

PSI EUROPE

PSI Journal

International Magazine
For Promotional
Products

March 2021

Volume 60

Organic certification



Companies obliged to comply

PSI 2021

Meeting again
in an attractive setting

Product Guide

Protection, hygiene,
safety
Bags, luggage, leather
goods

CosmoShop

Connecting customers,
distributors and providers

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Editorial

Time for results

The current situation in Europe is not a pretty picture. After Great Britain left the European Union, Boris Johnson is now enjoying being celebrated as a vaccine hero. Come what may, he is distributing the first round of corona vaccines without reserves for the second required dose. It is not surprising that he is being praised by much of the media, especially in his country. There is no better topic for him to use to distract people from the Brexit debacle. Spain is not able to get its grip on the pandemic, Portugal is in total lockdown, France is shining with its "on and off" approach, Italy is having a try at forming its 66th government in 75 years right in the middle of the crisis, and Hungary is secretly ordering vaccines from the China and Russia. The Eastern European countries in the EU, which slowed things down with the vaccine order in the beginning of the pandemic, are now placing the blame with everyone else. What is more, the German President of the EU Commission von der Leyen refuses to take any responsibility for the mishap, something she has already avidly practiced while she was Defence Minister of Germany.

What is wrong with this continent and its political leaders? Yes, we have a pandemic and there is no blueprint for how to fight it. But does that excuse the political fantasies that are currently circulating in a lot of places? It has been almost a year since every country in Europe decided to go into a hard lockdown. During this time, the crisis has held up a mirror for us. The healthcare systems in many countries are poor to crumbling. In many parts of Europe, digitalisation is not only behind the times, it is not even on the map. For years, all of the actors in this field have promised to act as soon as possible in this regard, but nothing has happened. They could not even get a proper corona warning app up and running, let alone organise mass testing, which really should not be such a challenge for industrialised nations. The pharmaceutical industry and lobbyists for physicians have been thinking more about the money in their own pockets than the wellbeing of citizens. I am certain that we could have protected the elderly better with well-thought-out measures and without driving trade, the event and restaurant sectors, and lastly, industry to ruins – if only we had used the time.

So, what should we – as business owners in the promotional products industry – do? Everyone one of us, from Lisbon to Warsaw and from Helsinki to Rome, has to seriously tread on politicians' toes right now. Yesterday's failures should not become the failures of tomorrow. In the future we need to stop being satisfied with promises; it is time for results to be put on the table – quickly and lasting results.

In this spirit

Manfred Schlösser | Editor-in-Chief PSI Journal

Your opinion: schloesser@edit-line.de

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Storage space miracle

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www.misterbags.de

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N° 2329



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Optimised PSI 2021 offers new opportunities

10

The industry has been missing PSI – as an innovation hotspot, meeting-place and international platform for networking and new contacts. Exhibitors and visitors have all the more reason to look forward to the 18th to 20th May, for then Düsseldorf will again become the stage for the promotional business's trade-show trio with its leading trade show PSI, flanked by the related exhibition areas PromoTexExpo and viscom.

Certainly good ...

12

... and it is certain to say that the articles which we present in our March edition are also be very useful. At the moment, it is still all about corona, but protection, hygiene and safety will remain an important issue in our everyday interactions after corona. One of the lessons which we should learn from this phase is that it is imperative to be responsible towards others and protect others.



Organic certification: Industry obliged to comply

38

A wave of warning letters has been causing a stir in the industry since the end of last year. The key question, in essence, is to what extent companies in the promotional product industry, which market food with organic certification, are also subject to the control procedures according to the so-called EC Eco-Regulation. We will answer this question.



An Overview of New Statutory Regulations

54

The past year confronted society and politics with enormous challenges. Many things required new regulations or legal bases had to be created first. Some important legislative procedures were completed before the year was out and for the most part took effect on 1st January. We inform you about



getting greener

The greenery is



The current exhibition titled "Simply Green" in the German Architecture Museum (DAM) in Frankfurt provides suggestions for unusual, pragmatic options for designing cities greener. For example, the green roof concept where bags made out of recycling material are filled with granules and seeds and then are put on flat roofs of buildings. After the bags are slit open and exposed to the weather, a green roof will start to sprout up in a short period of time. (www.hessenschau.de, "Warum unsere Städte grüner werden müssen"; www.einfach-gruen.jetzt) The green roof idea is an example of a so-called pocket habitat. The idea goes back to the British organisation Arup. Its founder Sir Ove Arup was convinced that work was only valuable when it had something higher to strive for. (www.arup.com)

An example of "lush naturalness" is the Binh House in Ho Chi Minh City/Vietnam – with enough space for several large plants and even for trees. Three generations of a family should be able to feed themselves from the fruit which grows in this house made out of natural stone, wood and cement. Architects have placed plenty of plants on each floor. The green not only serves to nourish the family but it also provides them shade. (www.trendsderzukunft.de, "In diesem Haus wächst genug Nahrung für eine Großfamilie")

To develop an amazing green colour, plants may need the one or other adequate aid. If it can also produce a flourishing advertising effect, even better.



Time for spring blooms

The "Jardin" garden set
www.andapresent.com
PSI 45753



Natural growth

Horse dung organic natural fertiliser
BLVCK GmbH
www.blvck.at



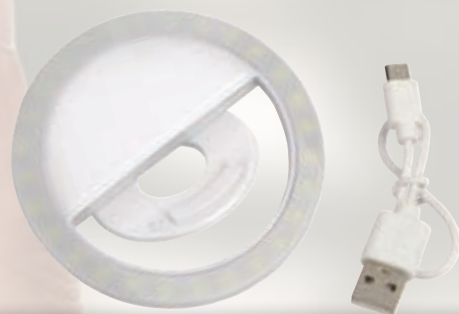
A real sea of flowers

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PSI 43492





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



Teddy material guarantees a cuddly feeling regardless of where it is used: for a soft jacket, or following latest trends, for armchairs, pillows and even lamps. The technical term for this material is "bouclé," a material made from hair yarn that previously was made using hair from dogs, cats and even cows. In fact, teddy bears also used to be made from Angora goat hair, commonly known as "mohair" ...



... Today there are sustainable alternatives. The plush stuffed teddies are cuddly even though they are made 100 per cent out of recycled used plastic bottles. And if the eyes and nose do not contain any plastic parts, the cuddly teddies can be recycled to protect the environment. But who in their right mind would want to get rid of such a cuddly friend? That is advertising with a sustainable and long-lasting effect.

Sustainable cuddly moments

MiniFeet RecycelBär
mbw Vertriebsges. mbH
www.mbw.sh
PSI 42020

SOFT AND CUDDLY OR TOUGH AS STONE? EITHER WAY, DEFINITELY A TREND.



Another trendy material this year is terrazzo, although this material is not really new. In fact, the opposite is true. Terrazzo was used as a floor covering in ancient Greece and the Roman Empire. It is a durable, functional and decorative building element, which is easy to clean and is known for its durability. It consists of specially selected colour aggregates mixed with water, pigments and binding agent. In the age of PVC and other modern materials, terrazzo has pretty much disappeared from view, or to be precise, from floor spaces. But its appearance is being appreciated again today. The confetti look is particularly popular with home accessories and decoration.

Though the thermos bottle with double-walled insulation and a vacuum effect in between the walls is not terrazzo, it nevertheless matches the popular trendy look.

Heavy Metal to go

Thermos bottle "Hot & Cold"
with a hammer finish look
Troika Germany GmbH
business.troika.de
PSI 46311



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3
building blocks for loyalty in a contact-free world were identified by "absatzwirtschaft – Zeitschrift für Marketing": loyal ties are mutual, flexibility

as a core strategy, determining the degree of fidelity. Thus, social distance should not turn into brand consumer distance.

absatzwirtschaft.de

2021

.....
 the agency network Zenith is expecting an increase of 5.6 per cent in global advertising investments. However, the level of 2019 is only expected to be reached in the following year. Zenith forecasts 2.5 per cent growth for Germany in 2021, 3 per cent in 2022 and 2.4 per cent in 2023. adzine.de

65 percent

.....
 of small- and medium-sized businesses indicated in a survey by Denkwerk that the digital transformation is explicitly an integral part of their corporate strategy. horizont.net

3 out of 4

.....
 businesses report that sustainability plays a role for them when purchasing promotional products (and for one out of three businesses a large role). The 2021 Promotional Articles Monitor commissioned by the GWW arrives at this result. gww.de

784 million

.....
 euros were transacted with digital reading material in 2020 in Germany according to Statista Digital Market Outlook, which amounts to a minus of 2.4 per cent compared to the previous year. For 2021, the Statista analysts are expecting a plus of 5.9 per cent and assume that the sales development for E-magazines will be the highest with a plus of 8.0 per cent. statista.com

29.95

.....
 million readers per month. The advertising marketer "Republic", which was jointly created by the Frankfurter Allgemeine Zeitung and Süddeutsche Zeitung, is enabling advertisers cross-media access to an enormous readership. wuv.de

Every fifth

.....
 potential company founder (approximately 21 per cent) indicated having recognised a market gap for the type of company to be founded as a reason for founding their own company. This was revealed by a study of 12,800 German adults around the entire country carried out by the research company Pureprofile and commissioned by MBH Corporation PLC.



JUST SAY THANK YOU
Stay in touch with creative ideas.



For the new date in May, the triad of trade shows consisting of PSI, PromoTexExpo and viscom is again offering the promotional products industry its tried and trusted platform for presenting novelties and networking. A fresh, contemporary trade show concept will be realised in the optimally equipped halls 8a and 8b.

Optimised PSI 2021 offers new opportunities

Meeting again in an attractive setting



Modern, airy, good infrastructure: for the PSI 2021, halls 8a and 8b offer the best parameters.

Never before in the trade show's 60-year history has there been a January without PSI. The industry has been missing PSI – as an innovation hotspot, industry meeting-place and international platform for networking and new contacts. Exhibitors and visitors have all the more reason to look forward to the 18th to 20th May, for then Düsseldorf will again become the stage for the promotional business's trade-show trio with its leading trade show PSI, flanked by the thematically related exhibition areas PromoTexExpo and viscom.

Indispensable marketing instrument

The exceptional situation the world has now had to cope with for a whole year is confronting virtually all sectors with huge challenges. Trade shows and expos, the indispensable marketing tools of many industries, are particularly impacted by the restrictions. Surveys show that trade shows are missed across all industries – especially as the need to show innovations and market presence is particularly great at the moment. At this juncture it is imperative to uphold, overhaul and expand successful innovation platforms. One component of this is putting even long-trusted concepts to the test, and adjusting them if necessary. PSI is not exempt from this requirement, which it has already fulfilled: Event Director Petra Lassahn and her experienced team have developed forward-looking ideas for staging PSI as effectively and attractively as possible, even in 2021.

PSI relocates, goes digital and turns sustainable

In 2021, then, after a few months' delay caused by the pandemic, the flagship of European promotional products trade shows is again mooring in its regular port, where it is set to occupy the modern halls 8a and 8b. It will also be presented to its accustomed standard of quality and professionalism in its new location, offering the industry optimum conditions for getting back off to a flying start. For example, PSI will be complemented by an additional, comprehensive digital offering for the first time, and sustainability will also be playing a special role. The intensity at which that topic is already being brought to life in the industry was made clear by this year's PSI Sustainability Awards with their record participation. <

“The optimally equipped halls offer the maximum possible convenience.”



Petra Lassahn,
Event Director PSI

A crucial aspect of this year's trade show concept is PSI's temporary move within the Düsseldorf exhibition centre into halls 8a and 8b. Petra Lassahn, Event Director PSI, presents the new home of PSI and provides a teaser for the very first PSI where winter coat and boots can stay at home.

What aspects were relevant for PSI's move into the other halls?

The world has changed over the past year: every day we hear new figures, findings and rules that have hugely changed the parameters of our economic activity and will continue to do so. We do not yet know for sure how the pandemic and its consequences will turn out. Against this background, it was not to be expected that PSI would fill four halls again in 2021 the way the previous years' trade shows did. It was therefore obvious to spatially reduce the trade show and lend it a new, fresh character via the move into suitable halls. It will focus on the essential, but will retain its quality and brand core. I am very confident that this industry, with its creativity and innovative strength, will also make this special trade show a high-calibre event that can seed a new dawn into the post-corona era. And, naturally, I am delighted that, with PSI, we are able to set up the longed-for framework in which colleagues, friends and business partners can finally meet and converse in person again.

