

PSI EUROPE

PSI Journal

International Magazine
For Promotional
Products

January 2021

Volume 60

Special
Novelties
2021



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biodegradable
material

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Editorial

To a brighter new year

The year 2020 really wasn't a year that demands to be repeated. Not at all. We would have liked to spare both you and ourselves the experience. A little virus put a spanner in the works. And now we've been living with social distancing, masks and infection rates for almost a year. It's no fun, but bearable, at least on a personal level, when considering the suffering elsewhere in the world.

But the worst is surely yet to come. Soon we'll be paying attention not only to infection rates but also to the number of insolvencies, unemployment rates and huge public debt levels. That's when things will become even more uncomfortable. We should prepare ourselves and try to steer our companies successfully through these troubled waters. A glimpse of hope is provided by the many activities which are taking place in the industry, both off-line and online. As well as by the many participants in this year's Sustainability Awards.

Despite all this, I estimate that the revenue declines will be between 25 and 30 per cent on average compared to the previous year. This is based on information obtained in many phone calls during the past week. Thank God, or better said in this case: thanks to government policy that we have short-time work and Corona aid packages. Even though not everything runs smoothly and optimally, we can be proud of these instruments in Europe. They also rescue companies in our industry.

One should really dismiss the year 2020 and say: cross it off the list and wipe up the mess. But that won't be possible because the little evil called Covid-19 will accompany us for quite some time to come. Whether we like the measures imposed by the government or not, whether we perceive them to be reasonable or not, we will have to live with them. Let's hope for a better 2021, for a quick end to the spread of the disease and to the restrictions. Let's hope for vaccinations and medicine. Let's hope that all of our personal and business friendships survive this period unscathed.

Let us use the lockdown to rest, to gain new strength, so that we can face the challenges with fresh drive and determination. Let's make the best of it. We at the PSI Journal say thanks for trust and openness, for collaboration and suggestions, for praise and critique in the old year – we will be pleased to pay it back in 2021.

So, all the best for a new year, which will hopefully be better than one might expect at this point. And so that you can also enjoy the fruits of your labour in 2021 – please stay healthy.

In this sense

Manfred Schlösser | Editor-in-Chief PSI Journal

Your opinion: schloesser@edit-line.de

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Food Bag Collection

- ✓ GOTS - certified
 - ✓ Fairtrade - certified
 - ✓ OEKO-Tex - certified
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 - ✓ Recycled PET mesh
- or 100% cotton



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Adam

N° 2333



Eva

N° 2334



Sissi

N° 2343



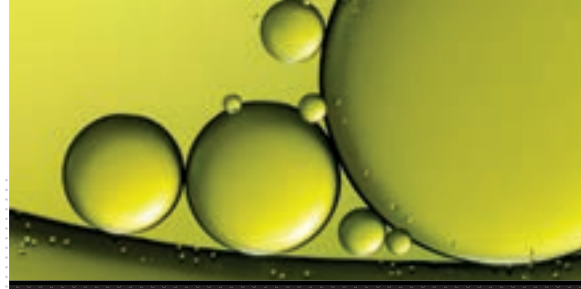
Franz

N° 2342



Fritz

N° 2346



PSI Sustainability Awards 2021: Sustainability wins

10

The winners of the nine categories of the sixth PSI Sustainability Awards were announced at a digital gala event on 12th January. The awards will subsequently be conferred in person at the PSI 2021, which has been postponed to the 18th to 20th May. But you don't have to wait – we present the winners and successful initiatives, campaigns and products in detail on these pages.

PSI 2021: Kick-starting the recovery

46

The trade show trio comprising of PSI, PromoTex Expo and viscom has been rescheduled to take place on the 18th to 20th May 2021 due to the current unpredictable circumstances caused by the Covid-19 pandemic. Industry members will then finally be able to meet again in person in a more relaxed environment. We look to the future and spoke with event director Petra Lassahn.



New products 2021

50



Even though PSI 2021 had to be postponed to May due to the impacts of Corona – readers of the PSI Journal don't need to wait for the presentation of new products at the beginning of the year. The industry's creative minds are as inventive as ever when it comes to developing new and effective promotional ideas. Here's our selection.

"Change is our CHOICE"

78

Everything is different this year! – the six affiliated companies of the CHOICE group invited participants to their traditional press talk with these words. Instead of meeting at stands with new product collections, the talk was held remotely by video this time due to Corona, but was no less interesting and insightful.





Wheat straw for your desk

Retractable ballpoint pen 8210 made
40 per cent out of wheat straw
HEPLA-Kunststofftechnik GmbH & Co. KG
www.hepla.de
PSI 41583



Writing instruments are the undisputed winner in terms of people's favourite promotional products, followed by notebooks which are also very popular. And together they are a real dream team. Other top players can be found in the PSI Product Finder.



Recycling from the ocean

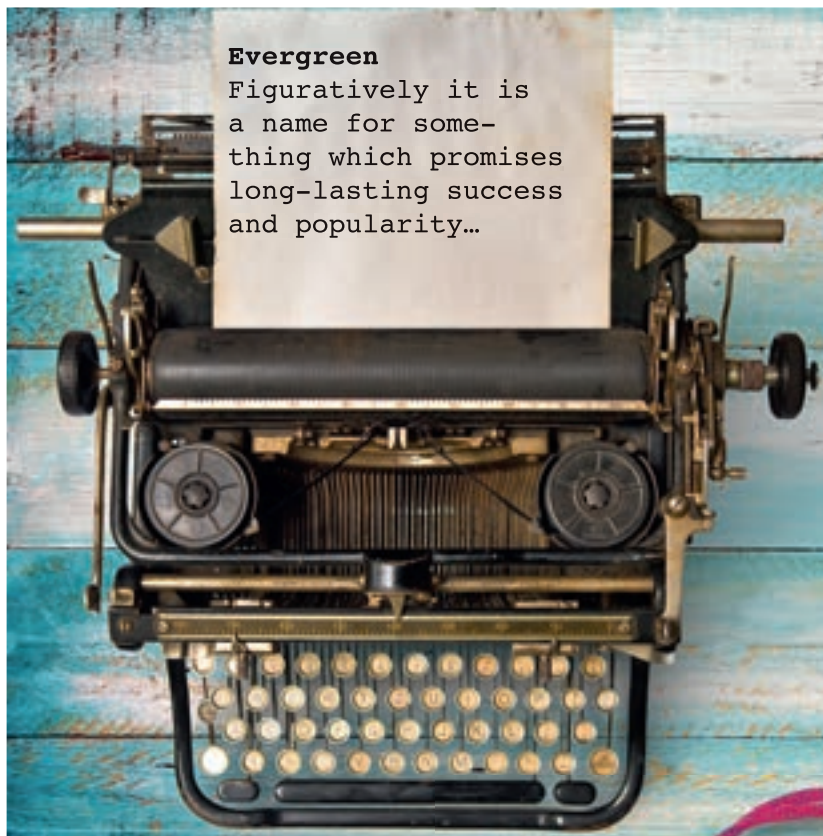
Recycled PET felt notebook/
WoW Sustainable Collection
INTERALL GROUP B.V.
www.interallgroup.com
PSI 41727



Evergreen

Figuratively it is a name for something which promises long-lasting success and popularity...

... if these "somethings" have assumed the top positions in rankings of the most used promotional products and at the same time are sustainable - then they are quite simply evergreen.



Once a bottle - now a bag

Folding shopping bag "Stockholm"
Fairbags GmbH
www.fairbags.de
PSI 43877



Allround fair

The "Made in Heimat" series
Joytex GmbH & Co. KG
www.joytex.de
PSI 41990



The metaphor "icing on the cake" means something extra makes a good thing even better. This is true for bags as well, which our examples of sustainable bags and others in the PSI Product Finder demonstrate. Bags are even more in demand and also belong to the favourites among promotional products.

COSY AND WARM

AUTUMN AND WINTER STYLES

JACKETS & VESTS

daiber

myrtle
beach

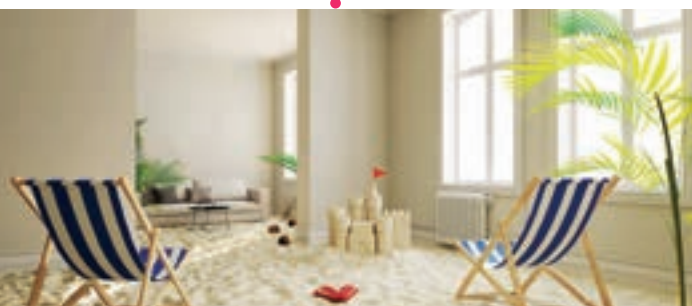
JAMES &
NICHOLSON

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“**Buzz words** highlight the current **process of change** by summarizing the socio-cultural dynamics in compact terms. As a means of **highlighting a transformation**, they open our eyes to **new realities**,” states the Zukunftsinstitut on its website. Within the scope of its **Future Report 2021**, the futurists have designated a few terms and are calling for people to vote on the best **buzz word for 2021** (www.zukunftsinstitut.de/artikel/zukunftreport/wahl-trendwort-2021/).

WHAT TRENDS WILL PREVAIL?



Vacationing at home was very popular this past year even if for most of us, it was involuntary. This is why, according to the Zukunftsinstitut, the term vacation became “staycation”. Will this be a buzz word that started last year and is here to stay? Trends such as Hygge or Tchotchke emphasize the aspect of feeling cosy in your own four walls. Something that is useful in everyday life can also be a source of inspiration for a holiday.

Riding bicycles has also experienced a boom recently and not only due to people trying to avoid public transport because of the pandemic – even if it did encourage bike riding more. The Zukunftsinstitut refers to this boom as a bicycle revolution and calls it a “Velorution”. Keep moving is again the motto in 2021. The trend of active mobility can be supported adequately.



2021 will show us which trends will prevail. Many appear in outlines. The promotional products industry, which has been able to prove its innovative ability sustainably (as the PSI Sustainability Awards show, see p. 10), has a lot of potential for being a trendsetter itself and for setting an example for cross-generational sustainability.

NEW



NEW



CDLUX



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Free layout and design

Free samples

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NEW



NEW



TIP



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Milka



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Company
ClimatePartner.com/13089-1903-1001



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36

percent of European brand boycotters cited the damage to the

environment as the reason for their boycott of brands (Austria 52 percent, Switzerland 49 percent, Germany 44 percent). This is the finding of the current YouGov study "Brand Boycotters". [yougov.de](https://www.yougov.de)

35.8 %

of Germans are reached with advertising messages on TV. According to an exclusive survey conducted by the shopper marketing network Offerista, TV is ahead of print brochures and radio in the ranking of advertising media. horizont.net

74 percent

of Germans say that brands should solve social problems by means of innovation, strength and cooperation with other social protagonists. This is the finding of the current Edelman Trust Barometer. horizont.net

1 in 3

respondents (31 percent) of Trend Monitor Germany conducted by the market research institute Nordlight Research pay attention to well-known brand manufacturers when buying products and services – particularly innovation-oriented consumers (52 percent) and city dwellers (37 percent). trendmonitor-deutschland.de

395 billion

US dollars will be spent by companies worldwide on digital advertising in 2021 – 14 percent more than in 2020. This follows from a forecast by Buy Shares. horizont.net

10,000

people (in D, E, F, GB, USA) were asked about their consumption behaviour for the study "Four fundamental changes in advertising in 2020" of the measuring and analysis platform for digital media Double Verify. According to the study, 44 percent try out new brands after they have seen a relevant advertisement. absatzwirtschaft.de

60 seconds

go by fast – but a lot happens on the internet in this time span, as a Statista graph based on an estimate by Visual Capitalist shows. For example, 47,000 new Instagram stories are published, 41.6 million WhatsApp messages are sent and 1 million dollars in e-commerce revenue is generated. horizont.net

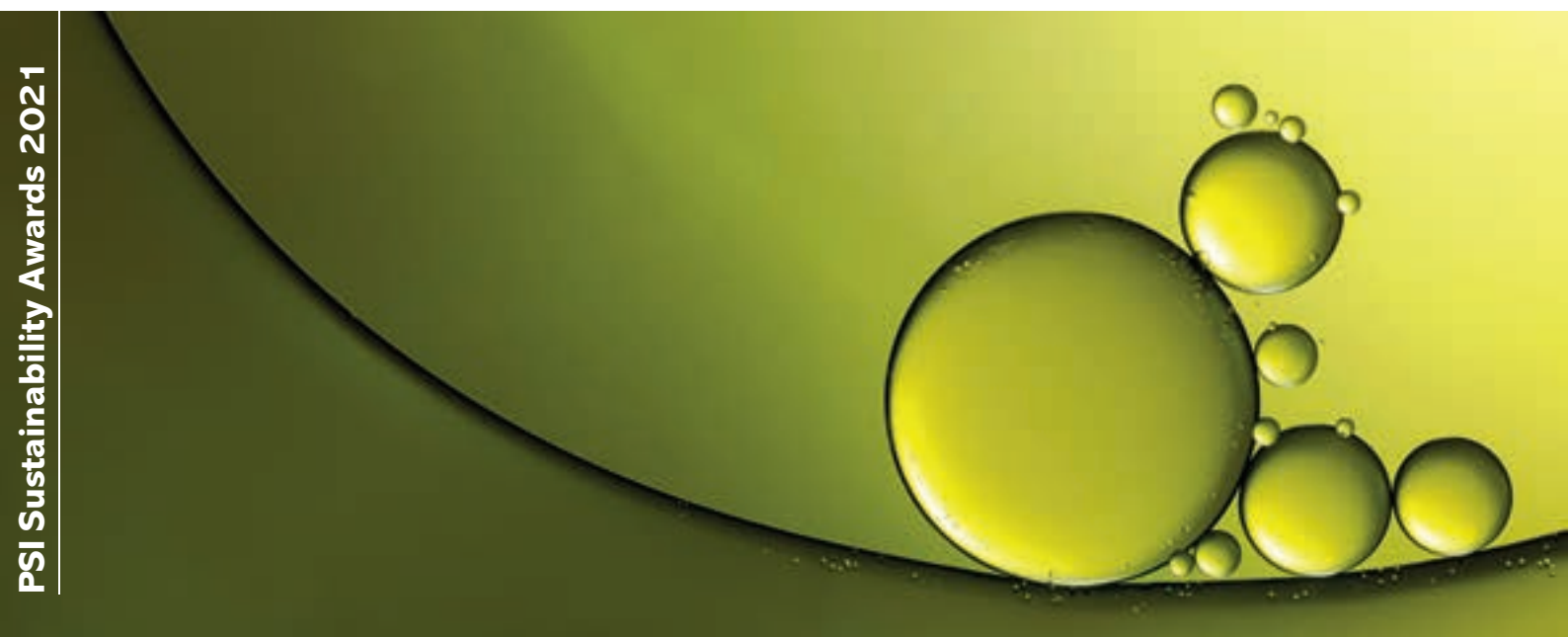


The Nominees of the PSI Sustainability Awards 2021

Innovator of the year

Alta Seta GmbH & Co KG
FARE – Guenther Fassbender GmbH
Halfar System GmbH
JUNG since 1828 GmbH & Co. KG
Kalfany Süße Werbung GmbH & Co. KG
koziol ideas for friends GmbH
Lediberg GmbH
Magna sweets GmbH
Mahlwerck Porzellan GmbH
MASTER ITALIA S.p.A
mbw Vertriebsges. mbH
MYRIX GmbH
Prodir – Pagani Pens SA
Schwan-STABILO Promotion Products GmbH & Co. KG
Uhhh ApS
uma Schreibgeräte Ullmann GmbH
Vonmählen GmbH
XINDAO BV

Are you curious who will win? The winners will be announced on **12 January 2021**.
Further information will be at www.psi-awards.de.



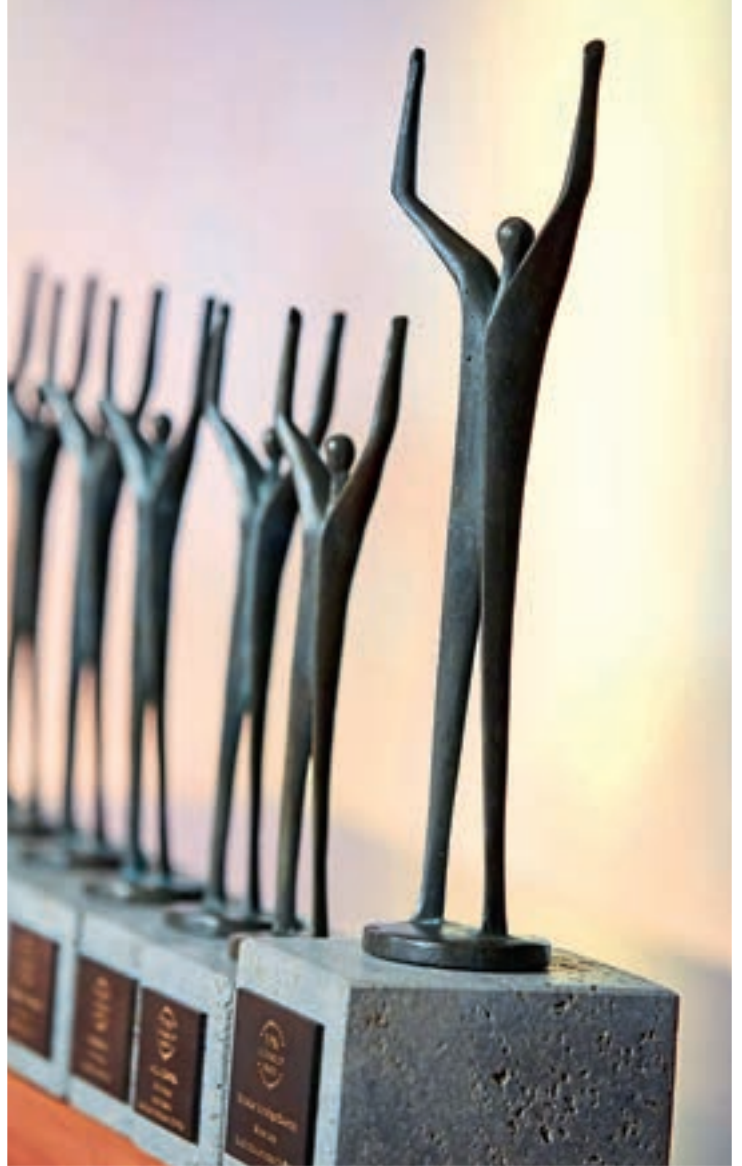
PSI Sustainability Awards 2021
under unusual circumstances

Sustainability wins



For many years already, the promotional products industry has been demonstrating that sustainability is an increasingly important and fundamental part of its everyday business. Not only products, but also extensive campaigns and even the structures of entire firms are being built around the topic of sustainability. With the PSI Sustainability Awards, PSI offers the industry a platform to impressively demonstrate that promotional products do

not have to be simply manufactured throw-away items. The current corona crisis has again enhanced the awareness of sustainable consumption and given a further impetus to the theme. However, it also has had the effect that the announcement of the winners and the presentation of the PSI Sustainability Awards has to take place at two different points in time. The winners of the nine categories in total were announced on January 12 during a digital gala event. January 12 also would have been the date on which the PSI Sustainability Awards were presented at the PSI for the first time. Thus, the first step remained a digital, but no less festive exclusive gala. The sixth PSI Sustainability Awards will then be presented during the PSI 2021, which has been postponed to 18 to 20 May. An additional new feature besides the separation of the announcement and awarding ceremony is the new category 8 "Innovator of the Year". This category sponsored by cyber-Wear Heidelberg GmbH addresses a sustainable product and its story. The focus is on the motives for sustainability as well as the ecological and social responsibility which partner firms bear for their production practices and production facilities with all their employees. Thus, the new special award category honours not only the sustainable product, but also the broader context in which it evolved. In the following, we present to you the winning companies with their products, campaigns and measures, introduce you to the jury, and take a look back at previous award ceremonies. >>



Sustainability at a glance

Those are the nine categories

The PSI Sustainability Awards are given in a total of nine categories. The economic, environmental and social commitment of the promotional product industry is reflected in the first three categories of the industry's sustainability prize. The certificates submitted are automatically awarded points by means of an online scoring system. The score takes into account the type of company (either as manufacturer or importer of promotional products), the size of the company, the production location and any other production-related facilities. The more challenging the profile of a certificate is, the higher the score. The categories of environmental initiative, social initiative, sustainable product, sustainable campaign and innovator of the year involve social and ecological initiatives, individual products, product sets, product lines and campaigns. The submissions are evaluated by a jury. The overall winner is determined by adding the points reached in the individual categories 1 to 8.

Category 1: Economic Excellence 2021

The category of economic excellence at the PSI Sustainability Awards is concerned with companies' quality management. The judges evaluate the existing certificates related to a company's quality management and any certificates that go beyond legal regulations in terms of quality or safety management of a company's products: these products can either be produced in their own production facilities or be exclusive import products.

Category 2: Environmental Excellence 2021

The category of environmental excellence focuses on existing certificates for environmental management and existing certificates for a company's sustainable products from an ecological standpoint: these products can either be produced in their own production facilities or be exclusive import products.

Category 3: Social Excellence 2021

The category of social excellence addresses the working conditions in the production facilities. The candidates are evaluated according to existing certificates.

Category 4: Environment Initiative 2021

The category of environment initiative looks at everything related to a company's own environmental initiatives or self-developed environmental standards (a business's internal, non-certified initiatives, such as investments made in machinery and working conditions, while considering ecological aspects, energy-saving measures and reducing its CO2 footprint, recycling, waste reduction, reduction in water consumption, reduction in chemicals and waste water, green IT, photovoltaic systems, etc.).

Category 5: Social Initiative 2021

In 2021, a company's social initiatives or self-developed social standards are evaluated for the category of social initiative. These self-developed standards can be additional cultural, social and health related offers for the staff, practicing diversity or inclusion, or making a social or a cultural commitment to communities/regions and/or charitable causes, donations, aid projects, etc.

Category 6: Sustainable Product 2021

Own production or exclusive import product: to win this category a company has to have certificates for its company's sustainable products from an ecological standpoint.

Category 7: Sustainable Campaign 2021

The category of sustainable campaign focuses on marketing campaigns where an ecological promotional product is an integral part of several coordinated communication and advertising measures.

Category 8: Innovator of the Year 2021

For the first time, there will be a special awards category in 2021, which is sponsored by firm cyber-Wear Heidelberg GmbH. It will honour a sustainable product and its story, which are submitted by a sustainably positioned company. Consumers are supposed to find out about the story of the product, its components and the materials used. They should also be informed about the production facilities and the people who make this product, and of course, about the ecological footprint of the product and its journey to its destination.

Category 9: Sustainable Company of the Year 2021

The winner of this category is determined by adding up the points reached in the individual categories 1 to 8.

The Winners of the PSI Sustainability Awards 2021



Category 2: Environmental Excellence 2021

Winner: Schneider Schreibgeräte GmbH ...

... holds an exemplary position with its comprehensive and high-quality certification underlining its ecological excellence. Moreover, the company scored points with an environmental initiative. This is attested by its current certificates and audits on climate and environment management as well as responsible handling of resources by a company at the peak of ecological and entrepreneurial environmental policy.

2nd place: Karl Knauer KG

3rd place: Klio-Eterna Schreibgeräte



Category 1: Economic Excellence 2021

Winner: Karl Knauer KG ...

... has consistently advanced its comprehensive certification and, with detailed, annual reporting, documented the company's continuously sustainable development with particular transparency.

2nd place: Halfar System GmbH

3rd place: PROMIDEA SRL



Category 3: Social Excellence 2021

Winner: Halfar System GmbH ...

... has been able, despite this year's particular social challenges, to further enhance its social excellence profile in the areas of personnel development, family-friendliness, inclusion and integration. In the course of their corporate history, only a handful of companies succeed in fusing family-friendliness, inclusion and integration with their corporate DNA. Through its competition entries, Halfar has once again documented social excellence as a never resting and continuously transparent mission in the most sustainable way.

2nd place: uma Schreibgeräte

3rd place: PROMIDEA SRL

Category 4: Environment Initiative 2021

Winner: Halfar System GmbH ...

... is recognised for the comprehensive environmental concept of its new logistics centre, which leads to considerable CO₂ savings. The causes indicated by Halfar include the above-average building insulation, energy-efficient eco gas heating and a PV facility with 70 kWp + 24 kWh battery + green electricity. What is more, the environmental concept creates 1,500 square metres of habitat for plants, birds and insects. Additionally, the concept provides for the creation of rough pastures, stone and timber piles, a body of water and sand island, a natural stone wall, and the cultivation of old fruit varieties and other plants that serve as a nutrition source for wild animals. "The holistic approach to all matters of sustainability is unique and is put into practice in a convincing manner," said the jury, explaining why the initiative, "Co-operative diversity – sustainability made visible on the basis of the environmental concept concerning the new Halfar logistics centre", scored particularly high.

2nd place: terminic GmbH (Initiative: Safeguarding species diversity – a project of the heart)

3rd place: Karl Knauer KG (Initiative: Environmental focus and sustainability at Karl Knauer)

Category 5: Social Initiative 2021

Winner: Karl Knauer KG ...

... supports the balance between family and career as an important component of its value system. The children's day-care centre "Fliegerkiste", founded in 2011 by Karl Knauer KG, HYDRO Systems KG and the municipality of Biberach, renders a specific and important contribution to this. In addition, since 2020 the company has been committed to nature and environmental conservation. In partnership with a honey farm, it laid out a 2,600 square metre bee pasture and maintains its own bee population with boxes. The apprentices manually decanted the proprietary Karl Knauer honey into jars during an excursion to the honey farm. The PSI Sustainability Award 2021 goes to Karl Knauer for its project, "which cleverly links sustainability with landscape ecology and education," according to the jury, who applauded the "specific involvement of employees and municipality."

2nd place: BIC GRAPHIC EUROPE S. A.

(Initiative: TERRACYCLE PATROL)

3rd place: uma Schreibgeräte Ullmann GmbH

(Initiative: Sustainable Bear Campaign)

The Winners of the PSI Sustainability Awards 2021



WINNER



WINNER



The Winners of the PSI Sustainability Awards 2021



Category 6: Sustainable Product 2021

Winner: blvck GmbH ...

... is recognised for its product, rated by the jury as an "effective, sustainable and memorable promotional resource": Bio Naturdünger horse droppings. "Even though it's not universally usable," the justification says, this is nevertheless "a natural product, a benefit-oriented promotional product and a production process that has been painstakingly and lovingly developed."

2nd place: tobira GmbH & Co. KG

(2 in 1 flipster® mobile phone stand)

3rd place: FARE – Guenther Fassbender GmbH

(ÖkoBrella Shopping mini pocket umbrella)

Category 7: Sustainable Campaign 2021

Winner: cyber-Wear Heidelberg GmbH ...

... was commissioned by Deutsche Bahn to develop "promotional products with a focus on sustainability and 'Made in Germany' for the #starkeschiene campaign." The intention behind the campaign is to help get more traffic onto German rails – for the climate, for people, for the economy and for Europe. cyber-Wear developed the right merchandise collection: a pressure ballpoint pen made from recycled PET, a drinking-bottle, a box, fruit and vegetable bags, a multi-use cup, "Gute Schokolade", a wax cloth, a pencil and a grass paper writing pad. All products are for everyday use and are sustainable alternatives and bearers of an ecological message. They are real eye-catchers and simultaneously offer attractive promotional surfaces. The jury's summary: "A creative campaign with clever products and a sustainability approach that's clearly recognisable across the board."

2nd place: PROMIDEA SRL (Tender LOOP campaign)



Category 8: Sustainable Company of the Year 2021

Winner: FARE

– Guenther Fassbender GmbH ...

... is recognised in the newly created "Innovator of the Year" category for the changeover of its umbrella promotional product to WaterSAVE. In order to safeguard climate and environment and meet the challenges, a new and revolutionary dyeing method has found its way into FARE: every new model in the Style series of the Colorline umbrellas and the new FARE®-Steel is equipped with the WaterSAVE coating on material comprising of recycled plastics and certified according to STANDARD 100 by OEKO-TEX®. The new dyeing method reduces the use of natural resources and energy and also takes care of a massive reduction in environmental pollution due to hazardous substances. In practice, this means a cut in emissions by more than 60 percent, an energy reduction of up to 70 percent, at least 98 percent less sludge, and six litres of water are also economised per umbrella. The umbrella specialists have succeeded, by means of the Dope-dyed method plus material made of recycled plastic, to turn a supposedly simple umbrella into a highly sustainable product. The jury's verdict: "It's a great idea to design umbrellas for maximum sustainability."

2nd place: JUNG since 1828 GmbH & Co. KG (Gleisdrops)

3rd place: Schwan-STABILO Promotion Products GmbH & Co. KG (Jokey Office pack)

The Winners of the
**PSI Sustainability
Awards 2021**



Category 9: Sustainable company of the Year 2021

Winner: Halfar System GmbH ...

... is not only recognised as a sustainable company in 2021 on account of winning two individual categories. As a business, the "Sustainable Company of the Year 2021" demonstrates that it combines the three aspects of sustainability at the highest level. Thus, for the first time, Halfar has succeeded in securing the distinction "Sustainable Company of the Year" with certifications and audits in all three pillars of sustainability (Economic – Environmental – Social).

2nd place: Schneider Schreibgeräte GmbH

3rd place: Karl Knauer KG



The Winners of the PSI Sustainability Awards 2021



Special Award Jury 2021

SurvivALL ...

