

# PS1 EUROPE

**PSI Journal**

International Magazine  
For Promotional  
Products

Februar 2021

Volume 60



*Die Handschrift der Werbung*



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# PS1 EUROPE

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International Magazine  
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**PSI  
Sustainability  
Awards**

Digital gala night

**Product Guide**

Merchandising  
and fan articles

**Creative  
online event**

Special  
“bridging measure”

**Interview**

Digitalisation  
in the industry

# Spring of Promotion

## Easter, Garden, Hobby and Craft



NEW



NEW



# CD LUX

**Happy Easter!**

- We offer direct shipment to your customers
- Free layout and design
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NEW



**Name-personalization!**

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## Editorial

# Hand in Hand!

**A**lmost all of Europe's countries have extended the lockdown far into February. Travelling is either hampered or not even possible at all. Travelling across borders for business can still just about be done, but it is definitely not much fun.

Phrases such as: "People weren't compliant enough" are being attributed to German Chancellor Angela Merkel. However, similar things can also be heard from other government heads of European countries. Exasperated politicians and annoyed citizens are increasingly losing patience. In the Netherlands, people's fury has already spilled onto the streets.

As the pandemic continues to churn up the world, the Chinese are reporting respectable growth and the American Big Five of the tech world are increasing their stock exchange value by billions. They are now worth more than the biggest European stock exchange stars put together. Not one European company is among the world's 20 biggest tech companies, which are American and Chinese throughout. Things are not looking much better among the 100 biggest companies generally. While we are still picking over minute details, the Americans and Chinese are dividing up the world between them.

Don't we finally need to wake up, including in the promotional products business? Shouldn't we be using the crisis in order to collaborate more closely and more effectively? I have suppliers in mind here, but also dealers. Although the borders have fallen, they stubbornly persist in people's heads. Any initiatives that do come about usually hang on a handful of "fighters" and fall apart once these have left the field. Not even at the European associations level have any formidable organisations with capability to act endured. We don't even really know much about one another. At best, we all jointly comply with European rules of play in production and competition.

Rivals such as Mercedes and BMW think about shared platforms and engines. Many of their cars' small components are already being born out of joint production. Joint and profitable routes to a stronger position are also being sought in other industries. Is that conceivable among European suppliers to the promotional products business? Developing and ordering product components together – preferably in Europe. The "garment" can then be custom designed. Correspondingly, multiple dealers could also join forces at the international level – for instance, to approach major and interesting customers using combined strengths. There are certainly enough forms of play. There should be profits to be reaped in terms of competition, returns, future viability. How about coronavirus as food for thought for acting more hand in hand?

In this spirit

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

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

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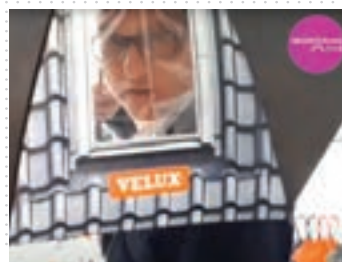


## Digital premiere: The ceremony of the PSI Sustainability Awards 8

Exceptional circumstances require exceptional measures. Therefore, the PSI Sustainability Awards 2021 ceremony took place digitally – a premiere which was so different than the originally planned event for this evening. The gala event was originally supposed to be the kick-off to the PSI Trade Show. However, we still will be reporting about a successful event.

## A “bridging measure” like no other 14

There were supposed to be meetings with visitors on this occasion at the PSI. However, due to corona, the fair had to be carried out in a different format, which encouraged the PSI and four promotional products specialists to introduce a special kind of “interim support”:



a creative all-in-one online event, which could be viewed live on YouTube and visually showcased innovative new products.

## It could have been worse 38

The Promotional Products Monitor commissioned by the German Association of the Promotional Products Industry



(GWW) annually provides valid numbers on the sale of promotional products as well as the usage of promotional products by companies. The current edition offers an overview of the developments during the corona year 2020.

## A creative start to the promotional spring 40

The spring is not far off and (hopefully!) the easing of some lockdown measures. The seasonal theme provides a large green, colourful and creative space for effective new products. We have created a large bouquet of new products in this segment.





**A sure-fire alternative****"InLine" BT-Pocket Bluetooth keyboard****Intos Electronic AG****www.intos.de****PSI 49734****A durable favourite****Porcelain mugs with printing****SND PorzellanManufaktur GmbH****www.snd-porzellan.de****PSI 45567**

## ALL ON REMOTE?

Working from home. Mobile working. Remote work. These terms are consistently occurring as synonyms these days – even though they assert different things (mainly legally). Whereas working from home denotes a full-fledged office permanently set up by the employer at home, mobile working or remote work signify a temporary measure that probably applies to most people at the moment. The question remains, however: Is it really only a temporary measure for the duration of the pandemic, or is it a long-term concept that makes employees happier and more productive? Forced exchange of office working space for dining table, WLAN and laptop, or source of enhanced wellbeing and work-life balance? Opinions vary widely. However, unity surely prevails on one point: make the best of the current situation, one way or the other. And with useful everyday assistants for the temporary (?) office, timeless promotion can be successfully pursued at home sweet home.

**Win-vintage situation****"Cordula XL" writing instruments case****Gabriele Bühring****www.buehring-shop.com****PSI 40807****For snacks between meals****Sugarcane-based biodegradable lunchbox****HEPLA-Kunststofftechnik GmbH & Co. KG****www.hepla.de****PSI 41583**



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# Meditativeness

or *sunny day*

The Pantone Color Institute has been announcing the coming months' trending tone each January for more than two decades. Various societal aspects play a role in determining this. This year, the choice fell to not one, but two colours: PANTONE 17-5104 Ultimate Gray and PANTONE 13-0647 Illuminating – a radiant yellow. Figuratively speaking: A feeling of meditativeness blends with the optimistic promise of a sunny day ([www.planet-advertising.com](http://www.planet-advertising.com), "This time we have a duo: colours of the year 2021") – and thus also probably expresses people's current mood statuses all around the world. Blue, by contrast, is not tied to mood and is always popular. It is said to be Europeans' favourite colour.

## Increased capacity

"Major Titan" Q-Pack powerbank  
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# RESILIENCE

Grey stands for "practical" and "rock steady". As does concrete. When it comes from regional suppliers, as well, and is processed into useful "energy dispensers", all the better.

## A modern combination

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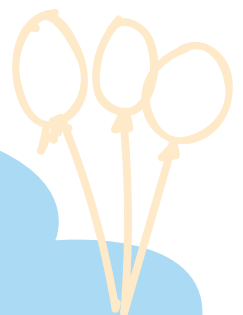
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Hoping  
and dreaming

"Warming" and "optimistic" is the affirmative message of yellow. Blue is held to be the colour of romanticism, of dreaming and also of peace. Two content-rich and attention-grabbing colours that also turn promoting products into eye-catchers.





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**memo**  
promotion



Michael Freter (right) and co-host Steven Baumgaertner.

# Digital Premiere for PSI Sustainability Awards Ceremony

## A Different Kind of Gala Event

Extraordinary times demand extraordinary measures. For example, the ceremony for the PSI Sustainability Awards 2021 took place in the digital realm – a premiere that was thus totally different to the one originally planned for this evening. The gala event should, actually, have constituted the trade show's opener for the first time.





**F**irstly, it happens differently, and secondly, to what you think. This pronouncement, attributed to the German poet Wilhelm Busch, gets to the core of the gala event. “The set-up was totally different,” confirmed host Michael Freter in his opening speech to this “unique PSI Sustainability Awards ceremony.” Due to the circumstances, the evening event did not proceed on a big public stage, but was broadcast as a live stream from a studio. And it was none the less festive for it. Up to 300 spectators had tuned in online and excitedly followed the announcement of this year’s winners on their screens at home. Alongside Michael Freter stood co-host Steven Baumgaertner, co-founder of Cybergroup International, the main sponsor of the PSI Sustainability Awards 2021 and additionally the initiator of the new category, “Innovator of the Year”. The two played a verbal kickabout during the event, which lasted a good two hours, and wove an elegant framework in the festively decorated studio for the evening’s stars: the award-winners.

### Words of welcome from Germany and abroad

The categories were presented and the nominees and winning companies were pronounced in professionally produced trailers. There were video recordings and words of welcome in accompaniment: on the one hand, from winning participants, who of course knew nothing about their triumph yet while recording, and on the other, from international industry representatives. For example, messages came from the chairman of the board of the Gesamtverband der Werbeartikel-Wirtschaft e. V. (GWW), and Stefan Schulze-Hausmann, chair of the German Sustainability Award; from England from Carey Trevill, CEO of British Promotional Merchandise Association (BPMA), from the USA from Paul Bellantone, Global CEO of the Promotional Products Association International (PPAI), from the Netherlands from Joop van Veelen, chairman of Platform Promotional Products (PPP), from Italy from Elisa Miotto, Senior Custom-Made Productions Manager Master Italia, as well as from Spain from Joan Pera, General Man- >>

## The Awardees Take to the Podium



**Being in a festive mood:**  
Armin Halfar, Kathrin Stühmeyer-Halfar,  
Simone Rath, Jens Brand  
(from left to right)

### Halfar System GmbH

Armin Halfar, Kathrin Stühmeyer-Halfar, Managing Directors

### “Sustainability’s allowed to be fun”

We honestly weren't expecting this, which makes it all the more an honour and incentive for us. A distinction like this makes us feel highly motivated as we start 2021, even though the year is sure to have the odd challenge in store for all of us. We are very keen to cast the spotlight on the essential element of this award: sustainability. As the most important sustainability prize in the promotional products business, the PSI Sustainability Awards impressively underline the significance of this future-oriented topic for the industry. It is remarkable to watch as more and more market participants identify and implement the most diverse array of sustainable solutions every year. We can learn from one another and set lots of things in motion this way. Every step counts. Because where lots of people take one step, plenty is gained in the end, not only awards. In our view, this makes winners of all committed stakeholders in sustainability matters. We are convinced that where products are characterised by values like quality, benefit and durability, where diversity and togetherness are understood as a task and opportunity, everybody involved benefits. Sustainability is more than a competitive advantage, it concerns us all and, let this also be said, it is totally allowed to be fun too. With that in mind, thank you once again for your commitment, thank you for this special evening which will be fondly remembered at Halfar.



>> ager of Manufacturas ARPE. All of them stressed the importance of sustainability, a subject that long ago stopped being just a trend. Michael Freter addressed that aspect: "In many sectors, the recent months have clarified just how vital the topic of sustainability is today."

### Industry role-models

Naturally, the coronavirus pandemic resonated in the individual words of welcome. It has had a direct impact on the international industry. Nevertheless, reports are that the promotional product has shown resilience and adaptability and that swiftness to react is the industry's characteristic feature. This latter point was also explicitly praised by Michael Freter. He underlined one impressive finding, that "despite the comparatively short registration period due to the pandemic's effects this year, we've even broken a record." Approximately 100 registrations and 85 nominees in nine categories provided an

impressive illustration of the creativity and innovativeness, responsibility and constant dedication. He paid tribute to all participants "as role-models for the industry – with regard to ecological standards, high standards during production, social commitment in the value-added chain and, not least, fair play, since ethical and moral aspects play a big role too."

### Transparency down to the last detail

The aim of the PSI Sustainability Awards is to promote sustainability in the industry by making supply chains transparent down to the last detail and turning products traceably "green" – from creation to handover to the customer. This concept was also the deciding factor when Steven Baumgaertner and his team at cyber-Wear Heidelberg initiated the new category, "Innovator of the Year". "We've already achieved a great result with 18 nominees this year," the initiator happily reported.

## The Awardees Take to the Podium

### Karl Knauer KG

Frederik Zecheus, Key Account Manager Promotional Products Division

### "Motivation for new challenges"

The special thing about the PSI Sustainability Awards is that not only individual products or projects are appraised but, rather, the sustainable entrepreneurship profile as a whole is at the focus. We place value on documenting the company's development with particular transparency by means of extensive certifications and detailed annual reports. We are all the more delighted that we have received distinctions in both the "Economic Excellence" and "Social Initiative" categories. As a company we see it as important, including in matters of sustainability, to focus on continuity, permanent ongoing development and simultaneously on creativity, social commitment and cross-company partnerships. Only intense, appreciative collaboration, focused on the matter at hand, creates the basis for joint successes. The two award wins strengthen us in what we do and supply us with additional motivation for new challenges in 2021.







### Call to participate

The “winners who really swept the board this evening”, as Michael Freter described them, went live looking elated, dazed and also a bit surprised: Halfar System GmbH. They were crowned “Sustainable Company of the Year” and thereby the overall victor. What is more, they also managed to dominate two individual categories and proved universally convincing with some particularly impressive documentation. They and all other members of the “Sustainable League” delivered proof that “sustainability is a great asset we should all have our sights on,” declared Michael Freter. “We want to support everybody in realising this without any major barriers and we are aware that this is a difficult undertaking with lots of obstacles. I am proud of those who are joining us on this journey and taking the strains in their stride.” At the same time, he encouraged them “to stay on the ball and enrich our industry with new, sustainable initiatives and products.” He invited those who have not yet participated to themselves become part of the sustainability in the promotional products industry project next time. After all, the PSI Sustainability Awards are a constantly unfolding phenomenon. <

## The Awardees Take to the Podium

### FARE – Guenther Fassbender GmbH

Volker Griesel, Managing Director

### “An important yardstick”

As manufacturers of quality umbrellas, we find that water plays a significant role in our success. The new Audi promotional umbrella using our waterSAVE® coating material, which we realised together with our customer cyber-Wear Heidelberg, is therefore a perfect fit for our candidanship as “Innovator of the Year” and demonstrates that premium products can be realised with a sustainable footprint even for demanding customers. Besides direct feedback from our customers, participation at the PSI Sustainability Awards is an important yardstick. Our success confirms that we have taken a correct and, above all, also important decision to switch several standard-range sales hits over to the new material all at once. It means that from today, and in the future, we will be tapping into enormous potential for conserving valuable resources and avoiding environmental pollution due to chemicals and CO2. The distinctions are an incentive to us to consistently continue to pursue our “spend more to save more” strategy and continue to act sustainably at all company levels.