PSI is a longstanding event with many regular exhibitors and visitors who attend every year. All them could find their way around the exhibition centre with their eyes shut, so to speak. What is their route to the “PSI halls” in May?

It's really straightforward, since halls 8a and 8b are conveniently reached via the roofed access from the Messe Nord/Arena tram stop. Trade show participants can therefore take their usual route via the North entrance. They will soon find their way once they are there and they will notice that the

halls 8a and 8b are right near the previous halls – only just on the other side.

Why did PSI opt for these halls?

The two halls' architectonic design and fixtures are practically identical. The structurally interlinked concept therefore delivers two almost identically sized halls comprising a total of 25,700m² exhibiting space, which are perfect for simultaneous use. The result is practically a separate, small trade show complex with two or three possible entrances. That is ideal for PSI, since it supports the trade show's exclusive character and the club and networking concept behind it. I am certain that our exhibitors and visitors will feel at home here.

What makes the halls special?

Lots of things! They are airy and modern, and lit by daylight. With a height of more than 14 metres and both floors and suspension points that are extremely resilient, the conditions are in place even for sophisticated booth construction. As a trade show professional I am of course particularly impressed by the technical infrastructure, which is of the highest standard. The halls are additionally pillar-free and outstandingly equipped with supply channels. This makes our layout planning easier, but above all it offers exhibitors maximum convenience in their booth design. An added bonus for exhibitors and their booth-builders: more than 10 big gates each make the halls optimally accessible and drivable by HGV and forklift truck – which enables swift, stress-free construction and dismantling. <

Trade show participants of the PSI 2021 can take their usual route via the North entrance.





It is safe to say that the articles we are presenting you here will be very useful. At the moment, it is still all about **corona**, but **protection, hygiene and safety** will remain an important issue in our everyday interactions after corona.



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

Tangible safety

In response to current needs and an exponential increase in customer requests for hygiene-related products, LimeBOX has added hand sanitising gel in various sizes into its product portfolio. The product is based on a special formula with respect to its ingredients and properties: It combines alcohol with moisturizing ingredients such as Aloe Vera extract and glycerine. This way, your skin will stay smooth and soft even after use. The hand sanitiser is intended for use without soap and water and ensures clean, germ-free hands.



PSI 60197
IWA - F. Riehle GmbH & Co KG
Tel +49 711 346880
info@iwa.de
www.maskenschutzetui.de

Practical mask storage space

The IWA mask case can be used as a highly topical promotional product during the era of Covid-19. The case reliably protects the disposable mask from dust and dirt and is ideal for hygienic mask storage. Folded in cheque card format, it can be easily and practically stored in your trousers or handbag. Enough air circulates through the side openings to ensure that the mask dries. It can be delivered in quantities of 300 and more in accordance with customers' requirements. Starting now, samples and a relay offer can be requested directly from IWA.

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PSI 46095 • Lumitoys-GmbH
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info@lumitoys.de
www.lumitoys.de

Fashionable light-up masks

The new LED masks from Lumitoys-GmbH are sure to be more fun: the comfortable fabric masks with a glass fibre light up in different colours at the press of a button and are a real eye-catcher. A filter pouch for customary PM2.5 filters, which can easily be replaced, is integrated into the fabric. The masks can also be washed of course. The nose piece with adjustable ear loops ensures a high degree of comfort when wearing them. An additional feature of these “message masks” is the LED scrolling text, which can be individually programmed with an app. While they at first sight appear to be a gimmick, they allow you to communicate safely in busy places, in particular, by avoiding high aerosol exposure when speaking loudly. This mask also has a filter pouch and adjustable ear loops. Both masks can be charged with a USB and are individually packaged and delivered with a charging cable. They also can be individually printed on request.

Always in clear view

Lots of people struggle with foggy glasses, especially when the temperature changes dramatically or when moisture builds up on them due to face masks not being tight enough. With the anti-fog towel from Maximex, this will no longer be a problem. The towel should be used to carefully rub previously cleaned glasses and the effect lasts for around 48 hours. The grey anti-fog towel has a particularly long use-life and can be upgraded using blind embossing. The four-coloured design of the packaging can be personally selected by the customer or a design can be suggested by the manufacturer if desired. The product has been tested according to the current REACH Standard and no dangerous polyfluoralkyl substances (PFAS) are used during production.



PSI 43332
Maximex Import-Export GmbH
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info@maximex.de
www.maximex.de

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Tel +49 6502 93086-15
info@globalinnovations.de
www.globalinnovations.de

High-quality protection

Global Innovations Germany is producing very high-quality and safe FFP2-masks together with a German manufacturer. Starting in spring 2021, they are also available in large purchase quantities in colour and with printed logos of customers' sub-brands, while still complying with all quality standards. They are manufactured in accordance with DIN EN149:2001+A1:2009 and EU 2016/425 and are type-tested with the CE mark. Along with their optimal wearing comfort due to elastic ear bands, the skin-compatible inner fleece is an additional feature of the FFP2 masks, which have been sold more than two million times in the medical sector as well. High production capacities allow for quick delivery and an ideal value for money. Global Innovations supplies numerous public authorities and medical facilities.

Hygiene on tour

The pandemic has taught us that good hygiene is essential to protect us from bacteria and viruses. Römer Wellness has just the right products to accompany you while you are out and about: a 100 ml hand cleansing gel or 10 ml spray. Both are environmentally-friendly as they are refillable. The perfume-free gel contains nourishing Aloe Vera and is ideal for cleaning hands hygienically without water. The spray smells slightly of Aloe Vera and comes with a practical clip for attaching it. Both products contain at least 70 per cent ethanol and are thus antibacterial. They are in stock in large quantities in Germany and can come with a personalised 4c label for orders starting from 100 units.



PSI 46887 • Römer Wellness
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PSI 43817
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www.technotrade-berlin.de

Control is better than a gut feeling

The damage from air pollution and the risks from aerosols are issues being discussed more frequently. The air quality monitor WL 1020 from Technoline monitors a room's air quality around the clock with a built-in VOC sensor. VOC stands for volatile organic compounds. The monitor will remind you to air out your room at just the right time. The air quality is displayed with 5-star symbols and a total of 11 air quality levels. If the background of the display turns yellow, airing out a room is recommended. When the background of the display is red, it is imperative that the room be aired out promptly.



PSI 46970
 ReflAktive Thomas Wassmann
 Tel +49 4971 923312
 info@reflaktive.de
 www.reflaktive.de

To see and be seen

The company reflAktive supports its customers with safety made in Germany. After all, this promotional products specialist not only produces high-quality road safety products for the retail and promotional products markets, but also offers individual solutions to problems in handicraft and industry. For example, these products can be used to mark hazardous areas, to signal a shutdown of a pipeline system or valves, to indicate the position of a safety split pin, to differentiate stocks of goods according to quality or to make barriers for supply lines visible day and night in construction sites. The latter substantially reduces the effort required for repairs, such as damage caused by vehicles and machines during construction.



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PSI 41583 • Hepla-Kunststofftechnik
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Everything for hygiene

The two different models of mask cases from Hepla are hygienic and at the same time practical everyday helpers when it comes to storing mouth and nose masks. Article number 7145 is a flexible case available in black or grey with a carrying loop and practical zipper. Article number 8656 has a frosted glass-clear surface and is closed with both elastic bands of the mask. It is also so small and light that it fits into your trousers without the bulk and is always readily available. During lunch break, a car ride or at home, the worn mask can be stored safely and hygienically in the case, regardless whether it is stowed in your handbag, backpack or briefcase. There is enough space in the cases for both disposable masks and fabric masks. On request, the practical promotional articles can be refined either by pad printing (Art. 7145) or by screen printing as well as highly effective digital printing (Art. 8656) in the company's own print shop.

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



Individual notice mats

The emco notice mats are hygienic, trend-setting and safe, and can be used to ensure more safety and hygiene in businesses. emco's notice mats can be used in a wide variety of ways: as a mat designed to remind people to maintain distance from others, as a plain mat without customization or a personalized mat with a customer logo, as a mat designed for washing and disinfecting hands, or even as a mat that informs people of the escape route or emergency exit. The production of the mats can easily meet even stricter hygiene or safety requirements, such as being flame retardant or industrially washable. In addition to the "made in Germany" production, there are other advantages to these mats: Individual sizes can be produced and they can absorb a lot of dirt and moisture. Additionally, the surface of the mats minimizes the risk of tripping or slipping. More information is available at the following link: www.emco-bau.com/produkte/teppichmatten/hinweismatten/



PSI 46311 • Troika Germany GmbH
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www.troika.de/business

Clever solution

Clean Click from Troika is a key fob with pouches for coins and a mask. The small pouch is disguised as a practical key fob with three rings and a clever click-lock. A clean idea for “on the go”: The anti-bacterial material is guaranteed to kill 99.9 per cent of all surface bacteria. The practical utensil in black or brown is made of durable PU. The fob, rings and lock come in shiny chromium-plated metal.



Hygienic Easter present

A small heavenly soap is listed under the article number 1616 at Multiflower: a sheep's milk bar of soap in the shape of a bunny rabbit, which comes inside appealing packaging. It is a perfect small wellness gift for Easter time. For orders of 250 units or more, it is possible to place an advertising imprint on it or to individually design the packaging according to the information provided by the customer by means of digital printing.



PSI 45974 • Multiflower GmbH
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www.multiflower.de



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

High-tech drink bottle

Spranz is launching a practical promotional article for sport, work, home and travelling with its modern high-tech vacuum drink bottle from Metmaxx® GenerationRefillProtect. Made from high-quality, double-walled 18/10 stainless steel, the bottle is equipped with a filling volume of 500 millilitres and a highly effective copper isolation layer. With silver ion technology, the anti-bacterial outer layer helps to eliminate bacteria on the surface over time. The UV-C light built into the cap also kills or neutralises bacteria and viruses in the liquid. The polymer rechargeable battery with a performance of up to 400 mAh for the UV light cap is included along with the Micro-USB cable with a length of 30 centimetres. The bottle, which is not a medical product, is delivered in a design box.



Simply squeeze away germs

The new anti-bacterial stress balls from ballprint not only help minimise stress, but also can simply squeeze away germs. It has been completely certified and clinically verified that 99 per cent of germs are killed off with the anti-stress product made of high-quality PU foam. The antimicrobial agent used during production fights off damaging bacteria such as MRSA, E. Coli and salmonella and works throughout the entire life of the product. The antibacterial stress balls can be printed with a design in full colour up to 5c and are perfectly suited for brand advertising.

PSI 48636 • ballprint gmbh
Tel +49 172 4346500
info@ballprint.de
www.ballprint.de

Hygienic protection

The Bavarian promotional articles specialist Roll-Up.Bayern delivers FFP2 protective masks certified in accordance with CE, EN 149:2001 as well as A12009 and with breathable mesh composite fabric starting at a minimum order quantity of 100. The respiratory protection based on FFP2 guarantees a filtration efficiency of up to 95 per cent and is dust-proof and hygienic. They can be worn very comfortably thanks to high-quality, soft material. The nose clamp also ensures an optimal grip. The protective masks are immediately available from stock – subject to the goods being unsold. The Bavarian company guarantees fair prices for resellers and prepares everything with the customer's delivery note for neutral shipping directly to the end customer.



PSI 49862 • Roll-Up.Bayern
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www.roll-up-bayern.de

Sustainable tooth brushes

The Eco Clean toothbrushes from Inspirion feature handles made out of bamboo wood, which is another step in the direction of acting responsibly. The simple design is also just as appealing as conventional, environmentally-unfriendly plastic toothbrushes. The product's comfortable nylon brush does not give bacteria a chance to grow. This product from Northern Germany comes in brown as well as a combination of brown and grey.



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

Handy multi-talent

The FSC® certified 3-in-1 hygiene helpers from tobra are handy, helpful and hygienic. They can be used to unlock shopping carts, open doors and use keypads. The product therefore combines three helpers, which all fulfill a practical function. After unlocking the chain, the shopping cart opener can simply be pulled out and stowed away safely again. For the two additional functions, you hold the device in the round opening in the middle, which enables you to use keys on any keypads with the front part. Or you can hook up the back part to door handles to open them – all without direct contact to the surfaces. The product is made of birch wood in Germany. It can be manufactured within 24 hours on request.



