sustainability and regionality have a long-standing tradition at Karl Knauer. CEO Michael Deronja explains the direction of the folding box producer: "As a family-run business that has its roots in the Black Forest, taking responsibility for human health, the environment and nature is an issue close to our hearts. Thus, sustainability is an essential part of our company's strategy. With all of our services related to packaging, promotional products, gift packaging and engineering, we aim to increase the efficiency of processes, conserve resources and minimize emissions." It is no wonder that supporting local producers is one of our main priorities. <

The issue of compliance of products with the applicable legal requirements is relevant for all companies that manufacture or trade products, therefore also promotional product companies and importers. Those who are negligent in this area take risks which could harm the company in the long run.

Product Compliance Management System

Minimising risks



A Product Compliance Management System ensures the marketability of products and, thus, preserves the value of the business in the long run.

The risks for the core business due to a lack of product compliance are still incorrectly assessed. This doesn't just relate to the scenario in which a product is unsafe and results in injury to persons. In this scenario alone, the legal product liability but also the criminal consequences are certainly of significance. But even irrespective of the likelihood of such a scenario occurring, this should make product compliance an essential component of a company's internal risk management. The market surveillance authorities in the EU, which are be-

coming increasingly active, driven by new laws like the Regulation on Market Surveillance from 2019, are an important aspect.

Ensuring marketability

The crucial factor that makes a Product Compliance Management System necessary is ensuring that all essential prerequisites are met for the marketability of the respective product in the intended sales area. Whilst claims for damages come into play on the product liability side, which

can be substantial in isolated case and can also lead to personal consequences on the criminal side in particular for the executive management, the product compliance of a given product is generally capable of destroying the entire business case over the long term or permanently.

Serious consequences

In practice, these scenarios arise due to a lack of product compliance for example in relation to the chemical provisions as laid out in the REACH or POP Regulations. Because in such cases not just one product alone is faulty and unsafe but the entire series isn't marketable until the chemical composition is altered. Another scenario might be that a key requirement which a product needs to comply with simply wasn't recognised. This means that a third-party assessment first needs to be carried out by an appointed body, for example in the form of a type sample, at additional cost and effort, irrespective of the question whether this requirement can even be met by the specific product. Therefore, this always leads to a complete breakdown of the entire business case: goods in stock become unsaleable, supply contracts can't be fulfilled – leading to liability for damages – and the underlying financial plans become meaningless. The relevant threat scenario associated with poor product compliance therefore lies, above all, in the collapse of the respective business case. This is all the more relevant because in such a scenario it's commonly the case that more than one product of the company is affected. A company that doesn't have its legal chemical compliance obligations under control for one product will also have this problem at least with products of the same type. Similarly, companies that aren't familiar with the European Timber Regulation (EUTR) generally aren't able to demonstrate their product compliance for all wood and paper products.

Crucial for the value of the business

Product compliance is therefore not just the fulfilment of a legal obligation but indeed plays a crucial role in the business case itself and, like product design and pricing, also influences the business success. Hence, product compliance is also a factor in the long-term value of a company as a whole, which is revealed by the perception of all stakeholders from the owner to the customer right through to a potential investor.

Negligence frequent and risky

It seems that the implementation of product compliance in companies is still often approached like the first ISO 9001 quality management systems in 1993 and handled accordingly: one responsible person consolidates the legal requirements, mostly incomplete, which are processed

Business case:

Analysis of a business scenario with respect to the return on the required investment. It is used to present and weigh up the anticipated financial and strategic impacts of a project, initiative or investment.

as far as possible, certificates from abroad are accepted as sufficient just like the tiny number of samples from inspection plans that have no relationship whatsoever to the risk assessment of the product, which hasn't been conducted in the first place. The necessary CE label is attached on this weak and insufficient basis and the conformity declaration is prepared in the hope of achieving risk minimisation through this. All relevant parameters – intensity of monitoring by authorities, consumers' associations, customers, legislation – clearly reveal that this won't go well for long.

Legislation aims for systematic product compliance

A sustainable Product Compliance Management System is therefore necessary. Sustainability in the sense of giving due consideration to external, justified interests. The focus in this entire process lies upon the word "system". When looking at the trends in legislation at EU level, but also in Germany during the last 24 months, one can recognise a significant move by legislators towards product compliance as a system. The German Supply Chain Act (Lieferkettengesetz) with all its legalese is just one of the obvious topics, the proposed Corporate Sanctions Act (Verbandssanktionengesetz) which wasn't passed during this legislature period mapped out the notion of internal company compliance even further. Such intentions can also be seen in the EU supply chain law which hasn't yet been agreed upon, but also in the European Timber Regulation, which is in effect, as well as the applicable Conflict Minerals Regulation. The same intention everywhere: companies are to address product compliance internally in a systematic way.

<

Philipp Reusch, Lawyer

Founding Partner reuschlaw Legal Consultants

Head of Regulatory Affairs & Market Measures

Lecturer for product liability and product safety at RWTH Aachen

reuschlaw Legal Consultants

www.reuschlaw.de, info@reuschlaw.de

All at once, across the world, the Covid-19 pandemic has created new realities and needs that require constant adaptation from everyone, brands as well. The brands that have been particularly successful in this regard are highlighted by the findings of the Most Influential Brands tracking survey (MIB) by market and opinion research institute Ipsos, which in the past nine years has been carried out in 14 countries – Germany included.

Ipsos Survey

Brands: Winners in the Covid Crisis



The ranking of Germany's most influential brands reflects that nobody has been left unscathed by the new circumstances caused by coronavirus in the past year. While we may still be observing the long-established global players and top-ranked brands WhatsApp, Amazon and Google in the leading positions, PayPal and DHL have now come to directly occupy places four and nine among the Top 10 for the first time. Two companies which have kept many points of daily life running during the pandemic thereby find themselves among the most influential brands. The Top 10 are completed by the brands Samsung, Microsoft, YouTube and dm.

Widely varying brand influence according to age

Intriguing differences are revealed when the different age groups are analysed. For example, DHL and the supermarket chains Aldi, Lidl, Rewe and Edeka are particular-

ly relevant for the over 55s, while PayPal is already influential among young consumers. It is a similar case with the video portal YouTube or the streaming provider Netflix, which enjoy an extensive trust advantage precisely among younger people (18-34 years) but are much further down the ranks among the older target group. Therefore, the increasing digitisation of everyday life appears to have mainly reached people under the age of 50.