... has won the special award of the jury for the environmental initiative "SurvivALL Project", which advocates clean oceans down to the very bottom (where over 90 per cent of the plastic waste is located in the sea) and generating sustainable energy and fuel from waste. The main technology behind this is Alphakat/Dr. Koch's catalytic pressureless oiling (KDV). The initiative is aimed at significantly improving weather conditions, acquiring drinking water for everyone and combating rising sea levels. "A trend-setting project which is relevant beyond the promotional articles business", argued the jury. The members agreed that this initiative and project "definitely must be honoured", even if it is not a promotional article in the classical sense, but treading the subject plastic.

Sustainable Product 2021

Categories

Sustainable Product 2021

– Category Product Set

PS Concepts GmbH ...

... wins with the sustainable version of the "Schirm & Shopper Set" – the "WE CARE" mini super-slim umbrella with shopping bag, both in high-quality polyester pongee comprised of recycled material. Turned inside-out, the special sheath with zipper yields a shopping bag with umbrella compartment at the bottom, for the drying and safe stowing of the wet umbrella. And the coating substance is not the only sustainable thing here. The main parts made of plastic such as slider, clamp and strap are also made of recycled material. That won over the jury.



Sustainable Product 2021 Categories

Sustainable Product 2021 – Category Product Line

SLODKIE UPOMINKI Sp. z o. o. sp. k. ...

... has won with "Fit&Healthy". Whether sugar-free lollies, agave syrup-sweetened cookies or UTZ-certified Belgian chocolate: at SLODKIE UPOMINKI, high-quality products and biodegradable packaging go hand in hand. All boxes consist of 100 percent recycled FSC-certified paper. The products are packaged in environmentally friendly cellophane – certified according to PEFC, FSC, USDA, Compostable, BPI, TUV OK Compost Home. Transparent cups with lid are produced from PLA based on corn starch and wheat starch. Lolly sticks consist 100 percent of paper. The "innovative packaging design with a sweet sustainable message" convinced the jury.

Sustainable Product 2021 – Category Writing Instruments

Schneider Schreibgeräte GmbH

... reached the top with "Reco". The first ballpoint pen to be distinguished with the globally familiar "Blue Angel" environment symbol is made a winner by its particularly ecological and resource-saving manufacture. Its casing consists of 92 percent recycled plastic. The Reco is equipped with a replaceable Eco 725 M large capacity refill, the casing of which is also manufactured from recycled plastic and thereby additionally conserves finite resources. The jury was unanimous: "Surely one of the most sustainable ballpoint pens on the market."

The Winners of the PSI Sustainability Awards 2021



The Winners of the PSI Sustainability Awards 2021



Sustainable products recommended by PSI

Manufacturas Arpe, S.L.	Promotional Eco-designed Cushion
Samoa GmbH	BIO-Autoreifentüte
Sprout World	Sprout Pencil
mbw Vertriebsgesellschaft mbH	MiniFeet RecyclBär
Lindocastelli GmbH	Palm Crush
Premium Square Europe B.V.	Upprett
PS Concepts GmbH	Shopping BAG +

While rating the sustainable products, the jury members had the option to mark any product they would personally recommend separately.

Sustainable Product 2021

– Category Textile

Manufacturas Arpe, S.L. ...

... is recognised for the SKUT community mask. The reusable masks, produced in accordance with UNE 0065:2020, can be washed up to 20 times at 60 °C, without losing their efficacy. Manufacturas Arpe insists on 100 percent renewable energies and is certified according to ISO 14001, ISO 9001 and OEKO-TEX STANDARD 100 Class I. The mask is free from hazardous substances and hence also suitable for (small) children, Manufacturas Arpe confirms. The material consists of 100 percent post-consumer recycled PET bottles according to GRS.

Sustainable Product 2021

– Category Paper

Hanbückers Werbung GmbH ...

... was able to hold its own with the inpoka (R) folding wall planner. The special, protected calendar design was optimised for postage-saving dialogue mail dispatch. The calendars are printed on FSC-certified cardboard or on 100 per cent recycled cardboard. Since 2020, there is also an add-on: the optionally integrated holiday planner for small teams or a second large advertising space at the bottom. Also new is the option of adding antimicrobial varnish or antibacterial film lamination to the calendars. "A well thought-out product that convincingly combines practical benefits and sustainable ideas," was the jury's verdict.

Naturally, there are further suppliers with certificates and seals beyond the companies in first, second and third place. An overview of these companies can be found in this issue from page 104a.

Details on jury members

Concentrated, sustainable know-how

The jury is responsible for judging and evaluating any criteria that is not documented by official certificates or quality seal. This involves both the submitting companies and their own documented initiatives as well as the submitted products and marketing campaigns. We would like to introduce the individual jury members here:

Julian Ekelhof, Director of CO2OL Climate Solutions

... is an expert for sustainable business models, carbon neutrality and sustainability reporting. He develops individual sustainability solutions and effective climate protection concepts for his business clients. This includes processes for creating and realising more transparent supply chains over the long-term.



Karsten Schmidt, Director Corporate Procurement, Facility and TQM, Bertrandt AG

... is responsible with the respective teams for all strategic and operational issues in their area of responsibility within the Bertrandt Group.



Anja Späker, Director Publishing, Reed Exhibitions Deutschland GmbH

... is responsible for the company's publishing division. The focus of her work is in cross media product management and the marketing of member and exhibitor directories, newsletters and specialist magazines.



Lutz Gathmann, Designer

... is a certified technician for design and an industrial designer. He has expertise in everything related to the topic of sustainability. Moreover, he is a proven expert in product safety. He has been a member of the jury at the PSI Sustainability Awards for many years and has offered valuable insight with his extensive know-how.



Melissa Streif, Risk Management Consultant, Warth and Klein Grant Thornton

... works in the field of governance, risk, compliance & technology as a process specialist. Her focus is on her advisory work concerning the sustainable digitalisation, optimisation and automation of processes for renowned medium-sized companies.



Daniele Murgia, Partner, 2bdifferent

... is an expert for sustainability in the event, trade show, conference, festival and sports industries. As a consultant, he gives comprehensive advice to companies, associations, organisations, event organisers and agencies.



Dr. Jens Wiggershaus, Group Communications & Public Affairs, RWE AG

... is a team leader for corporate responsibility and is responsible for all overarching topics related to sustainability in the RWE Group. Together with his team, he coordinates all of the relevant reporting processes as well as participates in the ESG ratings.



Daniela Rau, PR and Live Communication, Deutsche Bahn AG

... is responsible for controlling content projects, influencer campaigns and events in addition to the selection and handling of the group's sustainable promotional products. She advises different business areas throughout the group in this respect.



As a state-certified design engineer and industrial designer, Lutz Gathmann not only has an eye for aesthetics, but he also has expertise in all aspects of sustainability. A good 25 years ago, for example, he developed

sustainable eyewear made of renewable raw materials – with frames made of cotton, which

were also intended to protect against skin allergies. Lutz Gathmann is also a proven expert in product safety. With his comprehensive know-how he has been supporting the PSI Sustainability Awards as a jury member for years.

Lutz Gathmann

“Sustainability is not a marketing campaign”

What significance do the PSI Sustainability Awards and the topic of sustainability now have in the promotional product industry?

I am convinced that the awards have become an integral part of the promotional product industry. For all of us who work in the industry, they are both an incentive and a cautionary reminder.

How difficult is it to really implement sustainability in the promotional product industry?

It is exceedingly difficult. We should not delude ourselves, especially when it comes to monitoring and auditing supply chains. On the other hand, there are many – sometimes small – improvements that we can make in every company and which, taken together, can have a big impact. But this requires us to rethink or relearn familiar procedures and processes, which is often particularly difficult.

What distinguishes this year's submissions? Are they different from those of recent years?

Submissions have become more sophisticated. In my opinion, this shows that once a start has been made on sustainability, the topic develops its own momentum.

Why do you support PSI as a jury member in promoting sustainability in the industry?

Because I firmly believe that like all areas of life, the industry cannot ignore this issue if it wants to have a chance in the future.

Why do you personally care about sustainability?

As human beings, we will have no future on this planet without sustainability. We will only have a future if we manage to deal with resources of all kinds in a sensible and careful way.

Finally, what advice would you like to give the industry in terms of sustainability?

Sustainability is not a marketing campaign. It requires a great deal of knowledge, work and also money. That is why I would like to urge all people who work in this industry, and especially those who bear responsibility for companies, to make sustainability an important goal of their actions and a corporate objective. For their own future and the future of all mankind.

Not only Lutz Gathmann but also his jury member mates talked about how they see the industry when it comes to sustainability, which promotional products they prefer to find at trade shows and how corporate social responsibility will change the industry. See all videos on www.planet-advertising.com



Six Years of the Industry's Sustainability Award

Happy winners, glamorous galas



Exclusive award to make sustainability measurable

The PSI Sustainability Awards were presented for the first time in September 2015 for a total of eight categories. They were created by PSI as an exclusive distinction for the promotional articles market, enabling the winners to stand out from the competition. Their aim is to make sustainability measurable and develop the PSI Sustainability Awards into a seal of quality. From the beginning it was a matter of setting high standards so that the prize is recognized among users of promotional articles and thus benefits the winners.

Exclusive evening galas

The festive atmosphere for the award ceremony in 2015 was the ballroom of the Classic Remise in Düsseldorf, a roundhouse from the early 1930s that is protected as a historic monument. The exclusive evening gala then moved from the Classic Remise ballroom to the neo-classical Wiesbaden Kurhaus.



From 2016 to 2019 the PSI Sustainability Awards were presented in the Wiesbaden Kurhaus.

Illustrious guests, a laid-back atmosphere and a wonderfully festive ambience have been and are the ingredients for a dazzling award ceremony.

Extensive networking and exchanging about sustainability – that also distinguishes the PSI Sustainability Awards ceremony.

A successful gala event also includes music. In 2019, Alexandra Kruijt and Viola Proietti from the PSI team delivered a brilliant performance.



Expansion with the PSI Sustainability Summit

Since 2018, the link between responsibility and sustainable brand management has been supplemented by the PSI Sustainability Summit, which takes place on the afternoon before the festive award ceremony and is dedicated to the very closely intertwined themes sustainability and corporate social responsibilities. Industry representatives and other business representatives meet here in order to exchange views on key issues and outline solutions, as more and more suppliers and promotional products dealers regard sustainability to be important or even extremely important.

Personal presentation of awards at the PSI 2021

The sixth PSI Sustainability Awards will be personally presented for the first time under the umbrella of the PSI, which will become a large stage for sustainability. By doing so, PSI is meeting the demand of many participants to bring the awards closer to the industry. Therefore, all awarded submissions can also be seen on site on all three days of the trade show.



Even during a pandemic:
the **trend towards**
sustainability is unbroken.
With new product ideas,
our industry is also
contributing to this
development, which is
crucial for **ecological**
balance.



PSI 44186
team-d Import-Export Warenvertriebs GmbH
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Chipped business card

Advertise more consciously and leave a lasting impression: This works especially well with the wooden card made of FSC-certified wood from team-d Import-Export. The address or advertising message is burned onto the card by laser engraving. The integrated chip for the shopping trolley is removed from the card and comes with a hole for a key ring or carabiner. The clever combination of advertising medium and practical shopping aid is manufactured and finished in the EU, registered under the utility model no. 20 2020 105 276.



PSI 46235 • Herka GmbH
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www.herka-frottier.at

Sustainable up close

From the classic promotional towel to the exquisite golf and beach towel, Herka Terry produces in a resource-saving, multiple certified way right in the heart of Europe. Around 12,000 towels per day and over 90 years of experience guarantee unique know-how and short delivery times. Small minimum quantities starting from one piece, personalised with embroidery, or 40 pieces, creatively personalised with weavings, make almost every wish come true. Herka, as one of the most modern terry towelling weaving mills in Central Europe, can make even the most unusual customer wishes come true with its affiliated textile finishing and in-house production. All products are also available as organic goods in GOTS quality. Herka will send its new product catalogue on request.



... aus dem Schwarzwald
ef
emotion
factory

Mini plant-pot flower



Colour-Card Five - Egg-painting



Boxed Pleasure



Order the new Flyer
„Easter/Spring heralds 2021“



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Hazelnut as a paper supplier

The notebooks from Interall Group's WoW Sustainable Collection are among the most natural promotional products in the world. After all, these practical everyday helpers are made entirely from agricultural waste. More precisely, from hazelnut shells. The paper of the notebook is manufactured in 80 gsm quality. The cover, also made of recycled hazelnut waste, comes in 350 gsm quality. Compared to the process used for conventional paper products, the production process uses 60 percent less water, 50 percent less wastepaper and 20 percent less CO₂ emissions than FSC recycled paper. The clever, environmentally friendly advertising messages are available in three different versions. From a minimum order of 25 pieces, the cover can be designed to meet the customer's individual needs.

Beautiful things made of wood

Just in time for the start of the new trade show year, Condedi is expanding its range of household products with a selection of promotional ideas made of wood. New in the assortment are elegant storage and gift boxes in various shapes and sizes, tealight stands, pen holders, jewellery boxes and more. All products can be used for a variety of applications as personalised and lasting promotional products. The new wooden products stand out through their loving design, great haptics and solid workmanship. Finishing is done by printing or engraving and is even possible in small quantities. All products are available in stock from Germany at the beginning of the new year and with the publication of the Condedi 2021 catalogue.



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Rolls to fall in love with

There is a danger of addiction with these crispy and spicy snackhit tortilla rolls from Bio-Zentrale. These tortilla chips can be ordered from Kalfany Süße Werbung and are the ideal snacks for when you are out and about, at home on the couch, at events or at work, and are also ideally suited as promotional all-rounders. The best thing about this corn snack is that it is made from certified organic ingredients with a spicy tomato flavour and is also vegan and gluten-free. The savoury rolls are packed in personalised promotional bags of 10 grammes each. The minimum order quantity is 3,000 bags.

Multifunctional bandanas and scarf

Our multifunctional bandana comes in handy in all situation which you may meet during your everyday outdoor activities. During bike trips, it can serve as a mask protecting you from the sweat dripping down your face or dust on the uncharted roads which just wait to be discovered. During walks, you can use the bandana to protect yourself from sun or cold.



Standard

SIZE: 250x470mm (+/-5%)
WEIGHT: 150gsm
MATERIAL: 100% Polyester
IMPRINT: Sublimation+
FLUORESCENCE COLORS



ECO RPET

SIZE: 250x470mm (+/-5%)
WEIGHT: 150gsm
MATERIAL: RPET Polyester
IMPRINT: Sublimation+
FLUORESCENCE COLORS



Premium

SIZE: 250x470mm (+/-5%)
WEIGHT: 180gsm
MATERIAL: 95% Polyester+
5% spandex
IMPRINT: Sublimation+
FLUORESCENCE COLORS



Antibacterial

SIZE: 250x470mm (+/-5%)
WEIGHT: 150gsm
MATERIAL: 100% Polyester+
silver ions
IMPRINT: Sublimation+
FLUORESCENCE COLORS



Thermal

SIZE: 250x470mm (+/-5%)
WEIGHT: 150gsm
MATERIAL: 100% Thermolite®
IMPRINT: Sublimation+
FLUORESCENCE COLORS



Summer

SIZE: 250x470mm (+/-5%)
WEIGHT: 120gsm
MATERIAL: 100% Polyester
IMPRINT: Sublimation+
FLUORESCENCE COLORS



Headband

SIZE: 250x90mm (+/-5%)
WEIGHT: 180gsm
MATERIAL: 95% Polyester+
5% spandex
IMPRINT: Sublimation+
FLUORESCENCE COLORS



Scarf

SIZE: 550x550
WEIGHT: 80gsm
MATERIAL: 100% Polyester
IMPRINT: Sublimation+
FLUORESCENCE COLORS



Ecological logo mats

Floors are shown off to full effect courtesy of emco promotional mats, while the initiator of such measures additionally uses the ecological advantage afforded by printing on regenerated Econyl® yarn. To that end, waste nylon – arising from the disposal of certain fisherman's nets, for example – is collected and transformed into new yarn. The regenerated Econyl® nylon offers 100 percent the same properties as newly produced nylon. However, the advantage is the head start on sustainability due to use as a recyclable material. Thus, the result is infinite recycling, from carpet mat to carpet mat. Produced in the parent factory in Lingen, the emco Bautechnik doormat specialist is delighted to be able to contribute to a positive energy balance. Custom dimensions are available from one ordered piece.



New bags from Bielefeld

Halfar® is launching a total of 22 new bag innovations that score top marks with selected materials, finishes, manufacturing processes and, of course, trendy designs. The Europe series, which is manufactured in Europe, celebrates sustainability through short distances and environmentally conscious materials, and is available for ordering directly from stock. Its upper material is made with rPET from recycled plastic bottles. The range includes backpacks, notebook bags, zipped pockets and a sports/travel bag in subtle and distinctive melange shades. Stage, a true all-rounder series, offers four bags for business and leisure. Fast, colourful, fashionable, discreet, versatile and reasonably priced. The finishing also makes them an all-rounder even for the smallest of orders. In short: a series that makes the unplannable plannable and ultra-flexible. Halfar® is also celebrating the renewable raw material cotton with four new series, or individual bags, and is also setting standards with an innovative PVC-free coating. All new products for 2021 and information on the subject of sustainability are available in the new-product catalogues, the general catalogue and at www.halfar.com.



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Green thinking in mind

Not only are the contents in the bag green but the packaging itself is produced with green thinking in mind: The seed bag, which has been used a million times as a popular promotional product, gets sustainable growth through four different paper types at emotion factory and ensures that the advertising company can send a completely ecological mailing product. Next year, the Black Forest-based company will be presenting seed bags made of grass paper, produced entirely from renewable raw material, namely green grass. This material does not impact the visual appeal. On the contrary: the seed bag can still be designed and printed in a variety of colours. The various seed varieties ranging from sunflowers to marjoram are perfectly presented by the special packaging. In addition, the seeds from Germany, which are also available in organic quality, can be ordered in recycled paper in natural and polar white as well as in rustic kraft paper in a wrapping paper look, where a black and white print underlines the nature-look of the advertising message.

-Advert-



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www.em-holzprodukte.de

Eco in the office

The new accessories from e+m Holzprodukte provide nature in the office and also create a warm atmosphere in the home office. The sturdy mobile phone holder Phone rack was developed to match the Office rock high pencil cup, which is particularly useful for conferences and video calls. The parts are made of domestic beech, which is finely sanded and deliberately untreated. Thus, the natural surface of the woods remains noticeable. Personalisation according to customer requirements can be done at any time by printing or laser engraving. All parts are 100 percent made in Germany by e+m Holzprodukte. Personalised designs can also be realised according to customer requirements.

Sustainable lip care

A sustainable alternative to the classic lip care pencil case is "Lipcare Green Plastic" from KHK. The newly developed lip care stick is made completely from sugar cane-based polyethylene and is 100 percent recyclable. The ingredients are also purely plant-based: The vegan formula "LipNature" contains olive oil, jojoba oil and carnauba wax from controlled organic cultivation – they make the lips especially smooth and protect them from drying out. "Lipcare Green Plastic" can be ordered from 1000 pieces in the colours white, sand and black. All lip care products are produced in Germany in accordance with the new Cosmetics Ordinance as well as Cosmetics GMP and ISI 9001:2015. The Institut Fresenius carries out continuous formulation testing according to European guidelines.



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Knowledge-thirsty Ökofuzzi

How many years does a tin can take to decompose in the sea? What everyday foodstuff has the highest CO₂ footprint? Answers to that are provided by Ökofuzzi from Döbler Werbeartikel, a card game comprising 200 questions of this kind, during which players can put their knowledge in matters of environment and resources to the test. The questions and answers stimulate conversation, astonishment and debate. For the inventors of Ökofuzzi, sustainability is not just a topic, but an agenda: production of the card game is structured sustainably. Ökofuzzi makes do entirely without plastic. The game is made on FSC-certified paper and cardboard and sealed with a recycled paper banderol. Ökofuzzi is distributed exclusively by Döbler, with custom printing on banderol and box, for example.



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Social upcycling

Besides the classic industry services, Herforder Werkstätten GmbH, as a recognised workshop for people with mental, psychological and multiple disabilities, places a particular focus on a widely diverse employment offerings for professional rehabilitation. Some of these employment opportunities comprise the social and sustainable production of promotional products and utensils, such as, for example, grill tongs, candles, wooden postcards and wooden crates for the presentation of goods. A significant proportion of the products arises through the upcycling of transport containers made of wood. These were manufactured for the one-time transportation of metal parts and were formerly destroyed afterwards. With economising on raw commodities in mind, an extensive product line concerning the containers' upcycling has been developed. The focus also lies on sustainability and special proximity of producers and suppliers during the selection and procurement of necessary materials. By participating in a Heimat-holz project, Herforder Werkstätten guarantee wood procurement from domestic forests for a further section of the products. The latter are further processed in local sawmills, where, in the context of inclusion, people with disabilities subsequently finish them by means of CO₂ and UV engraving and package and prepare them for mailing.



MADE IN EUROPE!



Vorhang auf für die neue Serie EUROPE – Made in Europe, direkt ab Lager und mit rPET aus recycelten Kunststoffflaschen.

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www.jung-europe.de

Twice as good for the climate

The use of meaningful promotional gifts is Jung's self-declared goal for a positive relationship with the climate. The specialist for tasteful advertising has the welfare of the planet at heart. This is why the climate-neutral company places great importance on sustainable packaging with an optimal environmental balance. The latest innovation is the biodegradable paper can Eco made of rapidly renewable raw materials, which has already received an award. Brand new in the popular paper can assortment is the paper can Eco mini Easter – filled with a Lindt Easter bunny and two delicious Lindor mini Easter eggs.

Recycled USB shell

The design is familiar, the material is new: in a number of commonly available USB sticks, Vim Solution has retained the shape and clad the compact data carriers in new garments, now with a shell made of 100 percent recycled plastic. It was therefore unnecessary to manufacture any new plastic for the new models. These products contribute to conserving natural resources as a result. Regardless of whether they have UDP or a normal chip, all sticks are available with a capacity of 128 MB to 128 GB and, on request, additionally with a 3.0 chip. Ecological sustainability is favoured by the packaging: the USB sticks are no longer supplied in the customary poly bag, but exclusively in paper cases (Z100410). On request, all other models from the comprehensive range can also now be supplied in a paper case. The minimum purchase quantity is 25 pieces.



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Environmentally conscious note

For more than 15 years Stilolinea, the long-established Italian manufacturer of writing instruments, has been investing in research and development of environmentally friendly products such as biodegradable and compostable writing instruments made of certified reusable materials and R-PET materials: Emerging from these is the Recycled Line, including the industry-wide renowned pen called Baron 03, now made entirely of recycled ABS plastic. This material comes from a global leader in the recycling of electronic items containing plastic, based in Europe. Baron 03 Recycled is characterised by an essential, lightweight design that fits perfectly with any logo and brand. It is available in a range of colours, always with a focus on protecting and conserving environmental resources for an environmentally conscious, clean message.



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Ideal for the self-sufficient

Against the backdrop of the corona pandemic, many are having to cater for themselves when on the move, since canteens, school kitchens and many restaurants, too, are closed. The topic of mobile catering is therefore at the focus. The range from Mepal covers a host of possibilities for stocking up on foodstuffs as well as the storage and transportation of meals and beverages. The products made of high-quality, robust and durable plastics can be re-used day-to-day and help to make new use of leftovers and avoid single-use packaging. A majority of the products is made directly in the Netherlands. The entire range from Mepal is food-safe and absolutely BPA-free.

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& veredelt in
Österreich

Kurze
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Mehrfarbig gewebte
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Auch in
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f o y in



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Naturally refreshing

The FLOW drinking bottle from Innique Bulb Bottles is manufactured entirely in Switzerland using 100 percent renewable energy. Short transport routes ensure a small CO₂ footprint, which is also offset by a forest project in cooperation with the climate foundation myclimate. The bottle from Tritan™ holds 600 millilitres, is robust, durable and of course free of BPA. The beech wood lid is turned by hand: each lid is a unique piece of nature and makes each FLOW one-of-a-kind. Individual lasered branding is possible on the beech wood lid.

From nature – for nature

Biopolymers (PHAs), the basic building blocks of living, biodegradable and non-toxic organisms, are the revolutionary raw material used by the Swiss company Prodir to manufacture the casings for its new QS40 True Biotic writing instruments. In addition to the advantages of biodegradability in natural environments, biopolymers produced by micro-organisms solve key problems arising from the cultivation and use of traditional PLA-based bioplastics. For example, no soil has to be removed from food production for their manufacture, no fertilisers pollute the groundwater, water is hardly used and no fine dust emissions are produced. The new, award-winning product is available in seven matt colours and combines sustainability and high-quality design in one. Designed for durability down to the last detail, it is refillable like all Prodir pens and comes as standard with low-emission Floating Ball® 1.0 lead free refills with lead-free tip. As an option, Prodir offers the QS40 True Biotic exclusively in a pre-printed slipcase made from sustainable FSC® paper with algae added. It emphasizes the pen's sustainability features, transferring the high level of innovation, sustainability and environmental awareness to the brand whose logo is printed on the clip of the pen.



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Environmentally friendly scraping

The successful 2K designer ice scraper model from Promowolsch Wolfgang Schmidt is now also available in the shades Beige and Green. The recycled product made out of 100 percent recycled materials is produced in Germany with the incorporation of life help. It is the company's response to many demands for this kind of product. Depending on requirement, colours are also freely selectable. Naturally, the ice scraper can also be custom printed according to customer desire.



Innovative unveiling

Indebted to the constantly growing environmental consciousness of recent years, the Polish promotional products specialist Likor presents, amid its diverse product range, its innovative wall clock, model 580. The attractive product can be optionally supplied in diameters of 25 as well as 31 centimetres. The clocks' housing/frame is made out of real wood. The chronometer, manufactured in Europe, is available with customer-specific customisation from a minimum order quantity of 20 pieces.

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Cork storage

The new cork power bank from tobra is unique. Similar variants have hitherto only existed in wood. The cork is FSC® certified and comes from Portugal. The cork housing itself is manufactured in Germany. Assembly and laser engraving are likewise performed in Germany. The cork power bank is exceedingly pleasant to the touch. It is available in capacities of 2,200 mAh, 2,600 mAh and 3,000mAh, and packed in an environmentally friendly linen pouch.

-Advert-

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Return to EU conformity for FFP masks

At the beginning of the pandemic, medical protection products became scarce very quickly. In order to meet the greatly increased demand, the requirements for the conformity of FFP masks were partially revoked. Since the supply shortfall has been remedied in the meantime, all exceptions for placing particle-filtrating half-masks based on Article 9, Paragraphs 1 and 2 of the German Ordinance for Ensuring the Supply of Medical Products (MedBVS) ended on 1 October 2020. This means that only particle-filtrating half-masks in accordance with EU Ordinance 2016/425 may be put on the market since that day. These are marked with a CE label (CE followed by the four-digit number of the monitoring body) and, as a rule, also inspected in accordance with EN 149 (divided into the classes FFP1, FFP2 and FFP3). Masks with the label N95 based on US standards and KN95 based on Chinese standards are thus no longer allowed.

However, masks which have already been put on the market in accordance with Article 9 Paragraph 1, 2 and 3 (MedBVS) may still be used. Employers may also continue to provide these masks to their employees.

The extent to which particle-filtrating half-masks may be used for a certain purpose and what limits on their usage are to be considered are described in rule 112-190 of the German Social Accident Insurance, "Usage of Respiratory Protection Device".

campaign targeting marketing decision makers in leading belgian companies

In a mailing to nearly 2,000 leading end user companies, the Belgian Association of Promotional Products BAPP suggests to decision makers to say « thank you » to their employees, customers and business partners. BAPP refers here to the Covid-19 period we all are going through. Particularly now, a small attention makes a big difference. In order to underline this message, BAPP has joined microfiber cloth to clean eyeglasses, tablet or smartphone screens.

In order to measure the impact of the campaign, companies having received the mailing may participate in a contest to win a luxury travel set by registering on line on the BAPP website. « A useful product media is the best way to be remembered by those people in those difficult times », says BAPP. « The power of a business gift will surprise you. »

For many companies, a product media is indeed a way to thank employees and business relations for their commitment and loyalty during the months of this corona pandemic hitting the entire country. A small gift is a way of giving to your employees working at distance a sense of belonging and reminding them that they are not alone. Our advertising specialty member distributors can not only advise their customers with product media ideas for their employees and customers but also with premiums wisely chosen to surprise consumers and push them to choose their brand over another during those rough times.

In this way, BAPP also wishes to improve the image of product media and to prove that it is a medium in its own right alongside other media on the market.

www.bapp.be



KAHLA wins the German Federal Ecodesign Award

In partnership with designer Susann Paduch, KAHLA, the porcelain manufacturer from the locality of the same name in Thuringia, has won the German Federal Ecodesign Award 2020. Its “Lücke” dishware gained the upper hand in the category Concept. “Outstandingly designed, environmentally compatible and pioneering” are the concepts distinguished by the German Federal Ecodesign Award on 30 November 2020. The award is known as the highest state distinction for ecological design in Germany. On this subject, and in collaboration with the porcelain brand KAHLA, designer Susann Paduch developed an environmentally conscious dishware concept for the pop-up restaurant LÜCKE in Weimar, which also became the submission’s namegiver. The artistic employee at the Material and Environment professorship at the Bauhaus University Weimar chose as her basis the dishware series Update by KAHLA-designer Prof Barbara Schmidt.

Due to its form design, the Update porcelain range is already highly sustainable and therefore the perfect

Porzellanmanufaktur Kahla/Thüringen

Das prämierte Geschirrkonzept.

choice for the artistic project by Susann Paduch. The Update series is based on a handful of multi-functional items: a plate is simultaneously a lid, a coaster, a saucer and a chopping board. Classic products were dispensed with – saucers, for example, which only serve one purpose, or coffee pots, which are no longer in use in modern households. Sustainability therefore lies, initially, in the reduction of necessary equipment. That is not only ecological, but economical. Moreover, porcelain from KAHLA is produced energy-efficiently according to strict “KAHLA pro Öko” guidelines in Thuringia. Hard porcelain is the densest and hardest ceramic, fulfilling the highest gastronomic standards and promising life-long usage with no quality impairment.

