

# PS1 EUROPE

**PSI Journal**

International Magazine  
For Promotional  
Products

April 2021

Volume 60

**SPRING TIME**

WINTER PRODUCTS

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*daiber*

**myrtle  
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Our highly proficient team and employees gives the utmost importance to ensuring the **best quality products.**

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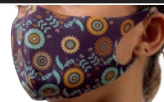
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MASKS





# PSI EUROPE

## **PSI Journal**

International Magazine  
For Promotional  
Products

April 2021

Volume 60

## Ecodesign

Future  
belongs to  
green  
companies

### **PSI**

“We are also investing in  
the further development  
of PSI in the future.”

### **Product Guide**

Fashion, Workwear, Caps,  
Accessoires  
Office Supplies, Writing  
Utensils, Calendars

### **Gustv Daiber**

Modern sports collection  
from PET recycling

### **Verticas**

Reliable, responsible,  
proactive

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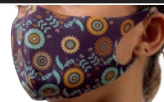
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TYPE IIR  
SURGICAL  
MASKS







## Editorial

# Carpe diem

**W**ith “Carpe diem”, the great Roman poet Horace called on his fellow human beings to make the most of their short lifetimes by doing what they enjoy today instead of waiting until tomorrow. This isn’t so easy during Corona times, when the lockdown makes many things impossible. But quite a few companies have more free time than they would like. The telephone rings less often, employees rarely stand at the door, shipping stress has become the exception. Yes, that’s not the case everywhere, but almost everywhere – at least in our industry. The PSI can tell a thing or two about this. How many hopes and disappointments have there been in the last year? And the PSI is not alone in this worldwide. The turnover of the international trade show industry has dropped from 29 billion dollars in 2019 to a total of 9 billion. These aren’t just figures – entire companies, jobs, careers and dreams have been shattered. We haven’t quite come to terms with the fact that the PSI can’t take place in May. We were so looking forward to meeting up again and doing business. Nevertheless, we need to look ahead now. We must reinterpret “Carpe diem” for businesses. Those who want to actively shape the future must use the time now. They need to invest in the future: whether that’s money, effort or creativity.

As various institutes report, 90 per cent of companies are investing more in the digital transformation – although almost 70 per cent of companies are currently recording lower revenues. Impressive! When taking a look at the promotional product industry, many businesses – let’s call them beacons – can be identified that are repositioning themselves digitally, in terms of personnel or the classic business. When asking them about their motivation, one often hears: “We are using the time. When the market picks up again, we want to be positioned a few notches higher”. Carpe diem, reinterpreted.

The PSI has made a firm commitment to support its members in this process wherever possible. Until we are able to meet again in person, we will do whatever we can using digital means. But let us know – and this includes the editorial team of the PSI Journal – which issues are most pressing and where and how we can do something. We must come closer together during the crisis.

“Carpe diem”, this applies to us all if we want to get through these times well. The future must be our challenge, even more than the present.

In this spirit

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

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

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# perfect for the journey

Linus, our messenger bag made from 100% organic cotton, is not only environmentally friendly, but through its Fairtrade and GOTS certification, it demonstrably contributes to a significant improvement in working and living conditions throughout the entire supply chain.

Due to its grammage of 390 gsm and an adjustable shoulder strap, it is suitable for university, school or work. A perfect, durable and environmentally conscious companion.



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35139



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

[www.global-standard.org](http://www.global-standard.org)

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



# Linus

## N° 2331

adjustable shoulder strap



Heavy Cotton

In four different colours



- ✓ **GOTS - certified**
- ✓ **Fairtrade - certified**
- ✓ **OEKO-Tex - certified**
- ✓ **390 gsm cotton**
- ✓ **adjustable shoulder strap**



## Advertising en vogue

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The makers of promotional textiles are also following current trends. However, unlike haute couture, promotional fashion items are more needs-oriented, but certainly no less fashionable. So, get excited for new collection highlights, wonderful workwear, hats and accessories. The second product theme includes new articles from the classic segment "office needs, writing utensils, and calendars".