The rising significance of social engagement

Moreover, a year-on-year comparison of MIB ranking reveals the drivers that are enduringly relevant for brand influence and the changes that play a role. It shows, for example, that social and environmental topics are now clearly gaining in influence during brand evaluation. Whereas, a few years ago, social engagement, sustainability and diversity were, at best, pointers on the scale, purpose has since developed into a fixed component of long-term corporate success. According to the current MIB survey, brands such as Deutsche Bahn, Sparkasse or Alnatura are meeting this claim to an above-average degree, thus optimally serving the growing consumer need for a stance. Inga Havemann, Senior Director Marketing Research at Ipsos, categorises these shifts in drivers of market influence as follows: "Influential brands shape the way we take action, how we organise our daily lives and, not least, the way we feel. At the same time, brands are more than a shortcut in the moment, they also serve as a moral compass for our future. Social values and sustainable offerings are already important to a major proportion of consumers today and the curve is pointing upwards. In order to stay relevant, brands need to accompany their customers on this exciting path, or even more – they should be waypoints for them." <

Merchandise WORLD

A BPMA & Sourcing City Event



The Event to Meet UK Professional Distributors

1000+ Quality Visitors
200+ Exhibitors

The perfect place to
grow your UK business



Call Us
Today on
**+44 1252
701034**

European distributors welcome
to visit

Weds 26th & Thurs 27th January 2022
at CBS Arena, Coventry, UK *(Formerly Ricoh Arena)*

www.merchandiseworld.co.uk

info@merchandiseworld.co.uk | +44 1252 701034



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

A practical travel companion

The exclusive travel shoe-care set from the company Frank Bürsten represents a gift that is a must in every household. Mingling with people is a pleasure in well-polished shoes, be it **during leisure time, professionally or on travels**. An aid to this is the trusty shoe-care set, which is stowed in an exclusive pouch. Contained within each is a high-quality creme and polishing brush, equipped with 100 percent horsehair, a high-quality neutral shoe creme, and a polishing cloth. Frank Bürsten GmbH realises custom corporate or promotional logos on the brushes or polishing cloth on request.



PSI 41853 • Frank Bürsten GmbH
Tel +49 7673 888650 • info@frank-brushes.de
www.frank-brushes.de

Blooming messages

Sow Easy from Great Britain is launching its Express Seedsticks® onto the promotional product market. Express Seedsticks® are available within two to three business days after placing an order, depending on the size of the order. These **plant seed sticks**, measuring only 38 by 46 millimetres, are available either as a mixture of grasses or wildflower seeds. All of the standard packaging is made in Great Britain and can be fully personalised for any customer using a label printed in full colour. These popular, environmentally-friendly products are manufactured in record time, which explains the quick delivery time. The plant seeds will attract customers' attention and contribute to their environmental consciousness, while also reducing their use of environmentally harmful plastic products.



PSI 90034 • Sow Easy c/o Grayson Group LTD
Tel +44 1753 644588 • hello@soweasy.com
www.soweasy.com

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.



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

Versatile packaging solution

The Rackpack Tweet Suite from the Interall Group's WoW Sustainable Collection is an attractive **wine gift box and bird house** in one. This way, the intended purpose can be communicated and the wine bottle staged in a striking manner. The box is made out of FSC-certified, sustainable pinewood and can be reused later as a bird house in a garden. The useful packaging solution can be personalized in an effective way by means of engraving.

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





No chance for bacteria

Whenever it gets colder, flu viruses start attacking, resulting in many sick days. The company Schäfer Promotion and Marketing GmbH offers an **effective way of protecting oneself** with the hand disinfection gel known as Interhealth. The product can be immediately delivered ex stock even in large quantities. Starting at an order quantity of 96, the supplier offers a price of just 49 Cent for 100 millilitre bottles, even when they are individually labelled.

PSI 46903 • Schäfer Promotion Marketing GmbH
Tel +49 2684 957011 • info@schaefer-global.com
www.schaefer-global.com



Self-care journal

The person behind it all often gets too little attention in stressful, hectic situations with all the demands of daily life. The Selfcare-Journal from Edition Michael Fischer helps to create more peace and balance in life. Promoters use the appealing contents to get their brand talked about by enthusiastic customers, while tailored **special editions** from the diverse publisher's range help along the way. Options are a logo on the book cover or the placement of one's own products and services in recipe write-ups and instructions.

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

Personal alarm for outdoors

Especially when jogging alone in the evening, an everyday situation can quickly become dangerous – whether it's due to an attack or a medical emergency. In such emergency situations the personal alarm PA6 by Indexa can help. Its shrill 115 dB **alarm draws attention**, calls for help and deters attackers. In order to trigger the alarm sound, a steel pin attached to a hand strap is simply pulled out of the housing. The PA6 comes supplied with batteries and, if desired, a customised imprint can be applied to the silver-coloured front.

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





A “green” chronometer

The new wall clocks from Likor East-West Promotion can come in the shape of a round clock or in customised cardboard shapes according to the customer's wishes. This ecological product with full functionality and a one-of-a-kind design **really keeps with the spirit of the times**. The paperboard used as a base material makes it possible to use it not only as a wall clock but also as a table clock. The clocks are made in Europe by a qualified and reliable producer in Europe.

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

Pop! And it's sealed!

The recycling bottle opener from HEPLA will not only make you the perfect host, but it is also good for the environment. The product is made in Germany from **100 per cent recycled post-consumer plastic**. Therefore, it can be delivered quickly in large quantities. Opening bottles with crown corks is just as easy as closing them with the bottom side of the opener. This way, the drink will stay fresh, while insects are kept out. Available in four standard colours and on short notice, the bottle opener has a large printing surface and offers many possibilities for showcasing inexpensive and ecologically sustainable advertising ideas. Special colours are also available on request.

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



Cardboard as an alternative

With its Funnybloon, a new type of environmentally friendly balloon grip made of cardboard, the company Mark-AD Verkaufsförderung GmbH is providing a solution for avoiding raw materials that are harmful to the environment. According to an EU regulation, single-use plastic products – including air balloon sticks – have been banned since 2021. Balloons filled with helium are also problematic, because animals may confuse falling particles with food and die. **The article is ecologically sustainable** (FSC-mix certified), absolutely plastic-free, recyclable and biodegradable. The grip can be individually designed and printed. By using food colours, it also contributes to food safety. The special, internationally protected construction is extremely stable and very easy to handle.

PSI 14813 • Mark-AD Verkaufsförderung GmbH
Tel +43 7752 824240 • office@markad.at
www.markad.at





Measuring with cutting-edge technology

With the "Quick-Magic" laser meter, meterex offers new cutting-edge technology at an interesting price/performance ratio. The handy measuring device is suitable **for quick and precise measurement of rooms, doors, windows etc.** The maximum measuring distance is 30 m with a measuring accuracy of ± 3 mm. With two or three measurements (length x width x height), areas and volumes of rooms, garages, halls etc. are automatically calculated and displayed. This makes it possible, for example, to determine the material requirements for tiles, carpets and wallpaper in a very short time before renovating an apartment/house. The product is currently one of the smallest laser measuring devices in Europe. With a central red button, operation is easy to understand even for the layman. In the large 1.44" TFT LCD display, the last 4 measurement results and data on the charge level and zero point measurement are shown in colour. The product does not need batteries because it has a powerful rechargeable battery. This is sufficient for many measurements. The battery is charged via the USB cable supplied. The energy consumption is very low, as the laser switches off after 30 s and the device after 90 s automatically. The laser meter has CE certification and meets all safety standards according to laser protection class 2. It is delivered in an elegant black gift box with magnetic closure including an easy-to-understand instruction manual in German/English or French. The finishing with the customer logos is done by doming. This laser knife is ideal as a premium or gift for companies from the real estate sector, the skilled trades, industry, banks and building societies, etc. meterex has the exclusive distribution rights for Europe.

PSI 41836 • meterex Karl Kuntze GmbH & Co
Tel +49 2173 998869-0 • meterex@meterex.com
www.meterex.com



Splendidly organised

Blackmaxx® "Techportefolio Kork A5" from the product assortment of the promotional product specialist Spranz is a sustainable and **high-quality A5 business organiser**, made of cork material on the outside and ideal for business notebooks. The attractively designed product comes with a booklet made of recycled paper and features innovative inner partitioning for transporting, inductively charging and setting up the mobile phone: for wireless charging via integrated powerbank garage for the powerbank. Furthermore, the organiser contains compartments for pens and accessories, a security chip, a five-watt wireless charger and a mobile phone stand. The product is supplied in a designer box and available in packaging units of 50 pieces each.