## The Awardees Take to the Podium

### Schneider Schreibgeräte GmbH

Martina Schneider, Press and public relations/ Head of Public Relations

### “Declare sustainability an added value”



We are proud and elated that Schneider once again won many accolades at the awards right at the start of the year. Time after time, the PSI Sustainability Awards convey hope through positive emotions that make the topic of sustainability desirable. With the Awards, PSI achieves what politics should actually be regulating, namely the rewarding of sustainability and its declaration as an added value. Only by amplifying positive emotions, by highlighting positive authentic pioneers, will we effectively manage to win even more people for the ecological sustainability cause, in order to start a transition towards a more sustainable society and improved social and ecological conditions. Naturally, it is still a very long and often rocky road that we have ahead of us. Schneider will continue to ambitiously go down this road with enthusiasm and hopefully many successful experiences. We also warmly congratulate all participants and of course the winners and most sincerely thank all participants for their commitment and this great platform.

## The Awardees Take to the Podium

### cyber-Wear Heidelberg GmbH

Steven Baumgaertner, Managing Director

## “Doing nothing is not an alternative”

Doing nothing is not an alternative – and that is where we begin our approach as a company. We are certainly still very far from perfect as concerns sustainability in all its facets, but we are having lots of talks about what is right and

important and what we are doing. And we have the right customers for great projects. Whereas, not all that long ago, the price stood at the forefront for all decisions, nowadays the odd additional budget is available for realising great, sustainable projects, or smaller product runs at higher quality are consciously being opted for. Deutsche Bahn is realising an impressive 160 environmental projects under the motto, “That’s green”, and we feel very honoured to be allowed to be part of this journey and now the winners of the Sustainable Campaign of the Year.



## The Awardees Take to the Podium

### BLVCK GmbH

Michael Grafenberger, Managing Director

## “A distinction of great significance”

As newcomers in the promotional products industry, we were totally surprised by receiving a distinction of such great significance with our very specific product and our vision. We were very surprised when we read our name in the live stream. This award makes us very proud and proves to us that the hard work and transparent working method has paid off. It is important to us not to misuse the term sustainability for marketing purposes, but to live it with a sustainable and environmentally friendly concept. Our product is a regional and fully compostable promotional product (packaging and product itself), the like of which has not yet been seen on the promotional products market.

Michael Grafenberger (left)  
and Thomas Pülzl, horse  
owner and supplier





# The Winners at a Glance



## Category 1: Economic Excellence

**Winner: Karl Knauer KG**

Karl Knauer KG has consistently refined its extensive certification and, using detailed, annual reporting, documented the company's continuously sustainable development with particular transparency.

## Category 2: Environmental Excellence

**Winner: Schneider Schreibgeräte GmbH**

In 2020, Schneider Schreibgeräte GmbH undertook certified measures to ensure environmental management which exceed statutory minimum standards. The company holds an exemplary position with comprehensive and high-calibre certification.

## Category 3: Social Excellence

**Winner: Halfar System GmbH**

2020 saw Halfar GmbH further sharpening its Social Excellence profile in the fields employee advancement, family-friendliness, inclusion and integration.

## Category 4: Environmental Initiative

**Winner: Halfar System GmbH**

The Co-operative Diversity initiative – sustainability made visible based on the environmental concept for the new Halfar logistics centre

## Category 5: Social Initiative

**Winner: Karl Knauer KG**

The "Fliegerkiste" children's day care initiative – Karl Knauer's social credentials "take off" and bee meadow environment project

The Sustainable Product category with the product categories Textile, Writing Instruments, Paper, Product Set and Product Line appraises certificates and products from the ecological viewpoint. These are the winners:

### Sustainable Product of the Year

**Winner: BLVCK GmbH**

Product: Natural organic horse manure fertiliser

### Sustainable Product – Category Textile

**Winner: Manufacturas Arpe, S.L.**

Product: SKUT community mask

### Sustainable Product –

#### Category Writing Instruments

**Winner: Schneider Schreibgeräte GmbH**

Product: "Reco"

### Sustainable Product – Category Paper

**Winner: Hanbückers Werbung GmbH**

Product: inpoka (R) folding wall planner

### Sustainable Product – Category Product Line

**Winner: SŁODKIE UPOMINKI Sp. z o. o. sp. k.**

Product: Fit&Healthy

### Sustainable Product – Category Product Set

**Winner: PS Concepts GmbH**

Product: Umbrella & shopper

### Sustainable Products recommended by PSI

With Sustainable Products recommended by PSI, the jury members each had the opportunity to separately mark one product that they would personally recommend. These are the recommended products:

- Manufacturas Arpe, S.L.: Promotional Eco-designed Cushion
- Sprout World: Sprout Pencil
- Samoa GmbH: Organic car tyre bag
- mbw Vertriebsgesellschaft mbH: MiniFeet RecyclBär
- Lindocastelli GmbH: Palm Crush notebook
- Premium Square Europe B.V.: Upprett
- PS Concepts GmbH: Shopping BAG+ RPT

## Category 7: Sustainable Campaign

**Winner: cyber-Wear Heidelberg GmbH**

Campaign: #starkeschiene

## Category 8: Innovator of the Year

**Winner: FARE – Guenther Fassbender GmbH**

Project: Conversion of umbrella promotional product to Watersafe

### Jury's Special Prize

**Winner: SurvivALL i.G**

"SurvivALL Project" environment initiative for clean oceans down into the deep. The project thus contributes to the extraction of sustainable energy and fuel from waste.

## Category 9: Sustainable Company of the Year

**Overall Winner: Halfar System GmbH**

In any other year, exhibitors and visitors would be meeting at the PSI at this time. But Corona forced us to postpone the trade show. And encouraged the PSI and four promotional product specialists to develop a “bridging measure” of a different kind before the trade show can take place again as an in-person event.

## Creative online event

# A “bridging measure” like no other

**W**he SARS-CoV-2 virus is still keeping the world on edge. The promotional product industry is among the many affected. Its products capture the imagination through their sensory qualities, which can best be experienced in person at trade shows. But like many previous industry events, the important leading European trade show of the promotional product industry, sched-

uled for the start of the year, also fell victim to the pandemic. Instead, a group of exhibitors collaborated with the PSI to provide a “bridging measure” like no other on the originally planned opening date of the trade show: a creative all-in-one online event, broadcast live on a specifically developed landing page and on YouTube, in which cooperating partners of the PSI – TROIKA, uma, FARE and the Hachenburger brewery – delivered a product show that created an international echo among promotional product specialists. This was also highlighted by the active participation of guests via chat, which was eagerly used for direct feedback and discussion.

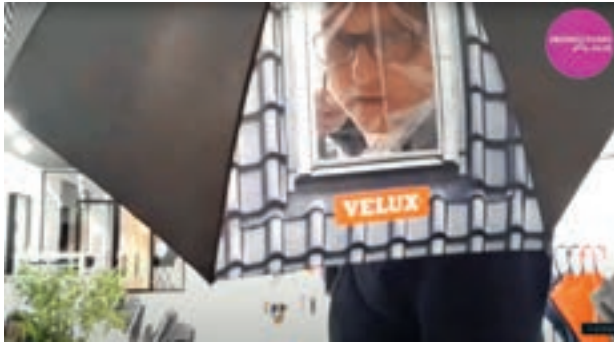
On-air – online!  
Innovative new products can be viewed digitally here as a “bridging measure” until the next “analogue” trade show.



Petra Lassahn, Michael Freter and Marlene Ramos greeted participants from the new exhibition halls for the PSI.

Managing director Alexander Ullmann represented uma and its sustainable writing instruments.





The umbrella experts Günter Schmidt and Andreas Schumann surprised guests with clever novelties offered by FARE.

### Exclusive new products from four family businesses

The “broadcasting centre” was located at the business premises of TROIKA, with managing director Liudger Böll serving as host. In a one-hour “broadcast” all participants had ample opportunity to have their say. Michael Freter, Petra Lassahn and Marlene Ramos provided information about the new dates of the PSI Trade Show and new set-up of the exhibition halls, as well as other updates. The representatives of the family businesses, Günter Schmidt (FARE), Ursula Kindlein and Linus Böll (TROIKA), Alexander Ullmann (uma) and Sarah M. Schorge (Hachenburger) subsequently presented exclusively selected new products from their current collections, supported by clear demonstration videos, which effectively showcased the chosen products in action. This gave participants the opportunity to witness innovative product ideas in the area of promotional umbrellas (FARE), useful as well as smart accessories for mobile contemporaries (TROIKA), attractive and sustainable writing instruments (uma), as well as advertising that “goes down well” with quality beers from the traditional Hachenburger brewery.

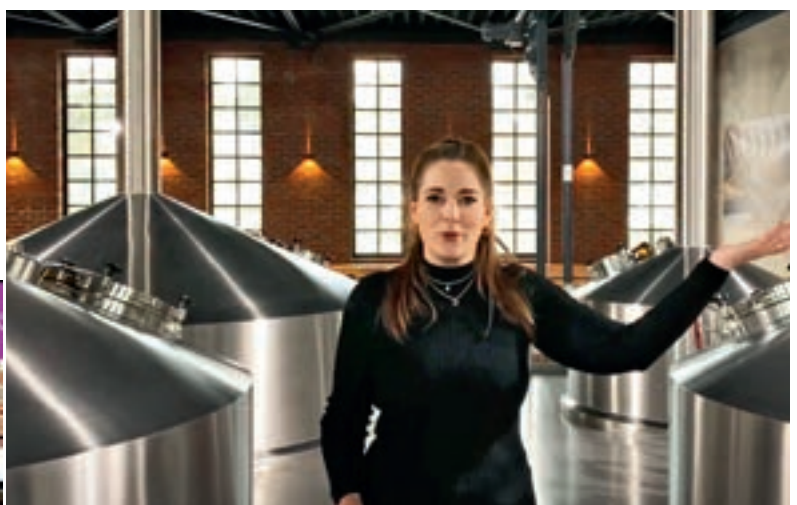


Liudger Böll, managing director of TROIKA, guided guests through the virtual product show as host.

New TROIKA products were presented by Ursula Kindlein and Linus Böll.

### Abundant creative ideas

At the end of the entertaining live previews, participants had gathered many creative ideas through innovative new product developments and were richer in the knowledge that good and “fresh” promotional products can set strong merchandising accents even in difficult times. Nevertheless, everyone is looking forward to hopefully meeting up in person once again at the PSI from 18th to 20th May. Those who may have missed the “bridging measure”, a presentation that’s certainly worth seeing, can access the video under the following link: <https://ue-hilfe.de> <



Sarah M. Schorge joined the event from the Hachenburger brewery and demonstrated truly bubbly advertising.



**The European Football Championship**, which had to be cancelled in 2020, will be held in 2021. As a widely followed sporting event, the football championship also provides a **large platform for promotional products** – which otherwise also play an effective role in merchandising.





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www.reflaktive.de

## Pendant reflectors

reflAktive is presenting its new collection of reflectors in country colours to go along with the 2020 European football championship. Whether red, gold and black or in other national colours, the full surface of the reflectors can be printed thanks to digital printing under the foil. They still fully comply with all EN 13356 requirements and are thus perfectly suitable as a promotional item. This way, the love for your football team can be linked with a personal advertisement to ensure that the final customer retains a positive association with your business for a long time.

## FROHE OSTERN



2K1665 Lindt Osternest  
auch in individueller  
Kartonage

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PSI 45753  
 Anda Present Ltd.  
 Tel +36 1 2100758  
 export@andapresent.com  
 www.andapresent.com

## Catchy fan article

It is clear at first sight – true fans have come together here to cheer on their team: the Mundo sunglasses from Anda Present are colourful fan and promotional articles based on the designs and colours of the national flags, which not only put people in a good mood but also ensure the effective communication of the advertising message. To fulfil this purpose, the sunglasses can be individualized with UV 400 protection by means of full-colour printing – even on the shades themselves. This way, a large event such as a football world championship remains a wonderful, lasting memory even long after the final.

## Silver chic

The high-quality, anti-bacterial scarves with a silver admixture from Kapatex are not only an effective promotional product for your clients, but also effectively contribute to keeping them healthy. The outer layer of materials consists of 85 per cent polyester with silver and 15 per cent spandex, while the inner layer consists of 94 per cent cotton and 6 per cent spandex: this inner tier is incorporated into both upper thirds and is available in black, white, neon yellow dark pint, dark grey, mélange or red. The logo is initially applied to the white outer material by means of full-surface sublimation printing. Available in three different sizes. After being washed at 60° Celsius the tunnel scarves can be worn again.



PSI 48427 • Kapatex s.r.o.  
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# HEALTH & BEAUTY



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PSI 46311 • Troika Germany GmbH  
Tel +49 2662 9511-0  
d.geimer@troika.de  
[www.troika.de/business](http://www.troika.de/business)

## Let the music play

The matte, black-grey Eco Speaker brought to you by Troika is just 78 millimetres in diameter and promises a pure sound experience. Despite its size, the speaker has impressive sound capabilities wherever it goes, providing up to 65 decibels of sound indoors, outdoors, while walking, relaxing or working in the workshop. Its strong magnet allows it to stick to any metallic surface. The Eco Speaker may be recharged anytime with its USB-port. The mini-speaker's speakerphone is ideal for wireless transmission to your smartphone or other portable devices – thereby providing a pure sound experience in speakerphone mode. The Eco Speaker has a range of about 10 metres. The battery life lasts around three hours and it takes an hour and a half to recharge. The speaker is protected from overcharge and exhaustive discharge and is delivered to customers along with a charging cord. It is made from silicone and plastic.