PSI 47317 • tobra GmbH & Co. KG
Tel +49 6762 962760
psi@tobra.io
www.tobra.io

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PSI 46551
 Sanders Imagetools GmbH & Co. KG
 Tel +49 9401 607980
 welcome@imagetools.com
 www.imagetools.com

Disinfection on the go

Sanders Imagetools is now also selling its hand sanitiser in the form of a 20-millimeter pocket spray to combat the Coronavirus pandemic. It is manufactured in Germany in accordance with WHO guidelines. The pocket spray is a handy and practical promotional product that offers protection and hygiene in day-to-day life. The spray can come with four colour printing for orders of 150 units or more. Sanders' wide assortment of 50 ml bottles is especially useful for people who are on the go: the handy bottles are practical and useful for shopping, public transportation and anywhere where maintaining distance from other people and hygiene are essential. The bottles are made from 100% recycled PET and are available either with hinged lids or spray pumps. For orders over 250 units, the disinfectants can come with individualised 4c prints and an optional silicone casing is included as a bumper. There are 75-millimetre hand sanitisers currently available in stock for a minimum order of 80 units.



PSI 48917 • Promo House s.c.
 Tel +48 12 4114242
 Info1@krawaty.info
 www.krawaty.info

Trendy protection

Promo House's face masks made from recycled cotton are washable at 60 degrees Celsius and are intended for everyday use. They are an ideal giveaway in times of the Coronavirus pandemic when wearing a face covering has become a part of everyday life in the office, while out and about, as well as at large gatherings such as trade fairs. Moreover, the cotton masks are equipped with a little inside pocket so that the filter can be replaced. In order to perfectly fit the mask to the wearer's nose and cheekbones, a metal wire has been incorporated into the seam at the top of the mask, which can be adjusted by lightly pressing it. Furthermore, the length of the elastic bands that go around the ears is adjustable, which considerably improves its comfort. The products can be fully promotionally individualised with the customer's corporate design. The minimum quantity for orders is 30 units.



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

Effective protection from viruses

At home or on the go, the SaniStick Cap from KHK is ideal for quick hygienic sanitation and disinfection. Thanks to its convenient size, it fits into any small bag. It is leak-proof and easy to use with its spray pump. The hand sanitiser is effective as a virucide in accordance with Robert Koch Institute and EN 14476 guidelines and is "very kind to the skin" according to dermatological testing. SaniStick is individualised with an all-around label featuring 4c digital printing. The promotional message will stay intact for a long time as it can withstand up to 200 pumps of fine spray mist. The spray is available for orders starting at 300 units. The delivery time is around four weeks.



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

Protection for face masks

The new compact case for masks called Butterfly from Bühring has enough space for a folded-up mask and fits inside sports coats, shirts, trousers or even smartphone bag. Butterfly is produced from soft film, 15% of which is made out of recycled materials. The product produced in Germany has different surfaces as well as numerous colours and designs for customers to choose from for the outside of the case. The inside is relatively smooth and easy to disinfect. The outside of the case can be upgraded with an advertising message, which can be placed by means of blind embossing, colour embossing, screen printing or offset printing.



Eco-Edition



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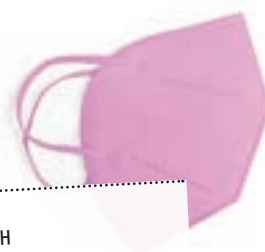
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PSI 48123
 Silverspot Trading GmbH
 Tel +49 30 30807140
 info@silverspottrading.com
 www.silverspottrading.com/FFP2

Comfortable protection

In these uncertain times, Silverspot Trading continues to have inexpensive FFP2 masks for sale despite high demand, thanks to its daily restocking of products. The FFP2 masks are furnished with the CE mark and there are currently five different colours available. Due to hygiene reasons, they cannot have an imprint placed on them. Each mask is individually packed in a hygienic poly bag. They come with a user manual and a plastic clip for the neck, which makes them even more comfortable to wear. At Silverspot Trading a minimum order of 100 pieces is required and delivery can be expected in three to five days.



PSI 60171 • Perletti SPA
 Tel +34 035 8356012
 promo@perletti.com • business.perletti.com
 /en/ombrelli-personalizzati/

Umbrellas with SPF

An eccentric, clever concept equipped with powerful UV-protection: these new trendy rain or sun umbrellas, which are available from Perletti, are certain to leave an impression on customers. The limited edition Perletti Trend Collection is a real head-turner that protects from rain and the sun. This is thanks to the product's UV-filter with SPF 50+. They are available for delivery in a variety of colours and are super lightweight and extremely compact, which allows the umbrellas to easily be stowed in a handbag.

In hot demand

The hot-water bottle from Hugo Frosch is made in Germany and equipped with an innovative hygiene function to fight bacteria and mildew. The warm water in the inside as well as the surfaces on the outside can be a breeding ground for various micro-organisms. Therefore, the anti-microbial function is very useful: this way, deposits such as bacteria or moulds can be effectively prevented and the material stays intact for longer. It also actively fights off bad odours which may arise. Cuddly moments can now be enjoyed to the fullest. The active agent consists of zinc pyrithione.



PSI 46360 • Duroflex K. Intzoglou
Tel +30 210 5757121
info@duroflex.gr
www.duroflex.gr

Flexible mask case

The Greek promotional products specialist Duroflex has put out a new practical, flexible and foldable mask case, which can be stowed in both your handbag and pocket. This practical and hygienic utensil can also be fastened to the snap hook of the key ring. The case made of polypropylene plastic is intended for the hygienic storage of a mouth-nose mask. The company from Athens emphasises that the case is not a medical product.

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Antiviral shirts

Especially in these times of the Coronavirus pandemic, many companies are capitalising on extraordinary sanitary measures. Among these is Jasani. This company from the United Arab Emirates is currently selling polo shirts from the brand Santhome. These clothes are coated with antiviral Swiss HeiQ-technology. The viral protection this offers, put together with the premium quality of these wrinkle-free textiles, turns a polo shirt into an original, high-quality promotional gift.

PSI 47258 • Jasani LLC
Tel +971 4 2672560
biren@jasani.ae
www.jasani.ae

Pandemic helpers

Boogie Design has also reacted to the current pandemic and has created a collection for protecting people's health and encouraging them to follow the hygiene regulations. The collection consists of protective masks, visors, mini-visors and lanyards with hand disinfectant gel. The reusable masks are made out of soft neoprene and come with either one or two layers of material. The 2 layered masks have a replaceable filter made from non-woven F9. There are two versions of protective visors and mini-visors available for people who wear glasses or who need to breathe more easily. The lanyards with disinfectant gel and skin-friendly glycerine are an ideal way to round off the collection.



PSI 49348 • Boogie
Tel +48 668 117733
boogie@boogie-design.pl
www.boogie-design.com



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

Ecologically certified

The experience that Stickerei Klam, an embroidery company based in Southern Germany, has gained by producing more than 100,000 masks has flowed into their new premium models: custom-fit masks for individual needs. With regard to the aspect of sustainability, customers can have their masks made out of organic cotton or have them certified according to ecological criteria such as GOTS. They are sewn and embroidered directly at the company's facilities in Germany. The masks fit perfectly to the contours of the face thanks to the crease in the chin area and adjustable elastic felt band. The masks come in kid's, women's and men's sizes either with or without a nose clip.

Index finger protector

With the "tippi Touch" from AT-Tech, you can press surfaces and buttons which you would prefer not to touch with your finger, such as when you are in a lift, at a cash machine or have to touch highly sensitive displays. Unlike other hygiene hand products, the tip of the "tippi Touch" can be twisted on or off so that you do not come into contact with viruses. If you have a virus, it will not be spread to others and if others have a virus, you will not come into contact with the things they have touched. The product will always be handy since it can be attached to a keyring. Moreover, it acts as a stylish accessory and advertising medium. The index finger protector can be produced by the manufacturer from Baden Wuerttemberg in any colour desired and upgraded with logo engraving or an imprint. Customers can select from different versions: in coloured anodised plastic, aluminium or stainless steel.



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mail@at-tech.de
www.tippi-store.de

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PSI 45720
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 Tel +48 477 22 34
 sales2@dreampen.com
 www.bestcover.eu

Protective products made in Poland

DreamPen (BestCover brand) is putting a versatile and useful face mask on the market, which can have a personal logo placed on it. The masks come in white, blue, pink and black and are produced in Poland. Their filter properties have been certified to the level of 99.5% by the Central Institute of Labour Protection in Poland and the Swiss SQTs. DreamPen is also selling a protective face shield, which can also be used as a protective and promotional product. It is also permitted to place a logo in different positions on it. The product fits all head sizes and can also be used by people who wear glasses. It is produced in Poland and received the Polish CIOP certificate.

Multifunctional disinfection box

The SteriBox SB1 from Easypix Healthcare Devices, available from Lehoff Import and Export, is a rechargeable UV-C-disinfection box that provides for the all-round disinfection of smart phones and other small objects in just a minute with four ultra-strong UV-C LEDs. The chemical-free procedure destroys the DNA of 99.99% of known bacteria, viruses and other micro-organisms, entirely without damaging disinfectants. It is environmentally friendly and protects surfaces. Even mouth and nose masks can be freed of germs without damaging disinfectants. Jewellery, keys, baby soothers or wrist watches can also be disinfected quickly and easily with the device. The integrated 350-mAh rechargeable battery allows for 40 disinfections after being completely charged.



PSI 41259
 Lehoff Im- und Export GmbH
 Tel +49 40 529 607-0
 info@lehoff.de
 www.lehoff.de



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



Small pen with a big impact

Anyone who has ever thought about how many people have used the same pen at the post office, bank or reception desks will be happy to hear about the Anda gift pens. They are the antibacterial versions of the popular pens in the COOL 2021 Collection. Wumpy Clean and Leopard Clean are both plastic pens that feature a nanosilver additive, which prevents the growth of bacteria on the shaft of the pen. These pens also comply with the ISO standard 22196: 2011, which is documented on the clip and gives customers a feeling of safety and comfort. Both pens can be adapted with UV-LED full colour print.

-Advert-

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100 % biocompatible

Fashionably masked

The Bronson® ECObull, available at Kaldenbach, is a fashionable, 100% climate-neutral cloth face covering. It is reusable, as it can be washed at 60 degrees Celsius. The wide rubber bands ensure maximal comfort and are adjustable. The cloth masks are available in black or navy and are equipped with a filter pocket. Four-coloured prints are included in the individually packaged products. The extra charge for filters is 0.25 Euros apiece.

PSI 2043
Bronson® Cuba Clothing c/o Kaldenbach
Tel +49 9151 81785-0
info@bronson.cc
www.bronson.cc



Style and creativity

A wide variety of face masks are currently being sold on the market. However, the primary aim of Dimar Tecnoprint is to increase the safety and protective effects of masks without forgoing style and creativity. The washable and reusable MF310DM masks are certified as a medicinal product Type II (BFE ≥ 98) by the Superior Health Institute, they are produced exclusively in Italy in accordance with UNI EN ISO 14683 and UNI EN ISO 10993, and are CE certified as well. Dimar Tecnoprint also offers facemasks made from recycled polyester that are antiviral, antibacterial and water repellent. Both the protective mask as well as the mask cases can be adapted with dye sublimation transfer on the entire surface.



PSI 49986 • Dimar Tecnoprint S.r.l.
Tel +39 02 90361743
sales@dimartec.it
www.dimartec.it



CONGRATULATIONS!

We congratulate the following members on 40 years in the promotional products industry as part of the PSI network:

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PSI JUBILEE

40

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41268	Walter & Prediger GmbH & Co. KG, GERMANY
41334	WISA Enschede B.V., THE NETHERLANDS www.wisa.nl



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

fides Print & Media

The f.m.p. member fides Druck & Medien GmbH has been aiming for a long time to reduce climate-damaging greenhouse gases, to use ecological resources and to minimise transport-related emissions by producing domestically. Thus, the entire machine plant, all computers, the lighting, the coffee machine, etc. are operated by green electricity from solar and hydropower. In addition, the company building which was newly built almost 10 years ago is designed to operate entirely without a classic heating system. By refraining from burning fossil resources such as gas, oil or pellets/wood, it does not even need a chimney. As a result, the company from Baden has not released a gram of carbon monoxide or any other harmful substance since the construction of the building.