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



Legend that lights the way

Troika's Eco Light Bulli T1 is an LED torch as a key ring in the form of the legendary VW Bus T1. **The classic VW Bus T1 from 1962** is now forging ahead on the sustainability front. Because the legend lives, shines and can be recharged again and again via USB-C. On board: the lithium polymer battery with 60 mAh and the supplied charging cable. The cult object is manufactured from high-quality cast metal and features a shiny chrome-plated, silver-coloured finish.



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

Personal soap always on hand

The personal tin of soap from HEPLA is a useful everyday helper and enables hand-washing wherever no soap is available. The practical tin is filled with about 15 slivers of soap and will fit into any trouser pocket or handbag. The soap slivers are **ideal for cleaning hands** and hence perfect for on the move, on journeys or when camping. The tin is available in frosted-red, frosted-blue and frosted-transparent. Tampon or digital printing can be applied in-house on request.



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

A light travel companion

The 18-inch Leonardo trolley by Lehoff is ideal for all types of journeys. It consists of AB material, which is durable and shatterproof, but nevertheless light. Its **modern colours and sleek design** make it the perfect travel companion. The trolley is equipped with 360° wheels and an adjustable telescopic handle with a pushbutton. The main compartment is roomy enough for the most essential travel baggage. The colours Fuchsia, Black, Turquoise, Silver and Purple can be supplied. The suitcase's dimensions: 32.0 x 20.0 x 46.0 cm.



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

Besuchen Sie uns auf der **PSI Messe** 11. bis 13. Januar 2022 in Düsseldorf Stand 11A36

Der Einkaufswagenlösler in Edelverson in 3 Varianten

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. 413
Eiskratzer 2K

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

OFFIZIELLER STANDBAUPARTNER DER PSI 2022

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	PSI No.	Inserent / Advertiser	Seite / Page
41169	ASS, Spielkartenfabrik Altenburg GmbH	021	49171	Lanyard.pro Allers Grupa sp. z.o.o.	beilage
PSI Partner	BPMA	061	1481	Mark-AD Verkaufsförderung GmbH	beilage
45956	burger pen AG	037	Beilage/Insert (*Teilaufgabe/Partial Circulation)		
45452	CD-LUX GmbH	U2/IFC	PSI – Reed Exhibitions Deutschland GmbH*		
48792	Exclusive Gifts B2B GmbH	035	49171	Lanyard.pro Allers Grupa sp. z.o.o.*	
42819	Gustav Daiber GmbH	005	1481	Mark-AD Verkaufsförderung GmbH*	
41016	Heri-Rigoni GmbH emotion factory	033			
47464	Karlowsky Fashion GmbH	007			
42438	LEDIBERG GMBH	015			
47814	Lupenmaxx GmbH	068			
43927	memo AG	017			
43410	Mister Bags GmbH	002+003			
46925	Pins & mehr GmbH & Co. KG	068			
42332	Prodir Pagani Pens SA	001			
44724	Promowolsch GmbH & Co. KG	068			
	PSI - Reed Exhibitions Deutschland GmbH	050-051, 069,			
071, 073					
	Reed Exhibitions Deutschland GmbH	U3/IBC			
43416	Schneider Schreibgeräte GmbH	041			
44120	Sport Böckmann	079			
PSI Partner	Standout GmbH	013			
41848	uma Schreibgeräte Ullmann GmbH	U4/OBC			
PSI Partner	Verlag Chmielorz GmbH	045			

TOP PRODUCT TOPICS IN PSI JOURNAL

For a successful start into the new year we recommend that you present your articles in the January issue of the *PSI Journal*. You will be perfectly positioned between the new products of the trade show.

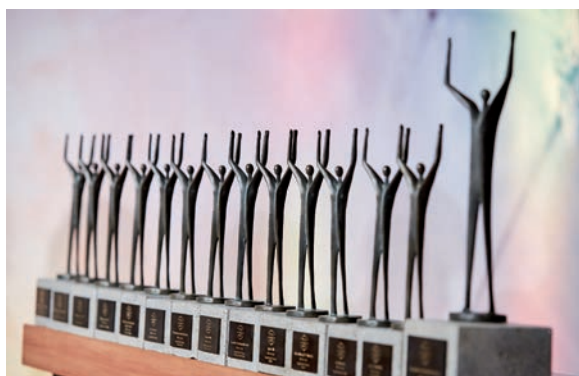
Issue
01
2022TRADE SHOW INNOVATIONS PSI 2022
and EVENTS AND FESTIVALSCopy deadline: 8.11.2021
Deadline for ads: 15.11.2021Issue
02
2022EASTER, GARDEN, HOBBY AND HANDICRAFT
and ECOLOGICAL AND SUSTAINABLE PRODUCTSCopy deadline: 15.12.2021
Deadline for ads: 18.1.2022Issue
03
2022PROTECTIVE & HYGIENIC ARTICLES, OCCUPATIONAL
SAFETY and BAGS, LUGGAGE AND LEATHER GOODSCopy deadline: 21.12.2021
Deadline for ads: 9.2.2022Issue
04
2022FASHION, WORKWEAR, CAPS AND ACCESSORIES and
OFFICE SUPPLIES, WRITING INSTRUMENTS + CALENDARSCopy deadline: 18.2.2022
Deadline for ads: 9.3.2022

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 Sustainability Awards | Trade Show debut

After a digital intermezzo this year, the 2022 PSI Sustainability Awards will again take place publicly as usual, but with some new features. For the first time, the only sustainability prize for the industry will be awarded during the trade show. And on the first evening of the trade show on 11 January 2022, the words "... and the winner is..." will ring out in the elegant ambience of the "Rheingoldsaal" of the Düsseldorf Rheinterrasse. In 2022, the Sustainability Awards will again be granted for nine categories: Economic, Environmental and Social Excellence, Environment and Social Initiative, Sustainable Product, Sustainable Campaign, Innovator of the Year and Sustainable Company of the Year. The Awards will be sponsored

by reuschlaw Legal Consultants who are up among the leading business consultant law firms in product liability law. Since 2004, they advise companies active on a national and international scale in the areas of product liability, product safety law, recall management, insurance law, cybersecurity and data protection, compliance management and contract law.



my ▶ PSI

Virtual data café | Digital exchange

Amid the Advent season PSI will open its virtual data café once more. On Wednesday, 8 December 2021, PSI invites both suppliers who don't know the PSI Product Finder yet as well as those who want to learn more about its practicality. In a laid-back atmosphere participants can digitally exchange information about the PSI Product Finder, Europe's largest database for promotional products.

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

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



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.

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.

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

What moves us

Nothing leaves such a lasting impression in our minds as a personal encounter. I recently experienced this myself again at our BCB Bar Convent Berlin trade fair a few weeks ago: the atmosphere among participants was warmer, more emotional and personal this time. Wherever one looked, people smiled at each other happily, hugged each other and enquired with genuine interest how their counterpart had fared in the past few months.

Even though the thoughts and feelings weren't always explicitly articulated, I very clearly sensed what moves us all: yes, we have experienced a great deal – restrictions, expectations, hopes. But now we are here, now we are seeing each other again, now we can put the previously postponed plans into practice and plan new projects again.