During the firing process of the sensitive material, optical flaws may arise; for example, little black dots due to burnt-out particles in the air that drop onto the porcelain and adhere to the glaze. “The dishware’s functionality is not impaired as a result. Nevertheless, consumers are bothered by these little dots, which is why affected porcelain parts are picked out. They are then sold at a reduced price as B-ware or, if affected badly, destroyed,” reports Sheila Riet-scher, Director Brand & Strategy at Porzellanmanufaktur Kahla/Thüringen GmbH. Designer Susann Paduch adds: “I describe these defects as phenomena, which I first wanted to classify. I examined and marked every dishware component with a label that indicates the type of phenomenon, its origin and its frequency within the dishware set as a whole. The labels are permanently fired into the glaze as decoration. Via the information on the labels, users receive insider knowledge. They gain awareness and appreciation for the living, natural material and its complex manufacture.”

Thus arose the LÜCKE collection for the temporary gastronomy concept of the same name in Thuringia’s city of culture. For three months in summer 2019, LÜCKE filled a gap in an ensemble of monuments in Weimar’s city centre. Building, interior and exterior were designed out of old construction timber for fences and roof trusses, lorry chassis, and demolished windows. The dishware takes up the notion of re-utilisation, so to speak. KAHLA donated 524 dishware items, which delighted numerous diners.

On Monday, 30 November Rita Schwarzelühr-Sutter, parliamentary state secretary at the German Federal Environment Ministry, and Prof Dr. Dirk Messner, chairman of the German Environment Agency, honoured this year’s prize-winners via video link. The video can be viewed on the homepage of the Bundespreis Ecodesign, Environment Ministry, and German Environment Agency: www.bundespreis-ecodesign.de. The exhibits will be on show in a catalogue and a touring museum exhibition. www.kahlaporzellan.com



Susann Paduch



Global Innovations Germany

Christine Mildenerger

Expansion strategy with a new marketing business

The firm Global Innovations Germany GmbH & Co. KG is pursuing an expansion strategy: in March 2021 it plans to move to a new, larger company building. Due to this, the team headed by Torsten Münich is currently growing. Since November, the specialist for innovative, custom-made advertising products has been supported by Christine Mildenerger as a new marketing director. The 37-year-old business graduate has many years of career experience in marketing, most recently as marketing manager for a large delicatessen producer. With her expertise, she supports Global Innovations in its efforts to position itself as a specialist for sustainable promotional products and marketing numerous patented products. Currently, the focus is on high-quality FFP2 masks,

which are being produced together with a German manufacturer.

www.globalinnovations.de

A breath of fresh air at vertriebskick'

Amanda Saku joined the 11-strong team as Key Account Manager in early November. The 31-year-old is no stranger to the promotional products sector. Following her training as a businesswoman in the wholesale and external trade, she worked for nine years as a key account manager and in customer service. "What do I especially like about my job as key account manager? I'm communicative and I like direct contact and dialogue with the customer. I'm looking forward to new customers, exciting projects and the new team," Amanda Saku comments.

vertriebskick' offers custom-fit solutions: From classic give-aways using high-quality textiles through to special productions, such as power banks in custom shapes, (almost) everything is possible. In direct contact with its customers, the team develops compelling promotional products for targeted sales impetuses. The longstanding customer base at vertriebskick' includes major DAX companies and local manual tradesman alike.

www.vertriebskick.de



Amanda Saku

New head of digital marketing and webshop

Anna Bunde, who joined the marketing team of Creative Director Daniela Szente and Marketing Director Peter Leseberg at the Cologne-based multi-specialist REFLECTS® in online marketing in July 2019, is expanding her area of responsibility. Following the departure of Sales Director Frank Krüger, she will take over all tasks relating to the company's own online shop. The experienced product designer, media business management assistant and online specialist will in future work together with the marketing team on analogue and digital marketing strategies of the long-standing Cologne-based company. The focus will be on the emotional and functional staging of the new corporate brands and their products and services as well as the professional development of the online shop and digital solutions. www.reflects.com



Form left to right: Anna Bunde,
Peter Leseberg, Daniela Szente.

Join the celebrations: Easter anniversary offers by Heri-Rigoni

Enter the term “Werbemittel” (promotional products) in German and the founding year of Heri-Rigoni GmbH – 1961 – in Google and the first result returned is a book titled “Promotional products and their psychological, artistic and technical design”, which was first published in the 1960s. This shows that promotional products were already a hot topic in the decade of the first spaceflight and the first broadcast of the “Sportschau” in German television. Whilst Heri-Rigoni GmbH was manufacturing classics like the desk calendar or ballpoint pen back then, the industry has evolved over the years and has constantly kept up with the latest trends. 60 years later the company with a rich tradition is celebrating its anniversary and, although it may be a “golden age” on paper, it’s younger than ever when it comes to production technology and its wide range of sustainable products.

This is being celebrated in 2021 with various campaigns. The birthday feeling can also be enjoyed by customers because many products in the new Easter catalogue of emotion factory – integrated into the company in 2016 – are available at special anniversary prices. Green and delicious, for example, is the Microgreens-Garden, containing healthy superfoods, allowing the customer to grow their own vitamins for salad and the like while creating a springtime feeling at Easter. Another new product is the Plant-Cup, which is also one of the anniversary highlights. Just like the wooden Egg-Cup, made of plug-together parts, which leaves a memorable brand impression on the recipient through the header card on the packaging.

Heri-Rigoni GmbH, a company with a long tradition based in the Black Forest, is specialised in the manufacturing and marketing of writing instruments with customised, additional stamp function. It distributes these unique writing utensils worldwide and is celebrating its 60th company anniversary this year. Sales Manager Adrian Rigoni is on board in the third generation. Minimum orders start at just twenty pieces but products can also be produced in large quantities at the company’s premises in Fischbach. Further information can be found at:

www.heri.de – www.emotion-factory.com

Heri Rigoni



Happy Birthday. A company steeped in tradition turns 60 and the customers join the celebrations. Picture: Heri Rigoni

Entering the Spanish market

As of now, SPRINTIS is represented in Spain with its new online shop www.sprintis.es. Following the successful online launch of the French shop in May 2020, the specialist trading company, with items for printing supplies and promotional products as well as for logistic warehouse labelling and shipping, is now also offering its products in a shop dedicated to the Spanish-speaking market, thus systematically pursuing its internationalization strategy. Expansions into other countries to develop new markets are being planned.

“Having had good experiences with our existing national shops in the Netherlands, Switzerland, England and, most recently, the French shop introduced in the spring of 2020, we are convinced that the Spanish online shop will also be readily received. With all internationalization efforts it is important to keep the language barrier low. So, with our newly formed team of Spanish-speaking customer service representatives, we are very well prepared. We are delighted to now be present on the Spanish market,” explains Christian Schenk, Managing Director of SPRINTIS Schenk GmbH & Co. KG. Further information at: www.sprintis.es

SPRINTIS





50 years of Happy Highlights

In 2021, STABILO celebrates 50 years of Happy Highlights – the popular highlighter STABILO BOSS ORIGINAL has its birthday. The big coup was achieved in 1971 with the development of fluorescent ink: the first neon-yellow highlighter STABILO BOSS entered the market. From the start, it was and still is produced in Weißenburg / Bavaria. Simple coating instead of precise underlining made working with texts so much easier that it quickly

became a habit. Whether student or manager – the pen for reading was soon in everyone's hands. A gleaming career that has now been enduring for five decades. With more than 2.6 billion specimens sold, STABILO BOSS is the Number One in Europe.

A gleaming example

The market leader's fan community is constantly growing. Since its market introduction, the design has been refreshed multiple times – however, it still retains its distinctive, readily recognisable form. The STABILO BOSS offers ample promotional space and is thus particularly well suited as a promotional product. The unique highlighter comes in numerous new colours these days, with water-based ink in two line thicknesses. The striking colours generate plenty of attention, meaning that the promotional message always gets noticed straight away. Moreover, the STABILO BOSS is available in Pantone colours from an order quantity of just 5,000 pieces. Refillability and long cap-off time during prolonged use make it a particularly durable promotional product. The all-time classic marks its jubilee with another surprising range of new colours, thus demonstrating that, as a promotional product with striking colours and ample promotional space, it is as popular as ever.

www.stabilo-promotion.com

Death of Harald Mahlich

Harald Mahlich, Managing Director of SOURCE Gesellschaft für verkaufsfördernde Produkte mbH, passed away on 14 November 2020 after tragically falling down the stairs while on holiday. He was only 60 years old. Mahlich, who was born in Wiesbaden, Germany, remained loyal to his hometown throughout his entire career. After graduating from high school and completing his vocational training, he soon became director of the international purchasing department for promotional products at a global corporation. He later went on to set up his own production business and directed it towards promotional products with great success. In 1993 he founded the company SOURCE, which has



Obituary

been considered one of the pioneers in the online trade of promotional products since the early 2000s. During an interview with the PSI Journal, he once stressed that he did not position SOURCE as a pure online sales operation, but rather considered the core competency of the company to be the synergy between the online platform, consulting and personal contact with customers. Approaching customers and servicing them on all channels professionally has been the company's philosophy since its inception, which his sons Johannes and Christian will continue to uphold as he would have wished. Harald Mahlich had already stepped back from the operational business and arranged for his successor a few years ago.

www.source-werbeartikel.com

Death of Gerhard Sperber

The promotional products industry mourns the death of Gerhard Sperber, founder and senior partner of the company “elasto form KG”, who passed away at the age of 73 on 20 October 2020.

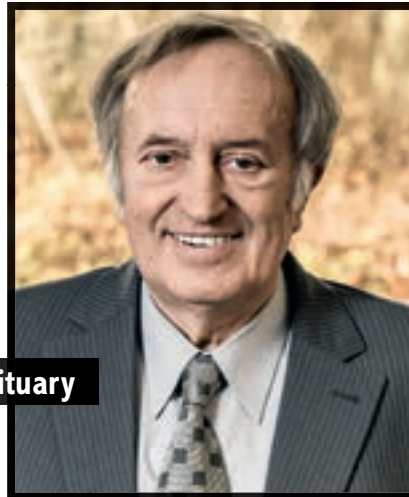
Gerhard Sperber was born in Altensittenbach Germany on 3 September 1947 during the post-war period. Even in his younger years, he demonstrated keen business acumen, courage to take risks and a good instinct when making business decisions. At the age of 18 he started his own business while continuing to work at a company in Nuremberg, which produced plastic components.

In 1980 Gerhard Sperber and his wife Hertha founded the firm elasto form KG, which they set up with the assistance of his brother Günther. The company's business operations began with printing on foam balls and the production of family tennis sets, and was followed by the development of an assortment of promotional products. Just seven years later the company purchased the nearly 12,000 m² property where the current business premises are located in Sulzbach-Rosenberg, and shortly thereafter the production and warehouse facilities were built. Over the years, the production and distribution capacities have been continually expanded and in 1991 the company's own tool making facility was put into operation. It laid the foundation for the present-day technology centre in Hohenstadt, which was opened in 2003. Moreover, the company's headquarters in Sulzbach-Rosenberg

were expanded considerably in 1999 and now has 3,000 m² of pure office space at its disposal. The company currently has 350 employees around the world, including the staff of 250 at the Sulzbach-Rosenberg headquarters. Its annual turnover is approximately 50 million euros.

Despite the company's size, elasto prides itself on being a fully family-run company. Gerhard Sperber's two sons Marcus and Frank joined the company in 2004 and took over the management of the business in 2013. Nevertheless, the head of the Sperber family remained a central part of the elasto family. Gerhard Sperber unfortunately failed to recover after a serious fall in April this year, and he succumbed to his injuries in October. Everyone who knew Gerhard Sperber has fond memories of his gregarious and generous nature. His commitment to social issues was also an essential part of his life. He supported local fire departments, the German technical relief organization “Technische Hilfswerk” and numerous clubs.

Both sons will continue to run elasto as he would have wished – with just as much business acumen and courage. With this approach, the company is in good hands for facing the present challenging times due to the corona virus; it has converted its production equipment in order to produce personal protective equipment (PPE). The company's product range now includes over 50 different products for PPE Made in Germany, and 50,000 units of FFP2 and FFP3 certified face masks are produced daily. In this way, Gerhard Sperber's life's work and legacy will continue to live on for many years to come.



Obituary

The promotional products industry is mourning Friedrich “Fritz” Bauer. The founder and long-time president, as well as honorary president of the Association of Austrian Promotional Products Distributors, former president of the IPPAG and long-standing managing director of Mitraco, passed away on 9th November at the age of 80.

Commemorating Fritz Bauer

A pioneer of the Industry

Fritz Bauer was born on 19th June 1940 in Brno and grew up in Vienna. After completing vocational training as a freight forwarding agent, he worked in the logistics business before entering the industry in 1968. During the following decades he built the company Mitraco into one of the biggest promotional merchandising agencies in Austria. He dedicated almost his entire working life to his profession, which he represented in an unmistakable and exemplary manner with solid expertise, a strong communication style and full of heart, at all times and in every situation, not only in Austria but also on the international stage.

In his long, successful career he gained the reputation – not least due to his charming, likeable nature – as ‘grand seigneur’ of the European promotional products industry. He dedicated his heart and soul to the promotional products business and, through his humorous and open personality, knew how to bring people with differing views together.



person, Fritz Bauer also built up a wide international network. He already established the first business contacts in Asia back in the early 1970s, which he later strengthened as chairman of the Austrian Hong Kong Society. In 1976 his company Mitraco joined the international distributor group IPPAG (International Partnership for Premiums and Gifts). He was its president from 1990 to 1994 and 2002 to 2008. Not to mention Mitraco’s membership in the German distributors’ network DIE6 (since 1994), through which he considerably influenced the further development of the industry.

Role model and friend

His list of accomplishments is long – but Fritz Bauer will be remembered most of all for his personality, enthusiasm and dedication to his profession. His unparalleled willingness to support the younger generation with help and advice, putting aside any thoughts of competition, will leave a lasting impact on the industry. Fritz Bauer’s interest in the latest developments not only drove his personal business success forward – he positioned his company early as a full-service agency with conceptual approach. He was also always happy to share his experience and knowledge with the industry’s new generation, who experienced him as a humorous and generous mentor, advisor and friend.

National and international networker

The Association of Austrian Promotional Products Distributors – VÖW – also owes its existence to this character trait. Together with like-minded businesspeople, Fritz Bauer founded the association in 1991 and significantly shaped its agenda in the following 20 years as a member of the management board, ten of which as its president. He remained dedicated to VÖW throughout his life, since 2011 as honorary president. As an extremely outgoing

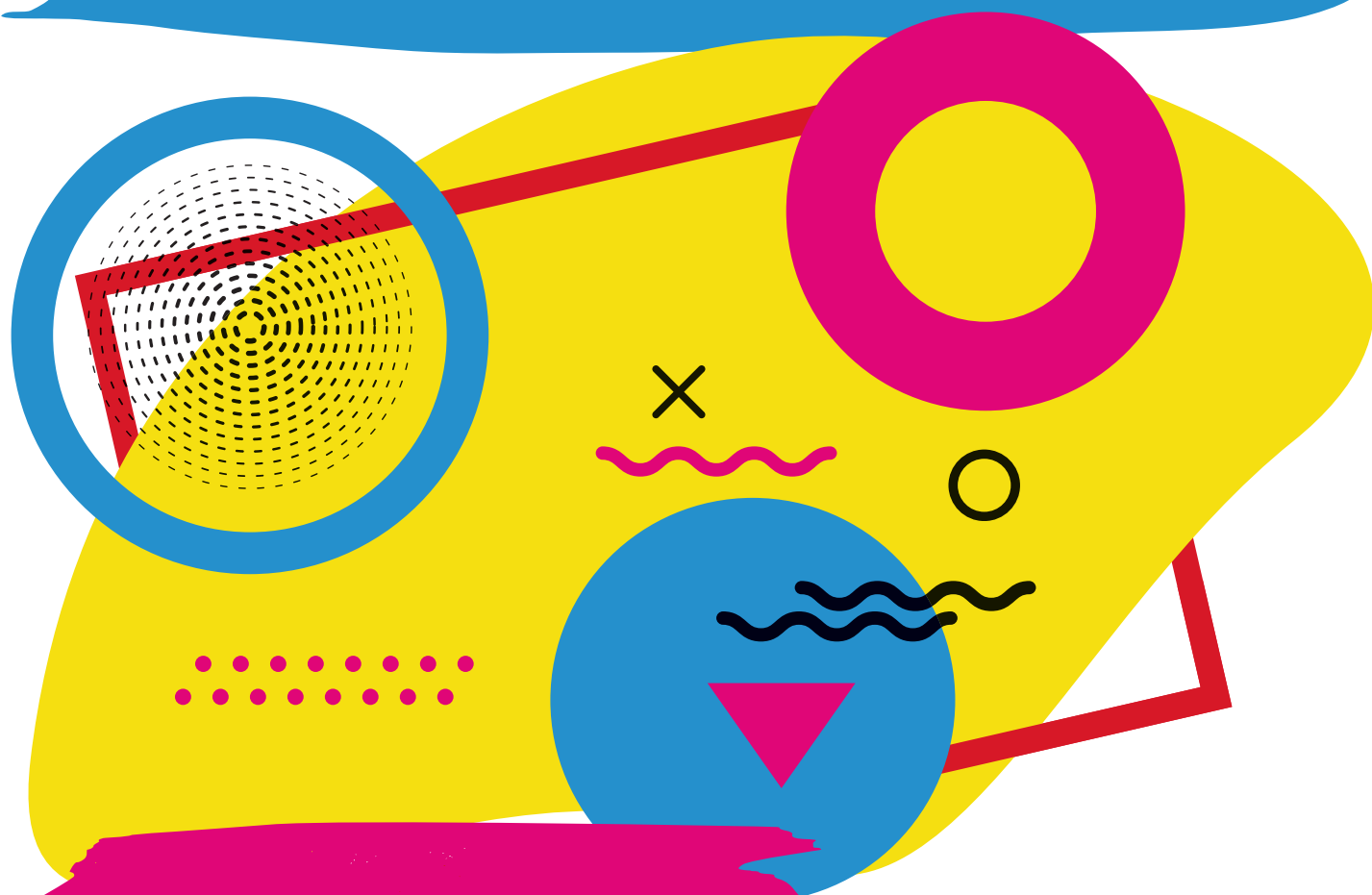
Mourning for a great character

Fritz Bauer was a gentleman and pioneer of his time. He is mourned not only by his daughter, son and two grandchildren, but also his countless friends and business associates who will miss him dearly for a long time to come.

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WWW.REMADAYS.COM

On the 3rd and 4th of December, the winners of the German Sustainability Prize 2020 were awarded their prizes at a ceremony held both digitally and live in Düsseldorf. They were honoured for their “effective contributions to business, communities and research for promoting a sustainable transformation.” The textile pioneer Brands Fashion accepted its trophy virtually for the category of “global company partnerships.”

Brands Fashion wins the German Sustainability Prize

Engagement, Team Spirit, Perspectives

The award, which the German federal government in part sponsors, is the largest award of its kind in Europe with more than 800 contestants. “We are delighted to be recognized for our engagement and our ideals with this prize,” says Mathias Diestelmann, the Managing Director of Brands Fashion, which is located in Bucholz, Germany. The jury came to the conclusion that Brands Fashion’s cooperation with Sags Apparels and the opening of the Green Factory “represented a milestone.” The jury particularly valued their shared commitment to the idea of an all-encompassing closed material cycle: from the use of sustainable materials and improving social and ecological conditions to a resource conscious orientation for more environmental protection.



Ganesh Anantharaman from Sags Apparels and Mathias Diestelmann.

The first supply chain in the world to be certified according to the Fairtrade textile standard

For Diestelmann and Silke Rosebrock, CCO of Brands Fashion, the award is not a reason to rest on their laurels. “By May 2021, an entire supply chain is going to be certified with the Fairtrade textile standard,” explains Rosebrock. In addition to the meaningful certifications it already has, such as GOTS, Fairtrade Cotton Standard and Grüner Knopf, the specialist for sustainable work clothes is showing that it is dedicated to introducing a living wage along the entire supply chain by undergoing certification using this new type of standard.

Change only possible together

The jury also thought highly of the company’s support of these ideals by holding multi-stakeholder events. “We want to bring suppliers together so that they can share ideas on improving workers’ rights and the wage increases that are necessary to make an appropriate living standard possible. Changes throughout the industry can only be made if other textile companies get on board,” assures Diestelmann.



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The exhibition trio consisting of PSI, PromoTex Expo and viscom will be postponed to May 18 to 20, 2021 due to the current uncertain developments regarding the Covid 19 pandemic. Industry representatives will finally be able to meet in person under more relaxed circumstances.

PSI 2021 from 18 to 20 May: Special timing in unusual times

Kick-off for the recovery

Things to look forward to

Because corona has left most questions unanswered in the promotional products business, and in many markets too, we asked Petra Lassahn, Event Director at PSI, PromoTex and viscom, for some answers to our queries. Petra Lassahn has occupied a leading role in the international trade show business for 25 years and has already had to overcome many challenges. She has managed “inter airport Europe”, an international trade show for airport fixtures and fittings, led “Ambiente” and “Tendence” in Frankfurt and, besides PSI and viscom, turned “Bar Convent Berlin” into a big, international event. Now she is relishing the challenge of PSI on 18 May 2021.

These days it is difficult to eagerly look forward to events because the coronavirus pandemic is still determining the pace for life and business.

That's exactly what I'm seeing and feeling. However, 18 May is an early summer date, in fact. If we examine all the combined factors – warm weather, rapid testing, medication, vaccines and sophisticated, tested hygiene concepts

– with a realistic eye, then I'm very confident that we'll experience a great trio of trade shows in mid-May, with PSI as the leading international show. Incidentally, the new interim trade show halls are going to be 8a and 8b. Two big halls with the architecture and infrastructure to meet ultra-modern requirements – exhibitors and visitors can really look forward to it.



Last year's PSI was undoubtedly diverse, innovative and inspiring. As an industry meeting point and platform for new developments, the trade show trio comprising of PSI, PromoTex Expo and viscom will provide valuable impetus for business once again in 2021.

Nothing has been the same since March last year: the pandemic has created unprecedented exceptional circumstances which have hit the exposition and event industry particularly hard. A total of nearly 4,000 trade fairs were cancelled and postponed around the world in 2020 – with a series of sobering effects for organizers, potential exhibitors and visitors. The PSI 2020 was one of the final events which

still was able to take place before the lockdown, which was very fortunate for the industry. For the first time in its history, the PSI 2021 will not open its doors in January, but from 18 to 20 May in Düsseldorf. After the exposition team initially had planned for a January PSI with a comprehensive hygiene concept, the pandemic related events in autumn turned out to be so severe that it would no longer be reasonable to hold the event in January.

But we probably shouldn't fool ourselves – size-wise, it won't be the PSI we've known for more than 60 years?

No, that would be fundamentally wrong and thwart the expectations of everyone involved. It will be a smaller PSI, but still in a trio with PromoTex and viscom. And, allow me to say this with total confidence: PSI, compared with all other events, will nevertheless be, and remain, a major, flagship trade show. No corona storm will ever sink such a big trade-show ship. All the rest of the major trade shows will return to their former glory after the pandemic, I'm firmly convinced of that.

So will the trade-show trio be experienceable under these conditions?

Yes, we'll find all three elements at PSI 2021. Since coronavirus has changed the world, though, this trio will also be

different. A number of themes have been re-integrated into PSI – especially in the textile area; others, owing to their specific value and unique appeal, will remain standalone. Common to all areas will be the great importance we place on sustainability. We will become more sustainable, more modern and more digital.

Critical voices on the market are lamenting the absence of the big, traditional exhibitors.

The thing about rumours is they always know more than the people concerned. It was only as the coronavirus figures rose that we were reluctantly forced to abandon the January date. There were critical voices demanding the trade show



Petra Lassahn, Event Director
PSI, PromoTex and viscom.



PSI in May supports the industry

During the summer PSI and the industry were looking ahead with optimism. Europe's most important promotional articles fair in January 2021 was supposed to be a large reunion to herald a new and even better business year. Now, however, the traditional early date in January, which has marked the ideal start to the promotional articles' year for nearly sixty years, has proven to be an uncertainty factor. Too many issues regarding travel, accommodation and other measures relevant for planning such a fair are unfortunately uncertain at the moment. In spring we will have a better overview. Therefore, PSI – as a forum for presenting new products and a friendly meeting point for the industry – can again offer its members a professional fair in May to support the recovery of their busi-

nesses. The new timing also takes the corona-related time lags in the business world into account and is therefore the perfect kick-off event for a successful new start.

New timing, new opportunities

The "new" PSI, which has been postponed to May, will certainly not be quite as we know and appreciate it. However, we assume that the general conditions will have improved by then and that the industry will again be moving forward towards "business as usual". It will not be an easy pathway because the industry is still delaying budgets, deferring payments and having difficulties in making promotion-related decisions. It is precisely against this background that the PSI in May truly meets the needs of the decelerated market. Difficult times like these call

take place then as well. Now is the point, however, when we realise that our responsible decision was the right one. Of course, nobody today can know how coronavirus will turn out in other parts of Europe. That's why exhibitors whose main business is exports are struggling, obviously. However, I'm in a position to reassure people that we have already booked good, renowned exhibitors for 18 May. There are some companies that are seizing the opportunity for more unique positioning. I am certain that nobody will leave Düsseldorf disappointed – either exhibitors, or visitors.

Have you been able to get a feel for how visitors are viewing the new date?

Honestly, that can't really be judged and I have a low view of flowery promises. From all the conversations we've been having with visitors – we make a point of talking to our members – we know that many are really looking forward to reconvening and warmly welcome 18 May as a date. Sure, that's later than usual, sure, some novelties will al-

ready be familiar. However, there will also be "new novelties" – to use a great bit of pleonasm. But that underlines the nature of this industry: it magically attracts new things and professionally turns them into promotional messaging. Manufacturers and importers face this challenge on a daily basis. They will also make it to PSI 2021 and surprise their customers.

But let's briefly talk about the structural changes at Reed Exhibitions and hence at PSI. There's confusion on the market there too.

Gladly. It has to be said here, too: coronavirus has changed the world and hence the trade show world as well. More than 4000 trade shows have been cancelled worldwide since the pandemic emerged. No entrepreneurially-minded person can expect this not to have dramatic impacts on the companies that organise these trade shows. Private trade-show organisers receive no state aid, unlike Lufthansa. We are partly obliged to reinvent ourselves, and do so without personal



for patience and professionalism and also require us to be flexible and think outside the box. After all, this can open new opportunities which we may have never thought about in “normal” times.

Looking forward with creativity and flexibility

The highly creative promotional products industry continuously develops new ideas and concepts to make the best out of the changed situation. It is precisely now that consultants together with their supply partners are developing exciting projects and embarking on new, courageous and sometimes unusual pathways. For example, if you are unable to take advantage of events for promotional purposes, maybe your customers will be interested in using valuable gifts to remind their business part-

ners of them. The large range of products which the industry can draw on opens nearly infinite possibilities. The PSI fair will again display the entire diversity of the industry and present new products and exciting promotional ideas.

New products in 2021: Please turn the page!

Even without the fair taking place in January, there still needs to be a January issue of the PSI journal to present new products. Be inspired by the new 2021 products on the following pages! We will keep you updated about product innovations as well as the PSI 2021 in the PSI journal and all other PSI media.

negligence. That means combining forces, saving costs and generating synergies wherever possible.

The new executive management is headquartered in the Austrian capital, Vienna.

Benedikt Binder-Kriegelstein is operating as CEO from Vienna, but will also be here a lot, getting to know the industry. As a European I take a very relaxed view of the location issue. Our parent company is based in London. I've never had a problem with that, either. The view from outside is very often a good thing, too. The days of regionalism are over. But, with Michael Köhler, Düsseldorf is home to an experienced Reed executive as a new member of the management. The PSI team itself continues to work in Düsseldorf and will be operatively and strategically managed by me. I've been doing this for four years already, alongside Michael Freter. And believe me, PSI was already close to my heart while I was managing completely different trade shows for our company. So now it's all come together. I have extreme

confidence in our people and our strategy. With sustainability and even more benefit for our members, we'll emerge from the crisis stronger than ever.

In that case, we wish you lots of luck as the year begins and plenty of good fortune for your future decisions.

Thanks very much. I'm not alone, thank God, I have an experienced, excellent team at my side. And I also hope and trust that PSI members will lend us their support in this. PSI belongs to all of us and the crisis has affected us all, sometimes totally shaking us, so let's fall back into step and go into the new year courageously. If we link arms and walk on with resolve, we'll manage that with the whole industry. Anyone standing carping, grumbling and rumour-spreading on the wayside is going to miss the train. I'm relying on those who intend to shape the future with us – and there are many, I know. We will listen and take action, our members, exhibitors and visitors can rely on that.



Even if the **PSI 2021** event had to be **postponed to May** due to the effects of the corona virus pandemic, readers of the PSI Journal do not have to go without a **showcase** of the **latest products** on the market at the beginning of the year. Here is our selection.