## Modern sports collection from PET recycling

34

The new sports collection from the Gustav Daiber label JAMES & NICHOLSON is not only characterised by a modern look, but also by the innovative use of recycled polyester for sport and leisure. In short: Reduced colour scheme, plenty of room for individual finishing. All in all: Decidedly sporty and environmentally conscious.



## Reliable, responsible, proactive

56



Individual customer solutions, sophisticated online offerings and high-quality products at market-aligned prices – these are the success factors of the Wiesbaden-based full-service provider Verticas, now a valued contributor to the market for 25 years. We introduce a remarkable company.

## Reshape the future with ecodesign

58

Ecological design, otherwise known as ecodesign, is an invitation to rethink the development of products and services, commerce, and business management. The goal is to develop a world that is fair and ecologically sustainable for everyone in the supply chain and thus to make a contribution to the circular economy.





An idea that has what it takes to touch people's hearts should be surprising and inspiring. It should tell a story that's relevant to people, communicate with its audience and therefore leave a lasting impression. And more. In the best case, it is itself the story, thus making a product unmistakable.

## Creativity meets technology

Thinking, acting, living sustainably – right across the product line. The **CRUSH Agrumi** products by Lindocastelli are made from **ecologically sustainable paper** that **utilises residue from citrus fruits** and is produced in an **upcycling process**. The Crush paper contains up to **30 per cent agro-industrial by-products** of plant origin. New in the **PALM ECO collection** is the **Agrumi paper** with "Appleskin", a durable cover material made **partly from apples**.



**CRUSH Agrumi product line**  
Lindocastelli GmbH  
[www.lindocastelli.de](http://www.lindocastelli.de)  
PSI 60176



**DINA lamp**  
PowerCubes  
[www.powercubes.eu](http://www.powercubes.eu)  
PSI 49748



## Natural. Sustainable. Educational.

The **stylish and trendy desk lamp** raises **awareness** of the fundamental importance of **light**. It only switches on once **a coin is inserted**. This draws attention to the fact that **energy costs money** and light isn't free of charge. The lamp can be switched off again by **pulling on the wooden knob**. **Pleasant side effect: a piggy bank is filled** whenever **DINA** is paid for its wonderful light. DINA is equipped with a **USB connection**, with which it can be **practically connected** to a computer or laptop for its **power supply**. This makes the **DINA lamp** ideal as a **desk lamp**.



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# RENAISSANCE OF THE TELEPHONE

Around **3.5 billion people** across the globe now use a **smartphone** (with a current world population of approximately 7.77 billion). But how many actually know that the **prototype** of their **communication tool** was developed exactly 160 years ago from a violin, a knitting needle and the bladder of a rabbit? That's exactly what **Philipp Reis** used in **1861** to assemble **the world's first device for sound transmission**, calling it "**telephone**". Unfortunately, the self-taught but nonetheless **brilliant inventor from Hesse** wasn't taken seriously by scientists and rulers. And what's more, the whole thing was ultimately **patented** after Philipp Reis' death by someone else called **Graham Bell**. (cf. Wolfram Weimer: "Der vergessene Erfinder: Wie Philipp Reis das Telefon erfand") Nevertheless, the **telephone** has **conquered the world** and evolved into an indispensable part of our daily lives. Particularly in current times. The **telephone** is enjoying a true **renaissance**. And today's tinkerers are constantly creating new effective gadgets.

When the powerful duo **idea** and **creativity** leads to breakthroughs that stand **the test of time**, they often form the **basis for inspiration** of following generations.