## A real highlight

Anyone looking for a real highlight for their event will find the trendy product they have been looking for with Lumitoys' Light Sticks. The foam "Tube Sticks" are light as air and a real eye-catcher with their various "glow" and "flash" functions, which will provide a fun atmosphere for any event. The sticks are available in multiple sizes and may be individualised completely in full colour with shrink film or with stickers. Additionally, the LED-colours can be changed during production as needed. Anyone who wants to complement the visual effects with sound effects might consider adding our inflatable thundersticks. Packaged in twos along with an inflator, this popular space-saving giveaway reaches its maximum impact after it has been fully inflated. The thundersticks are also available in various LED-colours. Complete and full-colour individualisation is also available for the thundersticks.



PSI 46095 • Lumitoys-GmbH  
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[www.lumitoys.de](http://www.lumitoys.de)





## Sustainable planning

The European Football Championship planner from Fides for the 2020/2021 tournament is an attractive and sustainable marketing tool for football fans or anyone who would like to become one. It can be individually designed and personalised. In addition to the complete match schedule, the Euros planner contains interesting information about the teams and match locations. A reminder arrow on the first page serves to ensure that no match is missed. The teams' paths can be traced with flag stickers. To top all of this off, there is the option of selecting an effective custom design. For this purpose, there is a designated space for a logo and an optional space to be personalised for the recipient on the first page as well as an additional space for advertising available on the back. Moreover, the planner can come with a four-page insert, which can be designed in any way. Upon customer request, the entire product can be individually designed. This organic, climate-neutral product is also environmentally-friendly with its sleeve and envelope made from recycled cardboard and an inlay made from illustration printing paper (FSC).



PSI 47123  
fides Druck und Medien GmbH  
Tel +49 7807 9579990  
info@fides-druck.de  
www.fides-druck.de

## One product, six ads

The original Triggi®, a licensed product of Pins & Mehr, is a marketing tool that has been in high demand for years. This shopping cart remover shines with perfect colours and has a lot of available advertising space on either side. The selection of various protected shapes offers space for any design. Its clever function to remove shopping carts makes Triggi® a popular marketing tool among consumers. Triggi®Premium is the refined version of this popular shopping companion. The TR 218 model fits perfectly in its stylish leather slipcase. The design of this cleverly conceptualized product is left completely up to the customer. The leather sleeve can also be freely and individually designed. The leather as well as the metal handle can be upgraded if so desired. This means there are six surfaces available for personalised advertising. The shopping cart removers are packaged individually in biodegradable pouches. However, the shopping cart remover is far more elegant when it comes in a neat gift box.



PSI 46925  
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www.pinsundmehr.de



## Skin-friendly cheer boosters

The accessories from Römer Wellness, which include fan tattoos or plasters, will make your clients, employees or business partners cheer even more for the German national football team. A skin tattoo set contains eight tattoos, among them Germany hearts, German flags, black-red-gold stars and Germany wrist bands. The tattoos are skin-friendly, easy to remove and dermatologically tested. Personalized designs of the cardboard case or the tattoo sheet are also possible starting at quantities of 500. A game schedule can also be added on request. Those who are thinking about safety at the same time have hit the jackpot with a plaster set from Römer Wellness including Germany plasters that were made in Europe. Depending on the design, the product can be custom-made for quantities of 200 and over.

## Multifunctional bandanas

Bandanas are bestsellers in the textile product segment and are a popular marketing tool at Promo House. The versatility of bandanas is unbeatable. They are ideal scarves, cloths, hair bands and stylish headpieces all in one and offer protection against the sun, wind and cold. The bandanas come in grammages ranging from 130 to 150, are typically 25 x 50 centimetres in size and can be made from either microfibre or rPet polyester. Above all else, they can be used as face coverings during the COVID-19 pandemic. They are also ideal gadgets for fans and having fun.



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biuro@promohouse.pl  
www.krawaty.info





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

## Ideal for fan events

The new bag from Halfar is ideally suited to fan events with a sporting or musical touch. After all, the Like series in marine, red, black, nature and olive colours brings along different tones of its own. The three bag models suitable for A4 documents also provide a large advertising surface to draw attention to your favourite teams, celebrities or brands. In the new, light cotton series, a backpack with a front pouch, a flip-over shoulder bag and a spacious inside for shopping items are a strong merchandising team. They are also effective as individual players. Depending on the selection of colours, the natural-coloured straps and zippers can provide a lovely contrast or create a harmonious tone-in-tone look. Metal accessories spanning from buckles to push buttons provide a high-quality look of the low-priced bags. Additional merchandising bags and many new, sustainable bag ideas for advertising can be found in the new 2021 bag catalogue.

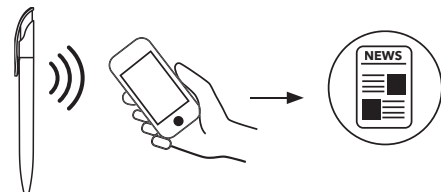


## SENATOR CONNECTED PENS

# DIGITAL ADDED VALUE IN CLASSIC BALL PENS.

Get your personal pen with NFC tag now and impressively combine haptic and digital advertising.

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Tel +49 6541 8129-0  
info@roemer-lifestyle.de  
www.roemer-lifestyle.de

## A multi-tool for true fans

The practical Rominox®-Multitool for key rings from Römer Lifestyle is now also available for true football fans. To go along with both large football events in 2021, the lifestyle specialist has put out an original key ring: the uniform and football have a total of 18 useful functions, spanning from a screw-driver to a bottle opener and shopping cart opener. Small, light and nevertheless versatile, the miniature helper made of hardened tool steel comes in handy for the office, travelling and everyday usage. It is an ideal enhancement to your written communication, promotional gift for fairs or an on-pack product, which will be used regularly for a long time by those receiving it. The tools come in an environmentally friendly cardboard case with a description of functions and are perfectly suited for being individually engraved. On request, packages for quantities of 100 or more can be individually designed. As of lately, all Rominox®-Tools can also be optionally purchased with a KeyRefinder code. All articles are available starting at quantities of one.



PSI 46626  
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www.globalinnovations.de

## Properly protected

In collaboration with a German manufacturer, Global Innovations Germany is releasing FFP2 masks, made in Germany, that are highly effective against the COVID-19 virus. Starting in the Spring of 2021, the masks will be available in colour while maintaining quality standards. The masks are produced in accordance with DIN EN149:2001+A1:2009 and EU 2016/425 with a skin-friendly fleece on the inside and have been approved by CE-Baumuster. The filters are inspected for each batch. For large orders, customers may request their own sub-brands and printed logos. Users of FFP2 masks will be protected as best as possible. Only high-quality raw materials from German manufacturers are used. Global Innovations ships to many public authorities and medical institutions.





PSI 48636 • ballprint gmbh  
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info@ballprint.de  
www.ballprint.de

## Ready for kick-off

For the main event of 2021, ballprint is offering personalised footballs. For the first time, the European Football Championship will take place in twelve different European countries. That is why our Hamburg-based company is offering an extensive assortment ranging from promotional footballs and mini footballs to "Top-Match" balls in many different variations. ballprint will be happy to provide further details upon request.



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

## Extremely durable

The shopping cart chip made of wood with a metal snap hook (Art. No. 7563) from Hepla always comes in handy when shopping. Fastened to your key ring, the 1€ chip from the sustainable shopping helper can be removed from the snap hook holder and inserted into the deposit lock of the shopping cart. On request this practical promotional item can be refined by pad or digital printing in the company's own printing press or by appealing laser engraving.



... aus dem Schwarzwald  
**ef**  
emotion  
factory

## Plant-cup



## Seed paper

Easter bunny and butterfly



## Microgreens-Garden - eatable -



Order the new Flyer  
„Easter/Spring heralds 2021“



## Promotional squad in football mood

mbw® kicks off the European Championship and promotion year 2020 with a promising team line-up. Soccer Bert®, a member of the now more than eleven-strong Bert® team, convinces with an opportune look and optimum material features: Squeeze, press, crumple – and just a blink of an eye later Soccer Bert® returns to its original shape. If you want to keep your customers in the European Championship mood in the office, the Schmoozies® football from the MiniFeet® series is the ideal playmaker. With a microfibre underside, the cool footballs are also perfect for cleaning smooth surfaces such as mobile phone displays or screens. The Schnabels® squeaky duck “Football Fan” is a football-mad platypus that comes with a cool fan look with rattle and ball and also ensures the best European Championship atmosphere between matches. Particularly cosy: the mbw® favourites from monkey to zebra which can even be designed as a personal European Championship mascot. mbw® offers strong combination options for the desired European Championship outfit for a large number of its cuddly toys in order to cheer on your own team.

## Master embroidery

The most important ingredients for winning the title at the 2020 European Football Championship are passion, team spirit and an irrepressible desire to always do your best. All these attributes are also reflected in good embroidery. For more than 30 years, the textile finishing company Klam Stickerei has been synonymous with embroideries that meet the highest quality standards due to their attention to detail. The site in Lichtenstein not only finishes third-party products, it also offers a large range of textiles from well-known brands. Small minimum order quantities, short delivery times and the production of special textile products ensure reliable customer relations.





**2021  
HIGHLIGHTS**

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PERFECT ILLUMINATION  
56-1107368**



**VIDEO CALL**



**THE RIGHT LIGHTING IS CRUCIAL!  
PROMOTION TOPS 2021**

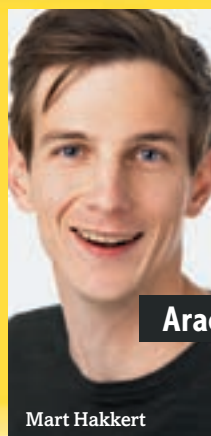


Vim Solution GmbH

Bastian Scheil and Matthias Ernst (left to right).

## Set for the future

At the beginning of December 2020, managing director Michael Liebhaber stepped down from actively managing Vim Solution GmbH so as to concentrate fully on his new tasks as the company's strategic advisor. His new responsibilities include long-term planning for Vim Solution GmbH's portfolio as well as the planning and implementation of the company's new projects. As of January, the company will be operationally managed by Bastian Scheil, who has been supported by authorized signatory Matthias Ernst since August of this year. Both Scheil and Ernst have been familiar to the company's staff and business partners for many years as knowledgeable and reliable representatives of the company and will now continue its success story. [www.vim-solution.com](http://www.vim-solution.com)



Araco

Mart Hakkert

## New Operations Manager

Araco International, headquartered in Enschede (NL) has a new operations manager. The 28-year-old Mart Hakkert, who assumed the position at Araco in September 2020, began working for the Dutch company in 2017. In the beginning, he was responsible for IT infrastructure and then for the Marketing department. He had previously worked for a renowned internet marketing agency in The Netherlands.

[www.araco.nl](http://www.araco.nl)

MYRIX

## Sales reinforced

MYRIX remains on an expansion course. Since January 2021 Andreas Albus strengthened the team of MYRIX GmbH, the specialist for high-quality and individual notebooks and calendars. As an industry expert with over 16 years of experience in the promotional articles business for paper products, Andreas Albus will be taking on responsibility for selected customers as Sales Manager and thus supporting the further growth of the company. [www.myrix.de](http://www.myrix.de)

## Dirk ter Horst Acquires Asia Pins Direct

At the beginning of this year, Dirk ter Horst acquired 100% of Asia Pins Direct GmbH (APD). He has been working in the promotional products sector for 22 years. Ter Horst's knowledge of the field, his contacts to customers and his passion for new challenges have encouraged him to acquire the importer APD, which has been operating for 20 years. APD, which specializes in special production runs for promotional products, is a renowned partner in the promotional product business and has delivery contacts throughout Asia and Europe. In addition to pins and buttons, its products include lanyards, magnets, face masks, key chains, microfibre products, felt keychains and bags. Previously, the corporation was a fully owned subsidiary of Grabenhorst & Vetterlein GmbH. Under the leadership of Martin Vetterlein, it built a top-level and loyal customer base. With ter Horst as its new sole owner, APD hopes to optimize its current business and to tap into new niches. [www.asiapinsdirect.de](http://www.asiapinsdirect.de)

**A COVID compliant handover:**  
Dirk ter Horst (right) acquires  
APD from Martin Vetterlein



Asia Pins Direct



## Vylder honoured at the German Innovation Awards

The firm Give it away GmbH, which is known for its ideas for individual custom-made products, was honoured at the renowned German Innovation Awards in the category “Special Mention – Excellence in Business to Consumer – Leisure & Crafts” for developing the Vylder holder for records. The German Innovation Awards, which are carried out by the German Design Council, honour products and solutions from different industries, which distinguish themselves above all with their user orientation and added value compared to existing solutions. Vylder is a display for records and their covers. Every lover of vinyl knows the problem: where do you put the cover when the record is playing? The cover holder from Give it away functions as an altar for your favourite music. At the same time, Vylder is an eye-catcher at the point of sale for top-quality audio devices. The design of the globally unique product is protected by the German Patent and Trademark Office. The product is sold under its own brand name. More information at: [www.vylder.de](http://www.vylder.de). The firm Give it away GmbH with headquarters in Mainz specialises in individual custom-made products. “We design, construct and manufacture our products in Germany in a network of highly specialised experts. We provide a life-long guarantee for the material and functioning of our products. We are open to merchandising and co-branding projects. As a member of the PSI network, it is our aim to cooperate with PSI members. Promotional product ideas going beyond the standard have been our territory for more than 20 years. We are happy to support large-sale retailers and promotional articles agencies as an external creativity department, explains Give it away managing director Daniel Kreutzer. [www.give-it-away.com](http://www.give-it-away.com)