We notice: despite all of the uncertainties which these times have brought and continue to bring, we have a burning desire to achieve something again collaboratively. The economic motor has been reignited. And even though it might still run a little differently than before, we should never underestimate how adaptable, resilient and strong it is – just like we are. In a market with different parameters the cards are reshuffled, shares are redistributed, unexpected opportunities arise for us all. It's up to us to recognise and make the most of them.

The best opportunity to get an accurate impression of the versatility and innovative strength of our industry will be the PSI in January 2022 in Düsseldorf. This for us most important in-person trade show of the European promotional product industry holds more new insights and experiences in store for visitors and exhibitors than ever before.

Because the BCB has shown me one thing very clearly: wherever people with similar interests and common goals come together, a very special energy is created. We're absolutely certain that precisely this energy will also be felt in our industry and in your business.



Your Petra Lassahn
Director PSI

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

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.**

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	www.neutral.com	EN02
46994	Hubbes Verkstad AB, Sweden	www.ecokeyrings.se	EN01

HALL 9

PSI No.	Exhibitor	Web	Booth
49009	12M Alicja Wasowska, Poland	www.12m.eu	9A38
43899	A34 Ambalaj Reklam ve Hed. Esya Ltd. Sti., Turkey	www.a34bags.com	9A41
43999	ADOMA GmbH Kunststoff- und Metallverarbeitung, Germany	www.adoma.de	9G70
48751	AFISA Asoc. Fabric. Import SA, Spain	www.afisasombreros.com	9A36
47800	ALFA PROMOSYON TEKSTİL Pazarlama Sanayi Ve Ticaret Anonim Sirketi, Turkey	www.alfatekstil.com.tr	9F24
49591	AMK Group Rekawek, Kondraciuk Sp. J. Artur Rekawek, Konrad Kondraciuk, Poland	www.amk-group.pl	9G23
43549	ArtForFans, Jan Bagin, Czech Republic	www.artforfans.eu	9D61, 9F46
60207	ATACA TEKSTİL SANAYİ VE TİCARET LTD STİ, Turkey	www.atacatekstil.com	9C20
60193	AUF Robert Mariusz Lewandowski DRINKLOGO / COSMELOGO, Poland	www.drinklogo.eu	9G52
47411	badge4u Wojciech Pawlowski, Poland	www.badge4u.eu	9D04
45434	Bartl GmbH, Germany	www.bartlgmbh.com	9A29

*The industry's
big reunion.*

**Order your
tickets now.**
psi-messe.com

The leading European trade show for
the promotional products industry



Built by



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
43602	Bauer GmbH Bandweberei, Germany	www.bauer-bandweberei.de	9D48
60476	BBZ GROUP SRL, Italy	www.beezybuzz.com	9C11
41435	Böckling GmbH & Co. KG, Germany	www.boeckling.de	9F29
48718	BOHEMIA SPORT, spol. s.r.o., Czech Republic	www.bohemia-sport.cz	9G10
60174	Belbal Sp. z o.o., Poland	www.belbal.com	9F48
60453	BloomPoste-Flora BV, The Netherlands	www.bloompost.nl	9F50
60394	Blooms out of the box vof, The Netherlands	www.bloomsoutofthebox.nl	9G53
43594	Boxiland GmbH, Germany	www.boxiland.com	9F62, 9G45
	BPMA Lounge		9C64
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
41421	COOLIKE Regnery GmbH, Germany	www.coolike.de	9C39
47376	CosmoShop GmbH Shopsoftware, Germany		9G58
46527	DBP Plastics NV, Belgium		9C35
43415	Demre Tarim Turzm 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
60424	Free Wings / FIBS Inh. Mag. Georg Zwisler, Austria	www.fi-bs.com	9E52
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 Pfalznuudel GmbH		
	Entwicklung und Herstellung von Logonudeln, Germany	www.pfalznuudel.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
51319	INNOVATIONS-FORUM c/o InnoFo UG, Germany	www.innovations-forum.net	9A46
60470	interfon adress GmbH, Germany	www.interfon-adress.de	9E47


Exhibition Centre Düsseldorf

11-13

JAN

22

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

PSI No.	Aussteller	Web	Stand
60472	Jokipiin Pellava Oy, Finland		9B51
			
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
49972	Keskin Color Kartpostalcilik A.S., Turkey	www.keskincolor.com	9C22
43559	KUB Beheer B.V., The Netherlands	www.ff-packaging.com	9G54
60473	KUBIKEXOTIK. Ida, Portugal	www.vacuum.cards	9A50
46104	logolini Präsente Fickenschers Backhaus GmbH, Germany	www.logolini.com	9B22
49006	Mart Spolka z ograniczona odpowiedzialnoscia Sp.k., Poland	www.mart-mugs.com	9A33
45721	MASAS METAL AMBALAJ San. Ve. Tic. A.S., Turkey	www.masas.com.tr	9E21
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
49765	PNG 1962 Ltd, Bulgaria	www.png.bg	9A30
PSI Partner	PROMASIAD - Promosyon ve Matbaa Sanayici Is Adamlari Dernegi, Turkey		9D37
48727	Promedya Tanitim Matbaacilik Montaj San. ve Tic. lth/lhr. Ltd. Sti., Turkey	www.promedyatanitim.com.tr	9G32
48943	PROMODA TEKSTIL San. ve Tic. Ltd. Sti, Turkey	www.promodatekstil.com	9C30
PSI Partner	Promoturk Promotional Products Suppliers & Distributors Association, Turkey		9B35
	PSI Community Café & Product Presentations		9G29
50198	PSI Design Forum Lutz Gathmann PSI Newcomer Lounge	www.Gathmann-Design.de	9G69 9B52, 9B64, 9E64, 9F54
	PSI Services		9A05
48954	Pusula Basim Pusula Cizgi Altı Basım San. Ve Tic. LTD. STI., Turkey	www.ecoprobags.com	9G07
43507	Reichweite GmbH, Germany	www.reichweite-deutschland.de	9F55
48273	Retap ApS, Denmark	www.retap.dk	9C18
47430	RO-WE SNC DI Brusaterra Roberto & C. PRODUZIONE PORTACHIAVI / KEYHOLDERS PRODUCTION, Italy	www.rowekeyholders.com	9B40
43809	Sahinler Tic Ltd. Sti., Turkey	www.sahinlerltd.com	9C25
60220	Schäfer, Schade & Schade GbR, Germany	www.tastehero.de	9B49