Wireless bamboo  
and ABS speaker  
with charger

Giving Europe GmbH  
www.givingeurope.de  
PSI 45737

Everybody knows the brand name **Teflon**. Its actual name "**polytetrafluoroethylene**", on the other hand, doesn't sound like a **global success**, even though it has been patented since 4th February 1941. The patent was granted to the American **Roy Plunkett** 80 years ago. During his experimentation three years earlier, **he discovered the product PTFE** by chance, a powder that **didn't react** to anything, not even to heat. Initially it protected containers used to store **uranium hexafluoride** for atomic weapons from corrosion. The **breakthrough**, which millions of **passionate cooks** around the world now **benefit** from, came in the middle of the **1950s**. The French couple Marc and Colette Grégoire came up with the idea to **coat pots and pans** with it. With a lot of success. In 1956, they founded the well-known company Tefal. (Source: tagesschau.de, „80 Jahre Teflon: Die Schicht fürs Gericht“)

Another **useful** item for the kitchen (even without Teflon), that's not only **beautifully designed** but also draws attention for promotional purposes, is the **cocotte**.

## RECIPE FOR SUCCESS



Mini cocottes made  
of ceramic

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Deutschland GmbH  
www.zwilling.com  
PSI 47395





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Verrate es uns: [werbeweltbeweger@psi-network.de](mailto:werbeweltbeweger@psi-network.de)

Organised by

 Reed Exhibitions

**[WWW.PSI-NETWORK.DE](http://WWW.PSI-NETWORK.DE)**



On 10 March, PSI announced that the trade show trio of PSI, PromoTex Expo and viscom 2021, scheduled for May in Düsseldorf, is taking place online. Here, as a recap, is an overview of the comprehensive digital programme, which starts from 19 May and will be continued until PSI 2022 – from 11 to 13 January 2022.

# PSI, PromoTex Expo and viscom 2021 take place online



This year, the trade show trio of PSI, PromoTex Expo and viscom, scheduled for 18 to 20 May, is taking place online. Under the name “PSI DIGITAL”, the three trade shows offer the promotional products, textile and finishing industry a high-calibre online programme from 19 to 21 May – live and on demand. Additionally, from June until the next face-to-face event in January, there will be a Digital Friday on every second Friday of the month.

## Next “physical” PSI in January 2022

“We know how important it is to bring the promotional products industry together for the urgently needed personal dialogue. The current course of the pandemic and delays in the provision of vaccines are not, however, currently giving us and the exhibitors the necessary certainty for a face-to-face event on the targeted May date,” reports Benedikt Binder-Kriegelstein, executive board chairman of the organiser Reed Exhibitions Deutschland GmbH. “That is why, together with exhibitors and partners, we have decided to bring the industries together virtually this year and not to be present with PSI again until January 2022,” continues Binder-Kriegelstein.

## PSI DIGITAL in May

From 19 until 21 May, midday Wednesday until midday Friday, PSI DIGITAL offers the virtual trade show feeling for a full 48 hours. Visitors worldwide will then have access to various PSI sourcing tools, product presentations and a high-calibre programme, including live interviews and podium debates, which will be broadcast live on “PSI TV”. But online seminars, interviews and how-to videos will also be tuned to the industry’s key topics on demand.

## “Digital Fridays” until January 2022

All trade show visitors – i.e. non-members as well – will receive access to the PSI Product, Supplier and Distributor Finder for a period of 24 hours. “The best tools for acquisition and leads generation are thus available to all visitors free of charge for two days. By offering the industry a voice and a digital platform in these difficult times, in order to exchange ideas, network at the European level and continue to train, we are contributing to important community building,” says Petra Lassahn, Director of PSI. The digital trade show is being expanded by “Digital Fridays” from June until the trade show in January 2022. Specifically, that means: on every second Friday of the month, all participants have access to a wide programme plus the same sourcing and network offers as in May, for one day. **The tickets for the digital events are free of charge and available via the online ticket shop at [www.psi-messe.com](http://www.psi-messe.com).**

## PSI 2022 from 11 - 13 January

The next PSI will take place from 11 - 13 January 2022 on the Düsseldorf trade show complex, thereby firing the traditional starting shot for the promotional products industry’s subsequent business year. <