## Investing in the future: development of a modern logistics centre

A new, state-of-the-art warehouse complex is being built for Inspirion GmbH on the A1 between Bremen and Hamburg on a site of approximately 100,000 square metres. As a medium-sized company with headquarters in Bremen, Inspirion is specialised in the import of promotional products and luggage and operates worldwide. Under the slogan “Trading Ideas” the company has been supplying innovative and attention-grabbing promotional products to B2B customers across the globe since 1998. Since 2004 Inspirion GmbH has also been distributing suitcases under the brand name CHECK.IN®. Inspirion is known for its high stock levels of trend articles and innovations. In order to optimise these capacities and be prepared for the challenges of the industry’s future, a state-of-the-art warehouse complex is being developed for the supplier of ideas and services for distributors and retailers not far from its current headquarters. The new site is ideally located for logistics operations between the Hanseatic cities of Bremen and Hamburg. Equipped with the latest technology in the area of gates and ramps as well as solar technology and EV charging stations, Inspirion will find a new home here. With its new premises in Sottrum, Inspirion is preparing itself to face the tasks and challenges of the future. The logistics warehouse with an area of almost 20,000 square metres not only offers ample space to ensure high stock levels of timeless promotional and mechanising items as well as customised products, but can also respond more flexibly and quickly to customer requirements thanks to contemporary automation. In addition to extensive storage space, the new premises will also offer office areas and abundant space for the refinement and finishing of promotional products. Modern printing and digital technology will allow Inspirion to offer high-quality customisation of a wide range of products directly on site in Sottrum. The warehouse is scheduled to be operational by the middle of 2021. [www.inspirion.eu](http://www.inspirion.eu)





### Cargo Seal

## Securing cargo space early

Global trade is growing strongly despite the Corona crisis. The Container Throughput Index of the RWI – Leibniz Institute for Economic Research and the Institute of Shipping Economics and Logistics (ISL) has been rising for months and has even reached an all-time high. The higher freight volume leads to a shortage of cargo space and, as a consequence, to price increases and delays in the movement of goods. According to the freight forwarding company Cargo Seal, a long-standing PSI service provider, the situation in the logistics chain is coming to a head. Many ports have exceeded their capacity and the container ships are largely booked out until the end of December. Rail transportation and air freight are also affected: freight cars are currently in short supply and, due to the reduced air traffic, the transportation possibilities in

passenger planes, which would normally carry a large proportion of the freight, are also limited. A fast, reliable and flexible logistics service is particularly important during these times. “We strongly recommend importers to contact an experienced freight forwarder as early as possible, in order to secure cargo space and find an optimal transport solution. The situation is likely to take a turn for the worse especially around Chinese New Year on 12th February”, says Klaus Dittkrist, managing director of the Hamburg-based logistics company, which is specialised in imports from China and the Far East. Together with its partners, Cargo Seal offers PSI members a comprehensive all-inclusive service that covers the entire delivery process. For information and advice please contact ++49 40 303 73 63-0. [info@cargo-seal.de](mailto:info@cargo-seal.de) • [www.cargo-seal.de](http://www.cargo-seal.de) • [www.ship-and-truck.de](http://www.ship-and-truck.de)

## Print is booming

There’s a saying that is being said again: “There’s life in the old dog yet”. Meant by this are print products, such as trade and corporate magazines. It seems many market participants have noticed that much can be quickly sent online. Magazines like “me” from Mercedes or “Christophorus” from Porsche very clearly aim to be an enduring presence with the addressee, whatever the location. Look, design and editing are top-flight. Metro publishes “gourmetro”, the “Lufthansamagazin” has been massively glammed up, Amex lets us know all about “Departures”, “Pantaenius” brings info to boat-owners. However, all these magazines also use online channels in order to get their messages across to a new, even bigger readership. Those who like to pick up high quality when seeking high quality are also well catered for. A glimpse into major newsagents during the period between the two lockdowns confirmed this trend. As revealed by a current survey by Hubert Burda Media, people’s need for information is as extensive as ever as the corona pandemic continues. When using media offers, consumers set the greatest store by the trustworthiness of the media at hand. Incidentally: There



### Trend

are some good sides to every crisis. Many colleagues, from other magazines too, confirm that they never had so much feedback from their readers as now, during corona times. Life has slowed down its pace, and after hours of Zoom meetings people are glad to have something haptic in their hands again – lines that linger and design that delights. This longing for haptic experiences is also the factor driving enormous advantages for promotional products specifically at this time.



## A presentation box as an effective consolation

As is already well-known, the traditional A&O Advent Season Tour fell victim to the effects of the coronavirus pandemic. However, the organisers of the mobile product show did not want to abandon their many potential visitors during the Christmas season without new three-dimensional advertising ideas. As Frank Jansen, representative of J.G. Niederegger and the organising team of the A&O supplying partners consisting of 25 exhibitors, reports, "The inevitable cancellation of the A&O Advent Season Tour raised the question for us how we can still enable a presentation for our loyal visitors. We immediately agreed that haptic promotional products can only be presented in haptic form. Soon the idea of a tour box, which enabled each A&O exhibitor to present his or her products, was born. The aim was a presentation that would have a long-lasting effect on interactions with end-customers during the new year. With the exception of three companies, which opted out for various reasons, all supplying partners participated. With Orcas, who designed and made the boxes, and team-d, who took care of packaging and shipping, everything was carried out within our group", as Jansen happily remarks. The successful promotional campaign generated an entirely positive response among its recipients. [www.adventstour.de](http://www.adventstour.de)



**A&O Advent Season Tour 2020**

The promotional campaign generated an entirely positive response among recipients, as was the case here when Frank Jansen (right) turned over the A&O Tour-Box to Ralf Hesse, managing director of m.e.s. ideenreich GmbH.

## “ecobrand” Takes Over Distribution of “KW open”

KW open, a pioneer of sustainable promotional articles, has sold its distribution area to the new company “ecobrand respectful distribution gmbh,” which will assume ownership on 1st January 2021. This move reflected KW open’s strategy to realign its distribution infrastructure. The new company, under the leadership of Manfred Janek, will deliver products with the distribution brands Sprout, Retap, ecotaste, Seedsticks, Ogreen, Cupffee and drinktimer exclusively to resellers and promotional article dealers. While lead by CEO Karin Weinhandl, KW open will continue to focus on industry customers. The main office of “ecobrand” will be in Hohenems, Austria. The entire team that had previously been responsible for KW open’s distribution area, will continue to be available for customers: Julia Marte, Johanna Nägelle and Manfred Janek in customer service, as well as Petra Reis in logistics.

**ecobrand respectful distribution gmbh**

Die Spinnerei 14 / 6845 Hohenems / Austria

Tel. +43 5576 21595 • [www.ecobrand.promo](http://www.ecobrand.promo) • [office@ecobrand.promo](mailto:office@ecobrand.promo)

**KW open**

**eco brands**  
respectful distribution



**KP-Plattner**

## New sales director

Since early January 2021 Frank Baumann has been strengthening the sales team of KP Plattner. As sales director, Baumann is now responsible for smoking accessories and promotional articles in Germany, Benelux, France, Poland and Switzerland. For the past 24 years he was employed by Zippo as sales director for Western Europe. The Innsbruck-based firm KP Plattner has stood for excellent service for more than 40 years and is known to be one of the market leaders for lighters and smoking accessories. In the future, Baumann shall maintain and expand ties between customers in Europe and KP Plattner in Innsbruck. [kp-plattner.at](http://kp-plattner.at)

**Frank Baumann**

## Tobias Seidel is taking over the new business development department



Tobias Seidel

**Gustav Daiber**

In order to better serve the increasing demands of retailers, the firm Gustav Daiber GmbH is creating a business development department. Tobias Seidel will take over the management of the department in addition to his role as head of marketing. The new business development department emerges from the previous export department and will be supported by employees from different departments. It focuses on the expansion of cooperation with retailers and will be headed by Tobias Seidel, who has been responsible for Daiber's marketing since 2017. "The focus will surely be placed on the development of international business", explains Seidel, "while we also wish to support national retailers in an even more individual manner. I am also delighted about the trust which has been placed in me and would like to immediately hit the ground running with the new team." With this step, Daiber is clearly affirming its focus on retailing. The business development department makes it possible to realise marketing opportunities in a broader and more digital matter and engage in even closer cooperation. Managing director Kai Gminder says: "The creation of a business development team is the next logical step for us. Therefore, we are happy that our head of marketing Tobias Seidel is additionally accepting this challenge. I am convinced that even closer retailer relationships will be a great added value for all parties involved." [www.daiber.de](http://www.daiber.de)

## "We Make You Feel" – Video Presentation of New Products

mbw®, a specialist for high-quality, likeable promotional products, is evoking nothing but positive feelings with its 2021 collection. The theme of this year's catalogue is "We Make You Feel". The company's products from Wanderup, which is near Flensburg, in northern Germany, will put anyone in a good mood with their cheerful, likeable and cuddly qualities. Thanks to their special service package, this experience is now easily attainable. At the link <https://youtu.be/O8USx-osHWVU>, CEO Jan Breuer and customer representative Vanessa Stark present the new mbw products. [www.mbw.sh](http://www.mbw.sh)



CEO Jan Breuer and customer representative Vanessa Stark present the new mbw products.



## Reset in the new year

The company PaperMints®, with its headquarters in Ohain near Brussels, Belgium, will forge ahead with renewed strength in the new year. As soon as the situation eases and the circumstances caused by the Corona pandemic allow it again, the supplier of the "CoolCaps" breath refreshers will be showcasing its expertise again at trade shows, events and through mailing campaigns. PaperMints® CoolCaps are distributed exclusively by the Belgian company and enjoy an international reputation as a promotional item and impulse product, for example in pharmacies, when adorned with a logo. Further information and contact at:

Tel. +32 2 3520700 • [guy@papermints.be](mailto:guy@papermints.be) • [www.papermints.be](http://www.papermints.be)



**PaperMints**



# CONGRATULATIONS!

We congratulate the following members on 30 years in the promotional products industry as part of the PSI network:

PSI No.	PSI Distributor
5772	ABAKUS Magdeburg GmbH, GERMANY <a href="http://www.abakus-magdeburg.de">www.abakus-magdeburg.de</a>
5777	Dansk Firmagaver I/S, DENMARK <a href="http://www.dansk-firmagaver.dk">www.dansk-firmagaver.dk</a>
5674	Dekolet Skilte & Print, DENMARK <a href="http://www.dekolet.dk">www.dekolet.dk</a>
5454	Dorothea Röcker, GERMANY <a href="http://www.werbegrosshandel-roecker.de">www.werbegrosshandel-roecker.de</a>
5863	GAMMA PUBLICITY BVBA, BELGIUM <a href="http://www.gamma-publi.be">www.gamma-publi.be</a>
5708	Gerhard Niebauer GmbH, AUSTRIA <a href="http://www.niebauer.co.at">www.niebauer.co.at</a>
5477	H & M sales & service GbR, GERMANY <a href="http://www.hm-werbemittel.de">www.hm-werbemittel.de</a>
5538	Handelshaus Margit Zettl, GERMANY <a href="http://www.werbezettl.at">www.werbezettl.at</a>
5845	Herweh Präsente, GERMANY <a href="http://www.herweh.de">www.herweh.de</a>
5502	KEY-Promotion, GERMANY <a href="http://www.key-promotion.de">www.key-promotion.de</a>
5830	KOLIBRI HandelsGES. mbH, AUSTRIA <a href="http://www.kolibri.eu">www.kolibri.eu</a>
5638	Maas van't Hoog B.V., THE NETHERLANDS <a href="http://www.maasvanthoog.nl">www.maasvanthoog.nl</a>
5807	Promotionservice Schmitt GmbH, GERMANY <a href="http://www.promotionservice-schmitt.de">www.promotionservice-schmitt.de</a>
5729	RIONDET ENTERPRISES – SERIPUB, FRANCE <a href="http://www.riondet-seripub.com">www.riondet-seripub.com</a>
5529	Schenken & Werben e.K., GERMANY <a href="http://www.schenken-werben.de">www.schenken-werben.de</a>
5689	Spicex Importacao e Exportacao Lda, PORTUGAL
5806	VIP PRÄSENT, GERMANY <a href="http://www.vip-praesent.de">www.vip-praesent.de</a>
5782	WB + V WERBEMITTEL GmbH, GERMANY <a href="http://www.wbv-werbemittel.de">www.wbv-werbemittel.de</a>
5561	WBF Werbedruck AG, SWITZERLAND <a href="http://www.werbedruck.ch">www.werbedruck.ch</a>

The personal honoring ceremony will take place on May 18th, 2021 at 16:30 at the PSI trade fair in the PSI Forum.

# PSI JUBILEE

# 30

PSI No.	PSI Supplier
42692	EMSA GmbH, GERMANY <a href="http://www.emsa.com">www.emsa.com</a>
42720	Falk&Ross Group Europe GmbH, GERMANY <a href="http://www.falk-ross.eu">www.falk-ross.eu</a>
42765	HAPPY bvba, BELGIUM <a href="http://www.happy.be">www.happy.be</a>
42706	Kalfany Süße Werbung GmbH & Co. KG, GERMANY <a href="http://www.ksw24.com">www.ksw24.com</a>
42719	Nürnberger-Spielkarten-Verlag GmbH, GERMANY <a href="http://www.nsv.de">www.nsv.de</a>
42644	Peiniger GmbH, GERMANY <a href="http://www.peinigersolingen.de">www.peinigersolingen.de</a>
42669	Polyform GmbH & Co. KG, GERMANY <a href="http://www.polyform.de">www.polyform.de</a>
42713	Poul Willumsen A/S, DENMARK <a href="http://www.poul-willumsen.com">www.poul-willumsen.com</a>
42768	SIEPER GmbH, GERMANY <a href="http://www.siku.de">www.siku.de</a>
42735	TEN-PACK GmbH, GERMANY <a href="http://www.ten-pack.de">www.ten-pack.de</a>
42638	Weiss Messwerkzeuge GmbH, GERMANY <a href="http://www.weiss-messzeuge.de">www.weiss-messzeuge.de</a>
42793	WeLoc - Weland M. AB, SWEDEN <a href="http://www.weloc.com">www.weloc.com</a>
42772	XINDAO B.V., THE NETHERLANDS <a href="http://www.xindao.com">www.xindao.com</a>



Hygiene and sustainability play a more important role today than ever before. The specialists at STABILO excel in these areas and offer sustainable products made of FSC wood, bio-plastics and recycled plastics as well as writing instruments with antibacterial surfaces.