PSI No.	Aussteller	Stand
43861	Schmitz Textilimporte GmbH, Germany www.chililifestyle.com	9A58
60467	SIGNEX POLAND Sp. z o.o., Poland signex-poland.eu	9F60
47022	SI POS GmbH & Co. KG, Germany www.si-pos.de	9B44
60203	snagger GmbH, Germany www.snagger-germany.com	9D62, 9G43
49286	STAINER Schriften & Siebdruck GmbH & Co KG GmbH & Co KG, Austria www.stainer-sunwood.com	9G16
45280	Stiefelmayer-Contento GmbH & Co. KG, Germany www.contento.com	9G08
60155	Sunware BV, The Netherlands www.sunware.nl	9B16
41032	Suthor Papierverarbeitung GmbH & Co KG, Germany www.suthor.de	9G18
48816	Swiss Mountain Hand Bags ABC GmbH, Switzerland www.swissmountain-hand-bags.ch	9E18
48418	Ted Gifted TGL Poland sp. z.o.o., Poland www.tedgifted.com	9D03
46304	The Brand Company, S.L., Spain www.thebrandcompany.net	9G40
43963	TOP-2 Fabryka Chusteczek S.A., Poland	9A39
43590	Tüpfelchen GmbH, Germany www.tuepfelchen.com	9A53
48813	Tuva Home Textile Ltd., Turkey www.tuvahome.com	9A22
46381	TWIN PRODUCTION s.r.o., Czech Republic www.twinproduction.net	9A57
49994	UMBRA design d.o.o., Croatia www.umbrella.hr	9E46
60184	Valenta International B.V., The Netherlands www.valenta.com	9G47
46622	Viva-Plus II Firma Handlowa Joanna Kowalczyk, Poland www.vivaplus.pl	9C26
45850	VOG Tekstil Prom. San ve Tic. A.S., Turkey www.vogtekstil.com	9F19
44685	WAGUS GmbH, Germany www.wagus.de	9F04
43762	Waterdrop Microdrink GmbH, Austria www.waterdrop.com	9C08, 9G28
60449	wende.interaktiv GmbH, Germany www.wende-interaktiv.de	9E50
42955	WIL Langenberg GmbH, Germany www.langenberg.one	9D44
60452	Wooden World - Kamil Goluszka, Poland www.woodenworld.eu	9A48
60179	WUNSCHPRODUCTS Inh. Julian Wunsch, Germany www.milu-store.de	9B48
49918	Xapron B.V., The Netherlands www.xapron.com	9G65




SportBöckmann
Since 1928

www.sport-boeckmann.de
Tel. +49 (0) 5494/9888-0

OFFIZIELLE ADIDAS
PRODUKTE ZU DEN
FUßBALL-EVENTS 2022.
FRAGEN SIE BEI UNS AN!



HALL 10

PSI No.	Exhibitor	Web	Booth
45590	aloga gmbh, Germany	www.aloga-europe.de	10F41-01
49719	AMGS GROUP JERZ I GIGOLŁO SPÓŁKA KOMANDYTOWA, Poland	www.amgsgroup.com	10E19
46204	Axpol Trading Sp. z o.o. Sp.k., Poland	www.axpol.com.pl	10H49
49958	Aysoy Pazarlama Konfeksiyon Tekstil Sanayi ve Ticaret Limited Sirketi, Turkey	www.aysoytextile.com.tr	10C36
46839	Bio Laboratories Ltd., United Kingdom	www.bio-labs.co.uk	10H68
60237	Black + Blum Ltd, United Kingdom	www.black-blum.com	10D58
45956	burger pen AG, Switzerland	www.burgerswisspen.com	10K49
47952	Büyüksoy Bayrak Ve Semsie San. Tic. A.S. Ve Semsie San. Tic. A.S., Turkey	www.heb.com.tr	10G19
49153	Calverley Ltd, United Kingdom	www.calverleygroup.com	10L58
49968	CASPI GRUP MATBAA PROM ve End Mutfak Mlz San tic ltd Sti, Turkey	www.caspigroup.com	10B42
46153	Clipper A/S, Denmark	www.cc55.dk	10G38
49112	Consilio Jakub Michalski, Poland	www.consilio.com.pl	10B24
48842	Cottonland - Textile Agency Open Vision Publicidade Lda., Portugal	www.cottonland.pt	10F43, 9F45
43581	Croatian umbrella Ltd, Croatia	www.croatiumbrealla.com	10B32
43968	CRUX Sp.j. D.Zajac, P. Wolny, Poland	www.crux.pl	10C63
41752	doppler H. Würflingsdobler GmbH Knirps, Germany	www.dopplerschirme.com	10A46
47300	Easy Gifts GmbH, Germany	www.easygifts.de	10F35
			
41369	elasto GmbH & Co. KG, Germany	www.elasto.de	10L49
47306	emco Bautechnik GmbH, Germany	www.emco-bau.de	10L60
48996	ELITA S.J. Krzysztof Staszalek i Mateusz Staszalek Krzysztof Staszalek i Mateusz Staszalek, Poland	www.smycze.pl	10H55
60160	Espa S.r.l., Italy	www.espaitalia.it	10H57
60212	FAB BERE FACILE di Benetti Fabio, Italy	www.be-re.it	10G58
43144	FARE - Guenther Fassbender GmbH, Germany	www.fare.de	10E36-01
PSI Partner	Filmar Factory Sp. z o.o., Poland	filmarfactory.eu	10C40
48519	Finardi Milena SRL, Italy	www.promotionalstrawhats.com	10B66, 10B68, 10C64
41734	giuseppe di natale spa Arti Grafiche Cartotecnica, Italy		10B62
45829	Goldstar- Europe, Ireland		10B56
49095	GPS BAGS SPA, Italy www.gpsbags.com		10E65
42819	Gustav Daiber GmbH, Germany www.daiber.de		10E36
45666	Halfar System GmbH Rucksäcke und Taschen, Germany	www.halfar.com	10E36-02
44885	Heinrich Sieber + Co. GmbH + Co. KG Fabrizio World of Bags, Germany	www.fabrizio.de	10E35
43403	HEJU c/o Oliver Elm Marketing GmbH, Germany	www.heju.eu	10D53
49016	Heyblau GmbH, Germany	www.heyblau-labs.com	10B27
45193	ID-Sneakers BrandYourShoes SL, Spain	www.idsneakers.com	10H56
43000	IMTC Manufacturing & Trade GmbH The Pad Company, Germany	www.axopad.de	10G21


Exhibition Centre Düsseldorf

11-13

JAN

22

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

PSI No.	Exhibitor	Web	Booth
49880	Inkcups Europe GmbH, Germany		10E62
43540	Intraco Trading bv, The Netherlands	www.intraco.nl	10D36
60416	Istanbul Chamber of Commerce, Turkey	www.ito.org.tr	10H20, 10H36, 10L19, 10L35
49524	Jähn Handels GmbH & Co. KG Uwe & Michael Jähn, Germany	www.jaehn.org	10G36
49996	JOI Ltd., United Kingdom	www.jogroup.co.uk	10D62
49940	Join The Pipe BV, The Netherlands	www.join-the-pipe.org	10F61
46097	José Albero Puerto, S.L. - Secaneta, Spain	www.secaneta.com	10A13
41990	Joytex GmbH & Co. KG, Germany	www.joytex.de	10K37
46131	KHK GmbH, Germany	www.lipcare.de	10D51
60471	Kingstar Technologie GmbH, Germany	www.kskingstar.com	10E25
44071	KÖNITZ PORZELLAN GMBH, Germany		10L36
47406	koziol ideas for friends GmbH, Germany	www.koziol-incentives.de	10D50
49872	Landgarten GmbH & Co. KG, Austria	www.landgarten.at/	10L54
49644	LEONARDO - glaskoch B. Koch jr. GmbH + Co. KG, Germany	www.leonardo.de	10D49-01
40909	MACMA Werbeartikel OHG Import-Export, Germany	www.macma.de	10K53
60463	MAGNETMARKET MIKNATIS DIŞ TIC. LTD. ŞTİ., Turkey	www.magnetmarket.com.tr	10D27
48283	Maikii s.r.l., Italy	www.maikii.com	10F57
47096	Makito Promotional Products CATAL IMPORTACIONES S.L., Spain	www.makito.es	10G18, 10L06
48309	Manufacturas Arpe, S.L. ARPE, Spain	www.arpebarcelona.com	10A24
49181	MART'S BAGS Martyna Konowrocka, Poland	www.martsbags.com	10K43
643945	MASCOT International A/S, Denmark	www.mascot.dk	10A18
42020	mbw Vertriebsges. mbH, Germany	www.mbw.sh	10E36-04
43927	memo AG, Germany	www.memo-promotion.de	10F25
43618	Metal Silver and Golden Industries Co. Ltd., Saudi Arabia	www.sharatt.com	10D19
			