"Last year already, fides did away with the previously common polybags for parking discs and has ever since operated with an environmentally friendly solution. Since this also bears advantages in handling and further processing, this modification was gratefully accepted by customers", ac-

cording to fides managing director Peter Grammer. At the turn of the year, an additional environmentally friendly adjustment was made: Since January 2021, only recycling paper is used for making parking discs. "Fides opted for the change after no significant quality differences could be determined based on several customer surveys. Considering that several million parking discs and turntables are produced every year, the benefits for the environment are significant", says Grammer. He adds, "At fides Druck & Medien GmbH we are all delighted about this additional step towards becoming a climate-neutral company and are proud of the already achieved results".

Peter Grammer is happy to provide more information on the products and the ecological approach of fides Druck & Medien GmbH. See www.fides-druck.de

Visiodan – new at the PSI network – is a Danish company that develops and produces products based on the customer's needs. Visiodan can take care of the full spectrum: from development, to production, to delivery. The experience of Visiodan ranges over many types of (promotional) products, including bags, keyrings, toys and many more. Since the beginning in 1995 they have become experts in creating OEM (Original Equipment Manufacturer) items, often in EVA foam. Case examples can be found on: <https://visiodan.com/cases/>.

Visiodan's strength lies in creating products from scratch, but they also offer customisations of the items from their wide assortment of the popular toy brand Liontouch (www.liontouch.com/en-us/). Non-customised items are available from stock without MOQ (Minimum Order Quantity). Customised designs are available from 1.000 pcs. with a delivery time of approx. 3 months.

PSI 60172 • Visiodan A/S • Tel +45 39623944
visiodan@visiodan.dk • <https://visiodan.com>

Standard Liontouch items are available from stock without MOQ. They can be customised to your wishes with a MOQ of 1.000 pcs.



New management structure

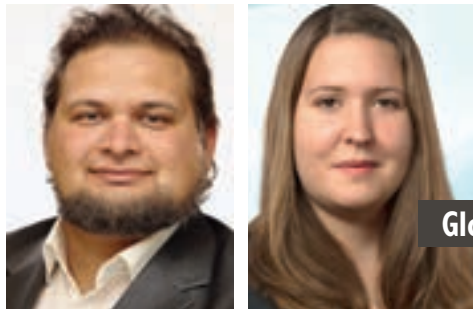
The company Lupenmaxx GmbH, a renowned European provider of promotional magnifiers, separated from its previous co-managing directors and shareholders at the end of the year. After 13 years of cooperation Andrea and Hansjörg Goldschmidt are leaving Lupenmaxx GmbH at their own wish, in order to face new challenges. "We were always a good team", says Max Speth, the driving force behind Lupenmaxx, "and I wish both of them all the best for the future". As of 1 January 2021, Max Speth is the sole shareholder and managing director of Lupenmaxx GmbH. "Now Lupen-Max is again 100 % in everything that has the name Lupenmaxx on it", says Max Speth. And by the way, he is not thinking about quitting: "The whole thing is just too much fun". www.lupenmaxx.de



Max Speth in his element at the fair stand of Lupenmaxx GmbH.

Still on an expansion course

The company Global Innovations Germany GmbH & Co. KG, a specialist for innovative custom-made promotional products, is continuing to expand: at the beginning of this year, Benjamin Kaiser took over the newly created position as Key Account Manager International. The 40-year-old has already gathered many years of experience as a key account manager for large national and international clients. With this new staff-related measure, managing director Torsten Münich wishes to transfer the company's great national success to the international level. The main areas of focus will be the numerous patented products as well as sustainable promotional products.



New and time-tested staff:
Benjamin Kaiser and Sabine Richter.

Global Innovations Germany

Furthermore, Global Innovations Germany congratulates Sabine Richter on her ten-year anniversary with the company. She began working for the company on 1 February 2011 as a trainee in wholesale and foreign trade and remained after successfully completing her traineeship in the company. She is now Director of Sales and responsible for processing individual custom-made products in Asia for large client projects. "Her strength is to perfectly implement very complex projects with challenging milestones and to directly support customers", says Torsten Münich while thanking Sabine Richter "for many years of loyalty and professional cooperation". He is "looking forward to successful cooperation in the future". www.globalinnovations.de

Product catalogue hot off the press and special online service



Klio-Eterna

The new edition of the Klio-Eterna product catalogue was released right on time for the start of the new year 2021. Featuring the familiar elegant design, clearly structured and filled with exciting information, it can now be ordered free of charge from the specialist for writing instruments – of course also available in digital format via download at www.klio.com.

Due to the ongoing Coronavirus situation and, as a consequence, the absence of trade shows at the beginning of the year, the manufacturer based in the Black Forest has held regular presentations of its new products via online meetings since the start of the year. Those interested can arrange a personal appointment quickly and simply at onlinemeeting.news@klio.com.

Successor securely holds the course for expansion

WER GmbH, headquartered in Senden near Münster, took over longstanding Munich company BERN + PARTNER at the turn of the year and thereby continued its expansion strategy. "After some confidence-inspiring discussions I'm delighted to know my life's work is in good hands," says Yvonne Berna, who founded the company more than 35 years ago and established it in the promotional products industry beyond the Munich metropolitan area. Her partner, Maximilian Richter, will continue to steer unfolding developments in Bavaria as the authorised signatory of WER GmbH. "For me, the extensive performance range comprising full service, import, e-commerce and much more was the crucial decider for selling to WER GmbH," explains Richter. With its workforce of at least 60 and its positioning in the drop shipment, full service and online business, WER GmbH has earned renown in the promotional products industry and looks after customers in Germany, the UK, Luxembourg, Austria and Switzerland. "Even in these currently demanding times, we are pleased to be able to be a trustworthy and reliable contact partner for colleagues looking to secure the succession for their company," reports Mirco

Häblich, alongside Alex Heinecke and Marc Strickrodt one of the three proprietors of WER GmbH. www.wer-gmbh.de



Yvonne Berna, founder of BERN + PARTNER. Maximilian Richter will continue to steer as authorised signatory of WER GmbH.

Main Catalogue 2021 Supports the Bergwald Project

The new main catalogue of both Daiber brands JAMES & NICHOLSON and "myrtle beach" has been available since the beginning of the year. The CO₂ emissions stemming from the production and shipment of the catalogue have been fully offset by the company's support of the forest preservation project organized by the German association Bergwaldprojekt e.V.

Among other things, the catalogue features the new 2021 collection. The 40 new articles of clothing focus in part on sustainable materials, such as organic cotton or recycled polyester, and crossover styles that cut a good figure at work and in private. A highlight of the collection is the first pair of jeans by JAMES & NICHOLSON in the brand's 20-year history. Thanks to the partnership with ClimatePartner – which makes climate neutrality and regional engagement possible by sponsoring regionally and internationally recognized climate protection projects – 100% of the CO₂ emissions produced during the production and shipment of the main catalogue were also offset this year. "As a production company, we have a responsibility for the environment," says Managing Director Kai Gminder. "We are conscious of this, which is why we are promoting sustainable and ecologically meaningful projects together with ClimatePartner." This also includes the recent support of the association Berg-

waldprojekt e.V. from the Oberallgäu region in Southern Bavaria. The association is made up of volunteers and specialists whose aim is to look after and preserve the native forests. Regional engagement protects natural habitats, which is why it is important for adapting to climate change. More information is available under:

www.daiber.de • www.daiber.de/de/company/sustainability/products • www.bergwaldprojekt.de



Gustav Daiber GmbH

Four strong brands under one roof

This year, the emco Group can look back on three quarters of a century of family tradition shaped by the founder and former Mannesmann chief designer Erwin Müller. In 1945, he laid the foundation stone for the family business in Ernsstadt Lingen near the Dutch border. The company has continuously developed into a medium-sized international enterprise with over 1,200 employees in Germany and abroad. For decades, the emco Group with its strong brands emco Bad, emco Bau, Novus Dahle and emco Roller has been synonymous with well-being, quality, mobility, dynamism and innovative spirit.

The start of the well-known office brand Novus Dahle was the “Novus 53” stapler invented by Erwin Müller in 1953. Today, the division stands for office technology, multi-user systems, fastening technology and Dahle Office with its document shredders and cutting machines. Gradually, production facilities such as a stamping shop, tool shop, paint shop and electroplating shop were built. Sanitary equipment fittings were added to the assortment to improve the utilisation of the machines. Bathroom accessories such as glass, paper and towel holders became the second mainstay of the company – today bundled under emco Bad.

In 1959, Erwin Müller laid the foundation for the production of entrance mats which made the company the market leader today. He disliked the simple cover gratings for the floor convectors in his own home at that time. This resulted in the construction of walk-on roller gratings and later the production of sturdy metal gratings. The floor mats, initially in a floor recess in front of the entrance to the house, were further developed as entrance mat systems, carpet mats, swimming pool gratings and roller gratings, and today form the emco Bau division, the products of which are also successfully used as individually designed promotional products.

Since 2011, environmentally friendly emco electric scooters have complemented the emco Group's product range. On a business trip to China, the son of the company founder, Dipl.-Ing. Harald Müller, and his Managing Director of Technology, Christian Gnaß, noticed the silent, odourless electric scooters. The vision of building these vehicles in their own factory and introducing them in Germany became the fourth pillar of the emco Group with the emco scooter division.

Today's Managing Director Christian Gnaß now has the difficult task of guiding the international company through the corona crisis in the year of its 75th anniversary. In doing so, he can count on the utmost support of the committed and reliable employees from the office, bathroom, construction and electric scooter divisions, who, as the company says, are supporting each other especially during the critical corona pandemic. “Despite the fact that the world is still in the midst of health risks and economic hardship, the motto at the emco Group is: We continue to offer advice, manufacture and deliver as usual”, emphasizes Christian Gnaß. <https://www.emco.de/>



Donation to World Vision: own target significantly exceeded

Kalfany Süße Werbung, renowned manufacturer of sweet promotional products, has well exceeded its own target of a 10,000-euro donation to World Vision projects to combat the Corona pandemic. The background: in its Christmas Catalogue 2020, Kalfany Süße Werbung advertised its support for ongoing Corona pandemic projects through a donation to World Vision. The announcement: for every BUSINESS Advent calendar, filled with Gubor chocolate & Fairtrade certified cocoa, that the company sold, it would automatically donate (without additional cost to the customer) one cent to World

Vision projects to combat the Corona pandemic. A commitment was made to World Vision in advance to donate at least

10,000 euro, regardless of the number of Advent calendars actually sold in 2020.

“We are pleased about the positive feedback to this campaign and are proud to use our Advent calendars to help people in countries with weak healthcare systems through this donation”, says Stefan Eiche, Marketing and Sales Manager at Süße Werbung. www.suesse-werbung.de



Some changes in the new year

The “northern office” of S&P Werbeartikel has relocated over the Christmas period. With the start of the new year, the S&P branch moved its operations to the new office premises at Hannoversche Straße 6, 31675 Bückeburg. The existing telephone numbers of the team around Nicole Pöhler (formerly Huth) and Katrin Hitzemann remain valid. S&P managing director Daniel Thywissen explains the decision: “With this relocation, we are pleased to fulfil the wish of our regular customers throughout the region to move spatially closer to the partners. We kindly ask our supplier partners to update the address in their records.”

What's more, the Meerbusch-based company S&P is intensifying its co-operation with Claudia Franke's firm H&P Werbe-Service. With immediate effect the company H&P and its existing trademark rights have been transferred to S&P Werbeartikel. “Following the partnership, which spanned more than two years, my husband and I realise that our life's work is in the best possible hands of the entire S&P team”, says Claudia Franke. “The long-standing customer relationships were taken over reliably and trustfully and will now be competently carried forward.” Carsten Lenz: “My professional career in the field of promotional products began at H&P. Hence, it was my heartfelt wish to preserve and uphold the H&P brand. We have a great deal of respect for the achievements of Claudia and Bernd Franke and will continue to maintain this high level of customer satisfaction in future.” In 2018 S&P had already taken over the operational order handling of H&P Werbe-Service under licence. Claudia Franke will continue to support the S&P business group in a consulting capacity.

Matthias Janßen, previous sales manager at the Meerbusch office, was appointed as authorised signatory by the management. “Matthias Janßen has been at S&P for the past five years. During this time, he was decisively involved in the further development and continually contributed to the optimisation of processes”, as Daniel Thywissen declares. “Along the next steps of the S&P Group, Matthias Janßen will thus assume responsibility for the entire sales operations. In light of these responsibilities, we have decided to give him the necessary legal authority.” www.sp-werbeartikel.de



S&P Werbeartikel has set a new course (from left): Matthias Janßen, Daniel Thywissen, Claudia Franke, Carsten Lenz.