**PSI DIGITAL**  
19 - 21 May 2021

**Digital Friday:**  
11 June, 9 July, 13 August, 10 September,  
8 October, 12 November, 10 December

**PSI 2022:**  
11 - 13 January 2022

## Further information:

[www.psi-messe.com](http://www.psi-messe.com) | [www.viscom-messe.com](http://www.viscom-messe.com) | [www.promotex-expo.com](http://www.promotex-expo.com) | [www.planet-advertising.com](http://www.planet-advertising.com)



# PSI GOES DIGITAL

**19 – 21 MAY 2021**

**48 HOURS**



## PSI DIGITAL KICK-OFF

19 – 21 May 2021  
48 hours: 12 pm – 12 pm



## +7 PSI DIGITAL FRIDAYS

Every 2nd Friday of the month:  
June – December




**PSI**

**EXHIBITION CENTRE DÜSSELDORF**

**11 – 13 JANUARY 2022**

Organised by

 Reed Exhibitions

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

## PSI 2021: Interview with Barbara Leithner and Petra Lassahn

**“We are also investing in the further development of PSI in the future.”**

**P**SI is and remains an essential part of the Reed Exhibition portfolio and there is a firm commitment to invest in the further development of the platform in order to fulfil current and future market requirements.” Building upon on this statement from Benedikt Binder-Kriegelstein, the new CEO of Reed Exhibitions Austria and Germany, PSI Journal interviewed Barbara Leithner, who is responsible for operations in both countries as COO, and Petra Lassahn, the longstanding director of PSI. They answered questions about the current challenges and additional plans for PSI.

**Ms Lassahn, we were all looking forward to being able to meet in one place at PSI in May. You and your team were surely the same. Were all the preparations for the trade show for nothing?**

*Petra Lassahn:* Until recently we thought we could bring everyone in the industry together after such a long time. But unfortunately, it is just not possible. Due to the current situation with the pandemic, the delays in vaccine rollout, and the lack of support from the government, we do not have the security for safely carrying out the event in May. We had to take into account this possibility from the very beginning, which is why we have already been working on our concepts and formats for holding events virtually whenever possible. When it is not possible, we will be including them in our concept for the next in-person trade fair in January 2022. Preparations for this event are already underway.



**Petra Lassahn,**  
Event Director PSI

**Ms Leithner, what is your assessment of the situation and the timing in which you are responsible for PSI as COO? How have you experienced the current phase we are in?**

*Barbara Leithner:* The current situation is a major challenge. For us trade fair organizers, it is also an exciting time in which new things are emerging. The last few months were, of course, demanding and also turbulent. But we have a fantastic team – that is the basis for being well prepared for the future and for undertaking the necessary strategic deliberations, which is also true for the promotional products industry. Together with the PSI team, I look forward to being a relevant and trustworthy partner for the industry in my capacity as COO.

**What is currently your most important responsibility?**

*Barbara Leithner:* Keeping our industry, the trade show industry, marketable – in this case, for the promotional pro-



ducts industry. The pandemic and the lockdown measures have hit the event sector especially hard. We currently cannot pursue our main expertise and our passion for organizing trade fairs physically. The postponement of PSI is the latest example. Instead, we have to be even more flexible than ever and reposition ourselves in the market. We now have the chance of creating new things with digital formats and thus to offer an added value for our customers.

**Does this mean that trade shows are the format of the future?**

*Barbara Leithner:* Digital events are surely an important factor for the future. But they cannot replace meeting in person. We still cherish in-person industry meet-ups in exhibition halls. We would rather extend the trade show experience and offer our customers an important added value all year long.

*Petra Lassahn:* With the PSI product finder, sourcing finder or distributor finder, we are already well positioned in the promotional product industry. Nonetheless, we are currently working intensively on other digital formats. In the past few months, we have already put the first purely digital events and products on the market, which has enabled us to be more present than most other trade shows in the world. This creates a good starting basis for us to hold upcoming events both physically as well as virtually and to organize hybrid events on an international level in the future.