## STABILO Promotion Products GmbH

# Focus on hygiene and sustainability

The STABILO Green Family offers numerous sustainable advertising options.



The use of sustainable promotional products no longer only reaches the target group of people who are quality and environmentally conscious. In the meantime, awareness about the importance of sustainability has reached the broad population and it is almost expected that companies act sustainably including in the promotional product sector. As a family-owned business and global brand, STABILO has always assumed

responsibility for people and the environment and sets a model example in the industry with its environmentally friendly products.

### Large selection of green products

The selection of green products is large and offers sustainable advertising opportunities in every category. The STABILO GREEN BOSS highlighter and the STABILO GREENstyle and STABILO pointball retractable ballpoint pens are made of recycled material, the barrel of the STABILO GREENfancy retractable ballpoint pen is made of biodegradable plastic and the STABILO GREENcolors coloured pencils and many other graphite and coloured pencils are made of FSC wood. According to STABILO, the STABILO GREENpoint fibre-tip pen is also "the first pen made from 87% recycled plastic" and has been awarded the Cradle-to-Cradle Silver certificate. With its extensive portfolio of green products, STABILO is positioning itself as a specialist for sustainable promotional pens.

### For high hygiene standards

In times of increased hygiene requirements and awareness, the STABILO prime antibac and STABILO bright antibac twist ballpoint pens in white featuring a special surface with an antibacterial effect are also convincing. These modern promotional pens can be passed from hand to hand with a clear conscience: Silver ions in the plastic prevent bacteria from settling on the surface and provide an antibacterial effect. Ideal as promotional products for high hygiene standards. More information is available directly from the company.

The antibac pens from STABILO feature a special surface with an antibacterial effect.







## BLICKEN SIE MIT UNSEREN ZEITSCHRIFTEN ÜBER DEN BRANCHENRAND

Bei Fragen stehen wir gerne zur Verfügung:

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

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

High quality and fully certified Disposable and Medical Face Masks, Full colour 100% Cotton and Antimicrobial Masks, Pens with Antimicrobial product protection and full colour printed Hand Sanitisers are among the wide range of products in Goldstar's new Protection & Wellness catalogue.

## Goldstar launched new collection

# New Protection & Wellness range

The Disposable Masks, which are available at competitively low prices for larger quantities, can be used in a general medical environment or used for any day-to-day activity, blocking the inhalation or exhalation of pollutants from the mouth and nose. The masks available are Type I, a non-woven blue 3-layers medical face mask and Type II, a non-woven blue 3-layers disposable Face Mask (Non-Sterile).

### Anti-Microbial Pens

Goldstar's Anti-Microbial Pens Collection is formulated with an antimicrobial additive that fights against the growth and transmission of over 99% of bacteria. The additive is moulded into all exterior plastic parts of the product. Decorated with our full-colour 360 wrap foil (Simplicolour technology) and offered with Eversmooth Ink, this retractable ballpoint pens are a great addition to any business

focused on safety and hygienically conscious environments. The models available are Astaire, Chaplin, Hepburn, Hepburn Frost and Stratus.

### Slim and perfectly compact

Customisable Hand Sanitizers include a 5 ml Sanitizer Metal Pen, 10 ml Hand Sanitiser Spray Tube and a 20 ml Hand Sanitiser Card, both printable full colour. All three products are slim and perfectly compact to fit into pockets and can have business names or logos printed onto them. In addition to Disposable and Medical Face Masks, Goldstar has also added the Urban Value Cotton Mask and the Urban Premium Antimicrobial Mask. Both masks can be decorated with digital full colour transfer print technique or presented plain in a customisable labelled pouch. They are both washable, reusable, and made with 2 structured layers of 100% cotton - soft, comfortable, breathable, and durable.

„Protection & Wellness“ are standing in the focus of the new collection.



### Committed to protection

The Full Colour Urban Premium Antimicrobial Mask provides further protection. The outer layer is woven cotton treated with SilverClear technology, a non-toxic EPA registered antimicrobial that neutralises growth of bacteria, mould, mildew, and fungus that may otherwise cause odour, discoloration, or deterioration. Colin Loughran, general manager of Goldstar Europe said: "The many highly practical products in our first Protection & Wellness catalogue reflect our commitment to offering products that meet the needs of businesses today and how we have adapted to their changing requirements."



# POS LADENBAU

Planung Design Einrichtung Ausstattung Digitalisierung Management IT-Trends

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Solution, Einrichtung,  
Ausstattung, Management  
und Digitalisierung

Magazine for Retail  
Solution, Facilities,  
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Management and  
Digitization

# BAUVE MEDIEN

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



*Don't miss the online edition!*

The Promotional Product Monitor, which is conducted annually on behalf of the GWW, supplies valid figures on promotional product sales as well as the use of promotional items by companies. The current edition provides an overview of the developments in the Corona year 2020.

## Market research institute DIMA presents the GWW Monitor

# It could have been worse



Manfred Schlösser spoke to Frank Dangmann, Chairman of the Gesamtverband der Werbeartikel-Wirtschaft (German Association of the Promotional Products Industry), about the outcomes of the Promotional Product Monitor. He sees shadows cast by Corona, but also a great deal of light in a dynamic and creative industry.

**Did you expect a stronger drop in annual turnover? Indeed, a minus of a good 20 per cent is almost dramatic.**

Yes, that's true, because this figure is even lower than the volume of sales during the financial crisis more than ten years ago. But discussions with members and other market participants had led me to anticipate an even greater drop. The GWW quarterly surveys by the renowned IFH

Köln trade research institute had also indicated a higher cumulative decline. The market moved upward in the fourth quarter. I am pleased that the quick transformation of business models towards the import and sale of COVID-19 prevention products did, in fact, mitigate the impacts of

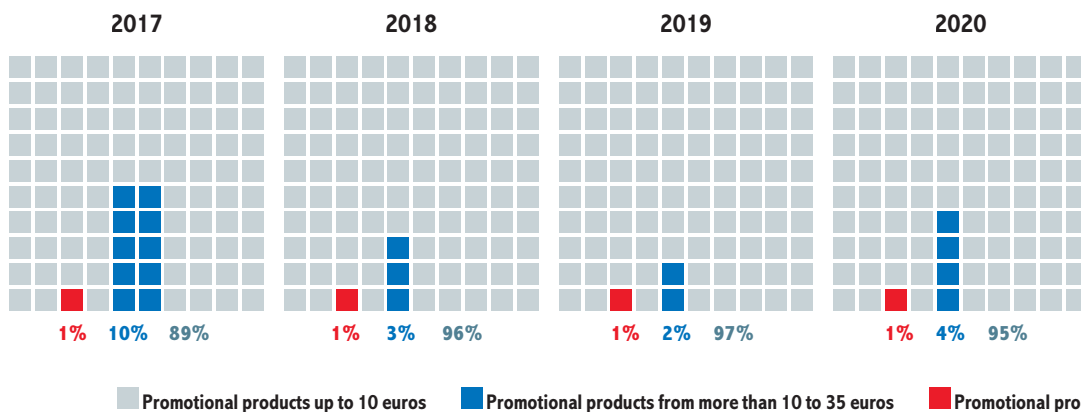
the crisis. This demonstrates how creatively and dynamically our industry responds to challenges and gives hope for the future. Knowing full well that some colleagues have also been hit hard.

**Creativity and resilience do seem to pay off. After all, between 80 and 90 per cent of industry customers have signalled that they plan to work with our tool on the marketing front to the same extent in future.**

Yes, that's certainly pleasing, because these are reliable figures which have always proved to be accurate in the past. Committing to promotional products during a crisis has an even higher significance – and this applies across companies of all sizes on the customer side. Home office work and several months of harder lockdown obviously haven't changed that. This challenge was mastered well and better than in many industries.

**It's also encouraging to see that sustainability is now widely embraced throughout the industry.**

When 74 per cent of companies that use promotional products indicate that sustainability plays a role or high role according to the latest GWW Monitor, then one can



Higher-quality promotional products remain the exception due to the tax restrictions.





„Our industry has resounded creatively and dynamically to challenges. That gives hope for the future.“

Frank Dangmann

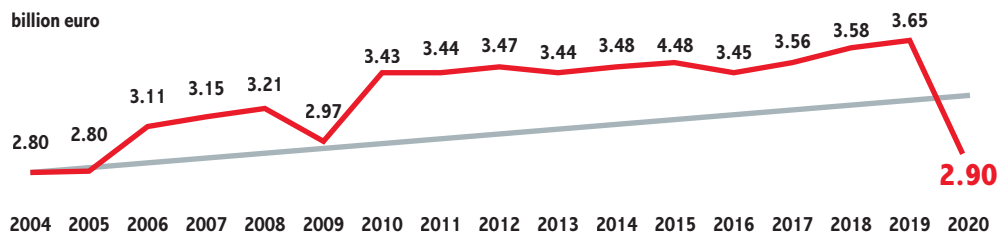
assume that sustainability has not only been embraced but has become an important factor. Pleasing also that moderately higher costs are accepted by the market. In practice, perhaps still a little less than the survey shows. But we are well on the way. The PSI Sustainability Awards have certainly been an important driver in this area for many years. The awards were successfully presented digitally this year – owing to the current circumstances.

**You are surely less pleased about the fact that the price of promotional products being used by businesses has continually declined to below 10 euros.**

That's definitely not something to be pleased about. In 2012, 29 per cent of the promotional products being used still had a value significantly above 10 euros. Today it's a meagre 5 per cent. The record keeping requirements

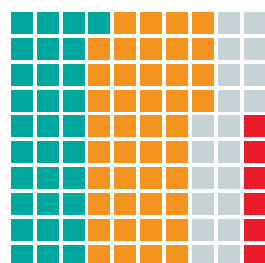
and the associated administrative burden discourage companies from using higher-value promotional products. They are, therefore, deprived of a highly efficient form of advertising. Haptic promotional products, which are ecologically sound and produced in a socially responsible and resource-efficient manner, suffer a significant disadvantage due to this tax treatment. This can't be in the interests of policy-makers who are constantly preaching sustainability. But this issue is an ongoing battle that we are fighting in Berlin. All in all, and in light of Corona, we can still be somewhat satisfied with 2020. It could have been worse. After all that we know and have seen so far, 2021 is likely to be just as challenging.

The Promotional Product Monitor, which has been conducted annually since 2004, analyses the significance of promotional items as communication tools in German companies. In the challenging year 2020, the use of and expenditure on promotional products was once again measured based on a representative sample of companies.



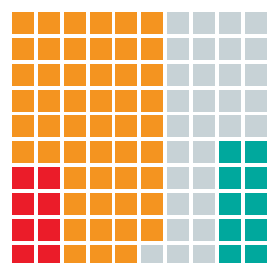
Promotional product sales in Germany dropped by more than 20 per cent to 2.9 billion euros this year due to the difficult underlying conditions. The decline in sales has affected companies of all sizes.

Does sustainability matter when buying promotional products?



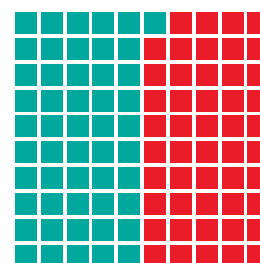
Very important  
One aspect among others  
Of little importance  
Doesn't matter

Accepting additional costs



Mustn't be more expensive  
Up to 10% additional costs  
Up to 20% additional costs  
More than 20%

Attitude towards additional costs



Raise of marketing budget  
Reduction of purchase order quantity

Sustainability is an important criterion for three quarters of companies when it comes to promotional items. Higher costs are generally accepted for this.



The **spring** is not far off and (hopefully!) the easing of some lockdown measures. The seasonal theme provides a large green, colourful and **creative space** for **effective new products**.

## The ruler of all lanes

Schreiner Coburg's rulers are an exciting product for all model makers. Scaling for model trains or plastic models is available upon the customer's request. An advertising message is printed on the individual rulers using silkscreen or digital printing. Schreiner Coburg guarantees quality Made in Germany with fast shipping.



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

## Greetings from the Easter Bunny

Mailing supplements such as the cuddly Easter Bunny from team-d Import-Export have many benefits. It is manufactured in the EU from untreated, FSC certified birch plywood and is delivered to the customer in the form of a 40-gram panel that has the designs already sawed out. Then, the bunny can easily be assembled by the customer. The product offers various printing options or a laser logo. Customers may choose their own designs for orders larger than 200 pieces.



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

-Advert-

New!



# Shiva Pura

Anti-bacterial

**Bottle**  
Promotions

In times where hygiene is of the utmost importance we introduce our Shiva PURA bottle. This bottle is made of anti-bacterial polyethylene containing a special additive. This releases silver ions that prevent bacteria from colonizing on the surface of the bottle.

An appropriate promotional item in these challenging times

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

a **Tacx** company





PSI 44533 • Albene GmbH  
Tel +49 89 47078600  
info@albene.de  
www.albene.de

## Resilient natural rubber

WauWau by Albene is the name of the current programme from the Munich-based company that specializes in personalised dog toys. In addition to normal tennis balls featuring transfer printing, Albene also offers rubber balls made from natural rubber. These dog products can also have a logo lasered or imprinted on them in order to prevent the logo from quickly vanishing after being played with. Additionally, customers may choose their favourite model to be produced at their request from a variety of toys. Because the toys are printed for special individual orders, some lead time will be necessary.



## Easter delicacies

For over 25 years, Petra Hattab from Corviscom has been finding new, innovative gourmet food products for creative gift sets. The concept behind the gift sets is a combination of high-quality designer items and exceptional delicacies. The website offers a selection of concepts for different occasions. However, the company's strength lies in its individual solutions, as is the case with the concept introduced in the image "Auszeit mit Tee" ("Time Off with Tea"), which features Gianduia chocolates, Rotare Phillippi spoons, and POP "Inner Balance" tea. Gift cards as well as shipping and handling are included in the service.