Restructuring on the home stretch reflAktive

In the summer of 2019, Thomas Wassmann, owner of the company reflAktive since 2017, began reorganising the company and positioning it on the market. The large-scale restructuring measures initially led to adjustment difficulties, which have been overcome in the meantime. During the course of this process, he has succeeded in significantly improving printing quality and developing new products, among other things.

Sales channels have been restructured to the extent that reflAktive will be withdrawing from the wholesale market for promotional articles as of January 2021 and instead selling its products directly to end customers through retailers. For this reason, reflAktive has also become part of the “mypromo” community. The company will resolutely further pursue the chosen strategy with fair appearances, public relations work and other projects. “The reflAktive team is

ready and able to provide extensive support to promotional products retailers in processing their orders. For over 25 years we have been your source for TÜV/GS inspected reflective traffic safety articles for the non-professional segment “Made in Germany”, says Thomas Wassmann. www.reflAktive.de



New Quality and Process Manager

As specialist for feel-good products mbw® knows, quality generates trust and enduring customer satisfaction. Not least because of this, the company from Wanderup near Flensburg consistently demonstrates transparent, open dealing with the topic of “quality”. And, since the start of the year, new Quality and Process Manager Dierk Nass has been ensuring visible, palpable and measurable quality in the product range of the tradition-steeped North German company.

Following his degree studies in industrial engineering, the Dithmarschen native worked as a quality manager at various companies. From 2017 he was at a company in Neumünster as the head of its quality assurance department. Among other tasks, his new employment encompasses incoming goods checks, documentation and co-ordinating inspections at production partners in the Far East. In addition, he monitors the ongoing optimisation process as well as compliance with product and safety standards. In the process, he also takes products personally in hand, testing buttons and seams directly in the warehouse. Nass is a certified environmental officer, specialist in industrial safety, quality auditor (TÜV) and TÜV-certified quality officer, among other qualifications.

“We are very happy to have such an experienced man on board for quality management,” states mbw Managing Director Jan Breuer, “since every promotional message bearer also represents the promoting company, and the impression left behind the promotional product is also going to rub off on the sender. What’s more, effective and safe promotional message bearers also convey that the recipient’s appreciated – a basis for successfully initiating and nurturing customer contacts. At mbw, not only are the specifications of the toy safety directive and product safety law (ProdSG), REACH and statutory provisions strictly complied with, but these are even exceeded in many cases. The quality of all products is regularly tested by TÜV Süd, TÜV Rheinland, Hermes HanseControl, OEKO-TEX®, Labtech and other certified and accredited institutes,” continues Breuer.

At mbw, quality assurance begins right at the development and production stage. Quality inspection in the Far East is performed by employees on site, who continuously monitor production. July 2012 saw the installation of in-house quality management at mbw. This department exclusively looks after product monitoring, compliance with directives and standards, and process optimisation within the company. A host of the BSCI factories in China are regularly visited in the context of quality assurance. mbw® itself has been an amfori BSCI member since 2010. www.mbw.sh



Ensures impeccable feel-good products:
the new mbw Quality and Process Manager Dierk Nass.



BAPP

From left to right : Michel Deboudt (BAPP chairman), Brigitte Bodson, Erich Cormann (BAPP Executive Manager).

Departure of Brigitte Bodson

After nearly 20 years of collaboration, secretary Brigitte Bodson has decided to leave BAPP (Belgian Association of Promotional Products) to take on new projects. For many BAPP members, Brigitte was the face and contact person of BAPP. Some have even formed closed friendships with her. Present from the start, she has gone through all periods, all presidencies and has certainly contributed to making BAPP what it is today. “We warmly thank her for her commitment and professionalism which have helped our association run smoothly and make all our events successful. We wish her every success in her new challenges”, states Michel Deboudt, BAPP chairman. www.bapp.be

Organic certification: control procedures acc. to Regulation (EC) No. 834/2007 on organic production and labelling

Companies obliged to comply

A wave of warning letters has been causing a stir in the industry since the end of last year. The key question, in essence, is to what extent companies in the promotional product industry, which market food with organic certification, are also subject to the control procedures according to the so-called EC Eco-Regulation.



In the ongoing discussion about a large-scale warning letter campaign by a market operator, it has once again become apparent: ambiguity and false information remain unnoticed or ignored until a trigger occurs at some point, making clarification and resolution of the matter necessary. In this case, the need for clarification relates to the obligations of companies that offer food with organic certification or have it in their supply chain. The trigger: warning notices were received

by numerous companies that offered or advertised food products as organic or “eco” and/or whose product packaging displayed the “Bio-Siegel” logo. They are accused of not adhering to the prescribed control procedures and therefore infringing against the applicable EC Eco-Regulation. In the scope of its association activities, the GWW provides its members with reliable information and advises on ways to reduce the time and cost burden of certification. An overview of the key requirements for companies under the EC Eco-Regulation, which apply irrespective of business size and the scope of the organic product range.

Broad applicability of the control requirements

In accordance with the legal requirements, essentially all operators that produce, process, store or market organic products are subject to the control system as laid down in Regulation (EC) No. 834/2007 on organic production and labelling. Until further notice, the only exemption to this requirement applies to retail operators that supply organic products directly to the final consumer and only store organic products for this purpose at the point of sale (exemption acc. to §3(1)(a) of the ÖLG (Germany’s Organic Farming Act)). The certification requirement also applies to those companies that offer and sell organic products via internet, shops and even via catalogues. Drop shipping businesses, which legally possess organic goods,

are also subject to the controls, even though the goods are not physically handled by the business. Important distinction: cotton products, ballpoint pens, etc. advertised using the term “eco” or “bio” do not require certification. This obligation applies solely to processed agricultural products for use as food.

Monitoring during inspection of incoming goods

It's important that the bio status of products is properly checked when incoming goods are inspected by the recipient. The following points need to be observed, above and beyond the general legal requirements, when organic products are accepted:

- Supplier delivery notes and invoices for organic products must include the name and address of the consignor and consignee, the reference to the organic status and code number of the supplier's control body.
- The labelling of the product must be complete and consistent with details on the delivery note and invoice.
- The outcome of the incoming goods inspection is to be documented, for example through a relevant remark on the delivery notes.
- Organic products may only be purchased from companies which are subject to the controls according to the EC Eco-Regulation. The supplier shall confirm this by providing “Documentary evidence to the operator acc. to Article 29”. These are available for German companies under the following link: www.oeko-kontrollstellen.de

Obligation to store separately

Once the goods have arrived at the storage location, separation of organic and conventional products must be guaranteed. Organic products must be clearly labelled as such throughout all stages of production and processing, including storage. Organic products shall be kept in such a way as to exclude them from being mistaken, mixed or contaminated with products and substances that don't comply with the EC Eco-Regulation. A separate storage facility for organic products is not required, but specific storage areas should be designated for these products. Facilities used to store organic and non-organic products must be cleaned before stocking organic goods. The cleaning measures must be monitored and documented in terms of their effectiveness. When storing organically produced products, attention is to be paid to avoiding contamination through storage protection agents, e.g. through residue from treatments during or prior to storage. If pest mon-

itoring and control is carried out by external service providers, they should be (contractually) obliged to adhere to the requirements of the EC Eco-Regulation in the respective areas.

Requirements in terms of transport and packaging

Organic products must be transported in suitable packaging, containers or means of transportation. These must be sealed in such a manner that the content cannot be exchanged without manipulation, destruction of the packaging, seal or official label. The packaging, containers or means of transportation do not need to be sealed when the products are transported directly from one controlled company to another controlled company. Consolidated shipments (e.g. milk or egg collection from organic and conventional farmers in one trip) are possible if specific documentation requirements are fulfilled. The following full and complete details must be specified on the packaging of the goods or the associated documentation:

- Product description with reference to the organic status
- Code number of the control body
- Lot identification, where applicable
- Name and address of the consignor and consignee on the accompanying goods documents or, where applicable, the name and address of the distributing company on the labels

Keeping documents ready

Tracing the flow of goods is a key aspect of the inspection. The control body therefore requires access to the accounting documents. According to the EC Eco-Regulation the following full and complete documentation must be made available during the inspection:

- Goods receipt documents (delivery notes/invoices)
- Inventory data
- Goods issue documents (delivery notes/invoices)
- Consolidating the data into weekly or monthly sales volumes can reduce the inspection time and thus save costs.

Specifying code number of the control body

As a rule, the code number of the control body must always be specified in conjunction with a reference to the organic status. This applies, for example, to identification on business papers, websites and flyers. <



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Organic housing for pens

With the new Case Faux Leather, writing instruments maker Klio-Eterna has now extended its case range with a new, high-quality product. The beautiful case in imitation leather is suitable for one writing instrument and is a winner with its feel and finishing. The slightly grained surface is supple in four standard colours. Inlay and decorative seams can also be combined with it in four colours, for special colourful touches. What is more, the case is also available as a sustainable, biodegradable variant.



PSI 43714
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info@roemer-lifestyle.de
www.roemer-lifestyle.de

Being safe when travelling

An aid for customers who are on the move a lot is offered by Römer Lifestyle with a practical companion in credit card size. The ROMINOX Card Tool Travel Tag is a suitcase tag and features more than 30 (tool) functions. It comes supplied in a high-quality sleeve for the protection of address details and with a robust rubberised steel band for securing on the luggage. The supplied stickers can be flexibly written on and attached. A bottle opener, four screwdrivers, various hexagon keys and many more functions are available to the user. Römer Lifestyle engraves the tool or affixes doming on request.



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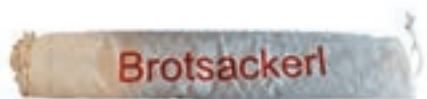
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Keeping fresh sustainably

With the 100 percent cotton bread bag by Kerler, fresh baked goods and treats can be transported sustainably. It is constantly in customers' hands as an appealing promotional message bearer. Light, handy, with a practical drawstring and an ingenious viewing net for the fast scanning of baked goods at the checkout. There is sufficient room for custom printing. "It's time to take action against useless packaging waste," stresses the manufacturer.

47270 • Kerler GmbH
Tel +49 7563 91000
post@kerler.de
www.kerler.de



Six-packs picked up with ease

Drinks in the classic six-pack are a great thing – carrying them, however, is not. The patent-protected product Sixbag by Global Innovations offers a simple, value-for-money and effective solution. Six-packs can be transported comfortably and easily using the Sixbag. What is more, the Sixbag is the perfect on-pack article. It catches the eye due to its generous promotional surface and is also a highlight at festivals and events.



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



Sustainably on the move

The strength of the Pure cotton bag by Inspirion lies in its diverse possibilities for use. On daytrips or for large purchases, it offers optimal stowage space for all kinds of requirements. Due to its high quality and durability, the Pure is superior to a conventional paper carrier bag in many aspects and a companion that pleases the eye. Discreetly labelled, the cotton bag helps carry brands or promotional messages around the world in the truest sense.

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Purchase vegetables in style

Anda Present demonstrates a great deal of commitment to the reduction of single-use plastics with the fully adjustable SuboProduce and SuboProduce Mesh product bag from the GO GREEN collection. The bags are practical and fun at the same time. Both are made of light and resilient polyester, meaning that they can be taken along everywhere with ease. Colourful designs can be implemented on these bags by means of sublimation print graphics. The products are manufactured in Europe and can be supplied from a run of just 100 pieces.

Rucksack with suitcase function

The Kander trekking rucksack from Schwarzwolf outdoor, newly presented by multibrands, captivates with its suitcase function in particular. The key highlight is that not only can the rucksack function be used, but the rucksack simultaneously possesses an opening that is completely upwards when it is lying on its back. As a result, the Kander can be packed and unpacked like a normal suitcase. It possesses a large interior with a small laptop pocket and hook-and-loop closure, a lateral net for water bottles and an adjustable chest strap with an emergency whistle. Waterproof rain protection can be found on the back.



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Everything under control in the mobile office. From the laptop up to 15.4 inch via the padded tablet compartment to the A4 folder space, the Troika Business Brief Case XXL offers everything that is needed in the office on the move. Cards are safely accommodated in the extra compartment with RFID protection and smart-phone or wallet find room in the front pocket behind the water-repellent zip. There is a lateral net compartment for thermos flask or bottle. In addition, clever pen loops, pockets, straps and carabiners for everything a person needs in the office.