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Römer Präsente
Tel +49 6541 81290
info@roemer-praesente.de
www.roemer-praesente.de

Delicious Easter

The sweet Easter eggs are among the many delicious and original Easter ideas from the current special Easter catalogue from Römer Präsente. With this new and original gift idea, the egg box is transformed into an Easter nest. The blue box contains four delicious dipping eggs with milk crème filling, weighing 144 grams. The two supplied spoons can be used to open the crisp milk chocolate and indulgently scoop the creamy filling inside. Ideal for sharing. The box for the chocolate eggs is provided with a jolly banderol wishing Frohe Ostern and Happy Easter. On request, from 100 pieces, the banderol can be ordered in a custom design. Römer Präsente offers a wide range of culinary promotional gifts, all available from an order quantity of one piece. Numerous finishes are completed in-house, whereby fast and reliable order fulfilment is ensured.



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Tel+48 12 4114242
biuro@promohouse.pl
www.krawaty.info

Contemporary advertising idea

Covid 19 has changed the social life and habits of every individual – also in terms of fashion. This is reflected in the promotional products from the Polish company Promo-House: a combination of traditional, fashionable scarves and oronasal masks in the same design are ideal for business meetings. Both products are made of silk in high-quality, printable by using screen print or digital inkjet print. In addition, customised variations in the company CI with the corresponding logo and CI colour are possible. The minimum order quantity is 30 pieces.

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Smart energy bars

Kalfany Süße Werbung presents two new smart bars in a personalised wrapper. The protein bar from Dextro Energy has no added sugar at all and contains eight essential amino acids. It also has a low fat and carbohydrate content, making it a true fitness all-rounder. The Smart Dextro Energy protein bars are also available in a chocolate flavour and can be ordered from 250 pieces in a completely personalised promotional wrapper. In addition, two new bars from Bio Zentrale complement the confectionery specialist's snack line. These power bars are available either in the organic varieties Superfood Cranyberry Coconut with chia seeds or Peanut Salty Caramel with agave syrup. Both are an aromatic revelation with their fine milk chocolate coating on the underside and have a high fibre content. And all of this comes without the addition of flavours and without palm oil. This snack, with purely organic ingredients, displays the customer advertisement in a promotional sleeve when ordered from 250 pieces. Kalfany Süße Werbung is also the first promotional product manufacturer to offer a vegan chocolate bar in its assortment.

New product from the north

Laptop bags are a popular accessory for moving between the home office and office. Protective felt covers are practical, contemporary and cushion the device at the same time. Bühring's brand new custom-made product was developed based on the "Seppl XL" laptop bag, suitable for the MacBook Pro 16" and made of high-quality wool felt and natural merino wool (according to Oeko-Tex® Standard 100). The leather applications match the felt colour perfectly. The leather parts are suitable for advertising as blind embossing. For smaller budgets or those preferring vegan material, the soft touch Upcycling PET felt, with applications of synthetic leather, is also available. This felt is made in Italy from recycled PET bottles consisting entirely of polyester and is completely vegan. Both felt qualities are available in a variety of bold as well as subtle colours. Production is project-related and takes place in Germany. Depending on the quantity and availability of the colour, the delivery time is currently about four to six weeks after approval of the sample and logo.





Die Handschrift der Werbung



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marketing@intos.de
www.intos.de

Spontaneous photo gallery

More time at home, less contact: During periods of necessary isolation, prominently placed photos of loved ones bring special joy. Spontaneously sent mobile phone photos show the recipient care and affection – these can be displayed in real time on the Wi-Fi-integrated WiFrame photo frame from Intos Electronics. Take a photo or video with a personal message, write a caption and send it to the digital photo album via the free Frameo app: The viewer at home is able to see what his or her favourite people are doing at that moment on the 10.1 inch display with HD resolution. A 2x2-watt loudspeaker provides the sound. The internal memory is 16 GB, but external storage media such as an SD card or USB stick also store content. Telephone grouches let pictures do the talking for them. For 99 euros (RRP), interested parties can purchase the InLines WiFrame in stores or at inline-info.com.



PSI 49756 • Living Bytes GmbH
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www.die-markenvertretung.de



Garden shears for every demand

In fiskars' new garden shears range, available to order from Living Bytes, the X-series – the high-performance garden shears with a roll handle mechanism – stands out. The top range of garden shears combines ergonomics, the best technologies and ultimate durability. In addition, the X-series offers up to three times more cutting performance. The Plus™ garden shears, an everyday tool with improved durability and higher cutting capacity for rough everyday use, also provide reliable service. The ergonomic handles also improve user-friendliness. Last but not least, the Solid™ garden shears are a great way to win over customers. The entry-level model has a simple but effective design and features a comfortable, sturdy handle and an easy-to-open locking mechanism that protects the blade during transport and storage.

Sweet mailing

Especially in times like these, appreciation in any size and in any form is important in order to bring joy and good humour into the daily lives of employees, customers and business partners alike. Filled by hand and packaged with love, Der Zuckerbäcker's snack bags are optimised for mailing and deliver advertising messages in a pleasant and delicious way. Filled according to your wishes, with items such as sweet seafood, peach rescue rings or mulled wine cinnamon fruit gum, they deliver your advertising message in a pleasant and delicious way. Personalised with your design, you will create a smile on the recipient's face with a very personal touch. Starting from just 500 pieces, the snack bags are available with an individual print and can also be filled with other contents to suit your individual needs: For example, fruit gum strings as "patience threads" sweeten the time spent in the home office, thus ensuring that employees do not quickly lose their patience.



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www.suesses-schenken.de

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Hygienic all-rounder

Smrter Bactilla from Klaus Stephan is a disinfection spray, ballpoint pen and touch pen all in one. The 3-in-1 talent is a discreet aid for improving hygiene and safety in everyday life: Inside the ballpoint pen is a 3.5 millilitre tank that can be easily filled with disinfectant. With a push of the pen, the spray head distributes the agent onto hands or shopping carts and reliably disinfects. One tank filling is sufficient for about 50 spray bursts. To prevent potentially contaminated surfaces from being touched in the first place, the touch pen on the front of the ballpoint pen can be used for smartphones, ATMs, ticket machines and other displays. A conventional refill appears with a simple twist so that, for example, forms in restaurants can be filled out with your own ballpoint pen. Available for orders from 250 pieces, and in a Pantone colour from 500 pieces, this everyday assistant can be personalised by using laser engraving or pad printing. For more information, visit: www.smrter.info/bactilla

Calendar as energy dispenser

Vim Solution presents a unique and innovative highlight with the wireless charging VYNN® calendar. Following the Orga-Flash Note, a USB stick combined with sticky notes and PSI First Winner 2018, the specialist for electronics and trends once again combines the digital and analogue worlds. While a smartphone can be charged wirelessly and inductively on the base plate, the analogue calendar mounted above catches the eye. The classic three-month view is supported by a red date slider. The calendar is designed for two years and can be easily replaced afterwards. A wireless charger is located below the calendar view. This allows any wireless charging device with an output power of five watts to be charged. A quick charging function with ten watts is also available on request. The base plate with charging function is available in black or white, whilst the calendar labels are available in either black, blue, red or white. This results in no fewer than eight different possible combinations. And if this is not enough, a special colour is possible for orders from 100 pieces. The USB connection cable is included in delivery.



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PSI Supplier Finder

The supplier directory of PSI

The research tool for PSI distributors
and the PSI Sourcing Team

Published twice a year.

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

Are you verified? What types of finishing do you offer?

The PSI sourcing team consults PSI suppliers with their product inquiries and makes product and supplier recommendation.

Use the opportunity to be quickly found and recommended as a suitable supplier in the product search.

Possible additional services

Per logo	89.00 EUR
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Basic entry

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- Unlimited listing in the certificate directory

Addressing target groups

- Suppliers and distributors of promotional products
- Company owners
- Managing directors
- Marketing managers
- Sales managers
- Sales personnel
- Marketing decision-makers

Editorial and Entry Deadlines

Issue 02/2020: Oct 10th, 2020

Issue 01/2021: May 10th, 2021

All prices are stated in EUR plus VAT.

You will find the terms & conditions at:
www.psi-network.de/mediaguide



www.psisupplierfinder.de



PSI 49734 • Intos Electronic AG
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www.intos.de

The mouse likes walnut

The woodpad mouse pad, made of walnut and available at Intos Eletronic, is easy on the eye, the hand and the mouse. Style lies in the details: With the woodpad, for aesthetically conscious users, natural interior design comes to the desk. The computer mouse glides effortlessly and precisely over the finely structured surface of the pad. The hand and wrist also feel comfortable on the wood. A thin rubber layer on the underside prevents slipping. Each of the small walnut panels is unique due to its unique grain. The InLine woodline series also includes further gadgets made of walnut wood. A wood-coated USB stick stores data volumes of up to 128 GB and transfers them at super speed. Powerbanks such as the woodplate and induction-based Qi chargers keep smartphone energy levels high. The woodpen brings handwritten notes to paper. Placed on a desk, these and many other wooden helpers create a harmonious, natural arrangement and fit tastefully into living spaces.

Stylish Foodbowls

With modern colours and a wide selection of various shapes and sizes, balanced meals are aesthetically arranged in the new, trendy Foodbowls from Seltmann. The Foodbowls are entirely Made in Germany, dishwasher safe and microwaveable. It is hard to imagine modern times and the modern kitchen without them: These fresh and healthy Foodbowls can be found in trendy cafés and restaurants, but also at home. The concept behind them is both simple and convincing: a balanced meal beautifully arranged in a single bowl. There are no restrictions when it comes to presenting food. The Foodbowls from Beat Colour Glaze are available in four different trendy colours and sizes. There is something for every taste. When presented in the right light, a meal in the Foodbowls is a real feast for the eyes. The different decors of the Life Molecule series set colour trends and are an absolute highlight on any table.



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Masks with a statement

The company CSW werbe-schutzmaske.koeln has been involved in the production and procurement of protective masks since the beginning of the Covid 19 pandemic. In Cologne-Lindenthal the company manages the product range including logistics. The mask consists of two layers of high-quality fabric and is OEKO-TEX® 100 certified. It is available from as little as ten pieces, including individual imprints, has a malleable metal nose clip and an elastic cord – also with size adjuster on request.



Perfectly organised

The days of the big, jingling bunch of keys are numbered: With the Key-Organizer.eu from Einkaufswagenlöser.de the customer gets a real space saver. The product ensures modern, minimalistic organisation in the trouser pocket. Whether it be elegant, casual or in striking colours, the design can be individually adapted. Genuine leather encloses the keys, ensuring a long life and the optimum protection. In addition, purchasers receive the 365-day free find service from Code24.eu for valuables. Personalisation of the product is possible by stamping a company logo on the front and printing on the gift box. As an extra treat, in addition to Key-Organizer.eu, a shopping trolley token from the product range is included.

STYLE

by FARE®

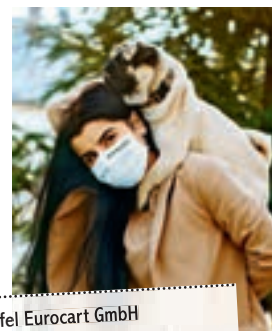
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PSI 43567 • Stiefel Eurocart GmbH
Tel + 49 8456 924323
wirth@stiefel-online.de • www.stiefel-online.de/eurocart/shop-buero-werbung

Individual mask models

Stiefel Eurocart presents oronasal masks as an individual style accessory: not only under black light do the bright neon colours stand out from the crowd, but also at work or in leisure time. HeiQ Viroblock® by CHT protects the textile from microbes and germs. This textile technology has an antibacterial, anti-pathogenic and antiviral effect that minimises the transmission of pathogens. The masks are Made in Germany of pleasantly soft and breathable Standard 100 by Oeko Tex® fabric with a virus blocker. The masks can be washed at 60° Celsius, tumble dried and reused. The promotional textiles are available in white, black, bright or neon colours. Motifs with national flags, or of course with an individual design, are also possible. Every motif is possible with logo printing. Thus, the masks serve as very special and useful advertising tools for companies, clubs, schools or universities.

Secured transport aid

A theft-resistant rucksack with cleverly designed functions is available at Pacor. On its top side the practical transport aid possesses a fastening with a code combination. An extra zip compartment on the back, along with a small additional zip compartment on the adjustable shoulder-straps, complete the accoutrements. Moreover, the rucksack offers a USB plug connection including cable plus an input for earphones. The roomy interior compartment offers plenty of room, and there is an extra compartment for the stowing of a laptop or tablet. Last but not least, the practical product possesses further compartments for the storage of additional objects.



PSI 45288 • Pacor Pamerio B.V.
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info@pacor.nl
www.pacor.nl



Space-saving neck pillow

Troika has redefined the neck pillow: The space-saving pillow is a real stress absorber for the head and neck. After opening the clip, the memory foam unrolls in seconds. Permanently dimensionally stable and with a washable cover in accordance with Oekotex Standard 100. Whether on the bus or train, on the plane or on the couch, the Business Travel Pillow optimally supports, stabilises and relieves the head. The neck pillow comes in a compression bag, is made of polyester and is available in grey or black.

PSI 46311 • Troika Germany GmbH
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USB stick in folder

Trivtec has developed the USBfix, a USB stick for filing. It is ideal for combining digital and printed data. Mechanical engineers, engineering offices, architects, project planners, documenters, building contractors and many other target groups can use the USBfix for a perfect fit. USB sticks that can be filed are currently in great demand: the CD is no longer needed for the transfer of documentation. Publishing everything on paper is no longer up-to-date. No customer today wants to return from the acceptance of a project with 80 boxes of folders, but the project documentation must be handed over and permanently archived. The USBfix is always manufactured according to the customer's order and the customer's requirements. The customer has complete freedom with the design and configuration. This goes so far that the customer themselves can also specify the shape of the casing or the hole size. Depth embossing for nameplates can be embedded and logos can also be designed as relief or depth embossing.

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grellert@trivtec.de





PSI 49110 • KLAM MARKETING
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www.klam.de

Eye-catching feet

With the right foot-cladding from the Klam embroidery shop, the whole outfit becomes an eye-catcher. Crazy patterns or merely small embroidered elements on socks or shoes, it is the customer's choice: here, custom wishes come true. The company has been insisting on Made in Germany quality for more than 30 years. Matching socks to go with embroidered shoes are just one of the possible options here. High-quality, individual statements using a company's own taglines, logos or patterns are guaranteed by the in-house fleet of embroidery machines at a high degree of flexibility.



PSI 48369 • Scent of Europe
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www.scentofeurope.com

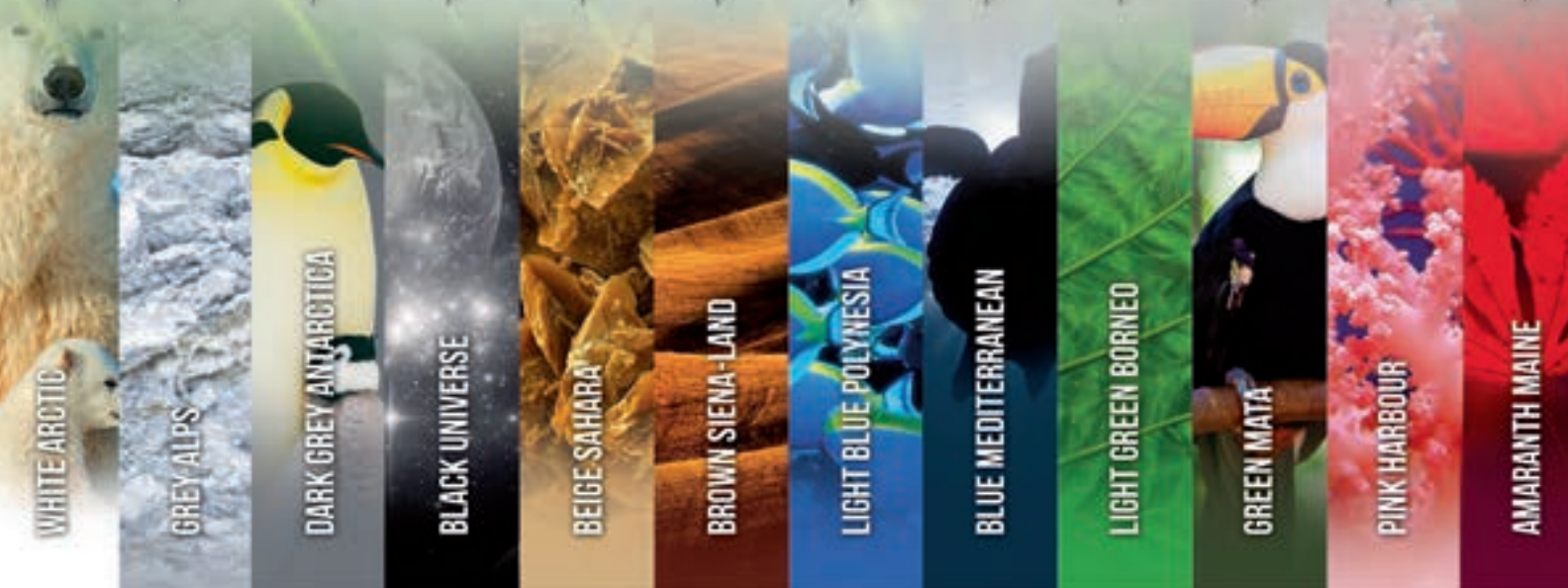
Refreshing travel

Scent of Europe from Poland specialises in the production of air fresheners made of paper for vehicles, ideally suited to promotional campaigns as well as for every target group looking for snazzy, custom promotional products and giveaways. Cost-effective, lightweight and compact, the air fresheners are ideal for mailings. On request, cuts and designs for the customer's individual selection are also possible. Scents of Europe offers more than 240 different shapes as standard. Additionally, there is a wide selection of differently scented oils and aromas as well as the opportunity to add scents according to the customer's desire.

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www.produkt.at

Customised protective masks

Many years of experience have established Produkt as a specialist in individually tailored textiles in the promotional products industry. The Austrians sew and print on promotional clothing and accessories for all industries on their own production site. As it does so, the company from Lower Austria insists on the highest quality of fabrics, design and textile finishing and continuously optimises the clothing's tailoring, to ensure that the customer stays right on trend. In response to the current situation, Produkt is temporarily focused on the production of customised protective masks. With a selection of six different masks, no wish is left unfulfilled. These masks can be made promptly, in line with the prospective customer's individual ideas.



Trendy transparent look

The pressure ballpoint pen ball 423 by STAEDTLER has a captivating new transparent look: radiant barrel colours turn the writing implement into a genuine eye-catcher that is really popular among prolific writers in particular. Due to its ergonomic triangular form it ensures a non-tiring, pleasant writing sensation. The ball 423 is equipped with a blue refill and available in a total of seven luminous colours. The barrel can be finished with a custom logo from a run of 1,000 pieces.

PSI 41108
STAEDTLER MARS GmbH & Co. KG
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www.staedtler-promotional.de

Stylish and wireless

CHARGEit from SACKit combines fast, wireless charging with unique Danish design. The wireless charger has a premium Qi-certified quick charge function and two coils – wireless charger spots which ensure a stable connection during charging. Whether it be iPhones, earphones or other Qi-compatible devices. The flexible charging surface and silicone-coated “X” ensure a secure grip and serve as a practical support so that the screen can still be used in either a horizontal or vertical position during charging. SACKit offers a wide range of custom-made products for branding so that customers can increase their added value.



PSI 60084 • SACKit ApS
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bsl@sackit.dk
www.sackit.dk

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LIGHTER IN
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www.klio.com



Writing constantly new

Writing instrument manufacturer Klio-Eterna also has several innovations to offer for the promotional product industry in 2021. In addition to the hot-off-the-press product catalogue and the brand new products, a new website and a completely revised product configurator will go live in January 2021. With the introduction of the klio protect brand, which includes recycled models with antibacterial protection, a completely new product segment was created last year. For added health value. The modern, new Qube model shines through the interplay of basic geometric shapes and through individuality. With a new synthetic leather case, the case segment has been expanded to include a new, high-quality product, also available as a sustainable, biodegradable version. As far as the green brand kilo eco is concerned, the aesthetic Shape recycling retractable ballpoint pen, with a lead-free stainless steel refill tip, scores top marks. In addition to the outer casing and the mechanism, the refill tube is also made of recycled plastic (rPP). A newcomer to the recycling range is the Boa matt recycling twist ballpoint pen. The sustainable version is convincing not only because of the well-known Boa attributes, but above all because of its pleasantly soft, matt surface which sets it apart from the standard recycled models.



Everyday companion

The bottle Flow, available from Böckling, is equipped with a screw top and, with a capacity of 0.75 litres, is optimally suited as an everyday companion. At the same time, the bottle's application purpose is as diverse as the array of industries, no matter whether for one's own customers or for employees. Flow is Made in Europe and can be custom-printed entirely as desired, thus becoming a long-term promotional resource that the user will long remember. Customisation is performed in Germany.

PSI 41435 • Böckling GmbH & Co. KG
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Effective advertising against coronavirus

Listed under item number 444852, Giving Europe is launching its reusable mask with imprint in a race to win the customers' approval. When unfolded, the individually customisable fabric mask with elastic bands offers an advertising space of 195 x 175 millimetres for silk-screen printed advertising. Perfectly suited for personalisation in full-colour sublimation printing with your own logo. It is designed with two layers for a better fit. Made of 70 percent polyester and 30 percent polyamide, the mask can be washed in the washing machine at 60° Celsius. The oronasal mask offers high protection against aerosol particle size 3µm – 90 percent. The product is certified according to Standard 100 OEKO-TEX and is supplied individually packed in a poly bag.



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PSI 49627 • PROMOTEus
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www.promoteusgifts.com

Portable memory

Large amounts of data must be transferred to an external storage medium at regular intervals. A perfect, and above all fast, operating solution is the mobile SSD disk with integrated USB connector from PROMOTEus. This portable, extremely compact storage medium ensures high-speed data transfer – thanks to a write speed of 100 to 180 MB per second and a read speed of between 300 and 400 MB per second. Thanks to its minimalist dimensions and a weight of only 20 grammes, this clever product fits in every trouser pocket and can therefore be taken anywhere. This promotional product is always at hand and can be customised with a logo. It can be ordered with capacities of 128 and 256 GB.

-Advert-



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www.hepla.de

Message with heart

With this heartfelt promotional item from Hepla, companies are able to deliver their message in an emotional way. The 16-piece jigsaw puzzle is made of cardboard and is ideal for the creative design of advertising messages, not only for special days such as Valentine's Day or Mother's Day, but also for a personalised message, a "thank you" or for promotional campaigns on various occasions. The product is available in the standard colour white and can be finished on request with a particularly large advertising space in our in-house print shop using screen or effective digital printing.

For a better view

With its lupcards, Lupenmaxx GmbH provides the right perspective in the advertising jungle. The bestseller is still the lupcard in credit card format. With an integrated triple-magnifying glass, a thickness of only 0.3 millimetres and a weight of 1.9 grams, the lupcards are ideal as giveaways or mailing enhancers. The useful business cards fit in any wallet and are always close at hand.



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PSI 41545
JUNG since 1828 GmbH & Co KG
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www.jung-europe.de

Chocolate mix stops Foodwaste

Make the world a little bit better with advertising and stop Foodwaste? Thanks to the delicious Rettergut chocolate, with individually printable advertising sleeves from Jung, this becomes reality. The unique feature of this melt-in-the-mouth treat is that every time a new type of chocolate is produced, the machines are cleaned with high-quality chocolate. Hundreds of kilos of the resulting mixtures are lost in the process! The Rettergut brand has made it its business to save this unique variety of cocoa and to conjure up a delicious mixed chocolate from these masses.



PSI 49967 • Mediaconcept SRL
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www.media-concept.ro

Protective and promotional

Mediaconcept from Romania specialises in the production of mouth & nose masks with customer-specific printing. These are optionally anatomically tailored or executed as a model with woven layers. The promotional product is printed in full colour on its 100 percent polyester, 185 gram quality exterior, while its interior consists of 40 gram fleece. Optionally, the fibre can be additionally provided with the anti-viral and anti-bacterial HeiQ Viroblock NPJ03 as well as with a pocket for the filter.



PSI 46235 • Herka Frottier
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office@herka-frottier.at
www.herka-frottier.at

Vintage production

Tea-towels, packaging, rucksack bags, shopping bags and vintage cushions are designed, woven and finished with the customer's logo or lettering by Herka Frottier in Austria from 120 pieces. Also possible in organic quality according to GOTS standard. The company from the Alpine republic weaves variety, far exceeding standards. The product portfolio can be viewed in the new product catalogue available from today.



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E-mail: info@semo.de • www.semo.de



PSI 47706
NonvisioN Werbeproduktion GmbH & Co KG
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www.NonvisioN.de

Warming winter bandanas

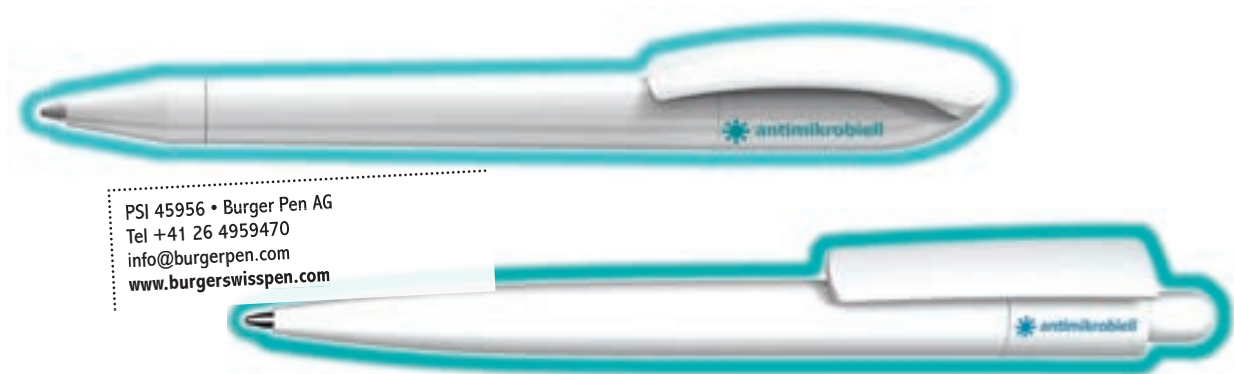
The winter bandana from NonvisioN is a two-ply multifunction cloth in size 30 x 42 centimetres. Bearing photorealistic printing according to the order-maker's wishes on its microfiber-polyester exterior, the loop scarf is equipped on the interior with a soft, warming layer of fleece. It is therefore the ideal loop scarf for the winter and cold days. NonvisioN produces the winter bandanas from 50 pieces and, with these products, offers a big promotional impact at a small price.



PSI 49768 • Sandini GmbH
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www.sandini.de

Colourful cushion range

The new year gets off to a colourful start: after the grey, dark days, the diverse cushion range, designed by artist Bine Brändle and orderable at Sandini, is a real eye-catcher, guaranteed to deliver cheer to every home and office. The combinations of water lily designs, hearts and bordures with variegated backs are limitless. A logo can be placed here in a highly appealing and pleasant setting. Designed in Germany and Made in EU.



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

Hygiene benchmarks for ballpoint pens

For ballpoint pens from burger swiss pen, a self-disinfecting plastic is used which also effectively combats coronaviruses. Embedded in the clinic® plastics, uniquely approved in the EU, which swiftly eliminate microbes of many kinds and offer currently the best hygiene solution for ballpoint pens, are microscopically small semi-conductors which generate a high electrostatic voltage on the surface. In combination with humidity, oxygen radicals and a germicidal, acid milieu arises. Once charged by means of light, the reaction is self-sustaining. Since catalysers practically never wear out, the germicidal effect lasts for up to 20 years. That means never having to disinfect ballpoint pens by hand again. A must for hospitals, doctors' practices, physiotherapists or catering and the ideal campaign companion for the future relaunch of airlines and the tourism industry. For one thing is certain – after corona, hygiene standards will be higher than previously. Clinic® plastics are already fulfilling these high hygiene standards today.

Attractively packaged teas

From now on, the many different teas and spices from Henosa are also available in a fully printed Doypack. The customer has the choice of different sizes and can have the Doypacks completely personalised in four-colour printing. From a minimum order quantity of 100 pieces, the customer can not only have this advertising material personalised with individual 4c printing, but can also freely choose the contents.



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www.werbenmittee.de



Overview to the power of three

Troika Zipper Bags provide the best overview. They are available as a set of three cases and are ideal for storing utensils and documents. Everyone can see through them because the three transparent plastic cases show immediately what they contain. Receipts, tickets, visas, travel documents, business cards, small change, masks, a travel first-aid kit, cosmetic utensils or liquids: Printed pictograms help to organise and find them again. The cases are A4, A5 and A6 in size and are made of pleasantly soft, transparent material with a sturdy zip. Designed for everything that is important when you are on the move. Available in transparent, white and black.

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New basics for every day

The bags2GO brand from L-Shop steps up in 2021 with an attractive new arrival: the NEW.BASE collection features classic models with a new look. The seven components are impressive with their two-tone optic and make the bags simple yet stylish companions that have many uses. Deliverable in this series are a Small Daypack, a Daypack, a Backpack, a Small Sportsbag, a Sportsbag, a Gym-Sac and a Hip Bag.

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Quick test for batteries

With the TFA BatteryCheck, the charge level of batteries can be checked quickly and easily. Simply set the nominal voltage and connect to the battery. The display then shows the remaining residual voltage in volts and a symbolic representation that classifies the charge level. This makes it clear whether the measured battery is still OK or needs to be replaced. The product uses the energy of the battery to be tested and is always ready for use. A responsible and efficient use of batteries is easy on the wallet and the environment: Fewer toxins are released by only disposing of batteries that are genuinely empty. In addition, the energy source is completely exhausted and the maximum service life of battery-powered products is extended. After all, empty batteries are often the cause of a device no longer functioning and are hastily disposed of as electronic waste.