PSI 43961 • corviscom gmbh  
Tel +49 201 1095151  
hattab@corviscom.de  
www.corviscom-geschenke.de

**18 - 20 MAY 2021**  
EXHIBITION CENTRE DÜSSELDORF

# IT'S HIGH TIME WE MEET AGAIN.

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GETS TOGETHER**



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## Belgian bunnies

The Five Easter Bunnies from B & B Promotional Sweets are delicious Belgian chocolates in the form of Easter bunnies. They are made of milk chocolate with 44 per cent cocoa. Other lighter or darker varieties are available upon request. The chocolates are packaged in a cardboard box with a transparent window, so that one of the bunnies can be seen from the outside. The surface of the box can be customised with full colour digital printing. Minimum orders start at 100 pieces.

PSI 47460 • B&B Promotional Sweets  
Tel +48 22 7246165  
office@promotionalsweets.pl  
www.promotionalsweets.pl

## Little Easter bakery

With Multiflower's cookie cutters made of tin plate in a practical box, advertisers give their customers an attractive, gladly used giveaway for the Easter baking season. The packaging in standard design can display a promotional message. Alternatively, a custom design is possible starting at 250 pieces. The pack contains two cookie cutters in the shape of a rabbit and lamb, each approximately five centimetres in size.



PSI 45974 • Multiflower GmbH  
Tel +49 6226 927980  
info@multiflower.de  
www.multiflower.de



## Plant boxes

The "Pflanz-Cup" from Emotion Factory is made from kraft paper, which consists of renewable materials. This miniature potted plant is a new addition to the already extensive product portfolio in the company's "Werben&Wachsen" series. A soil tablet and seeds of the customer's choosing are placed in a round container where, with a bit of water, they can grow into pretty plants for your windowsill or office desk. The product comes sealed with a lid and can be upgraded with a customised paper label placed around the packaging.

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

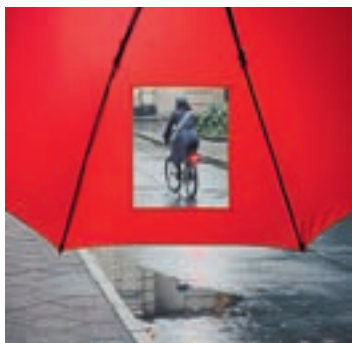




PSI 43144  
 FARE - Guenther Fassbender GmbH  
 Tel +49 2191 609150  
 info@fare.de  
 www.fare.de

## Clear view in every weather

The new AC regular umbrella View 1119 from FARE provides a clear view in all types of weather conditions. When it's raining heavily and from the front, so that the umbrella needs to be held particularly low, a rectangular transparent window made of high-quality polyethylene material provides good visibility in the direction of walking. Approaching pedestrians or obstacles can thus be seen before it's too late. This model is equipped with a comfortable automatic function for fast opening. Flexible fibreglass ribs and a quality windproof system provide maximum frame flexibility in stormy conditions and the umbrella can be returned to its original position effortlessly if it turns inside out.



# TRADITIONAL COOL or SEXY

The Easter Bunnies  
in company look!



MIDI Chocolate  
Easter Bunny



www.ksw24.com



PSI 41782 • Holz Fichtner  
Tel +49 921 789510  
info@holz-fichtner.de  
www.holz-fichtner.de

## Hotel for wild bees

Holz Fichtner is introducing a hanging wild bee “hotel” made from spruce wood this coming Spring season. It offers a protecting home for the local wild bee population and gives users a spot where they can observe these peaceful insects. In addition to honeybees, there are 500 other species of bees that must be protected. It is possible to place an advertisement on the hotel with a brand stamp.

## Barbeque on a mat

Germans love to grill, which means smart grill accessories are very popular. Therefore, Global Innovations Germany is offering grill mats made from high-quality glass fibre fabric layered with PTFE. The grill mats are reusable, easy to clean with a sponge and food-safe. The material can withstand heat of up to 260°C and is equally suited for a conventional oven. In addition to upgrading them with laser printing, it is also possible to have the mats come in different tailor-made packaging.



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



## Fun for dog and owner alike

When the first rays of sunshine come out, encouraging dog owners to take long walks in nature, the Jane flying disc and the Coco portable water bowl by Condedi are ideal companions. The disc with a cotton ring allows classic, haptic and memorable advertising with high fun factor for young, old and canine companions. It's bendable and makes an impact due to its large advertising space. The portable water bowl has a volume of approx. 350 millilitres. Its light weight as well as the integrated metal hook also make it easy to carry. Both items are available in the trendy springtime colour lime.



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



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

## Practical garden apron

The practical EVERGREEN garden apron from Inspirion will make every gardener's heart beat faster! Both professional as well as hobby gardeners will certainly make great use of the practical bright green apron, which is decorated with high-quality garden utensils. Diverse garden tools are conveniently included in the four mesh and cotton pockets. This way they are also within quick reach while moving around in the garden. Equipped with rakes, shovels and a spray bottle, garden friends are always prepared for the next garden job. With its adjustable belt for the neck/waist, the apron also stands out in terms of functionality. It will surely help you make your garden dreams reality!

-Advert-

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laurent@papermints.be | Tel. +32 2 352 07 00





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

## The express route to a logo mat

emco Bautechnik, a specialist in individually designable logo mats from Lingen, skilfully turns floors into centrepieces by means of promotional mats. The LogoMat Express system simultaneously allows room for last-minute ideas. Exquisite printing is enabled by the special velour surface. The design can be customised with customers' own logos, slogans or product promotion. Ideal for use in trade, as Easter gifts or in deployment at the point of sale: LogoMat Express is an ideal solution for attention-grabbing promotion. Besides the short delivery time, benefits include the realisation of custom dimensions, dirt and moisture absorption, plus low risk of tripping and slipping.

## Sweet rescue

To spread happiness to customers at Easter and simultaneously put a halt to food waste, the Swabian specialist in sweet promotional surprises weighs in with its delicious Rettergut chocolate with individually printable promotional banderol and turns customers into rescuers. It gets the Easter egg rolling with a blended chocolate comprised of 100 percent rescued chocolate, an environmentally friendly and fair promotional resource that makes a lot of people happy and is guaranteed to rescue any Easter campaign. The special thing about this melt-in-the-mouth treat: Every time varieties are switched during chocolate manufacturing, the machines are cleaned using high-quality chocolate. Hundreds of kilos of the blends arising in the process go to waste. The brand Rettergut therefore made it its task to rescue this unique cocoa diversity and conjure up out of these masses a delicious mixed chocolate which, incidentally, is produced climate neutrally and sustainably packaged as well. The chocolate thereby conserves the environment and promotes environmentally friendly projects and sustainable cocoa cultivation.

PSI 41545 • Jung since 1828 GmbH & Co KG  
Tel +49 7042 9070  
jung-media@jung-europe.de  
www.jung-europe.de





## High-quality protection

Hard-wearing, high-quality professional or protective clothing is given a custom logo by the embroiderers at Stickerei Klam. Whether third-party goods or products from the comprehensive in-house textile range, Klam has exactly the right offer. The safety of workers and the associated distinguishability of professional and protective equipment are foregrounded at the same time. Reflective applications on the protective clothing safeguard the user against potential hazards. The team from Stickerei Klam is pleased to advise with its full service knowledge and adapts professional or protective clothing to individual needs. Whether in road traffic or one's own workshop, equipment for occupational safety and protection always takes pride of place.

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



PSI 43892 • Römer Wein und Sekt GmbH -  
Römer Präsente  
Tel +49 6541 81290  
info@roemer-praesente.de  
www.roemer-praesente.de

## Egg carton becomes nest

This is sure to be a surprise at Eastertime: The filled chocolate Easter Eggs from Römer Präsente come to the recipient in a transformable egg carton that can be turned into a nest. One of a total of 30 original Easter ideas from the current special Easter catalogue. The blue cardboard conceals four delicious dipping eggs with milk crème filling (144 g). Once the crisp milk chocolate has been broken with one of the supplied spoons, a creamy filling inside awaits. The banderol can be ordered in a specific design from just 100 pieces on request.

-Advert-

## Happy Easter



1057-1  
Little Easter Bakery



1616  
A Little Soap Dream



1611  
Sweet Easter Nest



1057-7  
Cookie Cutters  
in Organza Bag

Now digitally available, ask for our  
Easter flyer 2021 at [info@multiflower.de](mailto:info@multiflower.de)

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PSI 46913  
Malgrado fashion & promotion GmbH  
Tel +49 2207 7040-90  
s.rueth@malgrado.de  
www.malgrado.de

## Low-sweat activity

Malgrado has three new cooling textiles in its range for the ever-hotter summer months. Gardening, sport and even DIY thereby become bearable again. Indoors or outdoors, everywhere people perspire, these textiles produced and customised entirely to customer wishes are absolutely ideal. For instance, the microfibre cooling towel only needs to be moistened, wrung out and powerfully shaken out once or twice in order to activate its cooling effect, which lasts for up to six hours. The cooling towel can be transported in the supplied waterproof, space-saving bag. The cooling cap works identically to the cooling towel, only in the form of a cap. Also deliverable is a cooling vest, which externally consists of high-quality polyester material and is quick and easy to use. The user dips it in water at room temperature and waits until the polyester filling is soft, and then wrings out the vest and finally dries the waterproof interior, ensuring that the wearer stays dry. The effect lasts for between five and ten hours. This process can be reactivated as often as desired.



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

## Cool little basket

Halfar's ideal basket for the Easter egg hunt or summer picnic stays cool and is effective against sticky chocolate Easter eggs or lukewarm snacks. However, its coolness is due not only to its cool-retaining function, but also its sophisticated design. Compared with many a blocky cool box, the Kühl-Shopper Basket is a winner with its beautiful design and functionality. Available in the colours red, black and navy. Its light aluminium frame can be conveniently carried by the handle with grip sleeve, and the basket is folded up to save space when not in use. The basket's function is only revealed once it is opened via the two-way zipper on the lid: its thermal coating keeps foodstuffs cool for quite a while. The open basket is an invitation to an egg hunt in addition. Moreover, serviettes etc. fit outstandingly into the zipped front pocket.



## Truckload of Easter eggs

The truck, bus and van gift, filled with delicious treats, is one of the new promotional vehicles offered by Jung since 1828, allowing Easter advertising to really gain momentum. The individually printable, climate-neutral 3D packages, optionally in the shape of a truck, bus or van, consist of FSC certified cardboard and, therefore, drive much more sustainably than their bigger counterparts. Fully loaded with sweet chocolate Easter eggs, there's nothing to stand in the way of Easter business. Even at first glance the novel utility vehicles, custom-designed with creative Easter greetings, are real eye-catchers. The excitement reaches full speed when unloading the mouth-watering content. And once unloaded, this delightful promotional highlight will gladly be "parked" on the desk or shelf, where the promotional message will continue to make an impact.



PSI 41545  
Jung since 1828 GmbH & Co KG  
Tel +49 7042 9070  
jung-media@jung-europe.de  
www.jung-europe.de

## Cuddly long-eared rabbit

The plush rabbit BECCI from Inspirion not only wins popularity points with its mischievous smile and large button eyes. Its fluffy, grey fur will also win you over! The little rabbit carries a paper heart on its plush ear to print advertising messages. The sweet advertising messenger made of soft plush will also easily appeal to big and small children.



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

## Gardening Gadgets

Spring is an important time for gardening. This season, Bott is offering original advertising products for gardening enthusiasts. These gadgets include a rain gauge that displays daily levels of precipitation; a soil thermometer, which is necessary for planting seeds sensitive to temperature; and a practical bucket for various gardening tasks. In addition, customers will receive measuring cups and spoons for fertilizer dosage and a watering can with a logo.



PSI 49753 • BOTT sp. z o.o.  
Tel +48 65529 4808  
info@bott.pl  
www.bottdruck.de



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

## Top quality is the bottom line

Inexpensive promotional products go against the grain? Reidinger offers customisable and climate-neutral carpenter pencils and special pencils for hobby and professional use. Robust, durable, climate-neutral and offering wide-ranging design possibilities. Shape, lead, lacquer colour, lacquered cap and decorative ring can be adapted to match corporate colours. The promotional message is attractively presented with stamping, screen or pad printing or all-over digital print. The ideal promotional gift for all those who want to impress home improvers and tradespeople. Designed online in a flash. Reidinger provides customised offers upon request. The Online Configurator can be found here: [www.reidinger.de/en/carpenter-pencils/](http://www.reidinger.de/en/carpenter-pencils/)



## Bicyclists will love it

The new Troika Bike Multitool is a well-engineered multifunctional tool for bicycles. This jack-of-all-trades, which is ideal for your favourite cycling mate, is equipped with a sleek design and 18 special bike tools and functions. This includes, but is not limited to, screwdrivers with a hex and cross recess, hexalobular and hexagon socket, a spoke tool, jaw spanner, and more. The multitool is made from silver-coloured stainless steel and carbon steel.



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



PSI 48078 • Wera Werkzeuge GmbH  
Tel +49 202 4045144  
matuschek@wera.de  
www.wera.de

## Master of Metamorphosis

The tool specialist is introducing a screwdriver that will find its followers because of its metamorphic abilities with the Wera- Kraftform Kompakt 28 Tool-Finder. This tool transforms instantly into a short or long screwdriver and includes the proper bits for machine-powered screwdrivers at the same time. The ergonomic Kraftform handle with soft and hard areas reduces any work-induced fatigue. A compartment with six different bits is integrated into the handle. Orders of 100 or more can be individualised with a logo.

## A reflective appearance

In contrast to many manufacturers from the Far East, reflAktive produces many of its reflectors out of materials that are 100 percent free of health-damaging phthalates. Its manufacturing process is subject to the strictest environmental, occupational and safety checks. Easter is getting ever closer and reflAktive has thought up new designs for the holidays. These shapes are available as standard from today, meaning no added tool costs. New designs are continuously planned to ensure optimum tool/foil usage and hence an optimal price basis. All shapes can be delivered with standard or textile adhesive backs. The specifically developed translucent print colours in yellow, red, green and blue are a hit. With these patented colours, the reflection values demanded by EN 13356 are achieved even with all-over printing.