**Do you think that trade shows will be able to take place again at some point?**

*Barbara Leithner:* Definitely. The good thing is that we are no longer at the beginning of the pandemic. We have since learned to live with the virus and have shown as an industry that trade shows can work with safety and hygiene concepts. Naturally, we always have to keep an eye on the figures as well as the pandemic developments, and we are doing this on a daily basis in order to be able to react according to the situation with a certain flexibility and agility – as is the case currently with the PSI. We will maintain this approach for as long as it is necessary to ensure the

safety of all trade fair participants, including exhibitors, visitors and our own team.

**What do your plans for PSI look like?**

**In the past few weeks, there was the rumour floating around that the PSI could be removed from the portfolio of Reed Exhibitions. Is there any truth to this?**

*Barbara Leithner:* No. PSI has always been and will always be one of the most important trade fairs in our portfolio in the future. The current crisis will not change that in anyway. As one of the most important industry events, it gives the promotional product industry an international platform for professionals to share ideas and information. We want to put this platform in an even stronger position. We are also already in the strategy phase for advancing the trade show and the network, for positioning it well for the next few years and especially for offering members and promotional product distributors in particular the best added value.

**Are there already concrete ideas for new digital formats for PSI?**

*Petra Lassahn:* Yes, we have set the start date for future online formats in May, which will be launched together with the digital PSI event; at first, it will be 48 hours long and live and on-demand content will be offered. The virtual trade show will be supplemented with monthly digital Fridays, which will begin in June. This means up that until the upcoming in-person event in January, we will bring the industry together on every second Friday in the month to focus on products, trends, networking and continual professional development courses. This will make PSI even more present for its members in the future. <



**Barbara Leithner,**  
COO Reed Exhibitions Austria and Germany



**Benedikt Binder-Kriegelstein,**  
CEO Reed Exhibitions Austria and Germany



The makers of promotional textiles are also following **current trends**. However, unlike haute couture, promotional fashion items are **more needs-oriented**, but certainly **no less fashionable**.





## Wearing comfort guaranteed

The cotton cap RACING from Inspirion offers optimum glare protection from bright sunlight thanks to the visor and a shady spot for your nose. At the same time, it attracts attention when an advertisement is placed on the reinforced front segment, which is a good surface for printing. The stylish 5-pannel cap is very comfortable to wear thanks to the adjustable Velcro fastener and the integrated metal airholes. The RACING cap comes in white, yellow, green and orange.



## Mirror, mirror in my hand

Most women can use a modern pocket mirror that comes inside a matching case. This meaningful promotional gift for the fashion and cosmetic industry is being sold by Römer Wellness. The elegant mirror made out of stainless steel was recreated in the shape and size of a credit card and can conveniently fit inside any wallet or smartphone case with a card compartment. The shiny PU leather case protects the mirror from scratches or dust while looking particularly sophisticated. The case comes in three standard colours: silver, gold and rosé. Other colours are available for a minimum order of 1000 pieces upon request. Advertising can be placed on the mirror as well as the case by customized engraving or embossing.



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



## A new generation in the eco-family

Ever since FARE introduced the first bamboo umbrella to the market in 2011, the ÖkoBrella family has steadily grown. This year, two new basic models will serve as perfect additions to the family. The family now includes a low-cost AC umbrella and a handy miniature pocket umbrella. Both models are covered with OEKO-TEX® certified polyester-pongee material made from recycled plastics. Both umbrellas and the bag for the pocket umbrella can be branded with screen printing. Dome printing is available for the handle of the pocket umbrella.



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

## Safety with reflection

With its latest safety vest, HEPLA is selling a textile product with a great advertising surface. Thanks to its neon colours, yellow and orange, and two reflective stripes, anyone wearing it will be clearly visible in the event of an accident or breakdown. The vest can be fastened with Velcro and is made in accordance with EN ISO 20471:2013 + A1:2016, Class 2/2, CE. Customisation of the vest or the bag can be completed in the company's own printing facility upon request.