41836	meterex - Karl Kuntze (GmbH & Co.), Germany	www.meterex.com	10D34
43921	Microcarton Ambalaj ve Dis Ticaret Ltd Sti Ambalaj Dis Ticaret Ltd. St., Turkey	www.microcarton.com	10L57
43410	Mister Bags GmbH, Germany	www.misterbags.de	10A36
49997	MIZU Europe BV, The Netherlands	www.mizulife.eu	10L50
47774	Müller Werbemittel GbR Andreas & Matthias Müller, Germany	www.mueller-online.de	10A61
49462	Nastrotecnica srl, Italy		10D43
45411	Neutral.com Fun Tex Clothing Co. ApS, Denmark	www.neutral.com	10E20, EN02
46403	NOTEDECO Spółka z ograniczona odpowiedzialnoscia Spółka Komandytowa, Poland	www.notesy.pl	10C43
80075	Offene Systeme Software! Inhaber Thomas Brecht, Germany	www.offene-systeme.de	10B48
791927	Og grafika d.o.o., Croatia	www.og-grafika.hr	10C49
49195	OLEHATS SL, Spain	www.olehats.com	10D23
43438	OMETEC S.R.L., Italy	www.ometec.it	10E57
43993	Paper Fantasies UAB, Lithuania	www.paper-fantasies.com	10H38
47678	Paul Stricker, SA, Portugal	www.stricker-europe.com	10D52
60171	Perletti S.p.A., Italy	business.perletti.com/en/ ombrelli-personalizzati	10E26
49402	Polskie Karty sp. z o.o., Poland	www.plasticcards.zone	10G44
49025	Porzellanfabriken Christian Seltmann GmbH, Germany	www.seltmann.com	10B29



Exhibition Centre Düsseldorf

11-13

JAN

22

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

PSI No.	Exhibitor	Web	Booth
44057	P.P.H.U LEZAKOWO SZEWCZYK KRZYSZTOF, Poland	www.lezakowo.pl	10E28
60086	Premium Square Europe B.V., The Netherlands	www.premium-square.com	10A65
42332	Prodir Pagani Pens SA, Switzerland	www.prodir.com	10E52
	PSI Forum		10G55
	PSI TV Studio		10F62
48056	Ral Tekstil AS, Turkey	www.raltekstil.com.tr	10B44
43454	Rascal Sp. z o.o., Poland	www.rascalindustry.pl	10K41
42487	REFLECTS GMBH, Germany		10G66
47182	Reisenthel Accessoires GmbH & Co. KG, Germany	www.reisenthel.com	10G49
44940	RICOLOR MK-Haushaltswaren		
	Thomas Mayr-Kiessling, Germany	www.ricolor.de	10H35
60451	RINAMA GmbH, Austria	www.rinama.at	10G32
49585	Rolleat MARCADIFERENCIA S.L., Spain	www.rolleat.com	10B23
43424	Rpt Reklam ve Promosyon Hiz Paz San Tic Ltd Sti, Turkey	www.prowide.com.tr/en	10B30
60084	SACKit ApS, Denmark	www.sackit.dk	10G50
49516	Sandex M.Szandacki, J.Szandacka Sp.j, Poland	www.sandex.com.pl	10G42
46525	Sanjuan Hermanos, S.A., Spain	www.sanjuan-tex.com	10G48
45297	SDX Group sp. z o.o., Poland	www.sdxgroup.pl	10H31
43489	Showdown Displays Europe B.V., The Netherlands	www.showdowndisplays.eu	10H64
43807	SIPEC S.P.A., Italy	www.sipec.com	10B50
45567	SND Porzellanmanufaktur GmbH, Germany		10E36-03
44010	Softybag AB, Sweden		10B35
47677	Sopp Industrie GmbH, Germany	www.sopp-industrie.de	10G62
47019	SPÓLNOTA - Drzewna Spółdzielnia Pracy, Poland	www.spolnota.pl	10H63
41462	Spranz GmbH, Germany	www.spranz.de	10A32
			
43287	STABILO Promotion Products GmbH & Co. KG	www.stabilo-promotion.com	10L37
41108	STAEDTLER Mars GmbH & Co. KG, Germany	www.staedtler-promotional.de	10C50
45328	Stilolinea Srl, Italy	www.stilolinea.com	10D20
60096	STRYVE GmbH, Germany	www.stryve.de	10L55
809849	Sunline Tekstil		
	Mad.Ins.Orman Ürün.San.Ve Tic. Ltd. Sti., Turkey	www.sunlinetextile.com	10G56
44574	Take2-Design GmbH & Co. KG, Germany	www.take2-design.de	10A26
43817	TechnoTrade Import-Export GmbH, Germany	www.technotrade-berlin.de	10L22
41875	TFA Dostmann GmbH & Co. KG, Germany	www.tfa-dostmann.de	10A17
60443	TOMADEX S.C., Poland		10D25
46108	travelite GmbH + Co. KG, Germany	www.travelite.de	10E63
46311	TROIKA Germany GmbH, Germany	www.troika.de	10A35
			
41848	uma Schreibgeräte Ullmann GmbH, Germany	www.uma-pen.com	10A50
60469	UTAL sp. z o.o., Poland	www.utal.pl	10G60
44281	VICTORINOX AG, Switzerland	www.victorinox.com	10F36
44295	walther design GmbH & Co. KG, Germany	www.waltherdesign.de	10D64
41594	Walz GmbH & Co.KG, Germany	www.walz-ulm.de	10D42
48078	Wera Werkzeuge GmbH, Germany	www.wera.de	10C44

Exhibition Centre Düsseldorf

11-13
JAN
22

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

PSI No.	Exhibitor	Web	Booth
49362	Westerwald - Brauerei H. Schneider GmbH & Co. KG, Germany	www.hachenburger.de	10A45
42772	XINDAO BV, The Netherlands		10L38
49316	Zorel Tekstil Imalat		
	Pazarlama Sanayi ve Ticaret Limited Sirketi, Turkey	www.zoreltekstil.com.tr	10F20