PSI 46970 • reflAktive Thomas Wassmann  
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www.reflaktive.de



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

## Healthy advertising with superfoods

Just in time for the cold season, Emotion Factory is offering healthy, vegan superfoods along with an opportunity for ideal and sustainable advertising. The microgreens gardens can grow nutritious goji berries, chia seeds, brazil nuts, etc, which are packed with various vitamins and supplements. You can now follow this environmentally beneficial trend from the comfort of your own office building. The garden is delivered with a soil tablet and a bag of seeds. There are four different edible seeds to choose from: rucola, China Rose radish, Sango radish and cress. The grass paper sleeve with customised, all-round printing delivers the advertising message and positively reinforces the sustainability and environmental consciousness of the company to customers.





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

## Fluffy Easter eggs

The connectable Easter egg Eggy from Bühring will adorn the Easter celebration for many years and is hence sustainable. The egg is delivered flat in two parts and can be stowed that way too. For the Easter celebration, the recipient can busy themselves with connecting the product together, feeling the pleasant felt material and remembering the promoting company. Eggy can be optionally produced out of exquisite, natural wool felt or the equally attractive, vegan upcycling PET felt in the customer's desired colour. It consists of 96 percent recycled polyester, predominantly PET bottles, and is customised for the project in Germany. The wool felt Easter egg, packed loose in the box, is even heat-resistant and water and dirt-repellent. Eggy can be finished by means of screen transfer printing. Tools for further Easter designs, such as the classic Bunny, are available. On request, Gabriele Bühring realises further custom shapes according to the customer's stipulation. Delivery time is approximately four to six weeks after approval of pattern and logo.



## Refreshingly sparkly greetings

With the "world's smallest sparkling wine bottle" from Römer Drinks, a sparkly Easter greeting can be conveyed this year. 125 ml high-quality brut sparkling wine in an original bottle with matching gift box ensures that special Easter surprise. The sweet spherical bottle can be used as a candle holder or vase afterwards. Römer Drinks offers two standard sleeves in an Easter design, bearing "Happy Easter" and "Frohe Ostern". An alternative is offered by "Hasengold" piccolo bottles (0.2 l), a flavoured, wine-based drink. Glittering and gleaming 22-carat gold leaf is suspended in each bottle of the 6-bottle set.

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

**18 - 20 MAY 2021**  
EXHIBITION CENTRE DÜSSELDORF

# IT'S HIGH TIME WE MEET AGAIN.

**EUROPE'S PROMOTIONAL PRODUCTS INDUSTRY  
GETS TOGETHER**



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Organised by



**[WWW.PSI-MESSE.COM](http://WWW.PSI-MESSE.COM)**

Digital tools, processes and developments have come to pervade all areas of life. The promotional product industry, with its haptic products, is also increasingly making use of these tools. But to what extent is further optimisation necessary here? We spoke to Lasse Petersen, managing director of the promotional product specialist Zernisch Werbung, about his experiences.

## Interview with Lasse Petersen

# Digitalisation in the industry



Lasse Petersen and Oliver Zernisch are looking forward to appointments with customers and to providing advice in person in their own showroom or at customer premises: Photo: DAUSKONZEPT GmbH

**A**ccording to the definition, the term digitalisation describes the conversion of analogue values into digital formats and their processing or storage in a digital technical system. In recent times, however, the term has been used almost exclusively in the sense of the digital transformation and permeation of all areas of busi-

ness, government, society and everyday life. The promotional product industry, which is dominated by haptic and (multi-)sensory impressions, is also relying increasingly on digital tools in order to optimise business processes. Although many promotional product manufacturers and suppliers have invested time and effort into the optimisation of digital customer services in recent months, there still



seems to be much catching up to do in this area by promotional product distributors. At least this is the experience of Lasse Petersen, managing director of Zernisch Werbung GmbH and previous authorised signatory at gifts-on-point GmbH. At the beginning of August gifts-on-point, promotional product specialist based in Freienwill near Flensburg, took over the rather “traditional” Zernisch Werbung, located in Flensburg, and acquired the rights to its name. (see PSI Journal 10/2020) We spoke with Petersen about the digital transformation in the industry and how he’s putting his ideas into practice following the merger of the two companies.

**Mr Petersen, based on your observations, how far has digitalisation progressed in the industry?**

Among resellers the topic of digitalisation has not been a strong area of focus on the whole. Few promotional product distributors utilise a shop, newsletter or digital processing. Often everything is still processed in written form or scanned. This applies, above all, to ‘small’ traders with up to 5 employees. On the distributor side, it tends to be the largest companies on the market that have already implemented digital solutions. They use tools like online marketing (ads), Google Shopping, personalised social media advertising and advertisements. Partly even using video ads. On the supplier side, on the other hand, many have already completely switched to digital. Information such as prices, descriptions and delivery capacity are all displayed directly in the online system. Many suppliers even offer a discount for exclusively online orders. Thus, the suppliers have largely already completed this transition or are currently in the process. Tools such as logo configuration, immediate digital offers or personalised advertising can be strong sales mechanisms, which lead to increased turnover. The forerunners thus far on the distributor and supplier sides have already digitalised many areas and connected their CRM systems directly to their shop. This allows the order to be sent automatically to the customer as a confirmation, as well as to the respective supplier or warehouse at the click of a button.

**Which problems do you see the industry facing?**

The divide between ‘large’ and ‘small’ distributors will continue to grow further. The influence that the big “players” in the market have through their online presence is becoming even greater. Distributors that haven’t converted at all will also notice that a comparison with digital competitors will quickly be made when the contact person on the customer side changes. Of course, good and personal customer contact remains the most important factor. There will always be customers with whom you are closely connected. The vast majority will, however, compare prices and service in the long run. It will then be necessary to compete online against the industry’s “big guns”, which isn’t an easy task.

**How does digitalisation fit with the haptic nature of promotional products?**

Digital business cannot fully substitute a personal appointment with a customer with haptic products and explanations. But high-quality consultation can certainly also take place digitally by telephone or video call, which presents a particular advantage in the current circumstances – buzzword: Corona. Samples can be sent to the customer in advance, so that the items are at hand when the conversation takes place. What’s more, one has access to a much wider selection of products during the digital consultation, which can be drawn upon immediately. For example, the customer may have a campaign or product idea that you weren’t prepared for. During the digital consultation it’s possible to present something directly via image and explanation. However, this issue is still highly dependent on the customer: how does the customer prefer to be advised? Many dislike digital communication and instead prefer to meet in person or simply to receive the samples by post. But even here a rethink is starting to take place. Generational shifts will also take place in customer companies, bringing new ideas and comparisons.

**Has Corona sped up the digitalisation process?**

The Corona crisis has led to acceleration in many areas. Companies that had problems before the crisis were hardly hit during the difficult Corona period, in which we still find ourselves. During this time, issues which had proven difficult in the past were successfully tackled. Video calls or entire conferences were carried out. Working from home became the norm in many businesses and was implemented well. Of course, orders through online shops also increased during this time. Overall, less was undoubtedly spent on promotional products in the period since March, but of the orders that were placed, a higher proportion were made online than in the previous year. Companies that were digitally well prepared had an easier time during the Corona pandemic. Hygiene products could be added quickly to the shop and thus generated turnover. Corona has therefore certainly been an accelerator of digitalisation. Perhaps also a warning shot for those businesses that still have potential for improvement in this area.

**In your opinion, how does a company need to be positioned in the promotional product market to survive in the future?**

There will never be a one-fits-all solution for this. The processes within the company need to be dynamic. Fast delivery times and good prices will never do harm. But at the end of the day, it comes down to ensuring smooth execution and offering good service. Friendly and competent advice is indispensable. Nevertheless, attention should also be paid to digital issues. Many aspects and tasks must mesh together in this case. Is the website organically well programmed and reasonably ranked in Google, are >>

opening hours displayed, do all links work and are the customers directed to where you'd like them to be? The online presence should achieve the goal that you have set. Should the customer contact you by phone? Should the customer write an email or place an order directly via the website? Information in blog posts or newsletters help bring your business back to the customer's mind. A social media page with wide reach, for the purpose of sharing information on products, the company or offers, is a free tool which can be very powerful. The own brand should be strengthened and gain prominence through these channels. Many additional factors are important for the online shop: first and foremost, the order process should be as simple as possible. Loading speed and overview of the page should also top the list of priorities. Yet there are simply too many functions, which make for an excellent shop, to be able to list them all here.

#### How have you put your ideas into practice following the merger of gifts-on-point and Zernisch Werbung?

In addition to the consolidation of key competencies, we are focussed on the transformation of business processes. The challenge faced in this merger has been to combine the systems whilst maintaining the same familiar great service. At gifts-on-point GmbH everything had already been digitalised. Offers, customer data, supplier data and graphic data are all stored on a secured network, which every employee can access. The order process is automated, allowing details to be sent directly to the respective suppliers. At the 'old' Zernisch Werbung GmbH all offers and orders were documented in writing and in letter form. The forms were subsequently filed in folders. A great deal of time and effort and, above all, space-consuming. The gifts-on-point customers received order confirmations and invoices exclusively in digital form via email. At Zernisch Werbung these documents were sent by post. We have digitalised the data from Zernisch Werbung GmbH, whose name we adopted on 1st August, in our system and have tried to incorporate the process. But in order to provide the service that existing customers have come accustomed to, we have flagged these customers in the system and send invoices by post in these cases.



**„The Corona crisis has led to acceleration in many areas.“**

Lasse Petersen, managing director of Zernisch Werbung GmbH.

#### Surely you also had to make compromises?

Yes, because in many cases a compromise was the best solution. At gifts-on-point many appointments were carried out digitally, whether it was by telephone or video call. At Zernisch every appointment with customers took place in person. Each company was able to learn something from the other's respective approach. In future, we want to conduct more meetings with customers in person, but also inspire them to make use of the new digital media. An appointment by phone can save a great deal of time. Sending invoices electronically, on the other hand, can save postage. Much effort and hard work went into entering the data, which only existed in analogue form, into our system. However, in future all employees will benefit from this. Every activity, including all associated data, can be viewed internally by everyone with the necessary access rights. For the customer this also means that orders can be processed more quickly.

#### What was the biggest challenge faced in the merger process?

The most substantial and important new issue is the online shop, which we operate through Zernisch Werbung. More than 100,000 customisable items are available in the shop. The shop's database contains all prices, product data and image data, so that the end customer can order the products in the shop and upload their logo at the same time. The order is automatically transferred to the manufacturer or supplier and this company creates a release for the printing of the product. Of course, the previous owners had some reservations as to whether the customers would feel comfortable using this online shop. But the most important factor is simply that the customer is able to choose whether to browse the products in the shop from the comfort of their sofa or to arrange a personal appointment with a representative on site. Both options are possible and individually tailored to the needs of every customer. The next stages in the development of the online shop for cross-selling and logo visualisation are in the pipeline and already in preparation for programming. <

# 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
Per highlight .....	75.00 EUR
Additional product group (from the 3rd), each .....	48.00 EUR
Brand list, per brand .....	276.00 EUR

### Basic entry

- Company master data
- Company description  
(print 300 characters/online 3,000 characters – including blanks)
- PSI number
- 2 product group listings
- 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 01/2021: May 10th, 2021

Issue 02/2021: Oct 12th, 2021

All prices are stated in EUR plus VAT.

You will find the terms & conditions at:  
[www.psi-network.de/mediaguide](http://www.psi-network.de/mediaguide)



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



The Dresden-based company RettEi® (AidEGG) is a new member of the PSI network. The company's name matches the company's special product and is also its concise description: an egg-shaped first-aid key fob which contains an emergency kit for first-aiders.

## First-aid key fob

# Innovative emergency set for first-aiders



The registered trademark RettEi® is a compact emergency kit that can be used anywhere as a practical key fob.

The founder of RettEi® is the family man Gunnar Tóth who was born in Dresden in 1978. "The passion for my profession and my almost two decades of professional experience as a paramedic and emergency paramedic in rescue and intensive care transport as well as a practical instructor and first-aid instructor form the foundation for the creation of RettEi®. In June 2014, I founded my own company which initially had a completely different name", says Tóth and adds: "I gave lectures as a first-aid instructor in the private, edu-

cational and corporate sector. As time went by I thought of a small, practical promotional gift for my customers: The RettEi® was born."

## Continuously improved

Since then the RettEi® has been continuously improved and is now a distinctive, innovative and mature medical device with its own corporate identity. To this day, the small first-aid key fob is still purchased primarily by companies, clubs, businesses and organisations because the RettEi® contains everything a first-aiders needs for first aid and for prophylactic self-protection. The equipment includes a resuscitator wipe as a respiratory aid and nitrile disposable gloves as well as a first-aid instruction manual. (Only standardised, high-quality medical devices are used. According to EU regulation 1907/2006 (REACH) and 1272/2008 (CLP), these are free of hazardous substances. The RettEi® is a class 1 medical device according to MedProdG). "Every single RettEi is unique because everything is handmade. We do not use any machines," assures Gunnar Tóth.

## Exceptional give-away

The RettEi® is an effective and truly exceptional promotional product which, as a give-away, can be enhanced with a weatherproof logo label. The RettEi® is available in the colours green, white, red, blue and transparent. It is sealed and delivered in a foil bag together with a customisable information flyer. Delivery is free of charge to any address in Germany, Austria or Switzerland. The delivery time is 8-15 working days after approval for printing (up to 2,500 pieces; larger quantities on request). All further details can be obtained directly from the company. <

This is what is inside the RettEi®: first-aid instructions, a resuscitator wipe and disposable nitrile gloves.