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Advertising signs and displays

Showdown Displays Europe, Europe's largest supplier and manufacturer of advertising signs, display systems and POS materials, is launching its brand new printed catalogue. In this edition, the further completed, extensive range of products is presented, including several light boxes and a matching illuminated counter as the latest addition to the LED portfolio. In addition to numerous promotional products, Showdown Displays Europe offers various options for personalisation with a logo. The new catalogue can be viewed at www.showdowndisplays.eu/catalogue2021/.



KEEP IN TOUCH WORKING FROM HOME
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SND
PorzellanManufaktur



MORE WEBSITE
www.snd-porzellan.de



PSI 49359 • Graffiti Print
Tel +48 618148454
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www.graffiti-print.pl



Promotional partition

A partition featuring a promotional statement is currently presented by Graffiti Print. Any graphics desired are presented on fabric. Thanks to the extremely simple and lightweight frame, installation is completed within minutes. When the fabric is stretched on a frame, this stand can depict both one-page and double-page graphics, printed on 210 gram material or an alternative carrier desired by the customer. According to the provider, the promotional partition provides protection against sneezing and coughing and reduces the infection risk due to droplets in the air.



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Embroidered felt products

Richly contrasting touches through custom embroidery of felt products are made by IMTC Manufacturing & Trade, a specialist in pads of all kinds. The Bavarians have expanded their range by felt products and guarantee short supply times thanks to direct finishing on site. Provided with a subtle logo or jazzy slogans, placemats, glass coasters or floor cushions become ideal promotional message bearers. Axopad® is more than a promotional product and Made in Germany.



Multifunctional loop scarf

High-quality OEKO-TEX® certified polyester is the material of this loop scarf from Silverspot in a 250 x 480 millimetre format. The multifunctional scarf can be customised as desired using the sublimation printing process or full-colour printing. It is delivered in 20 pieces each time in a polybag, or optionally individually packed.

Buckled up beautifully

Among other items, Dutch company Pacor specialises in customer-specific bags and belts for the promotional products market. Communication and product development in conjunction with the customer is foregrounded along the way. Freely selectable customer belts can be ordered from 100 pieces. Bag, wallets, aprons and table-runners are also orderable in many variations.



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A clear view with responsibility

Clipy, a long-time provider of promotional products and customised car sun visors, also shows its commitment to the environment in its current product line. In order to not further amplify the negative consequences of irresponsible production, the Spanish company has been investing in the production of environmentally friendly car sun visors for years. Expressed in figures, the aluminium models, such as Wintershield®, Jumbo and Chip Fold, consist of 85 percent recycled material. The cardboard models, such as Maxi, Compact and Super Compact, contain a proportion of recycled material of around 98 percent.

Multifunctional case

The ZNAP Slim Wallet from slimpuro, orderable at EDCE Ventures, unites the convenience of a classic wallet comprising a full-featured note compartment and removable coin compartment with the advantages of a plain, ultra-slim card case. Distinguished with the German Design Award 2020 for “Excellent Product Design”, the latter has been milled with great care out of one piece of aluminium. High-quality, durable materials such as genuine leather and cork are perfect complements to the case’s exquisite features. Moreover, it is

RFID protected, thereby preventing undesired reading of data. Slimpuro is a young start-up for innovative slim wallets and matching accessories.



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Don't miss the online edition!

CHOICE CEO Talk

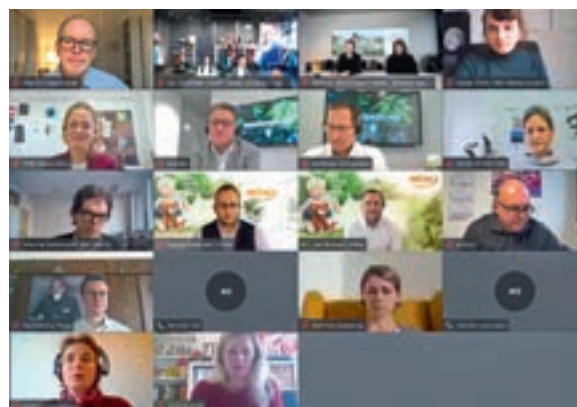
„Change is our CHOICE“

Everything's different this year! – These were the words used by the CHOICE Group's six sister companies in their invitation to their traditional press talk. Instead of booths featuring new product collections, under the circumstances of rising corona infection rates, this time the meetings took place via video as a precaution. While this was indirect, it was no less interesting and insightful.

The press brunch held by the CHOICE family's six sisters in November to present their new collections is already an institution. This year, however, the fact that everything is different as a result of the pandemic applied even to this traditional meet-up in the context of an unusual location. This time, taking responsibility for "the health of everyone we work with" and under the motto "TEAM.PLAYER", the companies Gustav Daiber, Fare, Halfar, Karlowsky Fashion, mbw and SND Porzellan convened the CHOICE CEO Talk via videoconference, a medium that has helped open up new collaboration possibilities over a year dominated by the virus.

Irreplaceable personal contact

In the company of corporate and press representatives gathered around the screen, the organisers delivered exciting insights into the past months' developments and the current situation and outlined future prospects plus entrepreneurial solutions in times of crisis. One of the focuses as they did so was the expansion of internal software options and associated development, as well as optimisation of digital customer services and online tools that help to make work easier for the promotional products trade.



The video conference: increasingly familiar in times of reduced personal contact and also conducted for the first time as the CHOICE CEO Talk in lieu of the traditional innovation presentation.

These also include presentation videos for targeted knowledge transfer and keyword "storytelling" about the new products: how were they created and what they can do in which environment. However, everyone present agreed on one thing: that, for all the necessary advancement at the digital level, personal contact with customer and business partners continues to be irreplaceable, combined with the hope of a speedy easing of the corona situation.

With confidence and optimism

The companies have packaged their confidence and optimism looking ahead to the future in the motto "Change is our CHOICE". The following statements by the CEOs concerning the current situation and outlooks for 2021 provide an eloquent insight into matters of crises and opportunities. (These are followed by collection reports on the sister companies' innovations.)

mbw: New features

Jan Breuer, mbw Vertriebsges. mbH: "We at mbw will be continuing our digitisation initiative in 2021. We want to offer our customers the best possible service. We make price information and offers available exceptionally quickly – and we do that 24/7. That's particularly important, especially now. We are making the selection, personalisation and ordering of our products that little bit easier with new features. These include, for example, our 'Decoration Butler' for online finishing, new visualisation tools, plus informative and inspiring videos, photos and stories all about the product. As an innovative manufacturer, mbw® is constantly on the lookout for new, creative product ideas. Sustainability is also assuming an ever greater significance in this context. For example, we have been looking for ways to produce plush items out of recycled materials, in order,

besides durability, to make the production process as sustainable as possible too. Further sustainable cuddly mascots will therefore be completing the range in 2021 – climate-neutrally.”

SND: Remaining flexible

Silke Eckstein, SND Porzellan Manufaktur GmbH: “Remaining flexible and making use of the time – this has been an effective strategy during this unplannable year and we also see some good prospects for the future. For example, we have set up our website to be more customer-friendly, we want to give our customers ‘MORE KNOWLEDGE’ with a newsletter concept, we’ve gone into more depth on sustainability, placed our processes under scrutiny and become even more efficient. This is a sound basis for everything we’ve got planned – we’re looking forward to being able to present our innovations soon. We’re still waiting for the right moment with our catalogue. But the most important thing for us is to have everyone on the team back on board, that’s our formula for success!”

Halfar: Treading new paths in communication

Kathrin Stühmeyer-Halfar, Halfar System GmbH: “We’re staying true to ourselves. Quality, design, sustainability – nothing has changed about these values even under corona and that is exactly what our customers value. For that reason, our 2021 range will be even more attractive, featuring, for instance, bags produced in Europe ex-warehouse, recyclable materials such as rPET and highly functional bag innovations. Something that’s also important to us at the moment: reliability. We keep prices stable, deliver on time and are on hand for our customers as usual. For many, it won’t be an easy start in 2021 – we’re also missing important trade shows. We’re compensating for this with new virtual appearances and personal visits too. Because the motto right now is: Treading new paths in communication, getting closer and making the best out of it together. We’re looking forward to 2021!”

Karlowsky: Change as opportunity

Niels Karlowsky, Karlowsky Fashion GmbH: “Change as opportunity: we at Karlowsky place focus on four topics under this motto. One: Sustainable products – with our own Green Generation® product seal for sustainable occupational clothing. Two: Health & Beauty – with an expanded product range, exclusively using ecologically compatible and certified raw materials. Three: Dealer support. We create purchasing experiences at the POS, which awaken enthusiasm for the Karlowsky brand. And last but not least: Digitisation. Whether with expansion of the online trade, virtual product presentations or customer conversations by video call: we stay in touch innovatively and independ-

ent of location. This also enables us to recruit experts across Europe and even globally, and take our competence in matters of occupational clothing to a higher level.”

Daiber: Emphasis on sustainable materials

Kai Gminder, Gustav Daiber GmbH: “Fortunately, the workwear business is turning out to be very stable – especially in these challenging times. The demand for occupational clothing is enormous. The innovations for 2021 complete our portfolio – we’re placing a strong focus on sustainable materials along the way. They are used at Daiber wherever possible. We are certain that these new products in recycled polyester and organic cotton will make our upcoming year. Additionally, we are concentrating on digital dealer services. In order to make our collections tangible on the market, we at Daiber will be treading new paths in 2021.”

FARE: Enduring partnerships

Volker Griesel, FARE - Guenther Fassbender GmbH: “We’re currently seeing that budgets and order quantities have become smaller and decisions are being made at shorter notice, causing our process burden to increase enormously. We are well positioned for this: with high availability, the fastest possible delivery and a completely new IT infrastructure we were able to react flexibly during the first lockdown. In addition, we are continuing to implement ‘sustainability’ across the board. One example: the water-SAVE coating material and new ÖkoBrella models. Besides special productions that are specifically tuned to the present situation with small minimum quantities at short delivery time, we are again surprising the trade with new interpretations of the classic umbrella such as Skylight, DoggyBrella or View. We are bringing out two catalogues in the new year – we regard the Stylebook in particular as a door-opener, it awakens curiosity and inspires. However, we are paying the most attention to securing our employees’ jobs and relationships with our suppliers in the long term.”



Gustav Daiber GmbH: Crossover-Styles 2021

Function Meets Trends

JAMES & NICHOLSON and the myrtle beach brand are also starting the upcoming year with several new products in their range. The focus lies on crossover styles made out of sustainable materials. By focusing on this aspect, both brands from Daiber are responding to the high demand for combined workwear and leisurewear.



he topic of stretch is the focus of the new workwear collection from JAMES & NICHOLSON. The producer for high-quality corporate and functional wear has responded to the requirements of new working environments and has created products that are perfect for both the office and leisure time. A highlight in the collection are the first jeans from JAMES & NICHOLSON (JN875). The unisex jeans with a straight cut are made out of a sustainable blend of materials: organic cotton, recycled polyester and spandex. The modern washing method paired with functionality and the stretchable material make it the ideal companion for work and free time.

Workwear with Comfort

The new workwear stretch pants JN1812 with a slim-line cut guarantee more freedom of movement. The stretch content in this model featuring a polyamide spandex blend ensures for maximum comfort in the buttocks area, and the four-way stretch pants (JN1813) can be stretched in all four directions. This feature makes it comparable to ultra-light, outdoor hiking trousers, but at the same time, it is still durable thanks to the kneepad pockets made out of Cordura fabric and the tear-resistant triple seams. Moreover, the popular STRONG collection now features two new products: a pair of slim-line work trousers with slim cut (JN1832) and individually adjustable workwear dungarees, which offer maximum comfort in the waist thanks to a button strip on the waistband (JN1833).

New Cuts

Anyone looking for new trends this year will not be disappointed with these functional jackets, vests and shirts. The two new hard-shell workwear jackets offer the ideal protection from wind and rain. Both the lighter version JN1814 as well as the lined version JN1815 are tear-resistant and particularly durable, as they feature taped seams with a water column rating of 10,000 mm. The width and length





The first jeans from JAMES & NICHOLSON (JN875). These uni-sex jeans with a straight cut are made out of a sustainable blend of materials.



The hybrid jackets, which are combined here with the new workwear beanie, are especially stylish.



The four-way stretch pants (JN1813) can be stretched in all four directions.

adjustable hood has been designed so that a work or bike helmet can easily be placed under it.

Lasting Quality

The knit fleece jackets (JN1817/JN1818) as well as the new hybrid jackets (JN1819/JN1820) – which each come in a men's and women's cut and in different colours – are truly fashionable. The new workwear polo shirts and t-shirts (JN1823/JN1824/JN1825/JN1826) belong to the existing STRONG collection and are produced with a new fifty-fifty material blend made from cotton and polyester – both with lasting quality. Additionally, t-shirts (JN1837/JN1838) and polo shirts (JN1829/JN1830) in stylish signal colours have been added to the assortment for more visibility during the daily work routine.

Stylish Functional Jackets

There are also new products in the classic leisurewear segment from JAMES & NICHOLSON. The particularly stylish and functional jackets for very cold days are special highlights in the expanded the product range. Both the padded jacket (JN1167/JN1168) as well as the lighter quilted jacket (JN1161/JN1162), made out of recycled polyester, feature sustainable DuPont Sorona padding instead of a down filling. Additionally, softshell jackets (JN1171/JN1172) and softshell vests (JN1169/JN1170) made from recycled polyester have been added to the product range. The hybrid jackets (JN741/JN742) & vests (JN739/JN740) with a stand-up collar are the company's response to numerous customer requests to develop a version of the best seller JN771/772 without a hood. – The headwear and accessories of the myrtle beach brand, live up to customers' demands for combination products that can be used for both work and leisure.



The hard-shell workwear jackets offer ideal protection from wind and rain.



The hybrid jackets & vests with a stand-up collar are the company's response to numerous customer requests to develop a version of the best seller without a hoodie.

The warm padded jacket made out of recycled polyester features sustainable DuPont Sorona padding instead of a down filling.



FARE – Guenther Fassbender GmbH

2021: On the radar!

The umbrella specialist FARE shows yet again how versatilely umbrellas can be refined and what additional uses they can have. Unusual designs, new upgrading options, the use of high-quality materials and special details speak to new target groups time and time again. In terms of sustainability, FARE also has exciting innovations which are setting reference standards for high-quality umbrellas.

As travelling has proved to be difficult at times this year, the introduction of the two motif umbrellas AC umbrella FARE® Motif 1198 is quite fitting. The leaf or sunflower design lend a little holiday feeling to your home surroundings. The appealing all-over motifs in bright colours will bring high spirits to your surroundings even on dreary rainy days. Of course, these models can be finished either with screen printing on the wedge or closing strap. Alternatively, there is the option of placing advertising on the handle. With the new AC umbrella FARE® View 1119, you will have a clear view ahead in all weathers. A rectangular viewing window made out of high-quality polyethylene material cleverly placed in the direction of travel will ensure better visibility. This way, you can see anyone walking towards you or any obstacles in front of you in time, especially if you have to hold the umbrella particularly low. The interesting feature with this model is the ability to place advertising both under or over the transparent window.



The ÖkoBrella Collection Is Growing

The popular sustainable ÖkoBrella collection is continuing to grow. This year, the AC umbrella ÖkoBrella 1134 and the mini pocket umbrella for bags ÖkoBrella 5029 have been added to the collection, bringing the total number of products in the collection to 7. As with the products already in the collection, the canopy of these two new editions features a polyester-pongee material made from recycled plastic, which has been certified by OEKO-TEX® according to the STANDARD 100. Both umbrellas have handles which look and feel like real wood. The pocket umbrella is the new sustainable starter model, and it also makes the topic of sustainability interesting for target groups with small budgets.

Let There Be Light

The AC umbrella FARE®-Skylight 7749 is an eye-catcher in the true sense of meaning, especially at dawn or dusk.



The FARE® Doggy-Brella 7395 is a must-have for all dog owners with its built-in roll of 15 dog waste bags.



The AC umbrella FARE® motif:
The leaf or sunflower design will
bring a holiday feeling to your home
surroundings.



With the AC umbrella FARE®
View 1119, you will still have a
clear view even in windy and bad
weather.

New additions to the sustain-
able ÖkoBrella collection: AC
umbrella ÖkoBrella 1134 and
mini-umbrella ÖkoBrella 5029.



Always light on the horizon even
in the dark with the AC umbrella
FARE®-Skylight 7749.

It features a LED interior light, which automatically turns
on when it is opened. It ensures that the person using it
will have better orientation and will be more noticeable
in the dark. The light can be easily turned on or off by the
shutter button.

Having Fun While Walking the Dog

FARE® DoggyBrella 7395 is a highlight with a truly spe-
cial benefit: It is a must-have for all dog owners. Inside the
handle there are 15 dog waste bags, which can be removed
through an opening. Once the roll is empty, the handle can
be easily refilled. Moreover, it can be detached and a snap
hook can be put on it so it can be attached to a bag, dog
lead or belt loop. This feature makes this model ideal to
take along with you on your walk whether it is sunny or
raining. Dog fans are sure to love the uniform look: Small
paw prints can be found on the shaft, the stylish reflect-
ing edges and even on top. It is a practical accessory that
is sure to make dog walks more fun.



The perfect
occasion: the new
FARE® face mask
90113, which can
feature a fully cus-
tomized design start-
ing from 100 units.

The Design of Your Choice Starting From 100 Units

In addition to the new models being presented, FARE is
offering a new service this year: the FARE® Allover Xpress
Service. It entails giving a FARE® umbrella the motif of
your choice for orders starting from 100 units. Although
this option only used to be available for special produc-
tions with a much higher number of units and longer de-
livery times, FARE is now offering this service option for
smaller print runs. Five basic models can be selected:
two pocket umbrellas, two classic umbrellas and a golf
umbrella. After selecting the model, nearly any special
motif can be printed on the entire exterior surface of the
canopy. This will make company logos, mascots, photos
of company buildings, product images or other lovely
photographic images really stand out. Releasing the im-
age for the print-run is done very easily by email. Once
it is approved, the individual models are ready for ship-
ment within 15 to 20 days. If you want to give an umbrel-
la your individual touch in other ways, you can also or-
der other finishing options such as doming, printing on
the inside of the canopy, or printing on the closing strap
or case.

Umbrella and Protection

The last addition to the collection are the face mask
products FARE® Facemask 90113 and FARE® Facemask
90114. The reusable nose and mouth masks feature ad-
justable elastic bands and a nose bracket, and they can
be washed at 60 degrees Celsius. The facemask 90113
also has been tested by LABTECH for harmful substanc-
es, breathability and functionality. The facemask 90113
can be customized on a space measuring 75 x 50 mm
and is especially suitable for logos. Item 90114 can have
a customized all-over imprint with the image of your
choice starting from 100 units.

Halfar System GmbH

Joy Meets Responsibility

Are sustainable bags allowed to be fun? How much design and innovation goes into them? And how do they keep up with the speed and quest for profitability in the promotional products industry? These are questions that HALFAR® answers with its latest products in 2021.

The company demonstrates sustainability almost everywhere – whether at its CO₂-free headquarters and logistics centre, or the numerous initiatives in and related to the company and its products. The latest products in 2021 demonstrate how the company can be more environmental and climate friendly with new materials, finishing and processing methods. Below, we present a total of 22 bags with their most exciting features.



The new EUROPE bag collection featuring rPET made from recycled plastic bottles. It is a through and through European business and premium collection with a dash of Scandinavian design.

Long Live Europe

Short distances have long-term benefits. They save time, resources and simply make much more possible, as is the case with the new EUROPE bag collection featuring rPET, which is made out of recycled plastic bottles. These high-quality promotional bags are ready for delivery in a warehouse in Bielefeld. They are produced in Europe and designed with sustainability in mind. It is a through and through European business and premium collection with a dash of Scandinavian design. The collection includes six different bags that come in a blend of melange tones that can be both subtle or with lots of character – from rucksacks and bags for notebooks to zipper bags and sports/travel bags.

The Allrounder Series

Fast, colourful, stylish, subtle, versatile, inexpensive, PVC-free – the new STAGE series combines all this. As an all-rounder series, it includes four bags for business and leisure. The finishing also makes it a flexible promotional bag, even for small print runs: everything is possible from conventional to HALFAR FAST LANE®. In short, it is a series that makes the unpredictable predictable, and it is ultra-flexible, which is exactly why it fits so well with our times.

Cotton: Four New Versions

Cotton is especially attractive as a sustainable raw material. HALFAR® uses it for four new series and individual bags, while at the same time setting standards with their innovative PVC free coating standards. The coatings are what makes the cotton stable and firm so that it is possible to give the bags a strong linear design. This is demonstrated with the bag series LIFE for example, which combines coated and uncoated cotton in natural colours. They also make a lasting impression with the elegant metal accessories, magnetic fasteners and their five well-conceived bag models. The LIKE series interprets the topic of cotton in a simple, light and inexpensive manner. The ruck-



The LIFE bag series combines coated and uncoated cotton in natural colours.



The LIKE series interprets the topic of cotton in a simple, light and inexpensive manner.



The high-quality rucksack for notebooks SPACE and Halfar's first cooler rucksack TREND.

sack, shoulder bag and shopper that come in cheerful colours are ideal for leisure time, tradeshow, the office or university. With the rucksack COUNTRY, HALFAR® has masterfully refined the existing series. The company in Bielefeld gives the shopping bag category a completely new look with the shopper bag SUNNY, which features distinctive round handles and a lovely two-colour design.

In Love with Functionality

HALFAR® 2021 has added two new real specialists to the program: a high-quality, sophisticated notebook rucksack

SPACE and a cooler rucksack TREND. The black SPACE offers everything that a rucksack needs for digital nomads, including a built-in USB port for a power bank for practical recharging while on the go. In terms of keeping your things cool while out and about, nothing beats TREND. It is the first time HALFAR® has included a cooler rucksack in its assortment and it clearly illustrates how a promising alliance can be formed between function and design. HALFAR® is presenting all of its new products in 2021 as well as valuable information on the topic of sustainability and bags in its new product catalogues, general catalogue and on its website.

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With the rucksack COUNTRY, HALFAR® has masterfully refined the existing series. The shopper bag SUNNY will win you over with the distinctive handles and lovely two-colour design.



The new STAGE series is an allrounder collection of four bags for business and leisure time.

Karlowsky Fashion GmbH

Fresh and Sustainable in the New Year

With nearly 130 years of experience, Karlowsky Fashion GmbH is well-established in the international market for work uniforms. The company with a long-standing tradition has become an indispensable partner, especially in the hospitality and hotel industries. Karlowsky has recently started to concentrate on developing new product segments.



The new product segments also include products for the medical, nursing, cosmetics and wellness sectors, which can all be found in the new Health & Beauty collection. To break into these markets, the family-run company is really focusing on the topic of sustainability in addition to its values of tradition, innovation and quality. Karlowsky is placing the Green Generation® label on the new ecologically-sustainable work uniforms within its entire product-range to clearly emphasize the company's guidelines on sustainability in all of its product segments and collections.

"Investing in the future of our planet"

The new Green Generation® products are made out of certified sustainable materials such as organic cotton and recycled polyester. Moreover, they continue to stand out because they are produced under globally fair production and working conditions and the products are tested for harmful substances. This is how Karlowsky is highlighting the effort to realize sustainable fashion, which is already being made today. "Our Green Generation® products are an investment in the future of our planet and should encourage a fundamental transformation," states Thomas Karlowsky when summarizing the concept that work uniforms should contribute to a sustainable future. "We want to offer our customers real sustainable, high-quality products with as much transparency as possible. This also includes furnishing our products with the 'Green Button' certificate, which provides our trading partners another strong selling point."

Health & Beauty Collection

The Health & Beauty collection, which was launched in 2020, will be expanded considerably in 2021. The polyester processed for this collection comes from 100% recycled plastic and the cotton is certified organic. The new collection features a short-sleeve tunic with snap buttons (KS63) and a casual pull-over tunic (KS 64) in the outer-



The two popular PERFORMANCE work shirts are also now available in a short sleeve and long sleeve version for women.

wear segment in addition to a modern, short-sleeve, slip-on tunic for women & men (KS 65 & KS 66). The expanded collection is rounded off with multi-functional slip-on pants (HM14) and a new bandana (KM 30). The new product assortment is impressive because it can be washed at very high temperatures of up to 95° to clinically disinfect the workwear, and it is made out of a very light material which is really comfortable to wear in challenging work environments. The new products come in eleven striking and stylish colours and are ideal for promoting a harmonious corporate image.

Leggings for the First Time Ever

For the first time ever, the company is selling work leggings (HF 10). With the new calf-length leggings, Karlowsky is willing to try out an entirely new pants style, which is quite impressive in terms of style and functionality. They are made out of 70% organic cotton and 25% recycled polyester. The remaining 5% contains the stretch material elastane (spandex), which ensures a high level of freedom of movement. The new 5-pocket work pants for women and men (HF 9 & HM 12) are a great pair of pants for any work sector. It also contains elastane, which gives the person wearing it a lot of freedom of movement. Another factor is the certified cotton material, which also supports the effort to make your own work routine more sustainable and ecological. The style of the pants is complemented by the new cool colours available: a set dark anthracite, a classic clear night blue, and a bright and friendly pebble grey. Both models are also available in the basic colours of black and white, and they come with three different inseam lengths.

New Workwear for the Restaurant Scene

Workwear is also increasingly becoming sustainable in the



The trendy chef jackets with a denim style for men and women each come in a short sleeve version.

hospitality sector. The brand-new Green Generation® chef jackets with either long or short sleeves (JM 35 & JM 36) are made out of 100 % recycled plastic and organic cotton. The sophisticated back made from pique jersey fabric is very comfortable to wear in part due to the highly breathable material. Trend-conscious chefs have an array of trendy natural colours to choose from: pebble grey, cinnamon, aubergine, moss green and steel blue. Thanks to the different colours and cheerful details, both chef jackets are the perfect addition to the Green Generation® work aprons (LS 37 & VS 12), which were put on the market last year.

Stylish from Head to Toe

Due to huge demand, there will be new additions to the already existing products next year. Two popular PERFORMANCE work shirts (TM 5 & TM 6) will now also be offered in a short sleeve and long sleeve version (TF 3 & TF 4). Even more details at: www.karlowsky.de

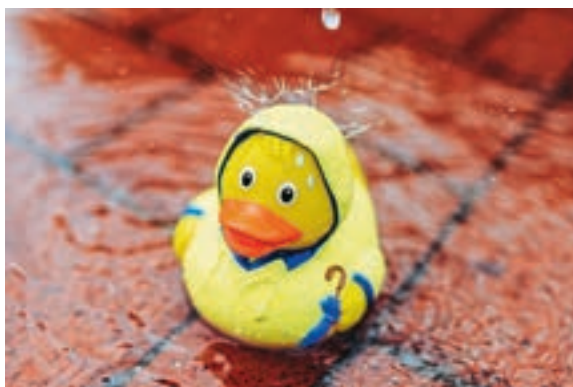


The Health & Beauty collection, which was launched in 2020, will be expanded considerably in 2021.

mbw®

Cuddles bring smiles

It is well known that cuddling brings smiles! With the 2021 collection, mbw®, a specialist in high-quality, likeable promotional products, prompts a whole load of positive feelings. Multicoloured, cuddly-soft and bursting with cheerfulness: these are the attributes of the unique product family from the north of Germany.



Good mood guarantee, even in grotty weather: the new addition to the Schnabels family.

source obtained from sustainable mixed crops. This new duck generation therefore represents a “swimmingly” durable, biodegradable product that conserves the environment and is captivatingly smooth to the touch.

Herr Bert, quick-change artist

Squeezies® classic Herr Bert® is an absolute quick-change artist! This year, he has discovered some new, exciting occupations to expand his scope of activity even further. On this occasion, Herr Bert slips into the roles of a SEO expert and a vicar and is thrilled to be both of them. Female counterpart Berta® has now become a successful graduate and is launching her consultant career. Both pursue their professions with passion and spread this joy to everyone around them. Simply squish the popular anti-stress Squeezies® – and a relaxed, cheering atmosphere immediately sets in.

It's all happening for the Schnabels®, the branch of the mbw family that is always in a quacking good mood, no matter how grotty the weather. With the bad-weather duck a cute puddle-surfer now comes along, chasing away grey clouds with rain cape and little umbrella and ensuring a rainbow mood. And when the sun is shining again, a further novelty brings magic: a little duck in a flower design, holding a wreath of blossoms and waddling through the green meadows. What is more, the multi-coloured Schnabels now have some sustainable new additions: the natural rubber ducks are made out of a natural and renewable re-



They clean and are fun: new anti-stress Teamgeister from the MiniFeet series.





The super-soft RecycleBären are available with brown or cream-coloured fur in the classic teddy bear look, or as RecycleBär Ice in snow-white.



Cheer with added value

The Schmoozies® from the MiniFeet® series are not only fun, they clean desks too. Suitable for many sectors, motels and marketing campaigns, they are perfect promotional message-bearers in plush. Mortar board, firefighter's helmet, Santa's boot, Christmas tree, football boot and seagulls are the series' new addition. The Schmoozies' winning feature is added value: they bring smiles and at the same time, thanks to a practical microfibre underside, ensure gleaming displays. The new anti-stress Teamgeist from the MiniFeet series are a must for every workstation! The seven "Team Spirits" could not be more different – the caffeine junkie cannot do without his life elixir and the joker laughs along with his user. Together, they make a great team. Teamwork means combining individuals' competences to achieve great things! The Teamgeist pull this off perfectly: they unite the added values of the Schmoozies® display cleaners and the Squeezies® anti-stress products in one simpatico promotional message bearer. The combo of squishable anti-stress material and high-quality microfibre underside, using which smooth surfaces are cleaned as if by a magic touch, results in an enduring promotional message bearer.