HALL 11

PSI No.	Exhibitor	Web	Booth
60454	Agencja Reklamowa Optima Anita Makarska-Gurgacz, Poland	www.podkladki24.pl	1C17
PSI Partner	aimfap - Asociacion de Importadores, Mayoristas y Fabricantes de Articulos Promocionales, Spain	www.aimfap.com	11F32 International Lounge
PSI Partner	Aka Merch & Textil GmbH, Germany		11D19 Textile Campus
60441	AKROH INDUSTRIES BV, The Netherlands	www.akroh.com	11B30
45753	Anda Present Ltd., Hungary	www.andapresent.hu	11A18
PSI Partner	Asi, United States		11F32 International Lounge
49413	AVANT Fabryka Porcelitu Jerzy Bujanowicz, Poland	www.avant.pl	11D08
50176	BAPP Belgian Association of Promotional Products, Belgium	www.bapp.be	11F32 International Lounge
PSI Partner	BPMA, United Kingdom	www.bpma.co.uk	9C64
PSI Partner	Bianca Seidel Consulting, Germany	www.bianca-seidel.de	11D19 Textile Campus
43753	breAd. & edible labels s.r.o., Czech Republic	www.pnics.eu	11A54
PSI Partner	Bremer Baumwollbörse, Bremen, Germany		11D19 Textile Campus
PSI Partner	Die Hehlerei, Germany		11D19 Textile Campus
46897	Dosenspezialist GmbH, Germany	www.doseplus.de	11B45
PSI Partner	Dr. Harnisch Verlags GmbH, Germany	www.harnisch.com	11A17 PSI Media Lounge
PSI Partner	ecosign/Akademie für Gestaltung, Germany	www.ecosign.net	11D19 Textile Campus
49982	Edition Michael Fischer GmbH - EMF Verlag, Germany	www.emf-verlag.de	11D38
47527	Erich Utsch AG Kennzeichnungs- und Registrierungs-Systeme, Germany	www.utsch.com	11B48
47123	fides Druck und Medien GmbH, Germany		11E12
PSI Partner	FYVAR, Spain		11F32 International Lounge
46428	GALKO d.o.o., Croatia	www.galko.com	11D12
PSI Partner	GJC International Sp. z o.o. sp. k. Gifts Journal, Poland	www.gjc.pl	11F32 International Lounge
47265	GRASPO CZ, a.s., Czech Republic	www.graspo.com	11D49
48277	Green Earth Products Helga Nederhoed, The Netherlands	www.greenearthproducts.eu	11D06
49072	GWW Gesamtverband der Werbeartikel-Wirtschaft e.V., Germany	www.gww.de	11A46
49079	Haid Werbeagentur GmbH, Germany	www.cartingo.de	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	www.hepla.de	11A17
41016	Heri-Rigoni GmbHemotion factory, Germany	www.emotion-factory.com	11A38
46235	HERKA GmbH, Austria	www.herka-frottier.at	11E22
PSI Partner	IFEMA Feria de Madrid, Spain	www.ifema.es	11F32 International Lounge
PSI Partner	IPPAG Cooperative International Partnership For Premiums And Gifts, Switzerland	www.ippag.net	11F32 International Lounge
41118	hoechstmass Balzer GmbH, Germany	www.hoechstmass.com	11E02
45973	Hörsteler Interior Design GmbH, Germany	www.hoersteler.de	11B47

Exhibition Centre Düsseldorf

11-13
JAN
22

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

PSI No.	Exhibitor	Web	Booth
49826	KERNenergie GmbH, Germany	www.kern-energie.com	11B57
PSI Partner	Kipepeo Clothing Inh. Martin Kluck, Germany International Lounge		11D19 Textile Campus 11F32
41565	KP Plattner GmbH, Austria	www.kp-plattner.at	11C37
49171	Lanyard.pro Allers Grupa sp. z o.o., Poland	www.lanyard.pro	11A44, 9C48
44323	Ledlenser GmbH & Co KG, Germany	www.ledlenser.com	11E53
46175	LEUCHTTURM Gruppe GMBH & CO. KG, Germany	www.leuchtturm1917.de	11E20
44321	Mahlgrad GmbH, Germany	www.pottkorn.de	11E16
44833	Mahlwerck Porzellan GmbH, Germany	www.mahlwerck.de	11D37
44978	Mantis World, United Kingdom	www.mantisworld.com	11D19 Textile Campus
60436	NORDHORN J.M. Stasiak Spolka Jawna, Poland		11C48
PSI Partner	onderdeel van Virtùmedia B.V Stitch & Print International, The Netherlands	www.stitchprint.eu	11A17 PSI Media Lounge
50870	OOH magazine Sp. z oo OOH Magazine, Poland	www.oohmagazine.pl	11A17 PSI Media Lounge
47378	Paper + Design GmbH tabletop, Germany		11D36
50288	PIAP Polska Izba Artykułów Promocyjnych, Poland	www.piap-org.pl	11F32 International Lounge
46925	Pins & mehr GmbH & Co. KG, Germany	www.pinsundmehr.de	11A36
43488	Plastoreg Smidt GmbH, Germany	www.plastoreg.de	11D07
46596	POLYCLEAN International GmbH, Germany	www.polyclean.com	11C28
50182	PPP Platform Promotional Products, The Netherlands	www.ppp-online.nl	11F32 International Lounge
PSI Partner	Promocorp B.V., The Netherlands	www.promocorp.com	11B49
PSI Partner	PROMOSWISS Verband der Schweizerischen Werbeartikelindustrie, Switzerland	www.promoswiss.ch	11F32 International Lounge
PSI Partner	PromZ Vak - Het Portaal Uitgevers BV, The Netherlands	www.hetportaal.com	11F32 International Lounge
46355	Promidata Deutschland GmbH, Germany	www.promidata.com	11A34
	PSI Community Café & Sonderschau Veredelung, PSI International Lounge		11E32, 11E40, 11F40
	PSI Infopoint		11F32
	PSI Media Lounge		11F54, 9A06
	PSI Selfie Spot		11A17
	PSI Sustainability Awards Area	www.psi-awards.de	11A53
			11A22

The industry's
big reunion.