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Rucksack with hygiene function

The rucksack by Jasani from the United Arab Emirates is a must-have in times of Covid-19: after all, the practical transport assistant possesses a separate compartment for the anti-bacterial UV-C sterilisation of smartphone and likewise. Various products that may be infected with the dangerous germs of the coronavirus can thereby be disinfected on the move. The rucksack's further properties include its material, produced out of recycled plastic, provided with a special anti-bacterial coating. Additionally, of course, the rucksack offers plenty of stowage space and practical compartments.



Safe travels

Classic components of the reflAktive range are suitcase tags that are secured on the suitcase's handle and document the owner's address. A transparent compartment on the back allows the insertion of a card, on which the address is noted on both sides. Thus, not only can the suitcase tag continue to be used after an address change, it also offers the opportunity to insert one's own business card. An additional promotional message is conveyed by means of printing on the suitcase tag.

A clever case

The travel disinfection case by Troika disinfects without chemicals using UV light. Smartphone, keys, coins, banknotes or mouth and nose protection can thus be cleaned with a click. The magnetic clasp activates three ultraviolet LEDs, which eliminate 99.9 percent of all viruses and bacteria in 30 seconds. Turn over once, another 30 seconds, and you're done. The built-in rechargeable battery lasts for about 140 30-second disinfection processes. It can be charged via a USB-C cable (supplied).



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<https://info.troika.de>



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

Well-equipped for walkies

The Doggy belt pouch by Gabriele Bühring has two large main compartments for treats and poop bags on walks. Smartphone and keys or a mini wallet likewise fit inside. Doggy can be worn securely on the body by means of the belt loop, leaving the hands free for pointing, leading, rewarding and more communication with the dog. On request, Doggy can be custom-adjusted with reference to size, execution and material. Options are heavy leather (photo), and also faux leather or nylon. Production is performed on a per-project basis with corresponding promotional message in India.

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Promotion to pet-owners

As soon as the first warm rays of sun appear in the spring, four-legged family members also look forward to trips to the great outdoors. In this context, practical promotional message-bearers from the company Condedi are, for example, the foldable drinking-bottles “Barnie” & “Siggi”, the foldable food bowl “Coco” or also the handy water-repellent snack bag “Freddy”. All products come supplied with a squeeze clasp or string, respectively, and thus enable easy securing on clothes. Naturally, every one of the articles can be finished with promotional printing or engraving. Suppliable in the standard range from 50 pieces, special colours on request.



PSI 49729 • Condedi GmbH
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info@condedi.de
www.condedi.de

Snacking fun in the bag

Who is not familiar with the chocolate bean with the “m” in bright colours? This classic among sweet treats is now presented by Kalfany in a particularly delicious and refined variant. The chocolate beans’ filling containing crunchy rice now lends the promotional message an extra portion of bite in the truest sense of the word. So-called M&M’S® Crispy are packaged at Kalfany Süße Werbung in 85 x 60 millimetre sachets weighing 10 grams each, thus providing colourful snacking fun for young and old.



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www.kalfany-suesse-werbung.de





PSI 2043 • BRONSON® Cuba Clothing
c/o Kaldenbach GmbH
Tel +49 9151 817850
info@bronson.cc
www.bronson.cc

Cool for small baggage

The BRONSON® Cardoso rucksack by Kaldenbach is a particularly stylish accessory made of 300D polyester with magnetic button clasp. It possesses multiple compartments and a reinforced bottom. Despite the relatively minimal dimension of some 50 x 30 x 16 centimetres, it offers room for the mini-daytrip, where it will really catch the eye.



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Fair cotton bags

The company more presents is supplying a new warehouse range of GOTS/Fairtrade-certified cotton bags, respectively pouches. In the future, more presents will also be supplying small quantities featuring customised promotional printing from 200 pieces. The company is in partnership with a local GOTS-certified printers and guarantees fast delivery times within 2-3 weeks. The warehouse range encompasses six models: standard bag with 2 short handles, standard bag with 2 long sling loops, shopper, bread bag, fruit bag and gym bag. Apart from the fruit bag, all models are also Fairtrade certified. more presents will also be pleased to submit detailed import offers for all bigger runs and implementation of custom sizes.



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

Bags for the work-life balance

Life and work, working from home and business trip, naturalness and design: all that is brought into harmony by the new cotton series LIFE by Halfar®. Comprising a total of five bags, it offers a selection that suits many target groups and uses. The range extends from rucksack, bag and case for notebook through to the little zipped bag and generously-sized shopper. Particularly striking along the way is the material blend of raw and coated cotton, exquisitely colour-contrasted on the bottom or on the bags' roll tops. It goes without saying that all LIFE bags can be finished by means of screen printing, embroidery, transfer printing, metal emblem or digital print label.



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MEDIA GUIDE 2021

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CosmoShop GmbH, the shop software manufacturer from Puchheim near Munich, has fully connected its own development of the same name to the new JTL Fulfilment Network. In this success story, we present the views of customers, distributors and logistics providers.

JTL Fulfilment Network linked to shop system

Connecting customers, distributors and providers

The JTL Fulfilment Network connects several warehouses, logistics providers, distributors and shops. The advantage of this new type of network is that all players along the value chain can connect with each other. Partial capacities in a warehouse can be made available to external distributors, right down to the item level. This means that a warehouse can be utilised to a very high capacity and the distributor can be relieved logistically. Of course, the JTL Fulfilment Network is not restricted to networking external partners as it can also easily be used by your own logistics provider.

Benefits for the distributor

Distributors always want to make the logistics process as efficient as possible. It is important to consider whether the logistics should be outsourced or implemented in-house. With the JTL Fulfilment Network, it is possible to connect existing logistics providers as well as to increase capacity at short notice or distribute goods to sensible locations. Thus, the intelligent network can control from where a certain article is delivered, entirely independently of the usual high technical hurdles. Once connected to the network, all capacities and possibilities can be utilised – and

this can be administered web-based. The JTL Fulfilment Network follows an API-First approach. The players involved do not necessarily have to use JTL merchandise management. “Our distributors can thus already access over 50 fulfilment service providers in Germany, Austria, Switzerland and Hungary and use their warehouse resources – without any lengthy integration projects”, says CosmoShop Managing Director Silvan Dolezalek.

Interface already in use

The well-known promotional product distributor S&P Werbeartikel from Meerbusch uses the new interface to connect its fulfiller and logistics partner “Finger Marketing Services” to the shop. This results in advantages and more efficiency for both parties. The shop itself is also operated on behalf of a major industry customer. So another stakeholder level has been added here. All this can be administered granularly with the JTL Fulfilment Network.

Benefits for the logistics provider

More than ever before, it is important for the shippers of goods to utilise their storage space to a high capacity and to map all processes as standardised and automated as possible. This is possible thanks to the powerful connector to the JTL Fulfilment Network. Authorisations, stocks, status and tracking information are included, even the automatic creation in the merchandise management system of articles newly created in the web shop. Thus, many processes are already taken into account, saving time and work for the logistics provider.



CosmoShop Managing Director Silvan Dolezalek is delighted about the good cooperation with JTL.

Customers benefit from fast delivery

It is important for the customer to receive goods quickly, which is guaranteed by the fully automated processes. In addition, CosmoShop's JTL Connector also transfers status information, including the tracking link, back to the shop. Tracking can be used there in the "My Account" section. In addition, this tracking information can be sent to the customer by e-mail. This eliminates the need for time-consuming replies to queries from the customer. When the distributor uses the JTL Fulfilment Network, the customer receives the goods from a third-party warehouse, but with a delivery note from the shop operator, possibly even in the distributor's cardboard boxes. This is individually negotiable between the distributor and the logistics provider, but can also be controlled and automated via certain attributes in the order record.

CosmoShop is a first mover

The shop software manufacturer CosmoShop has been in the market since 1997. It was one of the first providers on the German market to connect its shop software to the JTL Fulfilment Network. Three customers are already using the innovative interface productively. The uncomplicated exchange between CosmoShop and JTL has already resulted in many innovative ideas and improvements in the connector. Thus, the concept in CosmoShop has been implemented in a practical way from article creation by the shop operator up to the logistics provider. The shop operator can decide for himself whether the article is to be created in the JTL Fulfilment Network. An overview of the articles in the network, including stock, as well as an overview of the shipments in the delivery process are provided via the shop administration.

Cooperation in partnership – short official channels

Silvan Dolezalek is pleased about the good cooperation with JTL: "We were delighted with JTL's agility and fast communication channels. For example, they set up a joint team chat where we could communicate directly with the developers. In this way, setting up the interface was child's play". Christian Krause, Head of Sales & Partner Manage-

ment at JTL is also satisfied: "We are pleased about the newly created connection to the JTL Fulfilment Network. During the implementation phase, short official channels and a cooperative partnership not only enabled fast implementation but also a high-quality connection. With the Fulfilment Network, the doors to fulfilment are now open to CosmoShop distributors without the need for lengthy integration projects".

About CosmoShop

CosmoShop GmbH is the developer and producer of the shop software of the same name CosmoShop. The company sees itself as a full-service e-commerce service provider for all requirements of e-commerce projects. In addition, CosmoShop offers all important services for shop operators from one source: from the conception, web design, programming, hosting, support to marketing and comprehensive consulting services as well as SEO. Cos-



How the new JTL Webshop Connector works.

moShop is also a shopware agency. The CosmoShop shop software is available as a purchase and rental solution in various expansion stages and for different target groups (primarily B2B). The flexible stand-alone shop solution has meanwhile given rise to specialised shop concepts, including the promotional product shop software "Merchandise Edition", including Web2Print options or a special OCI shop for SAP connection. Large enterprises as well as medium-sized companies put their trust in CosmoShop.

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The past year confronted society and politics with enormous challenges. Many things required new regulations or legal bases had to be created first. Some important legislative procedures in Germany were completed before the year was out and for the most part took effect on 1st January.



Federation of German Wholesale, Foreign Trade and Services (BGA)

New Statutory Regulations



he coronavirus pandemic has strongly hit some industries and brought companies to the brink of insolvency. In order to alleviate the effects, adjustments were made in insolvency law, some of which now continue to apply. There are also current changes in law of associations, contract law, and law applying to commercial renting.

Suspension of responsibility to file for insolvency extended

For a select circle of companies, the suspension of the responsibility to file for insolvency was extended until 31st January 2021. This only concerns managing directors who submitted an application for the granting of financial assistance as part of state aid schemes to mitigate the con-

sequences of the Covid-19 pandemic. The regulation additionally applies to debtors who were entitled to apply, but were unable to submit an application on legal or de facto grounds.

Curtailment of discharge of residual debt

In future, a curtailed discharge of residual debt of three years will apply upon application for an insolvency procedure. This curtailment already applies to insolvency procedures introduced since 1st October 2020. Up to that point, a transition period applies, which is curtailed monthly upon application for the insolvency procedure between 17th December 2019 and 30th September 2020. This change applies to entrepreneurs and to consumers. For a second discharge of the debtor's residual debt, considerably longer terms apply. The planned curtailment of the retention period of the corresponding information from three years to one year, strongly criticised by the BGA and originally planned in the law, was by contrast cancelled by credit agencies.

Changes in redevelopment and insolvency law

Comprehensive changes in insolvency law were likewise passed, with which the pre-insolvency redevelopment procedure required by the European restructuring directive is introduced. During this legislative procedure the BGA, together with other top industry associations, was able to achieve a reinforcement of creditor rights, for instance by means of supplementary regulations concerning retention and cancellation rights for creditors obliged to make advance payments. The law took effect on 1st January 2021.

Simplifications in law of associations and contract law

All simplifications have been extended which were introduced, for example, for general and plenary assemblies and for their electronic implementation in spring 2020. These now also apply for the year 2021.

Additionally, the special provisions in contract law have been supplemented: accordingly, the board is no longer under obligation to call an ordinary general meeting according to statutes if a ban on assembly is in place for the members and electronic implementation is not reasonable. These regulations have been extended to meetings of the boards of associations and foundations and of other association and foundation organs. The extension of the simplifications in law of associations and its supplementation ensure, according to BGA, additional legal certainty among associations, partly also for processes already in practice.