Fluffy recycling

The MiniFeet® Teamgeist get picked up multiple times per day. They can be used as a giveaway, loyalty reward, a witty gimmick for employees or as a mailing intensifier. Moreover, they are great supports for the storytelling that is so important in marketing. The MiniFeet RecycleBären® have already gone through a whole lot in their life, for they have been 100% produced out of recycled PET bottles. The bears' eyes and noses are embroidered and no additional plastic parts are used. This means that they can also be recycled again later. mbw® thereby renders a valuable contribution to promotion with a sustainable impact. The super-soft RecycleBären are available with brown or cream-coloured fur in the classic teddy bear look, or as the RecycleBär Ice in snow-white. This appealing bear is absolutely indis-



Always in a quacking good mood: the natural rubber ducks from the Schnabels® family.

pensible for promoters seeking to conserve resources. A further must-have can now be found alongside the popular t-shirts, bandanas and scarves among the mbw accessories: teddies, giraffes & co step up with really cool sunglasses this season. This flexible model sits tight on its plush wearer, held fast onto the head thanks to a Velcro strip. – All mbw products are of the highest quality, have been intensively tested and examined and thus ensure enduring delight. By regularly examining its collections, mbw makes sure that all directives and standards are constantly adhered to during manufacture. Thus, quality is made visible, tangible, quantifiable and generates trust. All products can be finished with the desired logo or slogan. <



Anti-stress guarantee for office life: quick-change artist Herr Bert as an SEO expert.

SND PorzellanManufaktur

Finest handcrafted promotional porcelain

The family-run company SND PorzellanManufaktur has stood for highest quality for more than 20 years. Finest handcrafted promotional porcelain is manufactured and finished on site in Zeulenroda on what is known as the Thuringian Porcelain Route. The outcome is a range of quality products that allows advertisers to make a lasting impression.

An impressive number of steps in the manufacturing process are carried out by the hands of experienced specialists who are able to identify and bring out the very best. This combination of hand workmanship and state-of-the-art technology makes our work and the final product unique", according to SND managing director Silke Eckstein.

Products with heart and soul

"Individual customisation of porcelain is more than just our business. We produce all products at SND PorzellanManufaktur with heart and soul. Every employee is a master of their trade. Starting from the initial contact, through to the design and finally the porcelain refinement – each step along the way from the idea to the successful marketing product is carried out by one of our specialists. By hand, on site and full of personality", says Eckstein.

Enamel classic now in porcelain

New ideas are constantly being generated where specialists with heart and soul are at work. This ultimately leads to new and effective varieties of the classic promotional product. One such example is the WYK cup: the "enamel classic" is now also available in porcelain, which adds to the drinking pleasure: "Close your eyes! What's in your

Customised mugs and cups are ideal advertising tools. Popular, sustainable and durable, they are used at all times and in all places, keeping the company's marketing message visible throughout their long useful life. But even these traditional, lasting promotional products are continuously evolving. "We are constantly optimising our production facilities: newest machines and sophisticated systems ensure that we don't miss any innovations. Yet we don't rely solely on our modern machinery in the elaborate processing of the desired products.



The "Dallas" cup with cult status is now available in three sizes. Depicted here in size L.



New in the product range: "Dallas" in a slightly more delicate design.



A smaller version of "Dallas" – the perfect size to enjoy an espresso.



**Porcelain with enamel finish: the “Wyk” cup:
maritime flair with rust-proof guarantee,
even when exposed to saltwater.**

cup? Hot tea at a campfire. A starlit sky and the scent of freedom. Freshly brewed coffee at the ship's rail. Wind in the hair and sea spray on the cheeks. Steaming hot chocolate on grandma's couch. The warm glow of an open fire and adventure stories We now offer the enamel classic as a porcelain variety. Cult status included. With a little imagination it transports you to a place you'd rather be instead of the desk”, as Silke Eckstein describes the new Wyk cup. It's available in three sizes – with rust-proof guarantee, even when exposed to saltwater.

Danish design

The COPENHAGEN cup also sparks the imagination: what do people associate with Denmark? Scandinavia is full of contrasts: rugged coastlines and endless beaches. Rough weather and hygge. Cosy villages and modern architecture. Nothing combines tradition and innovation, instant recognisability and new directions like Copenhagen. This new cup variety is clearly inspired by the capital of Danish design. A cup just like its name giver – clear lines, edgy yet smooth, stylish and hyggely, extremely versatile. Scandinavian flair for the office, conference room or home dining room.

Form and functionality

The classic DALLAS has gained new family members. The cup with cult status is now available in three sizes. New in the range is a medium-sized variety featuring a slightly more delicate design, Dallas M. Just like its big brother, it impresses not only due to its form but also its functionality – the generous handle is particularly practical for large hands. It is joined by a smaller version, the Dallas S – the perfect size to enjoy an espresso.

The environmentally friendly “Ökobox” (Eco Box)

Few topics have grown in importance as much as the environment in the past few years. Sustainability is literally on everyone's lips. The new SND promotional item, the “Ökobox” (Eco Box), is manufactured from natural raw materials: quartz, feldspar and kaolin. Now it also comes packaged in 100 % recycled paper. The Ökobox, available in large and small, not only looks stylish, it also makes an active contribution to sustainable environmental and climate protection. Customers are sure to find a product to suit every taste and occasion.

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**The “Copenhagen” cup: Scandinavian
flair for the office, conference room or
home dining room.**



**The “Ökobox” (Eco Box) not only looks
stylish, it also makes an active contribution
to environmental and climate protection.**

We will have to continue living with the coronavirus for the next few months and capitulating is certainly not an option! That is why koziol »ideas for friends GmbH, a renowned manufacturer of high-quality household products with a distinctive design, has developed a small collection of its own to make it easier to comply with the hygiene rules during the pandemic.

HI Collection

Defying the pandemic



WEAR A MASK! is still the order of the day. And a sustainable and beautiful solution for covering your mouth and nose and a harmonious alternative to disposable masks is the HI Community Mask developed by koziol. The special feature about it is the possibility to exchange the filter fleece and thus use the mask itself many times. It is easy to clean by hand or in the dishwasher and, in particular, can be dried again quickly. The material is extremely light, flexible and supple. (HI is not an FFP-standard respiratory mask. It does not provide guaranteed protection against viruses. Washing your hands

regularly and keeping a sufficient distance are still the best protection!)

Refreshing and liberating

Although it is important to wear a face mask, it can sometimes be challenging if it is worn for a long time. That is why koziol has added an important element to HI: the gentle and naturally pure peppermint oil HI AROMA (2%) brings quick relief and has a refreshing and liberating effect. The oil is very mildly concentrated and therefore particularly pleasant to use. HI AROMA can be used univer-

sally for all masks. Simply apply 1-2 drops to the fleece or fabric, let it briefly take effect and then put the mask on as usual.

Optimum freedom of movement

A new member has joined the HI family: The HI LOOK face shield. It covers a large area of the face and reduces the risk of droplet infection from talking, coughing or sneezing. In addition, the visor prevents careless touching of lips and nose, thus protecting the wearer from self-infection through one's hands. HI LOOK can be adapted to any head shape thanks to the size-adjustable comfort fastener. The comfortable light weight (60 g) makes the face shield pleasant to wear and guarantees optimal freedom of movement. The shield offers excellent visibility and facial expressions remain clearly visible. The visor is particularly suitable for spectacle wearers as lenses do not fog up. Replacement lenses can be reordered.

Touch-free operation

In our daily lives, we open doors, press buttons and switches or use keyboards like those at ATMs or ticket machines. All of these are surfaces that are touched by many people and thus inevitably transmit bacteria and viruses. With the new hygienic finger protection HI SAFE TOUCH from Koziol, direct contact with these surfaces can now be avoided. The skin-friendly, flexible plastic clip is simply pulled over the index finger and allows touch-free operation of keypads, touchscreens and even door handles. The finger guard can then be easily cleaned. HI SAFE TOUCH can be attached to a bunch of keys or a lanyard so it is always at hand.



HI LOOK face shield. It covers the face extensively, reduces the risk of droplet infection and can be adapted to any head shape thanks to the size-adjustable comfort fastener.



With the new hygienic finger protection HI SAFE TOUCH from koziol, direct contact with these surfaces can be avoided.



The gentle and natural peppermint oil HI AROMA brings quick relief and has a refreshing and liberating effect.



With the HI Community Mask, it is possible to replace the filter fleece and thus use the mask itself many times over. It is easy to clean by hand or in the dishwasher.



For nearly 40 years Kalfany Süße Werbung has been synonymous with a wide range of sweet promotional items of the highest quality. Following restructuring measures and the appointment of a new management team, we spoke to Sales and Marketing Manager Stefan Eiche about the strategic reorientation, the market and product news.

Strong partner of the promotional product trade

Continuity, quality, innovation



Sweets always work: As a token of appreciation and gift for partners and friends as well as for a personal moment of pleasure, sweets, jelly bears & the like are unbeatable. Their popularity makes them ideal universally usable advertising messengers. Kalfany Süße Werbung, Europe's largest manufacturer of tinned sweets and the exclusive producer of Bären Company fruit gums, has also been an efficient supplier of individually printed sweet promotional products for over 35 years. The broad-

ly diversified assortment offers the promotional product trade the choice between sweets from its own production and articles of well-known producers such as Mars, Ferrero, Dextro Energy, Lorenz, Teapot and others. Always new ideas, well-known brands, quality from certified production (the production sites have been continuously IFS certified since 2003) and optimal service are the pillars of the company. The restructuring measures announced in spring, in the course of which Fritz Haasen and Elmar Schlesinger, two of the previous managing directors, left the company, are intended to support further development.



Stefan Eiche

We spoke to Stefan Eiche, Head of Marketing and Sales, about the current situation and take a look ahead to PSI 2021.

To what extent was the new course set in spring?

The changes are part of a strategic reorientation of the Zertus group of companies. In this context, Kalfany Süße Werbung and Dextro Energy, companies which belong to



Andreas Romankiewicz (left) and Klaus Richter belong to the management of Kalfany Süße Werbung together with Stefan Harms and Dr. Henric Hahne (both not in the photo).

the group, are being organisationally merged and, in future, will form the "Functional Nutrition" division. Andreas Romankiewicz, who has been Managing Director at Dextro Energy since 2005, will take over operational management as Chairman of the Management Board. The management team is completed by Stefan Harms (Managing Director of Krefeld Production), Klaus Richter (Managing Director of Herbolzheim and Müllheim Production) and Dr. Henric Hahne (Commercial Director). The organisational merger is intended to further expand the strengths of the two companies and the brands will benefit from joint further development. Our customers can rely on our continuity and innovative strength as well as high product quality. We are looking forward to continuing and expanding existing business relations, acquiring new customers and developing new markets.



Worldwide novelty: Advent calendar packaging without a material mix made its first highly successful appearance last season.

How do you currently assess the market and what trends do you see?

I believe that high-quality products will become even more popular. The question of whether everything has to come from Asia for price reasons or whether we should fall back on products from regional production will become more and more important. In my opinion, the trend towards sustainable products is a central, ever-increasing trend. Aspects of sustainability include shortening extremely long delivery routes and taking measures to save energy and resources. Our own IFS-certified production has long been exemplary in this respect: An energy management system (certified according to DIN EN ISO 50001) and a responsible waste disposal system (already in place since 2015) help to ensure that our sweet promotional items can be used with a clear conscience. If online trade continues to increase then further emphasis will be placed on haptic advertising. The mode of distribution will then also have to change. Asserting oneself in the flood of images and information in the online sector through purely visual and acoustic advertising will become more difficult and also more expensive as the prices for "hot" keywords on Google and Facebook will be expensive.

How do you support the trade during these difficult times?

We grant special discounts such as reduced ancillary printing costs and offer special support for self-advertising in order to boost business again.

What is new in terms of products?

When it comes to confectionery, especially when used as an advertising medium, packaging is an important factor for the success or the promotional impact of a prod-

uct. This is one of the reasons why we have pushed ahead with the development of packaging: In the Christmas articles sector, a world first was launched last year with great success: A truly plastic-free Advent calendar. In cooperation with a supplier, we have developed a chocolate thermoformed part into which we can pour the chocolate directly. All of this, of course, in accordance with the high standards that are part of IFS-certified production. Also new: While previous Advent calendars with paper inner parts are filled with confectionery wrapped in plastic or aluminium foil, our new product no longer has a material mix. Once the chocolate has been eaten, the packaging as a whole can be placed in the waste paper bin. We have also completely switched to FSC-certified products for cardboard advertising packaging and our electricity comes from hydroelectric power or from our roof. 70 percent of our articles are either organic, vegan or veggie and we have been offering compostable film packaging for 5 years now.

After struggling in recent months like almost the entire economy, the sentiment in the industry now seems to be improving again. How did your company react to the COVID-19 crisis?

As in the entire industry, the slump in orders led directly to short-time work. Fortunately, with Zertus we belong to an extremely healthy group of companies with a long-term orientation and a portfolio of many food companies that are currently developing very positively. Therefore we are looking optimistically into the future.

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Heavenly Easter greetings

CD-LUX presents numerous novelties for the upcoming Easter season. One of the highlights is the new mini Easter calendar with four doors for heavenly chocolate enjoyment from the beginning of April until Easter Sunday. The sweet Easter nests from CD-LUX are filled by hand and lovingly decorated with Easter grass nests. They are available in different sizes and with different filling variants from Lindt or Milka, among others, and can be individually printed all around. Individual chocolate Easter bunnies are also a must. Sustainability is not neglected.

Production is climate-neutral and based on FSC material. The nests and egg sets, either made entirely of cardboard or mainly of recycled material, meet the highest standards.

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



Sweet greetings in winter

Together with the farm shop Wesseloh from the Lüneburger Heide, the gift and promotional items start-up Dankebox has created a new winter variety. The Dankebox Winter Fruit Spread contains the varieties **winter apple and plum-cinnamon** and is especially suitable in the cold season to give pleasure to friends, customers and business partners. In addition to jam sugar, only local, hand-picked fruits and fruit juice from regional sources are used for the production. "The two new varieties immediately won the race among many winter creations presented to us by the Wesseloh family," explains Dankebox founder and managing director Alexander Hoyer. Dankebox is a start-up for high-quality gift and promotional items made in Germany. The company offers personalisable, all-in-one gift boxes.

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



Adhesion guaranteed

SymbioMedia Group introduces an **electrostatic, non-adhesive and PVC-free material** that adheres to a wide variety of interior surfaces without leaving any residue or damage. The material can be used on walls, glass, concrete, wood, furniture, plastic, wallpaper, ceramics and much more. The manufacturer promises an adhesion of up to 12 months. SymbioNotes are suitable as work organisers and planners, for notes, reminders or leaving messages. SymbioFlipcharts, available in eight colours and various formats as well as SymbioCling, the new creative method for providing graphics, round off the company's range of products.

PSI 43512 • Symbio Media Group Sp. z o.o.
Tel +48 575 195197 • office@symbiomedia.eu
www.symbiomedia.eu

Wireless power on the move

With the Powerbank Blade Wireless 12,000 mAh Express TLN Trade Company presents a powerful power source for mobile use. The Wireless Powerbank has a Fast-Charge function with suction cups for the attachment of a smartphone. Micro-USB type C and USB are available as further connections. On the front it offers a **usable advertising space** of 105 x 55 millimetres. The wireless power is specified at 10 watts. Charging cable, instructions and a cardboard box are included in the scope of delivery.

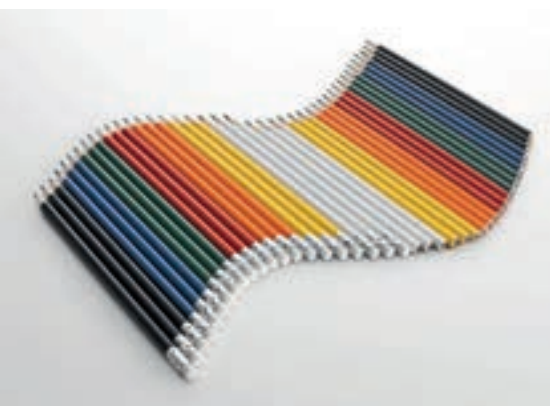
PSI 47186 • TLN Trade Company GmbH
Tel +49 6131 693010 • info@tln.eu
www.tln.eu



Pencils Made in China

CSW has expanded its diverse product range with "Made in China" pencils. The standard colours **with and without eraser** can be offered for orders from 100 pieces. The pencils can be finished in one colour with a maximum print size of 80 x 19 millimetres in the company's own print shop. Thus, we combine high-quality pencils from China with „Made by CSW“ high-quality screen printing and can offer customers an inexpensive total package. Free samples are available on the website www.bleistifte.info (user: colonia - password: handel) under the heading "Made in China".

PSI 45020 • CSW GmbH COLONIA
Tel +49 221 9523688 • info@csw-gmbh.de
www.csw-gmbh.de





Have fun in the snow

The SNOKEY – Air Bob from Promotia promises fun and good spirits in the snow in the upcoming winter. The **inflatable Fun-Bob** transforms from a play and fun device into a shoulder bag in a flash after an eventful day outdoors and can be easily transported home. The standard design in red-yellow-black can be changed individually for orders from 250 pieces. The bob is made of water and cold-resistant nylon on the outside and 0.4 mm PVC on the inside. Branding of the Snokey Air Bob is also possible. It is delivered individually rolled up in a polybag.



PSI 45569 • IP Industrierwerbung Promotia GmbH
Tel +43 1 4068851 • info@promotia.at
www.promotia.at



It couldn't be more personal

A sweet surprise for customers and employees is guaranteed to be well received. If the product is personalized with the name of its addressee, it will definitely draw attention and trigger a "wow effect". CD-LUX is now offering a wide range of personalizable products. How about a "I Love Milka" heart with a **personal message**, for example? How could a "thank you" that comes from the heart be more personal? Or how about a fine premium chocolate with a personal greeting? These and many other new products can be found in the brand-new CD-LUX catalogue "Easter and Spring 2021". Thus, there is nothing standing in the way of a successful advertising start to the New Year: Ask your CD-LUX customer representative for a sample and offer!

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



Quick help with tick bites

With the SafeCard®, Lupenmaxx presents a clever precision tool for the safe and **uncomplicated removal of ticks**. With the integrated magnifying glass, the unloved bloodsuckers can be tracked down precisely and then simply levered out with the special cut-out of the SafeCard®. Thanks to the handy cheque card format, the card can be easily stored away and is ready for use anytime and anywhere in no time. The original SafeCard® tick card magnifying glass is available in neutral or with advertising print as well as with a PVC cover or an individually printed paper sleeve.

PSI 47814 • Lupenmaxx GmbH
Tel +49 7661 9099880 • info@lupenmaxx.de
www.lupenmaxx.de

Staying safe during these times

The StaySafe key ring „No-Touch“ from Alessi aims to provide a small and simple help in these uncertain times. When we are in public places, hygiene awareness influences our behaviour more than ever. StaySafe is, as the name suggests, **an intelligent tool that prevents hands from coming into contact with surfaces**. It can be used to open door handles, press frequently used buttons, hold on to handles on public transport and generally protect against contact with potentially soiled objects. StaySafe is always with the keys and becomes an extension of the hand when the situation requires it. Non-slip silicone ensures perfect adhesion to surfaces.

PSI 49447 • Alessi Deutschland GmbH
Tel +49 89 206028812 • chiara.sergiacomi@alessi.com
www.alessi.com



A good mood when baking

On cool and long winter days, creative activities such as kneading or baking are very popular with children. Global Innovations now offers cookie cutters made from **sustainable sugar cane**. A wide variety of shapes and colours can be realised. The moulds can be used to cut out funny figures from plasticine. As the cutters are suitable for food, they can also be used for biscuits. The three millimetre thin protected biscuit cutter from Global Innovations is now also available in sustainable sugar cane.

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



Masks with a message

There is certainly more fun to be had with the new LED masks from Lumitoys. **At the touch of a button, the comfortable fabric masks with fibre optic effect glow in different colours** and become a real eye-catcher. A filter bag for standard PM2.5 filters is incorporated into the fabric, which can be easily replaced. The noseband and adjustable ear loops make the masks particularly comfortable to wear. The "Message" masks offer an additional feature with their LED running text, which can be individually programmed via app. This mask also has a filter pocket and adjustable ear loops. Both masks are rechargeable via USB and are supplied individually packed with a charging cable. Individual printing is possible on request.

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



Inductive and natural charging

The camarc® ecoCHARGER from Kaldenbach is a sustainable inductive charging station made of domestic oak. Suitable for the common smartphones from Apple (iPhone), Samsung, HUAWEI and others. The station is equipped with **a unique click system without screws or glue** and comes with a micro charging cable (30 cm) to the receiver. It is packed in an ecological corrugated cardboard slipcase made of 80 percent recycled paper. Special shapes as well as other domestic wood species are possible for orders from 500 pieces for an extra charge. The options available are beech, ash, walnut, cherry, larch, stone pine, zebrano or smoked oak. In addition, lacquering in RAL colours is possible at an extra charge.

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

No more annoying itching

The mosquito bite painkiller from Lupenmaxx stops itching after a mosquito bite and reduces the need to scratch. This reduces the swelling after the bite. A light electrical impulse on the skin stops the histamine release and thus the unpleasant effect of the insect venom. The **painkiller** does not need a battery and does not use toxic chemicals. According to the supplier it lasts for 1,000 applications. The best results are achieved if the device is used immediately after the bite. It can be applied even through light clothing.

PSI 47814 • Lupenmaxx GmbH
Tel +49 7661 9099880 • info@lupenmaxx.de
www.lupenmaxx.de



Jungle Kids for juniors

Team-d Import-Export specially cater for the youngest generation with a new memory game made of **natural birch plywood**. The beautiful animal motifs are lasered onto the natural wood. 24 tiles with 12 pairs of animals each are pre-cut in the plywood and can be easily removed. Delivered in an unbleached folding box, this game for little ones can also be used as a mailing enhancer or can be sent inexpensively by mail.

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



Fusion of wood and steel

A symbol of the fusion of wood and steel, both of Peugeot's historical know-how, the pepper and salt mills of the Graphite series showcase the lines of wood in an original way. In a deep anthracite grey, this new colour surprises with its metallic effects and visual play that interacts with the unique grain lines of the wood of each mill. This new refined and elegant finish is available for Peugeot's most emblematic **graphite range**. The pepper and salt mills of the Graphite Collection 2020 add an extra touch of sophistication to the table. Peugeot Saveurs Germany offers a 25-year guarantee on the grinders in Germany.

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

CONGRATULATIONS!

We congratulate the following members on 25 years in the promotional products industry as part of the PSI network:

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www.av-verlag.at
- 8376 B.A.B. - Werbemittel, GERMANY
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www.briskebymedia.no
- 8191 Christoph Kessler e. K.
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www.kesslerundloss.de
- 8184 CI IMAGEWEAR - activSport GmbH, GERMANY
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- 8410 CS Werbeservice, GERMANY
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- 8035 Däweritz Werbemittel- und Verkaufsförderungs-
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www.city-werbung.net
- 8307 E-Design GmbH, GERMANY
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- 8039 Hedi Grosse & Partner
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www.hgp-incentives.de
- 8446 iMi Trade, s.r.o., SLOVAKIA (SLOVAK REPUBLIC)
www.imitrade.sk

PSI No. PSI Distributor

- 8343 INSLAGET Smålands Textiltryck AB, SWEDEN
- 8292 Intercédé B.V., THE NETHERLANDS
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**01010000 Unternehmens-Ökonomie /
Enterprise Economy**

01010000	AEO
01020000	BRC
01030000	Company Audits
01040000	EcoVadis CSR-Zertifikat
01050000	EFQM
01060000	EuroPriSe
01070000	Global Migration
01080000	HACCP
01090000	ISO 12647
01100000	ISO 17025
01110000	ISO 27001
01120000	ISO 2846
01130000	ISO 4704
01140000	ISO 9001
01150000	ISO/TS 16949
01160000	Made in Germany
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01180000	SZU
01190000	TQM
01200000	Trusted Shops Guarantee
01210000	BSC Balanced Scorecard
01220000	Datenschutz Andere
01230000	QSD
01240000	GREENWILL - FOR A GREEN GLOBE
01250000	PPP
01260000	ISO 12647-2
01270000	ISO 12647-8

**02000000 Unternehmens-Ökologie /
Enterprise Ecology**

02010000	climatepartner
02020000	ECOfit
02030000	EMAS
02040000	EMV
02050000	FCBA FRENCH
02060000	ISO 14001
02070000	ISO 50001
02080000	Ökoproofit
02090000	REACH
02100000	RoHS
02110000	TCO Unternehmen
02120000	natureOffice
02130000	SBSC Sustainability Balanced Scorecard
02140000	Schweizerische Umweltstiftung
02150000	B Corp Community
02160000	GREENWILL - FOR A FREE GLOBE
02170000	NF Environment
02180000	Climate Partner Kompensation
02190000	Climate Partner Analyse

**03000000 Unternehmens-Soziales /
Enterprise Social Commitment**

03010000	BS8800
03020000	BSCI
03030000	CE-Kennzeichnung
03040000	EPPA Code-Of-Conduct
03050000	Europäisches Datenschutz-Gütesiegel
03060000	GWV Ehrenkodex
03070000	ICTI
03080000	IMAC
03090000	OHRIS
03100000	OHSAS 18001
03110000	SA8000

03130000	SEDEX
03140000	SMETA Audit
03150000	TUV
03160000	UN Global Compact
03170000	VFI sozial fair
03180000	WFSGI Member
03190000	WRAP
03200000	EPPA Code-Of-Conduct Certified Bronze
03210000	EPPA Code-Of-Conduct Certified Gold
03220000	EPPA Code-Of-Conduct Certified Silver
03230000	Fair Labor Association
03240000	B Corp Community
03250000	GREENWILL - FOR A GREEN GLOBE
03260000	BME Code of Conduct

**04000000 Produkt-Ökologie /
Product Ecology**

04010000	Austria Bio
04020000	BDIH
04040000	Bio Siegel
04050000	Blauer Engel
04060000	BLUESIGN
04070000	Cradle to Cradle
04080000	DIN EN 13432
04090000	DLG
04100000	DLW
04110000	ECARF
04120000	eco - Institut
04130000	ECOCERT «Natürliche Kosmetik»
04140000	ECOCERT Öko- & biologische Kosmetik
04150000	ENERGY STAR
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04210000	Fair Wear Foundation
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04230000	Fairtrade Programm
04240000	Fairtrade-Siegel
04250000	FoodSafe
04260000	FSC
04270000	FSC 100%
04280000	FSC Mix
04290000	FSC Recycled
04300000	GEPA Fair Trade Company
04310000	GEPA Fair Trade Company +
04320000	GOTS
04330000	I'm green
04340000	IFS
04350000	ISO 14021 - 14025
04360000	ISO 14040
04370000	ISO 14044
04380000	LamuLamu Label
04390000	Lebensbaum
04400000	LFGB
04410000	LGA
04420000	NaTrue
04430000	Natur Rind
04440000	Naturland
04450000	Naturleder IVN zertifiziert
04460000	Naturtextil IVN zertifiziert
04470000	Naturtextil IVN zertifiziert BEST
04480000	NSF food grade compliance certificate
04490000	OE 100 Standard
04500000	Oeko-Tex Standard 100

04510000	Oeko-Tex Standard 100 plus
04520000	ÖKO Control Label
04530000	ÖkoControl
04540000	ÖKOPA plus
04550000	Öko-Test
04560000	Österreichisches Umweltzeichen
04570000	PEFC
04580000	Pro Planet Label
04590000	Rainforest Alliance
04600000	RESY
04610000	spiel-gut
04620000	STep
04630000	Stop Climate Change
04640000	Supporting the Cotton Made in Africa Initiative
04650000	svenskt arkiv
04660000	TCO Produkt
04670000	Tierschutzlabel HappyQ
04680000	UTZ Certified
04690000	Viabono
04700000	ABG / Austria Bio Garantie
04710000	Cradle to Cradle (Bronze)
04720000	Cradle to Cradle (Gold)
04730000	Cradle to Cradle (Silver)
04740000	l'm green
04750000	ISO 14041
04760000	MADE IN GREEN by OEKO-TEX®
04770000	OSC 100
04780000	OSC Blended
04790000	OE Blended Standard
04800000	REACH
04810000	TUV
04820000	Demeter
04830000	ASTM D6866
04840000	WEEE
04850000	Klimaneutral Produkt (ClimatePartner)
04860000	Klimaneutral Druckprodukt (ClimatePartner)