Order your
tickets now.
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

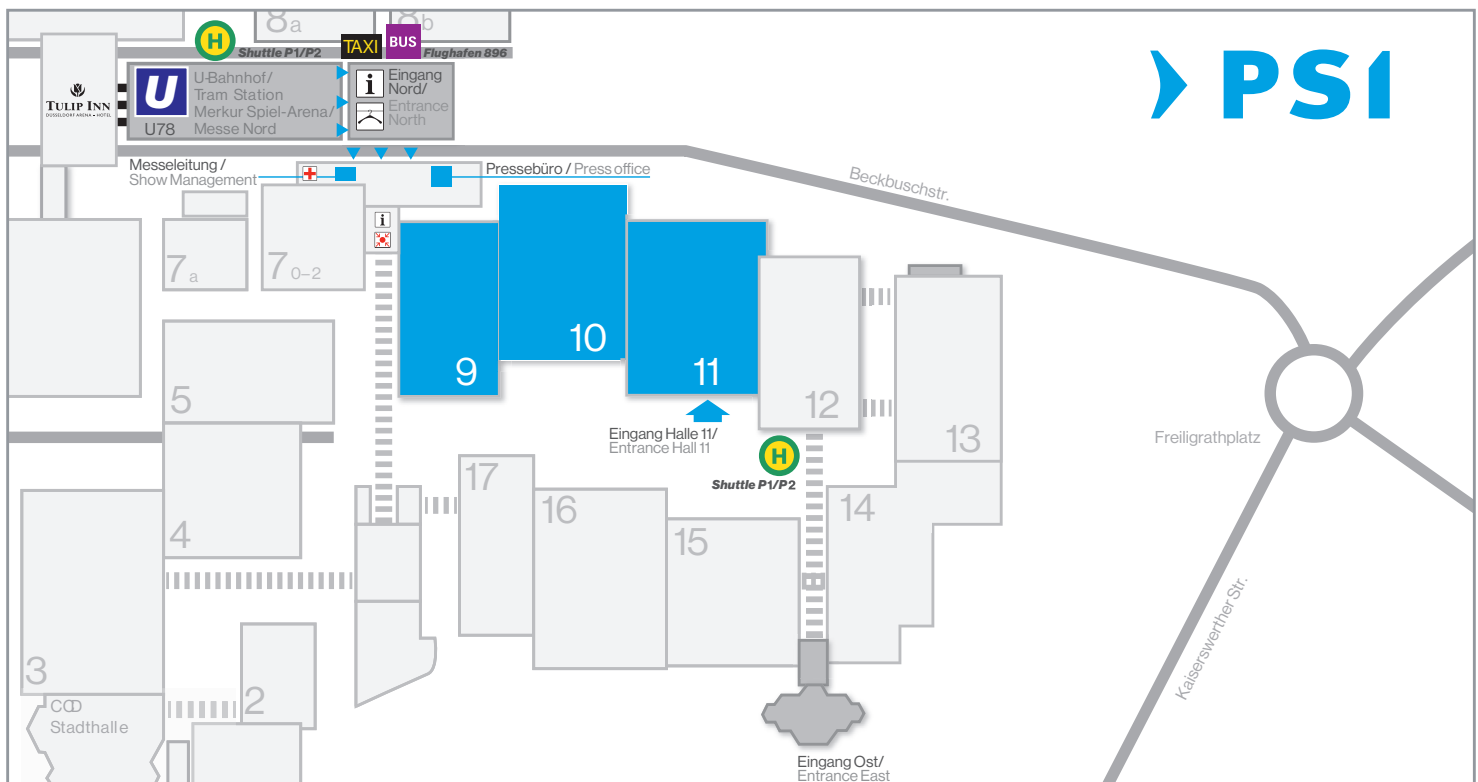
11-13
JAN
22

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

PSI No.	Exhibitor	Web	Booth
	PSI Textile Campus		11D19
48301	Recycle Bags (By SL Lederwaren B.V.), The Netherlands	www.recyclebags.eu	11A50
44508	Ritter-Pen GmbH, Germany	www.ritter-pen.de	11D35
50175	S.B.P.R. Svensk Branschförening för Profil- och Reklamartiklar, Sweden	www.sbpr.se	11F32 International Lounge
43416	Schneider Schreibgeräte GmbH, Germany	www.schneiderpen.de	11A38-01
41838	SENATOR GmbH, Germany	www.senator.com	11A33
PSI Partner	Sourcing City, United Kingdom	www.sourcingcity.co.uk	11F32 International Lounge
44120	Sport Böckmann GmbH Ihr Partner für Sport und Freizeit, Germany	www.sport-boeckmann.de	11E10
45767	Tacx B.V. a Tacx International Company, The Netherlands	www.bottlepromotions.nl	11D44
PSI Partner	Thomas Mosner Consulting, Germany		11D19 Textile Campus
47317	tobra GmbH & Co. KG, Germany	www.tobra.io	11A30
51324	Verlag Chmielorz GmbH, Germany		11A17 PSI Media Lounge
PSI Partner	Verlagshaus Gruber GmbH, Germany		11A17 PSI Media Lounge
PSI Partner	VÖW Verband der österreichischen Werbemittelhändler, Austria	www.werbemittelhaendler.at	11F32 International Lounge

Stand: 03 Nov. 2021
Änderung vorbehalten

VENUE MAP





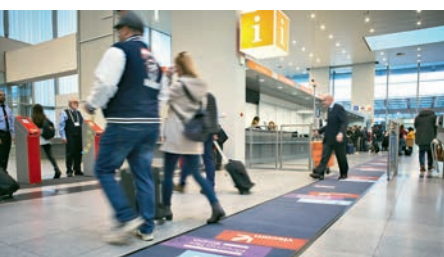
Promotional articles in live mode

Finally, the time has come again. PSI opens its doors again on 11 January 2022 at the Düsseldorf exhibition centre. After a virtual Corona interlude, visitors will finally be able to experience promotional products in abundance again in a tangible, i.e. live, way. As the number one meeting place for the European promotional products industry, PSI brings together the know-how and who's who of the industry in one place. The complete spectrum of haptic advertising is finally concentrated again in a direct way, including face-to-face networking. In our product sections, we show you in advance selected new products from the exhibitors as well as promotional product innovations for the coming year.

Please start thinking now about the product presentations for the PSI Journal February 2022 issue with the theme groups "Easter, Garden, Hobby and Handicrafts" and "Ecological and Sustainable Products" and send your product suggestions (image and text) by 15 December 2021 at the latest to: Edit Line GmbH, Editorial Office PSI Journal, e-mail: hoechemer@edit-line.de

Taking off together

After an enforced break of one year, the promotional products industry will meet again at the PSI Trade Show in Düsseldorf from 11 to 13 January 2022. The traditional trade show will once again offer a wide range of products as well as many business-promoting offers for PSI members. And PSI is starting the new year with a lot of positive power. Because the mood in the industry is one of optimism, planning is underway again and people are looking ahead with confidence. We provide you with the latest news on the restart.



CHOICE 2 TOUCH

After a virtual interlude caused by the pandemic, the six sister companies of the CHOICE group invited the public to a live presentation of their new collections at the traditional press brunch. We were there and report in detail on the highlights of the ranges, all of which focus on sustainability, in the January issue.



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

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

Sales Manager:
Martin Metz,
martin.metz@reedexpo.de
Anna Oikonomou,
anna.oikonomou@reedexpo.de

Regional contacts

Belgium and France: Reed Exhibitions
ISG Belgien und Frankreich
Bryan Piscou,
bpiscou@reed-export.fr

Italy: Reed Exhibitions ISG Italy s.r.l.
Erika Poleggi
erika.poleggi@reedexpo.it

Spain: Reed Exhibitions Italia Srl
Malvina Tralli
malvina.tralli@reedexpo.it

Turkey: Istexpo
Sevinc Abdullayeva,
sevinc@istexpo.com

UK: Reed Exhibitions ISG UK
Daniel Cordock,
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

Ferien-Messe Wien¹

Die internationale Messe für
Urlaub, Reisen und Freizeit

13.01. – 16.01.2022

Messe Wien
ferien-messe.at

Bauen & Wohnen Salzburg¹

Die internationale Messe
für Bauen, Wohnen und
Energiesparen

10.02. – 13.02.2022

Messezentrum Salzburg
bauen-wohnen.co.at

Die Hohe Jagd & die Fischerei¹

Internationale Messe für
Jagd, Fischerei, Abenteuer
Natur & Reisen

24.02. – 27.02.2022

Messezentrum Salzburg
hohejagd.at
Zeitgleich mit absolut allrad

absolut allrad¹

Sonderschau von Allrad-
und Geländefahrzeugen im
Rahmen

24.02. – 27.02.2022

Messezentrum Salzburg
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

Wohnen & Interieur¹

Österreichs größte Messe
für Wohntrends, Möbel,
Garten & Design

16.03. – 20.03.2022

Messe Wien
wohnen-interieur.at
*Zeitgleich mit der Wiener
Immobilien Messe*

Wiener Immobilien Messe¹

Der Marktplatz für
Wohnimmobilien

19.03. – 20.03.2022

Messe Wien
immobilien-messe.at
*Zeitgleich mit der Wohnen &
Interieur*



In the business of
building businesses

¹ Publikumsfreie Messen. Alle anderen Messen sind nur für Fachbesucher zugänglich.



sustainable RECYCLED² innovative



MORE
INFORMATION:



RECYCLED
PET PEN **PRO SI**

ORDER YOUR
SAMPLE BOX:
[uma-pen.com/
rPETPENPRO/en](http://uma-pen.com/rPETPENPRO/en)



Climate neutral

Writing utensil
ClimatePartner.com/13223-1907-1002



Global Recycled
Standard

www.uma-pen.com