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

› PSI

# MEDIA GUIDE 2021

 Reed Exhibitions



## Doubly good for the climate

Promotional gifts exist to make people happy and foster good relations. JUNG since 1828 goes one step further. As a climate-neutral company, the specialist in tasteful promotion places maximum value on sustainable packaging that scores top marks for environmental protection. The latest innovation is the **biodegradable Eco paper caddy** made of fast-growing raw materials, which was distinguished with the Promotional Gift Award 2020. Brand-new in this popular paper caddy range is the Eco mini Ostern paper caddy. A Lindt Easter bunny made of ten grams of the finest Alpine milk chocolate and two delicious Lindor mini Easter eggs, five grams each, set the stage for the Easter-egg hunt. Environmentally friendly promotion was never so unique!

PSI 41545 • JUNG since 1828 GmbH & Co. KG  
Tel +49 7042 9070 • zentrale@jung-europe.de  
[www.jung-europe.de](http://www.jung-europe.de)



## Bacteria stand no chance

Ballpoint pens are often passed from hand to hand, so it is natural that pathogens go along with them too. Stilolinea has a pen by the name of iPROTECT® in its range that has the properties to prevent bacteria from sticking. In charge of this task are **zinc ions**, which are effective as long as the ballpoint pen is in use. The product was actually developed as a promotional item in healthcare, but is in increasing demand in all areas where people circulate.

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







## From the heart of Europe

From the classic promotional towel to the exquisite golf and beach towel, Austrian company Herka GmbH makes multiply certified, resource-conserving products in the heart of Europe. More than 12,000 towels per day and more than 90 years' experience guarantee unique know-how and short delivery times. All products are also possible as organic goods to GOTS quality standard. Small minimum amounts (for example, 100 pieces with multicolour weave) are no problem and allow (almost) all wishes to come true. Herka, as one of Central Europe's most modern terry towel weavers, even realises its customers' quirky ideas with the **ensuing textile finishing** and in-house confection.

PSI 46235 • Herka GmbH  
Tel +43 2864 2317 • office@herka-frottier.at  
www.herka-frottier.at

## Sustainable promotional success

The sustainable classic promotional ruler bearing product number 7016BIO from HEPLA is **made out of 100 percent maize starch** and has a 20 centimetre scale that is printed on the diagonally sloped edge. For school or working from home – the ruler with a large printable surface is a real eye-catcher, also as a give-away for trade shows and other events. The ruler is "Made in Europe", hence available even at short notice, and is transparent as standard. On request, the extremely useful promotional product, or any other ruler model from HEPLA's wide range, can be screen-printed by the in-house printers.

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



## Net protects the environment

The NET shopping net from Inspirion is ideally suited to your regular weekly grocery shopping. It is available in three sizes. From now on, fruit, vegetables, bread and much more can be transported home **without superfluous packaging**. This not only protects the environment, but also creates awareness among fellow human beings. There is space for advertising messages on the label within the bag.

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

## Positive signals

Working at home is transforming everyday communication right across the business world. Small gestures of togetherness, a smile, shows of solidarity, are becoming more and more difficult. It almost seems unfeasible to generate new contacts and nurture existing ones. Yet a printed porcelain mug from SND PorzellanManufaktur is a **particularly attractive opportunity** to tell customers and employees that "I'm with you!" Every coffee or tea hence becomes a positive contact, a thank you, a piece of good news. If the mug is personalised as well, it quickly becomes an enduring favourite item on the desk.

PSI 45567 • SND PorzellanManufaktur GmbH  
Tel +49 6183 80080 • info@snd-porzellan.de  
[www.snd-porzellan.de](http://www.snd-porzellan.de)



## Ecological through and through

With the Boa matt recycling, a further Klio bestseller gains entry to the sustainable product range from the "green" brand klio eco®. Like all other recycled models from the company Klio-Eterna, the newcomer is a winner with an **all-round recycling concept**. All visible housing parts, as is the entire internal mechanism of the sustainable writing implement, consist of 100 percent recycled plastic granulate obtained from the company's own and mainly bought-in plastic remnants. Moreover, the entire writing implement is manufactured ecologically, sustainably and entirely "Made in Germany" using 100 percent green electricity at the company headquarters in Wolfach. The unique selling point of the new Boa matt recycling is its unusual combination of matt and gloss product surface. Harmoniously and elegantly, the various elements mingle and combine to form a unit that is pleasant to the touch. Available in 14 standard colours, the new recycled model also offers the required flexibility in matters of colour. With the "mix-and-match" modular system, creative and varied colour combinations can be created in addition.

PSI 40823 • Klio-Eterna Schreibgeräte GmbH & Co KG  
Tel +49 7834 9730 • klio@klio.com  
[www.klio.com](http://www.klio.com)

## Rockin' Roller

Wine continues to be a highly popular gift, including in the business sector. However, very often, the packaging is then carelessly discarded, which does not exactly help the environmental cause. Proof that things can be done differently is provided by Interall with the so-called Rockin' Roller, a practical box which is initially able to accommodate two wine bottles and later performs excellent service as **storage** for utensils of all kinds. A promotional message thereby lingers in the memory a long time. And the Rockin' Roller boasts one more special feature: Its cover can be used as a **rest table** for the wineglass on the arm of a sofa or chair. The product can be delivered ex-warehouse.

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



## Textiles, not plastic waste

It is time to take action against useless packaging waste, is the view at Kerler. The abundance of plastic is hurting the environment, and not even paper bags are any better. Ecologically, the latter perform even more poorly than plastic bags, since they are produced out of trees and are discarded after excessively short, one-time use. Sustainable, printed carrier bags featuring regional designs from Kerler offer an effective alternative here. For 20 years, the specialist in **high-quality, functional textiles** has been successfully producing regional, sustainable, highly popular carrier bags, shopping trolleys and bread-wrappers, along with fruit and vegetable nets and so-called treat bags. Among other features, these consist of environmentally fabrics, 100 percent cotton, organic cotton and 100 percent natural linen. Furthermore, the Allgau-based company also uses recycled material when making photo pouches. The products can be provided with all conceivable regional, locally-referenced and customised designs, Cologne Cathedral, for example, or the Ravensburg skyline. The perfect custom promotion opportunity!

PSI 47270 • Kerler GmbH  
Tel +49 7563 91000 • post@kerler.de  
[www.kerler.de](http://www.kerler.de)





## A distinguished product

The already multi-award-winning ballpoint pen Reco from the company Schneider scores points with its innovative design, elegantly matt and shimmering surface and its varied colour range. A further highlight: Reco is the first ballpoint pen to have been distinguished with the world's best-known **environment symbol, the "Blue Angel"**. This is a particular point of pride at Schneider. The ballpoint pen Reco undergoes environmentally friendly and resource-conserving manufacture at the EMAS-certified Schneider site in Southern Germany. Its housing consists of 92 percent recycled material, certified by an independent test institute. Not only the housing of the ballpoint pen is made out of recycled plastic, but the refill's housing is too.

PSI 43416 • Schneider Schreibgeräte GmbH  
Tel +49 7729 888124 • [martina.schneider@schneiderpen.de](mailto:martina.schneider@schneiderpen.de)  
[www.schneiderpen-promotion.com](http://www.schneiderpen-promotion.com)



## Fairtrade bags and shoppers

Under its new brand Frank & Richie, the company memo AG exclusively offers carrier bags and shoppers made out of Fairtrade cotton. Around 50 percent of the material used is obtained from single-origin discarded Fairtrade cotton from textile production. The other 50 percent consists of fresh Fairtrade cotton. A major part of the (recycled) cotton used additionally originates from certified organic cultivation – the two combined **conserve valuable resources** and contribute to the avoidance of waste. "An important consideration during development was to ultimately make a product out of 100 percent cotton without additives, PET for example, as is frequently the case with other recycled products, since a mixed fabric of that kind would not have been a consistent solution for us", is the word from memo.

PSI 43927 • memo AG  
Tel +49 9369 905-410 • [info@memo-promotion.de](mailto:info@memo-promotion.de)  
[www.memo-promotion.de](http://www.memo-promotion.de)

## 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.

PSI 48123 • Silverspot Trading GmbH  
Tel + 49 30 30807140 • info@silverspottrading.com  
[www.silverspottrading.com/bandana](http://www.silverspottrading.com/bandana)



## Finely sliced truffle

The design of the Alba truffle slicer from Alessi, the Italian specialist for the production of high-quality blades and other household articles, is a **sculptural and sophisticated** object that is both functional and ergonomic. The Alba is the most suitable kitchen utensil for serving, tasting and celebrating truffles, a mysterious and delicious product from Piedmont. Made of shiny 18/10 stainless steel, the 420-steel of the blade provides the necessary sharpness. The design gives the kitchen accessory particular handiness and functionality. The handle was designed to ensure a balanced weight and to fit ergonomically in the hand. The unusual shape enhances the features of the truffle slicer. A regulating mechanism makes it possible to cut the truffle into slices of varying thickness up to 3 millimetres. After use, the blade can be completely closed to allow safe storage.

PSI 49447 • Alessi Deutschland GmbH  
Tel +49 89 206028812 • chiara.sergiacomi@alessi.com  
[www.alessi.com](http://www.alessi.com)

## Elegantly made from olive wood

For lovers of authentic and durable products, Peugeot is offering a new version of its historic pepper and salt mill models Paris and Bistro made of olive wood. The inimitable olive wood has a **vivid grain** that gives it a strong character and a personality that stands out with a silky soft touch. This rare and precious olive wood comes from European forests managed with respect for natural resources. A real must for the kitchen or on the dining table. Peugeot offers a 25-year guarantee in Germany on models with the classic grinder.

PSI 48500 • Peugeot Saveurs Deutschland GmbH  
Tel +49 2556 902110 • deutschland@peugeot-saveurs.com  
[www.peugeot-saveurs.com](http://www.peugeot-saveurs.com)



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# TOP PRODUCT TOPICS IN PSI JOURNAL

Do you supply companies with protective apparel and print company logos on them? Do you sell bags, luggage and leather goods? Then advertise your articles in our March issue.



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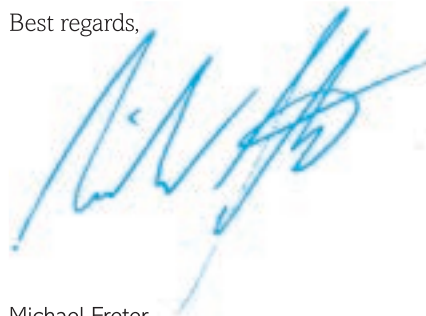
# Dangerous business

**I**t feels like the year is starting off just as “well” as the past year ended. Despite growing hopes, the lockdown is still in place for now. The spring will surely ease the situation with higher temperatures and vaccination rates. We are assured of that ...

Thus, we have enough pressure, which certainly will not decrease. So, we do not need additional stress from within the industry. But it is here due to a topic, which has been present for years in various forms and has often been discussed: compliance. To put it simple, it is about always acting in accordance with laws and ensuring that all products put on the market conform with requirements. We all know that it is not possible to do this 100 per cent, even though ignorance of the law is no defence.

For years there have been speculations about what will happen if the promotional products industry is hit by a wave of lawsuits – in particular from firms who invest a lot of money in the safety and conformity of their products and have long been angry at those who ignore these values. A current case shows that the escalation of the issue can only be damaging for the industry – and not only for those directly affected, because the image of the entire industry is at stake. We all have been working for a long time for promotional articles to be as attractive as possible. But there are other solutions than the legal pathway and one of them is to talk! And if that does not work? I am calling for an advisory board for promotional articles, which functions as a mentor, mediator and arbitrator. A thankless task. But we have to internally solve such issues as an industry. This is my plea and to make sure that it does not just remain a plea I will address numerous colleagues from the industry before these lines are printed in order to find a practicable solution together. What we also need for this is the support of all of you!

Best regards,



Michael Freter  
Publisher of PSI Journal  
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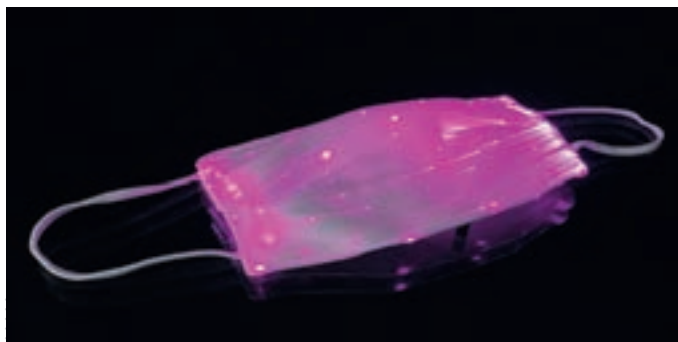
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## Certainly good ...

... and it is certain to say that the articles which we will present in our March edition will also be very useful. The corona pandemic has had a grip on us for almost one year. Even if the situation should continue to ease due to the ongoing vaccinations, one of the lessons which we should learn from this phase is that it is imperative to be responsible towards others and protect others. And that works both during and beyond periods of high infection rates with mindfulness and hygiene, which provide us a certain degree of safety. In addition to protective and hygiene articles, we will also present on-the-job safety products. In a second thematic block we also display new products from the segment "bags, luggage and leather goods".

**Please start thinking now about your product ideas for the April 2021 edition of the PSI Journal with the thematic groups "Fashion, Workwear, Caps and Accessories" as well as "Office Supplies, Writing Utensils and Calendars" and send your product proposals (image and text) by 15 February at the latest to: Edit Line GmbH, Redaktion PSI Journal, E-Mail: hoechemer@edit-line.de**

## An overview of new legal regulations

The past year posed enormous challenges to our society and political system. Many things had to be rearranged and new legal regulations had to be defined. Several important legislative procedures were concluded in the previous year and came into effect on 1 January.

## Connecting customers, retailers and logistics providers

The firm CosmoShop GmbH, a shop software manufacturer from Puchheim near Munich, has fully linked its own in-house development segment bearing the same name to the new JTL Fulfillment Network. This success story shall serve to illustrate the views of customers, retailers and logistics providers.



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