**05000000 Produkt-Ökonomie /
Product Economy**

05010000	BRC-IoP
05020000	ce-mark
05030000	CMP
05040000	DIN EN 13356
05050000	DIN EN 1860
05060000	DIN EN 471
05070000	DIN EN 71ff
05080000	DIN-Zeichen
05090000	EN ISO 22000
05100000	ENEC
05110000	ETL Listed
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05150000	IEC CB Scheme
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AFFIX.DE Ronald Görtler	PSI 46459
AFW Creativ Stickerei GmbH	PSI 46844
AS system GmbH	PSI 46196
ASS, Spielkartenfabrik Altenburg GmbH - ASS Altenburger Spielkarten	PSI 41169
b & a Vertriebs GmbH - Promokick	PSI 48898
bb med. product GmbH	PSI 45934
BOFA-Doublet GmbH	PSI 47698
Brauns-Heitmann GmbH & Co. KG	PSI 46905
Gabriele Bühring	PSI 40807
CG International GmbH	PSI 60175
Club Crawatte Crefeld GmbH	PSI 43606
Confiserie Rabbel GmbH	PSI 49574
CPR GmbH	PSI 49910
DANKEBOX - Brand Elephants GmbH	PSI 60068
Deumer GmbH	PSI 41826
Die Stadtgärtner - Inh. Derk Niemeijer	PSI 49090
Diplomat Deutschland GmbH	PSI 46535
DNS Kai-Uwe Neth - cardyoursmart/waterbelt/nautiloop/mykii/banduo	PSI 46519
DOM POLYMER-TECHNIK GMBH	PSI 40723
doppler H. Würflingsdobler GmbH - Knirps	PSI 41752
Dr. Junghans Medical GmbH	PSI 49287
DUISBERG production - Thore Schwammekrug e.K.	PSI 40132
edding International GmbH	PSI 41870
EIKACHIP Groß GmbH	PSI 43837
e+m Holzprodukte GmbH & Co. KG	PSI 42200
Erwin Pfaff e.K. - Konrad Heinrich Weis	PSI 49989
EUROSTYLE - Emil Kreher GmbH & Co. KG - Lederwarenfabrik	PSI 41857
Frank & Söhne AG	PSI 48960
Frank Bürsten GmbH - Bürstenfabrik	PSI 41853
Lederfabrik Garnier GmbH	PSI 42592
Global Innovations Germany GmbH & Co. KG	PSI 46626
Halfar System GmbH - Rucksäcke und Taschen	PSI 45666
HAN-Bürogeräte GmbH & Co. KG	PSI 46496
HARDENBRUCH - Alexander Hein e.K.	PSI 41847
HEILEMANN - SCHREIBGERÄTE GMBH & Co. KG	PSI 42064

HEPLA-Kunststofftechnik GmbH & Co KG	PSI 41583
Heylblau GmbH	PSI 49016
HOLTSCHE - Medizinprodukte GmbH	PSI 43576
Holz Frank e.K. - Inh. Fabian Frank	PSI 49957
Infoplus Blindow - Namensschilder GmbH & Co. KG	PSI 44659
JUNG since 1828 GmbH & Co. KG	PSI 41545
Kahla/Thüringen Porzellan GmbH	PSI 49132
Kellermann & Co. - Drei Schwerter GmbH	PSI 41505
KHK GmbH	PSI 46131
Klenke Druck GmbH & Co. KG	PSI 45674

Klio-Eterna

Est. 1900

Klio-Eterna Schreibgeräte GmbH & Co KG	PSI 40823
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KNETÄ® - Lisa Stein	PSI 49649
Kössinger AG & Co. KG	PSI 42087
koziol »ideas for friends GmbH	PSI 47406
Kretzer Scheren GmbH	PSI 49555
LÄTZ FÄTZ - Baby-Werbeartikel - Inh. Silke Strelow	PSI 48924
Laurel Klammern GmbH	PSI 47953
logofood GmbH	PSI 45384
MAXX Factory GmbH	PSI 47483
mbw® Vertriebsges. mbH	PSI 42020
MediCell GmbH	PSI 49268
meterex - Karl Kuntze (GmbH & Co.)	PSI 41836
RICOLOR® MK-Haushaltswaren - Thomas Mayr-Kiessling	PSI 44940
frottana Textil GmbH & Co. KG - möve Professional	PSI 47674
Multiflower GmbH	PSI 45974
J.G. Niederregger GmbH & Co. KG	PSI 46376
Paper+Design GmbH tabletop	PSI 47378
F. Pecher GmbH - Fabrik für Schreibgeräte	PSI 42809
Philipp Holle KG - Papierverarbeitung und Werbeartikel	PSI 41690
POLYCLEAN International GmbH	PSI 46596
Prinopa GmbH	PSI 48248
Pro Factory Werbemittel GmbH & Co. KG	PSI 47836
Promidata Deutschland GmbH	PSI 46355
PROMOPORTAL GmbH	PSI 48826
PROMOWOLSCH - The Customer Factory - Wolfgang Schmidt e.K.	PSI 44724
Pustefix GmbH	PSI 43053



Regine IQtrim GmbH	PSI 42130
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RICOLOR	PSI 44940
Ritter-Pen GmbH	PSI 44508
Römer Wein und Sekt GmbH - Römer Präsente	PSI 43892
Römer Drinks by Römer Wein und Sekt GmbH	PSI 43892
Römer Wellness - Kundenpflege Wellness & Care GmbH & Co. KG	PSI 46887
schenkYou GmbH	PSI 60133
August Schmelzer & Sohn GmbH	PSI 47061
Schreiner Coburg GmbH	PSI 40785
Porzellanfabriken Christian Seltmann GmbH	PSI 49025
SIPLAST Siegerländer Plastik GmbH	PSI 46405
SND PorzellanManufaktur GmbH	PSI 45567
Spontex Industrieprodukte - MAPA GmbH	PSI 41576
Spranz GmbH	PSI 41462
STABILA Messgeräte - Gustav Ullrich GmbH	PSI 43836
Stiefelmayer-Contento GmbH & Co. KG	PSI 45280
Dataplott - büroorganisation strothkamp GmbH	PSI 49777
Teamwork Printmanagement GmbH	PSI 49332
terminic GmbH	PSI 41308
Tessloff Medienvertrieb GmbH & Co. KG	PSI 48161
Thermopatch Deutschland GmbH	PSI 46991
TOGU GmbH	PSI 40703
J.H. Tönjes GmbH	PSI 49180
Toppoint B.V.	PSI 40717
WAGUS GmbH	PSI 44685
Walter Broch Nachf. GmbH & Co. KG	PSI 43717

WALTER Medien GmbH
Die Wenzel GmbH
werbegrün - Verpackungen
Die Kartonagenmanufaktur Inh. Oliver Hampe
Zuckersucht GmbH

PSI 40753
PSI 41007

PSI 45150
PSI 47517

01170000 PSO ProzessStandard Offsetdruck (QM)

Joh. Brendow & Sohn
Grafischer Großbetrieb und Verlag GmbH & Co. KG
colordruck Baiersbronn - W. Mack GmbH & Co. KG
Divajn Zoran DOOEL Skopje
Hanbückers Werbung GmbH - Die Marken für gute Werbung!
Karl Knauer KG - Verpackungen, Werbemittel, Präsentverpackungen
Kössinger AG & Co. KG
Suthor Papierverarbeitung - GmbH & Co KG
terminic GmbH

PSI 43076
PSI 49780
PSI 49860
PSI 48999
PSI 41794
PSI 42087
PSI 41032
PSI 41308

01180000 SZU

BOHEMIA SPORT, spol. s r.o.

PSI 48718

01190000 TQM

Pacific Market International, LLC

PSI 49914

01200000 Trusted Shops Guarantee

Infoplus Blindow - Namensschilder GmbH & Co. KG
KERNenergie GmbH
Munito GmbH
Portica GmbH
schenkYou GmbH
Stainer Schriften und Siebdruck GmbH & Co. KG - Print Tattoo
wellnuss Premium Snacks GmbH

PSI 44659
PSI 49826
PSI 43933
PSI 49310
PSI 60133
PSI 49286
PSI 48508

01250000 PPP

Recycle Bags - (By SL Lederwaren B.V.)

PSI 48301

**Unternehmens-Ökologie /
Enterprise Ecology**
02010000 climatepartner

BRUNNEN & EILERS - Promotion Service GmbH & Co. KG
colordruck Baiersbronn - W. Mack GmbH & Co. KG

PSI 40567
PSI 49780

DANKEBOX - Brand Elephants GmbH
EUROPACK - EP Verpackungs GmbH
Floringo GmbH
JUNG since 1828 GmbH & Co. KG
Keks Kreator - German Bakery Stapper
Inh. Gregor Johannes Stapper
SI-RI SRL
Tengler Match - eine Abteilung der Tengler Druck GmbH
uma Schreibgeräte - Ullmann GmbH
WAGUS GmbH
WIRmachenDRUCK GmbH

PSI 60068
PSI 45775
PSI 44389
PSI 41545

PSI 60139
PSI 45622
PSI 41647
PSI 41848
PSI 44685
PSI 45180

02020000 ECOfit

Kalfany Süße Werbung GmbH & Co. KG

PSI 42706

02030000 EMAS

Brugger GmbH Magnetsysteme
Easy Orange BV
HERKA GmbH
Bürstenfabrik Keller GmbH
Paper+Design GmbH tabletop
Schneider Schreibgeräte GmbH
Villero y Boch AG - Promotions + Incentives

PSI 49521
PSI 43788
PSI 46235
PSI 46441
PSI 47378
PSI 43416
PSI 47724

02040000 EMV

Global Innovations Germany GmbH & Co. KG
Inspirion GmbH
KOSMOS - Franckh-Kosmos Verlags-GmbH & Co. KG
reeko design - a division of Carstensen
Import-Export Handelsges. mbH
TechnoTrade - Import-Export GmbH

PSI 46626
PSI 42907
PSI 47941

PSI 46261
PSI 43817

02050000 FCBA FRENCH

SPÓLNOTA - Drzewna - Spółdzielnia Pracy

PSI 47019

02060000 ISO 14001

Albene GmbH - Marketing Handel
Araco International B.V.
badge4u Wojciech Pawlowski
Böckling GmbH & Co. KG
Boogaard Textiles B.V.
BOOMERANG S.A.S. - CITIZEN GREEN
burger pen AG
CARAN D'ACHE S.A.
CD-LUX GmbH
colordruck Baiersbronn - W. Mack GmbH & Co. KG
Giuseppe Di Natale S.p.A. - Arti Grafiche Cartotecnica
Disenos NT - Diseño y Aplicaciones del No Tejido, S.L.
Divajn Zoran DOOEL Skopje

PSI 44533
PSI 44291
PSI 47411
PSI 41435
PSI 48043
PSI 42811
PSI 45956
PSI 48732
PSI 45452
PSI 49780
PSI 41734
PSI 47097
PSI 49860

DIZAYN ETIKET San. ve Tic. A.S.	PSI 48615
DREVOTVAR DRUZSTVO	PSI 49717
DURABLE Hunke & Jochheim GmbH & Co. KG	PSI 49344
edding International GmbH	PSI 41870
emco Bautechnik GmbH	PSI 47306
GIMEX melamine & more GmbH	PSI 47578
GRASPO CZ, a.s.	PSI 47265
Green Earth Products - Helga Nederhoed	PSI 48277
Halfar System GmbH - Rucksäcke und Taschen	PSI 45666
Heri-Rigoni GmbH - emotion factory	PSI 41016
HERKA GmbH	PSI 46235
Heylblau GmbH	PSI 49016
Hultafors Group Germany GmbH	PSI 46478
ICO JSC	PSI 45302
INGLI SWEDEN - Jaan Ingel AB	PSI 44898
JHK Trader S.L.	PSI 46742
Juniper Trading Limited	PSI 49632
Juniper Trading Limited	PSI 49632
Kahla/Thüringen Porzellan GmbH	PSI 49132
Karl Knauer KG - Verpackungen, Werbemittel, Präsentverpackungen	PSI 41794
Klio-Eterna Schreibgeräte GmbH & Co KG	PSI 40823
MEDIACONCEPT SRL	PSI 49967
Mimaki Europe B.V.	PSI 47780
frottana Textil GmbH & Co. KG - möve Professional	PSI 47674
Pacific Market International, LLC	PSI 49914
Paper+Design GmbH tabletop	PSI 47378
Pelikan Vertriebsgesellschaft mbH & Co. KG	PSI 49608
PILOT PEN (Deutschland) GmbH	PSI 45437
PLUS Europe GmbH	PSI 48564
Pomodoro Fashion GmbH	PSI 45471
PROMOTION PETS GmbH	PSI 44722
Pustefix GmbH	PSI 43053
ROLY - Gor Factory, S.A.	PSI 46554
Sachsenballon - Produktions-GmbH	PSI 43307



Safety Reflector Finland Oy - Coreplast	PSI 48553
SENATOR GmbH	PSI 41838
Spontex Industrieprodukte - MAPA GmbH	PSI 41576
STAEDTLER Mars GmbH & Co. KG	PSI 41108
STIL Media SRL	PSI 48783
Suthor Papierverarbeitung - GmbH & Co KG	PSI 41032
Trotec Laser Deutschland GmbH	PSI 47804
WeLoc - Weland M. AB	PSI 42793

Wera Werkzeuge GmbH **PSI 48078**

WISA Enschede B.V.	PSI 41334
printed balloons and paper promotional articles	PSI 42772
XINDAO B.V.	

02070000 ISO 50001

edding International GmbH	PSI 41870
Karl Knauer KG - Verpackungen, Werbemittel, Präsentverpackungen	PSI 41794
frottana Textil GmbH & Co. KG - möve Professional	PSI 47674

02080000 Ökopropfit

Bleckmann GmbH	PSI 44703
Eckenfelder GmbH & Co. KG	PSI 41430
KW Open promotion consulting & trading GmbH	PSI 49411
LEONARDO - glaskoch B. Koch jr. GmbH + Co. KG	PSI 49644

02090000 REACH



Gesetzlich vorgeschrieben. / Legal Requirement.

02100000 RoHS



Hersteller und Importeure dürfen ihre Elektroprodukte nicht mehr mit dem RoHS-Logo kennzeichnen. Bereits seit dem 01.01.2013 gilt die RoHS-Richtlinie 2011/65/EG, die einzig das CE-Zeichen als RoHS-Kennzeichnung zulässt. Alle anderen Kennzeichnungen sind nicht mehr gestattet. / Manufactures and importers may no longer label their electrical products with a RoHS logo. Since 01.01.2013 the RoHS directive 2011/65/EG applies, which only allows the CE-mark as RoHS-marking. All other markings are no longer permitted.

**Unternehmens-Soziales /
Enterprise Social Commitment**

03020000 BSCI



Alta Seta GmbH & Co. KG	PSI 45461
Araco International B.V.	PSI 44291
Aysoy Pazarlama Konfeksiyon Tekstil Sanayi ve Ticaret Limited Sirketi	PSI 49958
Blue Chili GmbH	PSI 49325
BOOMERANG S.A.S. - CITIZEN GREEN	PSI 42811
Bosscher International B.V.	PSI 44755
BQS Textiles BV	PSI 49124
Club Crawlte Crefeld GmbH	PSI 43606
Gustav Daiber GmbH	PSI 42819
DBP Plastics NV	PSI 46527
Disenos NT - Diseño y Aplicaciones del No Tejido, S.L.	PSI 47097
Dittmann International GmbH	PSI 44160
Dosenspezialist GmbH	PSI 46897
elasto form KG	PSI 41369
FARE - Guenther Fassbender GmbH	PSI 43144
GIMEX melamine & more GmbH	PSI 47578
Giving Europe B.V.	PSI 45737
Global Innovations Germany GmbH & Co. KG	PSI 46626
Görenler Giyim Tekstil A.S	PSI 46517
Halfar System GmbH - Rucksäcke und Taschen	PSI 45666
HAPPY BRANDS GbR - Martin Wedekind & Marek Lackorzynski	PSI 48600
HEADWEAR PL Spolka z ograniczona odpowiedzialnoscia Sp.J	PSI 48313
ID® - REXHOLM A/S	PSI 44411
importplus GmbH	PSI 46966
Inspiron GmbH	PSI 42907
Intraco Trading bv	PSI 43540
Klaus Stephan GmbH	PSI 49319

Klio-Eterna
Est. 1900

Klio-Eterna Schreibgeräte GmbH & Co KG

PSI 40823

KM ZÜNDHOLZ INTERNATIONAL - Karl Müller GmbH	PSI 41614
KNETA® - Lisa Stein	PSI 49649
L&S GmbH	PSI 43949
LEONARDO - glaskoch B. Koch jr. GmbH + Co. KG	PSI 49644
Mastermark Oy	PSI 48959
mbw® Vertriebsges. mbH	PSI 42020
Ambiente-Meinzer - Inh. Heidrun Meinzer	PSI 44643
midocean - Mid Ocean Brands B.V.	PSI 40641
MS Textilhandel e.K. - Inh. Sohail Mushtaq	PSI 48646
Urban GmbH - nefsu - no excuse for single use	PSI 43928
Nestler-matho GmbH & Co. KG	PSI 41816
New Wave GmbH	PSI 44367
Pacific Market International, LLC	PSI 49914
Pelikan Vertriebsgesellschaft mbH & Co. KG	PSI 49608
PROMOTION PETS GmbH	PSI 44722
PROMOWOLSCH - The Customer Factory - Wolfgang Schmidt e.K.	PSI 44724
Recycle Bags - (By SL Lederwaren B.V.)	PSI 48301
REFLECTS GmbH	PSI 42487
Samoa GmbH	PSI 47799
SCALA Electronic GmbH	PSI 44308
SEMO	PSI 44970
SENATOR GmbH	PSI 41838
Heinrich Sieber + Co. GmbH - + Co. KG Fabrizio World of Bags	PSI 44885
sportpaint Werbeball Bedruckungs GmbH	PSI 47422
Spranz GmbH	PSI 41462
SUITSUIT International BV	PSI 48447
TEST RITE tepro GmbH	PSI 48755

TRIGON Deutschland GmbH (ehemals SEMO Deutschland GmbH) PSI 44970

TRIGON Tekstil San.Ve Dis - Ticaret Ltd.Sti.	PSI 47228
Trinomial GmbH	PSI 46862
Heinz Tröber GmbH & Co. KG	PSI 40846
TROIKA Germany GmbH	PSI 46311
uma Schreibgeräte - Ullmann GmbH	PSI 41848
UNITED BRANDS 24 GmbH	PSI 43756
Zorel Tekstil - Imalat Pazarlama Sanayi ve Ticaret Limited Sirketi	PSI 49316

03030000 CE-Kennzeichnung



Gesetzlich vorgeschrieben. / Legal Requirement.

03040000 EPPA Code-Of-Conduct

BAGS BY RIEDLE	PSI 45202
Heri-Rigoni GmbH - emotion factory	PSI 41016
Kandinsky Deutschland GmbH	PSI 46232

03060000 GWW Ehrenkodex



BRUNNEN & EILERS - Promotion Service GmbH & Co. KG	PSI 40567
Gabriele Bühring	PSI 40807
FARE - Guenther Fassbender GmbH	PSI 43144
HAMA GmbH & Co KG	PSI 43628
Heri-Rigoni GmbH - emotion factory	PSI 41016
importplus GmbH	PSI 46966
Joytex GmbH & Co. KG	PSI 41990
MACMA Werbeartikel OHG - Import-Export	PSI 40909
Philipp Holle KG - Papierverarbeitung und Werbeartikel	PSI 41690
PROMOTION PETS GmbH	PSI 44722
Pustefix GmbH	PSI 43053
REFLECTS GmbH	PSI 42487

Reisenthel Accessoires GmbH & Co. KG	PSI 47182
Schwan-STABILO - Promotion Products GmbH & Co. KG	PSI 43287
STAEDTLER Mars GmbH & Co. KG	PSI 41108
Suthor Papierverarbeitung - GmbH & Co KG	PSI 41032
TROIKA Germany GmbH	PSI 46311

03070000 ICTI



International Council of Toy Industries

Global Innovations Germany GmbH & Co. KG	PSI 46626
Rudolf Schaffer Collection GmbH & Co.KG	PSI 47541
SEMO	PSI 44970

TRIGON Deutschland GmbH (ehemals SEMO Deutschland GmbH) PSI 44970

03100000 OHSAS 18001



badge4u Wojciech Pawlowski	PSI 47411
BOOMERANG S.A.S. - CITIZEN GREEN	PSI 42811
Gabriele Bühring	PSI 40807
Divajn Zoran DOOEL Skopje	PSI 49860
DREVOTVAR DRUZSTVO	PSI 49717
edding International GmbH	PSI 41870
Prododoro Fashion GmbH	PSI 45471
ROLY - Gor Factory, S.A.	PSI 46554

03110000 SA8000



achilles concept GmbH & Co. KG	PSI 45561
Asia Incentives Ltd.	PSI 46856
BOOMERANG S.A.S. - CITIZEN GREEN	PSI 42811
Global Innovations Germany GmbH & Co. KG	PSI 46626
Green Earth Products - Helga Nederhoed	PSI 48277
Invictus Vertriebs-GmbH	PSI 44972
JAMARA e.K. - Manuel Natterer	PSI 47696
Löw Energy System e.K.	PSI 47113
Pacific Market International, LLC	PSI 49914
Recycle Bags - (By SL Lederwaren B.V.)	PSI 48301
Sattler & Co Lederwaren - Inh. E. und W. Faber GmbH	PSI 41005
TM Trend Moden GmbH	PSI 44104
TROIKA Germany GmbH	PSI 46311
uma Schreibgeräte - Ullmann GmbH	PSI 41848

03130000 SEDEX



Aglika Trade Ltd	PSI 49278
ATLANTIS - MASTER ITALIA S.p.A	PSI 45014
badge4u Wojciech Pawlowski	PSI 47411
Boogaard Textiles B.V.	PSI 48043

BOOMERANG S.A.S. - CITIZEN GREEN	PSI 42811
Bosscher International B.V.	PSI 44755
Bulb-Bottles-Innig AG	PSI 47672
DBP Plastics NV	PSI 46527
DOM POLYMER-TECHNIK GMBH	PSI 40723
eitel plastic GmbH	PSI 43508
elasto form KG	PSI 41369
GIMEX melamine & more GmbH	PSI 47578
Global Innovations Germany GmbH & Co. KG	PSI 46626
Görenler Giyim Tekstil A.S.	PSI 46517
Hainenko Limited - Promotional Pens	PSI 45078
HEADWEAR PL Spolka z ograniczona odpowiedzialnoscia Sp.J	PSI 48313
helo® - Heckelmann Holz und Kunststoff GmbH + Co. KG	PSI 44145
Hermann Flörke GmbH	PSI 44294
SI POS GmbH & Co. KG	PSI 47022

Klio-Eterna

Est. 1900

Klio-Eterna Schreibgeräte GmbH & Co KG PSI 40823

koziol »ideas for friends GmbH	PSI 47406
KW Open promotion consulting & trading GmbH	PSI 49411
MASAS METAL AMBALAJ San. Ve. Tic. A.S.	PSI 45721
Maxima Sports B.V.	PSI 48690
MELTEM GLOBAL TEKSTIL SAN. TIC. LTD. STI.	PSI 49889
frottana Textil GmbH & Co. KG - möve Professional	PSI 47674
Pacific Market International, LLC	PSI 49914
Pigra - Pagani Pens SA	PSI 49176
Pins & mehr GmbH & Co. KG	PSI 46925
Recycle Bags - (By SL Lederwaren B.V.)	PSI 48301
REFLECTS GmbH	PSI 42487
ROLY - Gor Factory, S.A.	PSI 46554
Samoa GmbH	PSI 47799
SUITSUIT International BV	PSI 48447
Tacx B.V.	PSI 45767
TÜRMÄK - MAKINA SAN. VE TIC.A.S.	PSI 43722
Tuva Home Textile Ltd.	PSI 48813
uma Schreibgeräte - Ullmann GmbH	PSI 41848
UNITED BRANDS 24 GmbH	PSI 43756
Vidrios Reciclados San Miguel SLL	PSI 49830
Vinologo - Mark Cuijpers	PSI 49692
Zorel Tekstil - Imalat Pazarlama Sanayi ve Ticaret Limited Sirketi	PSI 49316

03140000 SMETA Audit



Böckling GmbH & Co. KG	PSI 41435
Bosscher International B.V.	PSI 44755
DBP Plastics NV	PSI 46527
DOM POLYMER-TECHNIK GMBH	PSI 40723
elasto form KG	PSI 41369
HC Organize Tekstil San. Tic. Ltd. Sti.	PSI 49953
koziol »ideas for friends GmbH	PSI 47406
Willy Maisel GmbH	PSI 40208
frottana Textil GmbH & Co. KG - möve Professional	PSI 47674
Pacific Market International, LLC	PSI 49914
Pigra - Pagani Pens SA	PSI 49176
Pusula Basim - Pusula Cizgi Altı Basım San. Ve Tic. LTD. STI.	PSI 48954
Recycle Bags - (By SL Lederwaren B.V.)	PSI 48301
ROLY - Gor Factory, S.A.	PSI 46554
Softreflector LLC	PSI 47104
SUITSUIT International BV	PSI 48447
Tacx B.V.	PSI 45767
TÜRMÄK - MAKINA SAN. VE TIC.A.S.	PSI 43722
Tuva Home Textile Ltd.	PSI 48813
Vidrios Reciclados San Miguel SLL	PSI 49830

03150000 TÜV



achilles concept GmbH & Co. KG	PSI 45561
Aleide - Innovationen - Inh. Ines Ritter	PSI 43604
Allflash Produktions + Vertriebs GmbH	PSI 47137
BOHEMIA SPORT, spol. s r.o.	PSI 48718
Dittmann International GmbH	PSI 44160
Dubi's Promotionartikel Service GmbH	PSI 48122
Easy Orange BV	PSI 43788
GIMEX melamine & more GmbH	PSI 47578
Global Innovations Germany GmbH & Co. KG	PSI 46626
EuroSCHIRM - by EBERHARD GÖBEL GmbH + Co. KG	PSI 43420
importplus GmbH	PSI 46966
KHK GmbH	PSI 46131
KKC GmbH - Spezialkoffer	PSI 44506
Louis N. Kuenen GmbH	PSI 41422
L&S GmbH	PSI 43949
LAURA-Fit UG & Co. KG (haftungsbeschränkt)	PSI 49520
MACMA Werbeartikel OHG - Import-Export	PSI 40909
mbw® Vertriebsges. mbH	PSI 42020
Relaxdays GmbH	PSI 49409
Safety Reflector Finland Oy - Coreplast	PSI 48553
Samoa GmbH	PSI 47799
SCALA Electronic GmbH	PSI 44308
SENATOR GmbH	PSI 41838
Telco Accessories b.v.	PSI 47525
Heinz Tröber GmbH & Co. KG	PSI 40846
TROIKA Germany GmbH	PSI 46311
Vinologo - Mark Cuijpers	PSI 49692
Yücel Trading GmbH	PSI 48475

03160000 UN Global Compact



ATLANTIS - MASTER ITALIA S.p.A	PSI 45014
BOOMERANG S.A.S. - CITIZEN GREEN	PSI 42811
Clipper A/S	PSI 46153
Kandinsky Deutschland GmbH	PSI 46232
KOSMOS - Franckh-Kosmos Verlags-GmbH & Co. KG	PSI 47941
Sachsenballon - Produktions-GmbH	PSI 43307
Step Yazim Gereçleri Ve Kalip - Sanayi Ticaret Limited Sirketi	PSI 44818
YOU Brands Camus A/S	PSI 47832

03170000 VFI sozial fair



Maximex Import - Export GmbH	PSI 43332
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03230000 Fair Labor Association

New Wave GmbH	PSI 44367
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**Produkt-Ökologie /
Product Ecology****04010000 Austria Bio**

Craft Production Trading GmbH

PSI 47664

04020000 BDIH

bb med. product GmbH

PSI 45934

04040000 Bio Siegel

Buah GmbH - c/o Krauter
Caramelos Cerdán S.L.
Creano GmbH
Eco Promo - Everything Environmental Ltd

PSI 45170
PSI 46643
PSI 48136
PSI 47503



foodloose GmbH

PSI 60070

Giffits GmbH
Global Innovations Germany GmbH & Co. KG
Gourmet Leon Feinkostmanufaktur
HAPPY BRANDS GbR - Martin Wedekind & Marek Lackorzynski
Heri-Rigoni GmbH - emotion factory
JUNG since 1828 GmbH & Co. KG
Kalfany Süße Werbung GmbH & Co. KG
Multiflower GmbH
myfitmix GmbH - Sweets&Snacks
Salzmanufaktur Siegsdorf - Landkaufhaus Mayer GmbH
Sanders Imagetools GmbH & Co. KG
Sweet-gifts - Inh. Norbert Melcher
Zuckermaier - German's Best Werbezucker und mehr GmbH

PSI 46415
PSI 46626
PSI 48266
PSI 48600
PSI 41016
PSI 41545
PSI 42706
PSI 45974
PSI 47673
PSI 48152
PSI 46551
PSI 47846
PSI 47457

04050000 Blauer Engel

BRUNNEN & EILERS - Promotion Service GmbH & Co. KG
Gabriele Bühring
Eco Promo - Everything Environmental Ltd
Hanbückers Werbung GmbH - Die Marken für gute Werbung!
SI-RI SRL
Tengler Match - eine Abteilung der Tengler Druck GmbH

PSI 40567
PSI 40807
PSI 47503
PSI 48999
PSI 45622
PSI 41647

Venceremos GmbH & Co. KG - Hersteller von Papierartikeln

PSI 42941

04060000 BLUESIGN

Earebel GmbH

PSI 43868

04070000 Cradle to Cradle

Schwan-STABILO - Promotion Products GmbH & Co. KG

PSI 43287

04080000 DIN EN 13432

JOSANTO UG
Samoa GmbH

PSI 49273
PSI 47799

04120000 eco - Institut

HEADWEAR PL Spolka z ograniczona odpowiedzialnoscia Sp.J

PSI 48313

04130000 ECOCERT „Natürliche Kosmetik“

KHK GmbH

PSI 46131

04140000 ECOCERT Öko- & biologische Kosmetik

KHK GmbH

PSI 46131

04170000 EU - BIO - Logo

Buah GmbH - c/o Krauter
Die Stadtgärtner - Inh. Derk Niemeijer
foodloose GmbH

PSI 45170
PSI 49090
PSI 60070



Kalfany Süße Werbung GmbH & Co. KG

PSI 42706

Römer Wein und Sekt GmbH - Römer Präsente
Römer Drinks by Römer Wein und Sekt GmbH

PSI 43892
PSI 43892

04180000 EU - Ecolabel

Bosscher International B.V.

PSI 44755

04210000 Fair Wear Foundation



B&C - The Cotton Group S.A/N.V.
Buttonboss B.V.