Special provisions in commercial rent law

A further special provision has also been made in commercial rent law. For commercial rental and lease relationships affected by state Covid-19 measures, a statutory assumption will apply in future: Substantial restrictions (of use) as a consequence of the pandemic can represent a serious alteration of the basis of doing business. This will considerably strengthen the position of commercial tenants or leaseholders in respect of their contract partners. Cases in which a court decision is required will additionally be accelerated so that the parties receive legal certainty more swiftly.

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Source: BGA

The mood in wholesale: Long recovery process expected

The economic situation of wholesale at the turn of the year 2020/21 and an estimate of the continuing trend were the main topics of the traditional BGA survey among companies in wholesale in December 2020. Following an initial analysis, the current BGA climate indicator in wholesale, based on the survey, indicates that a dampener is to be expected, the extent of which cannot yet be estimated at the moment. Companies are overwhelmingly expressing satisfaction with crisis management policy so far. Only just under one in seven regards it as insufficient. According to the survey, however, uncertainty over the ongoing trend continues to prevail among entrepreneurs, even if the BGA climate indicator is signalling a recovery despite the second lockdown. However, four out of five surveyed companies takes the view that this recovery, despite a vaccine, will take quite a long time and that a further setback cannot be ruled out. From the companies' viewpoint, therefore, further economic policy support is required by means of more state investments in health, education and digitalisation and also, simultaneously, a stronger economically-oriented course again, building on solid finances.

Source: BGA



Sustainability in series production

Environmentally safe, climate-neutral, certified several times: with its **recycled PET models**, uma writes yet another great success story. The leading manufacturer of innovative writing utensils, according to its own assessments, now produces "sustainability in series" with its recycled PET PEN PRO line! The range is vast, as the recycled PET PEN PRO is available in many varieties – an attractive retractable ballpoint pen that leaves nothing to be desired: solid coloured glossy or matt or transparent in a wide selection of vivid colours or, alternatively, in the stylish frozen look – practically any customer wish can be fulfilled. An antibacterial version, which reduces the adhesion and colonisation of pathogens on the pen's surface by 99.99% through a tested antimicrobial additive, is also on offer. The series also includes a matching rollerball, fineliner and the LIQEO – now all featuring an even better ink flow system. With its recycled PET PEN PRO models, uma brings sustainability to paper – and into series production!

PSI 41848 • uma Schreibgeräte
Tel +49 7832 7070 • info@uma-pen.com
www.uma-pen.com



Snack with extra punch?

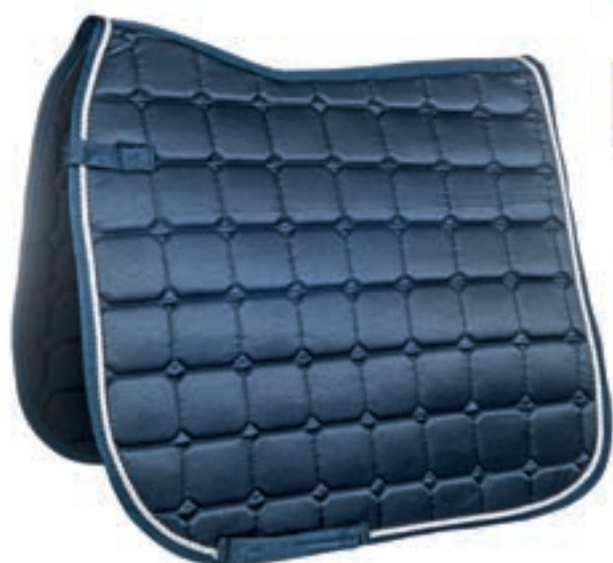
It's all about the sausage! Because JUNG since 1828 offers the new protein-packed Sportwurst by Grillido, a truly exceptional promotional product that provides a big dose of extra energy for customers, business partners and employees. The Grillido Sportwurst Original is a **unique mini salami**, weighing 100 grams, which delivers a fresh energy boost as a snack between meals. With 42 per cent more protein and 50 per cent less fat, the "sausage revolution" not only adds power to everyday life, but also to advertising. Whether it's on the peak of the highest mountain, in the office, the gym or simply whenever it matters most, the possible uses in the advertising world are almost unlimited, just like the promotional message's reach.

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

Extending heart-warming wishes

A heartfelt greeting for customers, partners or the own team? Especially in these difficult times, there are many suitable opportunities to melt the hearts of one's closest contacts when the vegetarian chocolate hearts by Kalfany Süße Werbung come into play. The main ingredient is **Fairtrade certified cocoa**, arranged in an attractive gift box with generous advertising space. The box is equipped with a wall hook and stand and is 207 x 146 x 10 millimetres in size. Customisation is possible for orders of at least 250 pieces or in smallest quantities, also online.

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



Highlights for horse and rider

The company Wilken Textiles is specialised in the supply of products related to horses. The current range, for example, includes a saddle pad and an anti-sweat blanket bearing the fine-sounding name of Madrid. Both products are characterised by their **ease of care**, as they're made of 100 per cent polyester. They are therefore machine-washable at just 30 degrees and can subsequently be dried by machine. The saddle pad has a foam/wadding filling and straps with hook-and-loop fastener. It can be ordered in the colours red, petrol, dark blue, black and grey. The anti-sweat blanket, that's available in different sizes, comes in the colours mud green, dark brown, light brown, red, wine red, pink, petrol, dark green, azure, black, grey and dark blue.

PSI 49373 • Wilken Textiles
Tel +49 5951 9381 • sales@wilkentextiles.de
www.wilkentextiles.de

New

Boa matt recycling

100% „Made in Germany“



Recycled plastic

Matt product surface

100% green electricity

Sustainable packaging



100 per cent ecological

A newcomer in the klio eco® recycling range is the Boa matt recycling retractable ballpoint pen. Just like all klio eco® recycling models, emphasis is placed on reusing raw materials and conserving resources in the manufacturing process. Thus, all visible casing components as well as the entire internal mechanics of the sustainable writing utensil are **made of 100% recycled plastic granulate**, which is sourced from the company's own and, above all, purchased plastic waste. What's more, all plastic ballpoint pens from Klio-Eterna are manufactured using 100% green electricity. The sustainable version of the popular Klio classic Boa impresses through its matt and pleasantly soft surface. The organic shapes and flowing, unmistakable Boa design emphasise the ecological character further. Available in up to 14 colours, the recycling version of the Boa pen can also be combined flexibly in many ways with Klio-Eterna's "mix it, match it" modular system. Individual custom colours can be achieved using the PMS service for orders starting at 5,000 pieces. In addition to customisation using standard screen, pad and digital printing processes, the Boa matt recycling also offers the option to make creative individual statements through XL shaft printing. Equipped with the indelible Klio-Eterna Silktech L refill and 3,000 m writing capacity, the Boa matt recycling guarantees a velvety writing feel and lasting writing pleasure. The refill can be optionally upgraded to 5,000 m writing capacity. Of course, the Boa matt recycling also bears the label "recyclingpen" to clearly show its sustainability. Furthermore, the writing utensil specialist Klio-Eterna also pays attention to eco-friendly materials in the packaging of products in its two sustainable brand lines klio eco® and klio protect®. The products are packed in foil bags made of biofilm (based on renewable raw materials) and cartons made of recycled waste paper.

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



Request your free sample at:
produktmuster@klio.com

Klio-Eterna Schreibgeräte GmbH & Co KG
Glashüttenweg 7
77709 Wolfach

www.klio.com



Sustainable from end to tip

The modern Shape recycling retractable ballpoint pen from the klio eco® brand impresses through its aesthetic design and ecological statement. Under the slogan “sustainability from end to tip”, this **elegant model** stands out due to its clever and holistic sustainability concept. In addition to the casing and mechanics, the standard refill tube of this product is also made of recycled plastic (rPP). Klio-Eterna manufactures entirely in Germany. Thus, the complete manufacturing process is inherently very resource-efficient. The reuse of plastics is a fundamental principle in the production of all recycling products. In addition to its own regenerated material, the company predominantly uses unmixed and recycled granulate purchased from external sources. Furthermore, all plastic ballpoint pens by Klio-Eterna are manufactured using 100% green electricity. Based on the “mix it, match it” modular system, the 4 components can be combined according to preference from a total of 14 vibrant standard colours. The Shape recycling can also be produced in special custom colours with the PMS service starting at 5,000 pieces, allowing even greater colour creativity. When it comes to personalisation, the angular design and wide clip of the Shape recycling offers various possibilities to make creative individual statements via screen or pad printing. Equipped with the in-house, indelible Silktech L refill and sustainable 3,000 m writing capacity (optionally 5,000 m), Shape recycling guarantees lasting writing pleasure. What's more, the standard recycling model features a refill tip made of stainless steel – as a lead-free alternative to conventional refills. Like all other recycling models in the klio eco® range, Shape recycling bears the label “recyclingpen” for identification purposes. (By the way, all products in the klio eco® and klio protect® brand portfolio are packaged in foil bags made of biofilm and cartons made of waste paper.)

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www.klio.com

Sustainable campaigning

Few issues are likely to be as significant for potential voters in the local, state and federal elections, and many other events in 2021, as climate change and the associated environmental damage. So why not grab the interest and attention of green-minded voters? The **products containing all types of seeds** by emotion factory are particularly well suited for this purpose. These include the Plant-stick (which contains bee-friendly seeds on a wooden stick), the seed papers in floral, bee or butterfly design, as well as the Plant-tab. All products can be packaged flat, which makes them ideal as direct mailing products or give-aways.

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



A token of appreciation

The start-up business Dankebox offers high-quality all-in-one gift boxes, made sustainably in Germany, with a customisable greeting card. Available in an assortment of different fill options, the boxes feature fine food specialities from craft manufactories such as hand-made chocolates or German beekeeper's honey. The boxes are assembled by work integration social enterprises in North Rhine-Westphalia. Individual shipping directly to the recipient is offered worldwide – for example delivered to the home office.

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



With a clean conscience

The cutting board Mini Bamboo by Inspirion is not only a real eyecatcher in every kitchen, it also makes a powerful statement in terms of sustainability. With its compact size of 20 x 15 x 1.2 centimetres, the cutting board, made entirely out of the **renewable material bamboo**, is quickly to hand and just as quick to stow away again. In addition to the board, Inspirion supplies a knife with stainless steel blade and matching bamboo handle. It all comes wrapped in a paper banderole.

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



Alternative carry bags

Plastic bags are being rejected more and more by environmentally conscious individuals. Thus, it's good when affordable alternatives are provided. With its product line Vege Bags, the Polish company Media offers several types of carry bags in four different sizes, which are manufactured **from recycled materials**. Cotton bags are also available. All items are well suited for use as promotional products as they feature a large surface for printing and, in contrast to cheap plastic bags, can be used multiple times. Advertising thus remains visible over a long period.

PSI 60161 • Media Sp. z o.o.
Tel +48 509 037400 • monika@media.net.pl
www.media.net.pl

Simply saying “thank you”

A hint of spring is already in the air. So that relationships with customers, business partners and employees continue to bloom and grow, CD-LUX now presents plenty of new ideas under the theme of spring and “simply saying thank you”. There are so many reasons to give a sweet little gift: “Thank you for your efforts”, “Thank you for your loyalty”, “Something to sweeten the home office” or “Welcome back”. That’s sure to generate sympathy points and **positive feedback**. Many new products for this purpose can be found in the brand-new CD-LUX “Werbung mit Genuss” catalogue. Hence, there’s nothing to stand in the way of successful promotional campaigns!

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



Responsible use of resources

At Perletti, the responsible handling of natural resources has the highest priority. This can be seen most notably in the new Green Collection, which also includes umbrellas made of recycled materials, for example RPET. The material is derived from PET beverage bottles that have been collected and processed for reuse. Wooden handles also reflect the environmental consciousness in the product design. Perletti umbrellas are characterised by **careful workmanship and good quality**, making them very durable. This is another way to curb wastage of resources.

PSI 60171 • PERLETTI S.p.A.
Tel +39 035 8356011 • promo@perletti.com
www.perletti.com



New approach

Interall is taking a new approach in search of environmentally-friendly materials. Among other things, it has launched a ballpoint pen in its current range, which immediately catches the eye due to its extraordinary surface. It has the appearance of stone and was designed with a clear purpose, because the basic material used is also something new: it consists of a mixture of **45 per cent rock flour and 55 per cent polypropylene**. Stones are natural products composed mostly of calcium carbonate, are essentially available right on the doorstep and, therefore, sustainable. Writing utensils in the colour white are held in stock.