PSI 45235
PSI 41446

04230000 Fairtrade Programm



chocri GmbH PSI 48877

Green Earth Products - Helga Nederhoed
HAPPY BRANDS GbR - Martin Wedekind & Marek Lackorzynski
Chr. Storz GmbH & Co. KG
Werbekonfekt GmbH
Xiano - Remco Schaper

PSI 48277
PSI 48600
PSI 43815
PSI 47968
PSI 43523

04240000 Fairtrade-Siegel



Caramelos Cerdán S.L.
Eco Promo - Everything Environmental Ltd
EUROPACK - EP Verpackungs GmbH
FAIRBAGS GmbH
Floringo GmbH
Global Innovations Germany GmbH & Co. KG
Halfar System GmbH - Rucksäcke und Taschen
HAPPY BRANDS GbR - Martin Wedekind & Marek Lackorzynski
Interflor24 - Fantasia Blumen Im- u. Export GmbH
JUNG since 1828 GmbH & Co. KG
Jute statt Plastik e.K. - Inh. Colin Rohwedder

PSI 46643
PSI 47503
PSI 45775
PSI 43877
PSI 44389
PSI 46626
PSI 45666
PSI 48600
PSI 49160
PSI 41545
PSI 47998



Kalfany Süße Werbung GmbH & Co. KG

PSI 42706

KHK GmbH
KW Open promotion consulting & trading GmbH
L-Shop-Team GmbH
MAPROM GmbH
more presents e.K. - Inh. Bettina Timmermann

PSI 46131
PSI 49411
PSI 42155
PSI 47372
PSI 60152



SALE s.r.o. PSI 49617

Heinrich Sieber + Co. GmbH - + Co. KG Fabrizio World of Bags

PSI 44885

04250000 FoodSafe



DBP Plastics NV
Safety Reflector Finland Oy - Coreplast
XXD GmbH

PSI 46527
PSI 48553
PSI 47734

04260000 FSC



Acar Europe GmbH
Ackermann Kunstverlag - Merkur Marketing Services GmbH
Aleide - Innovationen - Inh. Ines Ritter
ASS, Spielkartenfabrik Altenburg GmbH - ASS Altenburger Spielkarten
BAGS BY RIEDLE
Beutler Verpackungssysteme GmbH
BOHEMIA SPORT, spol. s r.o.
Bosscher International B.V.
Joh. Brendow & Sohn
Grafischer Großbetrieb und Verlag GmbH & Co. KG
BRUNNEN & EILERS - Promotion Service GmbH & Co. KG
Bühner Werbemittel GmbH & Co. KG
colordruck Baiersbronn - W. Mack GmbH & Co. KG
DANKEBOX - Brand Elephants GmbH
Giuseppe Di Natale S.p.A. - Arti Grafiche Cartotecnica
Divajn Zoran DOOEL Skopje
DIZAYN ETIKET San. ve Tic. A.S.
DREVOTVAR DRUZSTVO
Eckenfelder GmbH & Co. KG
Eco Promo - Everything Environmental Ltd
Edition Michael Fischer GmbH - EMF Verlag
elasto form KG
Elliot GmbH
e+m Holzprodukte GmbH & Co. KG
EUPens.com by The Pen Warehouse - A division of Tancia Ltd.
EUROPACK - EP Verpackungs GmbH
Europe Match GmbH
fleQs promotional products BV
Frank Bürsten GmbH - Bürstenfabrik
Global Innovations Germany GmbH & Co. KG
Görenler Giyim Tekstil A.S
GO-TROLLEY GmbH
GRASPO CZ, a.s.
Hanbückers Werbung GmbH - Die Marken für gute Werbung!
HEILEMANN - SCHREIBGERÄTE GMBH & Co. KG
helo® - Heckelmann Holz und Kunststoff GmbH + Co. KG
HIKITEC GmbH
INTERDRUK SA
IssueTissue® - IssueTissue bv

PSI 48055
PSI 40604
PSI 43604
PSI 41169
PSI 45202
PSI 48159
PSI 48718
PSI 44755
PSI 43076
PSI 40567
PSI 43251
PSI 49780
PSI 60068
PSI 41734
PSI 49860
PSI 48615
PSI 49717
PSI 41430
PSI 47503
PSI 49982
PSI 41369
PSI 45340
PSI 42200
PSI 46120
PSI 45775
PSI 41137
PSI 44697
PSI 41853
PSI 46626
PSI 46517
PSI 47709
PSI 47265
PSI 48999
PSI 42064
PSI 44145
PSI 49969
PSI 49168
PSI 44613



Kalfany Süße Werbung GmbH & Co. KG

PSI 42706

Karl Knauer KG - Verpackungen, Werbemittel, Präsentverpackungen
Bürstenfabrik Keller GmbH
KHK GmbH
KM ZÜNDHOLZ INTERNATIONAL - Karl Müller GmbH
KNETA® - Lisa Stein
Lediberg GmbH
Lindocastelli GmbH
MAGNA sweets GmbH

PSI 41794
PSI 46441
PSI 46131
PSI 41614
PSI 49649
PSI 42438
PSI 60176
PSI 41617

Marbo-Werbung - Norbert Bokel GmbH	PSI 40755
MAXX Factory GmbH	PSI 47483
MKM media - Verlags- und Medienproduktionsges. mbH & Co. KG	PSI 47798
Paper+Design GmbH tabletop	PSI 47378
Pelikan Vertriebsgesellschaft mbH & Co. KG	PSI 49608
PENKO GmbH	PSI 46550
Philipp Holle KG - Papierverarbeitung und Werbeartikel	PSI 41690
REIDINGER GmbH	PSI 42938
schenkYou GmbH	PSI 60133
Schwan-STABILO - Promotion Products GmbH & Co. KG	PSI 43287
SI-RI SRL	PSI 45622
STAEDTLER Mars GmbH & Co. KG	PSI 41108
Suthor Papierverarbeitung - GmbH & Co. KG	PSI 41032
Tengler Match - eine Abteilung der Tengler Druck GmbH	PSI 41647
terminic GmbH	PSI 41308
Tessloff Medienvertrieb GmbH & Co. KG	PSI 48161
ToM-PaR Jerzy Rutkowski	PSI 43723
TROIKA Germany GmbH	PSI 46311
Venceremos GmbH & Co. KG - Hersteller von Papierartikeln	PSI 42941
Vinologo - Mark Cuijpers	PSI 49692
Vonmählen GmbH	PSI 49823
Wally and Whiz ApS	PSI 43603
Way ok wegweisend... - garant Verlag GmbH	PSI 45529

04270000 FSC 100%

colordruck Baiersbronn - W. Mack GmbH & Co. KG	PSI 49780
KM ZÜNDHOLZ INTERNATIONAL - Karl Müller GmbH	PSI 41614
LEONARDO - glaskoch B. Koch jr. GmbH & Co. KG	PSI 49644
Philipp Holle KG - Papierverarbeitung und Werbeartikel	PSI 41690
SI-RI SRL	PSI 45622
Tengler Match - eine Abteilung der Tengler Druck GmbH	PSI 41647

04280000 FSC Mix

Athesia Kalenderverlag GmbH	PSI 44546
colordruck Baiersbronn - W. Mack GmbH & Co. KG	PSI 49780
HALM Straws GmbH	PSI 43749
Holz Frank e.K. - Inh. Fabian Frank	PSI 49957
JUNG since 1828 GmbH & Co. KG	PSI 41545
KNETA® - Lisa Stein	PSI 49649
LEONARDO - glaskoch B. Koch jr. GmbH & Co. KG	PSI 49644
Moleskine SRL	PSI 48679
Philipp Holle KG - Papierverarbeitung und Werbeartikel	PSI 41690
SI-RI SRL	PSI 45622
Tengler Match - eine Abteilung der Tengler Druck GmbH	PSI 41647
Vinologo - Mark Cuijpers	PSI 49692

04290000 FSC Recycled

colordruck Baiersbronn - W. Mack GmbH & Co. KG	PSI 49780
Hanbückers Werbung GmbH - Die Marken für gute Werbung!	PSI 48999
JAVRO 2 Sp. z o.o.	PSI 45898
LEONARDO - glaskoch B. Koch jr. GmbH & Co. KG	PSI 49644
Philipp Holle KG - Papierverarbeitung und Werbeartikel	PSI 41690

SI-RI SRL	PSI 45622
Tengler Match - eine Abteilung der Tengler Druck GmbH	PSI 41647

04320000 GOTS

Boscher International B.V.	PSI 44755
Brumley Tex - Inh. Uwe Brumley e.K.	PSI 47769
Eco Promo - Everything Environmental Ltd	PSI 47503
EUROPACK - EP Verpackungs GmbH	PSI 45775
FAIRBAGS GmbH	PSI 43877
Floringo GmbH	PSI 44389
Framsohn Frottier GmbH	PSI 47628
Frank & Söhne AG	PSI 48960
Gifts with Impact V.O.F.	PSI 43492
Frottierweberei W.F. Gözze GmbH Produktion Werk II	
Werbemittel-Vertrieb	PSI 44530
Halfar System GmbH - Rucksäcke und Taschen	PSI 45666
HAPPY BRANDS GbR - Martin Wedekind & Marek Lackorzynski	PSI 48600
HC Organize Tekstil San. Tic. Ltd. Sti.	PSI 49953



HERKA GmbH	PSI 46235
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Jute statt Plastik e.K. - Inh. Colin Rohwedder	PSI 47998
Kerler GmbH	PSI 47270
Kleinmann Textil + Design GmbH	PSI 46528
L-Shop-Team GmbH	PSI 42155
LÄTZ FÄTZ - Baby-Werbeartikel - Inh. Silke Strelow	PSI 48924
Makito Promotional Products - CATAL IMPORTACIONES S.L.	PSI 47096
MAPROM GmbH	PSI 47372



more presents e.K. - Inh. Bettina Timmermann	PSI 60152
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frottana Textil GmbH & Co. KG - möve Professional	PSI 47674
PROMOTION PETS GmbH	PSI 44722

**SALE s.r.o. PSI 49617**

Textildruck Europa GmbH	PSI 48870
Xiano - Remco Schaper	PSI 43523

04340000 IFS


Buah GmbH - c/o Krauter	PSI 45170
DIZAYN ETIKET San. ve Tic. A.S.	PSI 48615
Global Innovations Germany GmbH & Co. KG	PSI 46626



Kalfany Süße Werbung GmbH & Co. KG	PSI 42706
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KERNenergie GmbH	PSI 49826
Chr. Storz GmbH & Co. KG	PSI 43815
Sweet & Lucky GmbH	PSI 47323

04370000 ISO 14044


Prodir - Pagani Pens SA	PSI 42332
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04400000 LFGB


achilles concept GmbH & Co. KG	PSI 45561
Cookie Cutter® - ASSCA GmbH	PSI 49747
Cup Trends - Inh. Torsten Schieck	PSI 45169
Dosenspezialist GmbH	PSI 46897
Global Innovations Germany GmbH & Co. KG	PSI 46626
importplus GmbH	PSI 46966
Inspiration GmbH	PSI 42907
L&S GmbH	PSI 43949
LEONARDO - glaskoch B. Koch jr. GmbH & Co. KG	PSI 49644
Makito Promotional Products - CATAL IMPORTACIONES S.L.	PSI 47096
RICOLOR® MK-Haushaltswaren - Thomas Mayr-Kiessling	PSI 44940
Urban GmbH - nefsu - no excuse for single use	PSI 43928
Nestler-matho GmbH & Co. KG	PSI 41816
reeko design - a division of Carstensen	
Import-Export Handelsges. mbH	PSI 46261
RICOLOR	PSI 44940
TROIKA Germany GmbH	PSI 46311
TÜRMAK - MAKINA SAN. VE TIC.A.S.	PSI 43722

04410000 LGA

achilles concept GmbH & Co. KG	PSI 45561
Dittmann International GmbH	PSI 44160
L&S GmbH	PSI 43949

04420000 NaTrue

KHK GmbH	PSI 46131
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04470000 Naturtextil IVN zertifiziert BEST

frottana Textil GmbH & Co. KG - möve Professional	PSI 47674
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04500000 Oeko-Tex Standard 100


Aglika Trade Ltd	PSI 49278
Allers Grupa sp. z.o.o. - Lanyard.pro- Lanyard factory	PSI 49171
ATLANTIS - MASTER ITALIA S.p.A	PSI 45014
Aysoy Pazarlama Konfeksiyon Tekstil Sanayi ve Ticaret Limited Sirketi	PSI 49958
B-Fashion Tekstil Mak.Dis.Tic.Ltd.Sti.	PSI 47504
B&C - The Cotton Group S.A/N.V	PSI 45235
Bleckmann GmbH	PSI 44703
Boogaard Textiles B.V.	PSI 48043
BOOMERANG S.A.S. - CITIZEN GREEN	PSI 42811
Bosscher International B.V.	PSI 44755
Brand Promotion CZ s.r.o.	PSI 46116
Brecht Profashion GmbH	PSI 48274
Gabriele Bühring	PSI 40807
CG International GmbH	PSI 60175
Clipper A/S	PSI 46153
Club Crawatte Crefeld GmbH	PSI 43606
Gustav Daiber GmbH	PSI 42819
DANKEBOX - Brand Elephants GmbH	PSI 60068
Disenos NT - Diseño y Aplicaciones del No Tejido, S.L.	PSI 47097
Erwin Pfaff e.K. - Konrad Heinrich Weis	PSI 49989
EUROPACK - EP Verpackungs GmbH	PSI 45775
Floringo GmbH	PSI 44389
Framsohn Frottier GmbH	PSI 47628
Global Innovations Germany GmbH & Co. KG	PSI 46626
Global Player Marketing Ltd.	PSI 47272
Frottierweberei W.F. Gözze GmbH Produktion Werk II	
Werbemittel-Vertrieb	PSI 44530
Görenler Giyim Tekstil A.S	PSI 46517
GREVO Imagetextilien GmbH	PSI 42134
Halfar System GmbH - Rucksäcke und Taschen	PSI 45666
HAPPY BRANDS GbR - Martin Wedekind & Marek Lackorzynski	PSI 48600
HC Organize Tekstil San. Tic. Ltd. Sti.	PSI 49953
ASB Herbalind gGmbH	PSI 46706
HERKA GmbH	PSI 46235
IGRO Import- und Großhandels GmbH	
Werbetaschen und Sonderanfertigungen	PSI 40940
JHK Trader S.L.	PSI 46742
Kerler GmbH	PSI 47270
KLEEN-TEX INDUSTRIES GMBH	PSI 43358
Kleinmann Textil + Design GmbH	PSI 46528
LÄTZ FÄTZ - Baby-Werbeartikel - Inh. Silke Strelow	PSI 48924
Makito Promotional Products - CATAL IMPORTACIONES S.L.	PSI 47096
MELTEM GLOBAL TEKSTIL SAN. TIC. LTD. STI.	PSI 49889
frottana Textil GmbH & Co. KG - möve Professional	PSI 47674
MS Textilhandel e.K. - Inh. Sohail Mushtaq	PSI 48646
New Wave GmbH	PSI 44367
P.P.H.U LEZAKOWO - SZEWCZYK KRZYSZTOF	PSI 44057
Promodoro Fashion GmbH	PSI 45471
Rascal Sp. z.o.o.	PSI 43454
Recycle Bags - (By SL Lederwaren B.V.)	PSI 48301
ROLY - Gor Factory, S.A.	PSI 46554
SANDINI GmbH	PSI 49768
Heinrich Sieber + Co. GmbH + Co. KG Fabrizio World of Bags	PSI 44885
SKARPETA GmbH	PSI 49550
SNAP Sportswear GmbH	PSI 42435
Sopp Industrie GmbH	PSI 47677
Sunline Tekstil Mad.Ins.Orman - Ürün.San.Ve Tic. Ltd. Sti.	PSI 60170
TGL Poland sp. z.o.o. - Ted Gifted Lanyards	PSI 48418
TH CLOTHES - Organizações Biscana, Lda.	PSI 49412
Thermopatch Deutschland GmbH	PSI 46991
TM Trend Moden GmbH	PSI 44104
Tuva Home Textile Ltd.	PSI 48813
YORKA TEKSTIL SAN VE TIC. LTD. STI.	PSI 49781
Zorel Tekstil - Imalat Pazarlama Sanayi ve Ticaret Limited Sirketi	PSI 49316

04510000 Oeko-Tex Standard 100 plus

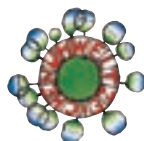
BQS Textiles BV	PSI 49124
Earebel GmbH	PSI 43868
Global Innovations Germany GmbH & Co. KG	PSI 46626
Görenler Giyim Tekstil A.S	PSI 46517
mbw® Vertriebsges. mbH	PSI 42020
Ambiente-Meinzer - Inh. Heidrun Meinzer	PSI 44643
TH CLOTHES - Organizações Biscana, Lda.	PSI 49412

04520000 ÖKO Control Label

MAXX Factory GmbH	PSI 47483
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04550000 Öko-Test

Proda Tekstil San. ve Dis Tic. Ltd. Sti.	PSI 47078
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04560000 Österreichisches Umweltzeichen

SINNUP GmbH	PSI 60186
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04570000 PEFC

Joh. Brendow & Sohn	PSI 43076
Grafischer Großbetrieb und Verlag GmbH & Co. KG	PSI 47097
Disenos NT - Diseño y Aplicaciones del No Tejido, S.L.	PSI 47265
GRASPO CZ, a.s.	PSI 42064
HEILEMANN - SCHREIBGERÄTE GMBH & Co. KG	PSI 49168
INTERDRUK SA	PSI 41794
Karl Knauer KG - Verpackungen, Werbemittel, Präsentverpackungen	PSI 42938
REIDINGER GmbH	PSI 46554
ROLY - Gor Factory, S.A.	PSI 60133
schenkYou GmbH	PSI 43287
Schwan-STABILO - Promotion Products GmbH & Co. KG	PSI 41108
STAEDTLER Mars GmbH & Co. KG	PSI 41032
Suthor Papierverarbeitung - GmbH & Co KG	PSI 41647
Tengler Match - eine Abteilung der Tengler Druck GmbH	PSI 41848
uma Schreibgeräte - Ullmann GmbH	

04600000 RESY

Halfar System GmbH - Rucksäcke und Taschen	PSI 45666
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04680000 UTZ Certified

Tasty Present - Felicivn BV	PSI 46766
JUNG since 1828 GmbH & Co. KG	PSI 41545

04760000 MADE IN GREEN by OEKO-TEX®

Floringo GmbH	PSI 44389
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04770000 OSC 100

Earebel GmbH	PSI 43868
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04800000 REACH

Gesetzlich vorgeschrieben. / Legal Requirement.

04810000 TÜV

FARE - Guenther Fassbender GmbH	PSI 43144
GC Footwear GmbH	PSI 48691
Telco Accessories b.v.	PSI 47525

**Produkt-Ökonomie /
Product Economy****05010000 BRC-IoP**

The Box b.v.	PSI 46429
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05020000 ce-mark

Gesetzlich vorgeschrieben. / Legal Requirement.

05040000 DIN EN 13356



elasto form KG	PSI 41369
Global Innovations Germany GmbH & Co. KG	PSI 46626
ID® - REXHOLM A/S	PSI 44411
Inspirion GmbH	PSI 42907
mbw® Vertriebsges. mbH	PSI 42020
reflAktive Thomas Wassmann	PSI 46970



Regine IQtrim GmbH	PSI 42130
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Safe Reflector Ltd	PSI 49976
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Safety Reflector Finland Oy - Coreplast	PSI 48553
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Softreflector LLC	PSI 47104
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05060000 DIN EN 471



Global Innovations Germany GmbH & Co. KG	PSI 46626
ID® - REXHOLM A/S	PSI 44411
IGRO Import- und Großhandels GmbH	
Werbetaschen und Sonderanfertigungen	PSI 40940
Inspirion GmbH	PSI 42907
mbw® Vertriebsges. mbH	PSI 42020
Safe Reflector Ltd	PSI 49976
Thermopatch Deutschland GmbH	PSI 46991

05070000 DIN EN 71ff



Asia Pins Direct GmbH	PSI 45428
Dittmann International GmbH	PSI 44160
elasto form KG	PSI 41369
GK Handelsplan GmbH	PSI 47893
Global Innovations Germany GmbH & Co. KG	PSI 46626
Haas & Co. Magnettechnik GmbH	PSI 47635
importplus GmbH	PSI 46966
Inspirion GmbH	PSI 42907
KNETA® - Lisa Stein	PSI 49649
KOSMOS - Franckh-Kosmos Verlags-GmbH & Co. KG	PSI 47941
mbw® Vertriebsges. mbH	PSI 42020
PASSATGUMMI - Schreven GmbH & Co. KG	PSI 45999
Pins & mehr GmbH & Co. KG	PSI 46925
Pustefix GmbH	PSI 43053

reeko design - a division of Carstensen	PSI 46261
Import-Export Handelsges. mbH	PSI 42938
REIDINGER GmbH	PSI 41211
rio Ballfabrik e. K. - Inh. Gunnar Fuchs	PSI 43287
Schwan-STABILO - Promotion Products GmbH & Co. KG	PSI 44970
SEMO	PSI 41108
STAEDTLER Mars GmbH & Co. KG	PSI 48161
Tessloff Medienvertrieb GmbH & Co. KG	PSI 44970
TRIGON Deutschland GmbH - (ehemals SEMO Deutschland GmbH)	

05080000 DIN-Zeichen



beLaser GmbH	PSI 49984
Brand Promotion CZ s.r.o.	PSI 46116
L&S GmbH	PSI 43949
TROIKA Germany GmbH	PSI 46311

05090000 EN ISO 22000



Eurobottle B.V.	PSI 49118
Karl Knauer KG - Verpackungen, Werbemittel, Präsentverpackungen	PSI 41794
MASAS METAL AMBALAJ San. Ve. Tic. A.S.	PSI 45721
VOGEL'S Süsse-Werbe-Ideen GmbH & Co. KG	PSI 48639

05100000 ENEC



TechnoTrade - Import-Export GmbH	PSI 43817
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05140000 GS



Bleckmann GmbH	PSI 44703
Europe Match GmbH	PSI 41137
HIKITEC GmbH	PSI 49969
L&S GmbH	PSI 43949
Life Safety Products BV	PSI 48857
reflAktive Thomas Wassmann	PSI 46970
Relaxdays GmbH	PSI 49409
SPÓLNOTA - Drzewna - Spółdzielnia Pracy	PSI 47019

05150000 IEC CB Scheme

Löw Energy System e.K.
Mimaki Europe B.V.

PSI 47113
PSI 47780

05170000 Institut Fresenius Qualitätssiegel

KHK GmbH

PSI 46131

05180000 ISO 13485

bb med. product GmbH
Condom Message - by Willems Winkels B.V.
CPR GmbH
Dittmann International GmbH
Gello GmbH Geltechnik
MEDICAL promotion by GRAMM medical healthcare GmbH
Safe Pocket® - Ad-corner S.A.
Spontex Industrieprodukte - MAPA GmbH

PSI 45934
PSI 47506
PSI 49910
PSI 44160
PSI 45944
PSI 47105
PSI 47489
PSI 41576

05210000 SGS Fresenius

chic.mic GmbH
GIMEX melamine & more GmbH
HAPPY BRANDS GbR - Martin Wedekind & Marek Lackorzynski
LAURA-Fit UG & Co. KG (haftungsbeschränkt)
Urban GmbH - nefsu - no excuse for single use
Pacific Market International, LLC
Samoa GmbH

PSI 43881
PSI 47578
PSI 48600
PSI 49520
PSI 43928
PSI 49914
PSI 47799

05230000 tested materials

Pakodruk sp. z o.o.
Vinologo - Mark Cuijpers

PSI 45187
PSI 49692

05250000 UL Underwriters Laboratories

Löw Energy System e.K.
Mimaki Europe B.V.

PSI 47113
PSI 47780

05260000 VCCI

Mimaki Europe B.V.

PSI 47780

05300000 TÜV

chic.mic GmbH
Life Safety Products BV
midocean - Mid Ocean Brands B.V.
REIDINGER GmbH
SIPLAST Siegerländer Plastik GmbH

PSI 43881
PSI 48857
PSI 40641
PSI 42938
PSI 46405

06000000 Company-owned Certificates

PIAP member
12M Alicja Wasowska

PSI 49009

FOGRA
Acar Europe GmbH

PSI 48055

IMDS
Allflash Produktions + Vertriebs GmbH

PSI 47137

BIO nach EG-Öko-Verordnung
Art di Como Design GmbH

PSI 4549

Kennzeichnung entsprechend ProdSG
Asia Pins Direct GmbH

PSI 45428

By Your Side
ATLANTIS - MASTER ITALIA S.p.A

PSI 45014

OCS
Aysoy Pazarlama Konfeksiyon Tekstil Sanayi ve Ticaret Limited Sirketi

PSI 49958

bagobag
bagobag GmbH

PSI 48072

TU Graz, Papiertechnisches Institut, natureoffice, DIN EN 13590
BAGS BY RIEDLE

PSI 45202

DIN EN ISO 22716
BO-Cosmetic GmbH

PSI 43627

IPPC; SZU Jablonec nad Nisou
BOHEMIA SPORT, spol. s r.o.

PSI 48718

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TOP PRODUCT TOPICS IN PSI JOURNAL

Whether it be football, handball or ice hockey, without a proper fan community with professional equipment the sport is only half as much fun. Do you see it the same way and do you supply your customers with merchandising and fan articles? Then take the opportunity to get into the game with an advertisement in the *PSI Journal* before the start of the European Football Championship.



Issue
02
2021

MERCHANDISING & FAN ARTICLES [EUROP. CHAMPIONSHIP] and EASTER, GARDEN, HOBBY & CRAFT

Copy deadline: 14.12.2020
Deadline for ads: 15.01.2021

Issue
03
2021

PROTECTIVE & HYGIENE ARTICLES, OCCUPATIONAL SAFETY and BAGS, LUGGAGE & LEATHER GOODS

Copy deadline: 22.1.2021
Deadline for ads: 9.2.2021

Issue
04
2021

FASHION, WORKWEAR, CAPS & ACCESSORIES and OFFICE SUPPLIES, WRITING UTENSILS, CALENDARS

Copy deadline: 15.2.2021
Deadline for ads: 9.3.2021

Issue
05
2021

EVENTS & FESTIVALS and HEALTH, SPORT & FITNESS

Copy deadline: 17.3.2021
Deadline for ads: 6.4.2021

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Role models

Lt all turned out differently than we had imagined at the beginning of the year 2020. It's also different than we thought mid-year. Many thought that the crisis was practically over. Now, at the start of 2021, what lies ahead is still difficult to predict. This crisis is a turning point for the people, the economy and our industry.

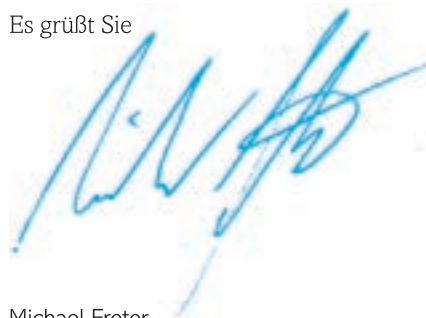
But if one thing has become clear, it's the realisation how important it is to focus on topics of the future and the associated economic transformation as early as possible. Six years ago, the issue of sustainability still led to hefty discussions. "We aren't a sustainable industry!", is what I often heard. But the transformation had already begun. And there were already suppliers and distributors back then who were actively addressing the topics of ecology, economy and social responsibility. Certainly not always completely of their own accord, but pushed by the growing number of strict requirements imposed by legislators.

Our goal has always been to drive the change process in the best interests of the industry. Today, sustainability is a key component of the business model and company philosophy of all participants of the PSI Sustainability Awards. The participants, the nominees, the winners are genuine role models for the promotional products industry.

They make an important contribution to the transformation of the industry through high ecological standards in manufacturing or high levels of social commitment in their value chain.

This makes the 6th PSI Sustainability Awards something special for many reasons. For me personally too. I certainly didn't expect the record number of participants, with almost 100 submissions, during these times. 80 nominees, a new category and 9 winners. It became clear to me that the Awards have come of age and become a firm fixture in the industry. But the focus lies on the participants with all their ideas, concepts and sustainable products – companies that are true role models.

Es grüßt Sie



Michael Freter
Herausgeber PSI Journal
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Ready for kick-off

As most people know, the European football (soccer) championship, which was planned for last year, was postponed to 2021 due to the pandemic. For the first time, the top sporting event will take place in 12 different countries and of course also functions as a strong catalyst for promoting fan articles and merchandise. Our industry is ready to go here and beyond with suitable products. Yet the second theme of the February edition with the catchwords "Spring, Garden, Hobby and Craft" also offers a wide green, colourful and creative space for lovely and effective promotional products. We present to you a selection of the inexhaustible pool of ideas from the industry.

Please start thinking now about product presentations for the March 2021 edition of the PSI Journal which focuses on the themes "protective and hygiene articles, work safety" as well as "bags, luggage and leather goods" and send your project proposals (image and text) by 22 January 2021 at the latest to: Edit Line GmbH, Redaktion PSI Journal, E-Mail: hoechemer@edit-line.de

Digitalization of the industry

Digital tools, processes and developments have pervaded all areas of our lives. The promotional articles industry with all its haptic products is also increasingly using digital resources. However, to what extent is there potentially room for improvement?

We spoke to Lasse Petersen, Managing Director of the promotional articles specialist Zernisch Werbung, about his experiences.



An egg as a first responder

The Dresden-based firm RettEi® is a new member of the PSI network. The name of the firm, which translates to "rescuing egg", corresponds with the firm's special product and is simultaneously a succinct description of it: a first-aid key fob in the form of an egg, which includes an emergency kit for first responders and is certainly a great promotional tool.



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