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



Wellness in a jar

With the lavender gift ideas by Multiflower, customers, staff or business contacts can enjoy a relaxing break. One such gift is the Wellness Jar, which spreads the **beguiling scent of lavender** as soon as it's opened. The package contains quality sheep's milk soap and about 45 grams of Dead Sea salt. It's topped off with a lavender tea light. The label provides space for promotional imprint on the standard design or, alternatively, for an individual design, both starting at 250 pieces.

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

Advertising to the rescue!

Making the world a little better with advertising and stopping food wastage? Thanks to the delicious Rettergut chocolate with custom printable promotional wrapper by JUNG since 1828, an active contribution can be made to environmental protection. The special feature of this melt-in-the-mouth treat: whenever the chocolate type is changed during the manufacturing process, the machines are cleaned using high-quality chocolate. The resulting mixtures go to waste – amounting to hundreds of kilos! The Rettergut brand has set itself the task of rescuing these unique cocoa blends by creating a **delicious mixed chocolate product** out of the mixture. And by the way, it's produced climate-neutrally and is packaged sustainably.

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



Eco-friendly and colourful

According to own reports, Stilolinea is constantly in search of new opportunities to offer products which are as environmentally friendly as possible in terms of manufacturing, use and disposal. For example, the designers have now added a new member to the well-known BARON® Pens family, the BARON O3®RECYCLED. The body is **made of 100% recycled ABS plastic**. Trendy colours turn the writing utensil into an absolute eyecatcher. This new product allows environmental consciousness to be clearly communicated in advertising.

PSI 45328 • Stilolinea Srl
Tel +39 011 2236350 • info@stilolinea.it
www.stilolinea.it



Double floral fun

A new floral highlight, the **Mini Plant-pot Flower**, has been released by emotion factory, headquartered in the Black Forest – and it even offers double the floral fun, for example for a campaign at Easter or Mother's Day. The striking packaging comes in the form of a colourful blossom that's created by simply connecting the printable paper band together. The package contains a little terracotta pot, which comes supplied with different flower seeds according to preference, together with growing substrate as soil. Quickly filled, sowed and watered, a decorative green greeting grows rapidly on a window sill or the office desk. A company logo can be optionally applied to the pot with pad printing, thereby ensuring lasting advertising impact.

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

Warming protection in the cold

When it gets really cold outside, Loopey by Promotia shows its strengths. The mouth-nose protection scarf is always with you. Simply push it up where it is needed and fix it on the nose. Loopey also protects the neck from colds and is therefore an ideal companion in these times. The **sewn-in nose clip** ensures a perfect hold. The scarf is available in different design motifs and can be printed individually.

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



Long term life saver

Reliable smoke detectors can be real life savers and should be installed at least in every hallway and bedroom. The Indexa RA290Q Q-certified smoke detector from Indexa is equipped with a **built-in 10-year, long-life battery** – saving users the trouble of changing the battery. The super-flat casing of the smoke detector (Ø approx. 11 x 2.6 cm) can be provided with an individually designed print on request. With this promotional gift, the sender thus conveys care and responsibility.

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

Sweet greeting with heart

Sweet promotional products are ideal for all those who love to spread joy with little gifts. CD-LUX has put together a package of new products under the theme “gift-giving with heart”. Especially during these extraordinary times, many companies simply want to say “thank you”. What could be better than a sweet greeting from the heart in this case? As always at CD-LUX, the “ambassadors” are sustainably packaged, which greatly contributes to the positive image. Quality, service, excitement and sustainability are at the forefront of thinking at CD-LUX.

PSI 45452 • CD-LUX GmbH
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PSI Product Finder

www.psiproductfinder.de

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45452	CD-LUX GmbH	009	47182	Reisenthal Accessoires GmbH & Co. KG	U4/OBC
42819	Gustav Daiber GmbH	007	43892	Römer Wein und Sekt GmbH Römer Präsente	013
45666	Halfar System GmbH	041	41838	SENATOR GmbH	017
42907	Inspirion GmbH	005	45328	Stilolinea Srl	027
42706	Kalfany Süße Werbung GmbH & Co. KG	049	60183	Strickerchemie GmbH	021
47464	Karlowsky Fashion GmbH	015	44970	TRIGON Deutschland GmbH (ehemals SEMO Deutschland GmbH)	023
40823	Klio-Eterna Schreibgeräte GmbH & Co KG	058+059		Beilage/Insert (*Teillauflage/Partial Circulation)	
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TOP PRODUCT TOPICS IN PSI JOURNAL

Are ballpoint pens, pencils, highlighters and calendars your speciality? Or is apparel closer to your heart? In our April issue, advertisements on both topics will attract the full attention of your (future) customers.



Issue **04**
2021
FASHION, WORKWEAR, CAPS & ACCESSORIES and OFFICE SUPPLIES, WRITING UTENSILS, CALENDARS
Copy deadline: 15.2.2021
Deadline for ads: 9.3.2021

Issue **05**
2021
EVENTS & FESTIVALS and HEALTH, SPORT & FITNESS
Copy deadline: 17.3.2021
Deadline for ads: 6.4.2021

Issue **06**
2021
WELLNESS, COSMETICS & BEAUTY and DRINKS, DRINKING VESSELS & TABLEWARE
Copy deadline: 16.4.2021
Deadline for ads: 7.5.2021

Issue **07**
2021
CHRISTMAS, GIFT SETS & SPECIAL DESIGNS and TOYS & PLUSH PRODUCTS
Copy deadline: 16.5.2021
Deadline for ads: 9.6.2021

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



Promotional product trends 2021 | Three approaches

What are the trends in the promotional products market in 2021? At the start of the year, many promotional products suppliers and manufacturers have traditionally expanded their ranges with creative, practical, sustainable and useful advertising messages. The PSI Sourcing team members sit directly at the source with their regular contact to around 900 manufacturers and, thus, know which direction the trends are currently moving in. Three major trends stand out in particular.

Health in focus

In times when mouthguards and disinfectants have become daily companions, it is not surprising that the marketing mix now also focuses strongly on hygiene products. The latest innovations include colourful or printed FFP masks, adhesive mouthguards that simply stick to the skin without tape or personalised Corona quick tests. Antibacterial shopping trolley chips or baseball caps with face protection are now also on the market.

Practical and multifunctional

For a promotional product to be used regularly, it must be practical and offer added value in everyday life. There are several product innovations around umbrellas that show what this can look like. These are now available with dog bags integrated into the handle, which make walking in the rain easier, umbrellas with automatic LED lighting or with a transparent viewing window for more safety on the streets. Key rings with storage pouches for the face mask are also among the new products in demand at the beginning of the year.

Sustainability is king

Sustainability is and remains a focus topic for the industry – especially in times of crisis. This was demonstrated not least by the sixth PSI Sustainability Awards, which were presented on 12 January 2021. Products such as an organic natural fertiliser made from horse apples, pens awarded the Blue Angel or fitness snacks in sustainable packaging are just a few examples of how far sustainability can go in the production of promotional products. But sustainable hopefuls such as seed bombs or plant cups in sustainable packaging made of craft paper and wax are also very much in demand in these challenging times.

More details as well as tips on which manufacturers and retailers these and other trend products are available from are available from the PSI Sourcing Team either by e-mail (produktrecherche@psi-network.de) or directly by phone at +49 211 90191-333.

Convincing customers with the Novelty Box

If you want to present your new products to a broad target group even without trade fairs and events currently taking place, the PSI Novelty Box is a high-reach tool. Twice a year, the box reaches 2,150 potential customers who can use the product samples to get an overview of highlights for the coming season. The next PSI Novelty Box will be sent out in March. Anyone who would like to use the tool can contact the PSI Cross Media Team directly (crossmedia@psi-network.de). The latest insert deadline is 19 March.

Further information at www.psinoveltybox.de

Virtual data café | Open again in 2021

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

Wednesday, 07 April 2021
Wednesday, 02 June 2021
Wednesday, 04 August 2021
Wednesday, 06 October 2021
Wednesday, 08 December 2021



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

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

Behind the Scenes | We are PSI



Sophie Hufer

A final tour of the halls, a scrutinising look at the booths, a last check whether everything is perfect: Sophie Hufer works as Senior Event Manager at PSI and provides in conversation an entirely private insight into what the trade show means to her, what impacts the postponement had on her and what she is most looking forward to when the trade show finally opens its doors. www.planet-advertising.com > PSI

The walk across the carpet, the coffee during breaks, the product show right at the entrance: when trade show visitors only casually notice all these things when walking through the halls, then Céline Wagner, Event Manager at PSI, PromoTex Expo and viscom, has done her job properly. For it is her task to ensure that carpets, catering, booth-building, signage and even the flowers at the booth are present and correct when the trade show starts.

On www.planet-advertising.com > PSI she reports what her daily challenges consist of, which special presentation will become the big platform for exhibitors this year and what, for her, will be the biggest highlights when the trade show kicks off.



Céline Wagner



Greenwashing

After the Sustainability Awards is before the Sustainability Awards. Our digital gala on 12th January received a very positive echo across the board. So, it seems that virtual events do work very well, even though I much prefer the personal contact. Nevertheless, we have begun to look ahead again. The further conceptual development of the Awards and the launch of the application period for 2022 are on the agenda.

Right from the start, my greatest fear in the conceptual development of the Awards was the risk that we would honour so-called “greenwashers”, in other words companies or products that give the impression of sustainability, but in fact are not sustainable at all. That’s downright consumer deception, i.e. fraud – particularly widespread on the internet. A screening of websites conducted by the European Consumer Protection Cooperation Network (CPC) revealed that 42 per cent of online traders made false or misleading statements regarding sustainability. A total of 344 sustainability claims were analysed in different product categories, such as clothing, food, cosmetics, electronics. Many statements were false, misleading, inaccurate. In half of the cases insufficient information was provided, evidence was lacking. In 35 per cent of the analysed cases terms like “eco-friendly” or “sustainable” were even deliberately used to imply that the products didn’t have any negative impacts on the environment. Even though no evidence was provided to support these claims in 59 per cent of cases.

On the whole, not an encouraging outcome. When these statements are considered in conjunction with the marketability of products, it’s really stomach turning. In its new consumer agenda, the EU has taken up the fight against greenwashing. This goes hand in hand with the EU’s big political project, the “Green Deal”. The scale of these issues is enormous and poses an ongoing risk to the business and image of the promotional products industry. But it’s also a big opportunity, because the demand for sustainable products continues to rise. And sustainability should already be part of today’s business model.

Best regards,

Michael Freter
Publisher of PSI Journal
michael.freter@reedexpo.de



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Advertising en vogue

What was "in" yesterday is already totally "out" today. The current fashion trends are changing just like the seasons. And just like during the seasons, many things return but in a varied or changed form. The manufacturers of promotional textiles are also following these trends. However, in contrast to lofty haute couture, promotional fashion merchandise is more needs-oriented, yet nevertheless always the state-of-the-art. So, get excited for new fashionable collection highlights, wonderful workwear, hats and accessories. The second product theme includes new articles from the classic, but always up-to-date promotional articles segment "office needs, writing utensils, and calendars".

Please also start thinking about your product presentations for the May 2021 edition of the PSI Journal with the thematic groups "New PSI 2021 Fair Products, Events and Festivals" as well as "Health, Sports and Fitness" and send your product ideas (image and text) by 17 March 2021 at the latest to: Edit Line GmbH, PSI Journal, E-Mail: hoechemer@edit-line.de

Companies, Events, Markets

Even though corona is still painstakingly hampering social and economic life, the promotional products industry has shown with persistence and creativity how to handle the crisis during this difficult phase for the industry as well and has already been long developing sustainable concepts for the time after the lock-down. In our category "Businesses, Events, Markets" we provide you an insightful picture of an ever lively and inventive branch.



It's worth reading – printed and digitally

A representative PSI distributor survey showed that the PSI Journal gains a huge acceptance. Insightful know-how for the promotional products business, current information on markets and companies as well as topics that move the industry really reach the readers – each month, as printed version and also available at any time online and on a mobile device: www.psi-network.de/journal-archiv



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PSI Supplier Finder

The supplier directory of PSI

The research tool for PSI distributors
and the PSI Sourcing Team

Published twice a year.

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

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

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

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

Possible additional services

Per logo	89.00 EUR
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

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Issue 02/2021: Oct 12th, 2021

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