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## Multi-functional headwear

With the Bronson® Gosh, Kaldenbach is showcasing a multi-functional cloth this season, which can be used versatilely: It looks great as a scarf, head scarf or face mask. Consumers appreciate that it comes individually packaged in an imprinted cardboard box made out of recycling paper with a customer motif printed in 1c (black) on it. The cloth is knitted all the way around and thus has no seam whatsoever, which makes it comfortable to wear. It comes in different colours and is fully dyed through.



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## Adventure for kids

Liontouch ponchos from Visiodan are the ideal kids apparel for special themed events and parties. When children put on a poncho, they imagine they are in the world of knights, princesses and pirates. All models come in universal sizes and are ideal for children three to eight years old. With the soft satin textile and a one-of-a-kind, lively and colourful imprint, these products create a fun factor and put a smile on the faces of children. Special designs can be produced for a minimum order of 1,000 units.



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Tel +45 39 62 39 44  
visiodan@visiodan.dk • www.visiodan.com  
www.liontouch.com



## Varied and colourful

CreaScarf is a unisex, multi-functional scarf from Anda Present made from breathable and quickly drying polyester, which features continuous sublimation-printed graphics. The material is light and stretches so that it can also be worn for sports activities. It looks great when worn as a neck warming scarf, head band, head scarf, armband or hat. This product is part of the adaptable BE CREATIVE collection from Anda Present. The sublimation-print offers colourful and lively designs that make this fashion accessory something special.



PSI 45753 • ANDA Present Ltd.  
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gauger@b-und-a.com  
www.promotionkicker.de

## Now doubly secure

b+a Vertriebs GmbH is now offering two new glove models that are sewn in layers as a solution for long-term wearers. The inside is made from natural cotton and the outside from polyamide or polyester. This makes both gloves breathable and comfortable to wear. The wearer's safety is documented by the products' PSA 2 - EN366 certifications. Protective against cuts and puncture-proof, the gloves protect the wearer during transport and in the warehouse. With printing available for orders larger than 300 and produced entirely in Europe, these models round off the vendor's glove assortment.

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## Airy fine silk

The elegant silk set from Filanti consists of a jacquard woven tie and a handkerchief made out of organic silk twill. The design was created and realized by their own in-house graphic designers directly for a customer. The same is true for the handkerchief made out of high-quality silk twill. The 85 x 200 centimetre cotton handkerchief made from organic cotton can be branded with a customer logo. The company only uses high-quality printing colours, which are GOTS and OekoText certified.



PSI 41727  
INTERALL GROUP B.V.  
Tel +31 35 6990000  
info@interall.nl  
www.interallgroup.com

## Glasses from the ocean

Interall Group is proving that even plastic from the ocean is capable of living a useful second life. The company is introducing the first reading glasses (+1 dioptré) in the world to be made from 100% recycled plastic into its WoW Sustainable Collection. With the purchase of these reading glasses, customers are supporting Plastic Bank, a social enterprise headquartered in Canada dedicated to removing plastic waste from our oceans while simultaneously providing valuable opportunities to impoverished communities. Plastic Bank offers residents of Haiti, the Philippines, and Indonesia cash or gift cards in return for collected plastic waste, which is in turn recycled into products. The name of the brand is Social Plastic®.





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## Sense of well-being

Work clothes that fit well don't merely improve employees' sense of well-being; they also contribute to the positive appearance of the company. This is why Malgrado has greatly expanded its assortment to include trousers and jackets. The assortment had already included sweaters, fleeces, hats, caps, and work gloves. All products are very comfortable to wear and have a good fit. The company also offers special production for plus sizes that are difficult to find in stores. Even 10 XL is no problem, according to the manufacturer.

PSI 46913  
MALGRADO fashion & promotion GmbH  
Tel +49 2207 704090  
s.rueth@malgrado.de  
www.malgrado.de



## Workwear with sewn-in logo

The stylish work socks made from 75% terry cotton, 20% polypropylene Siltex (antibacterial and odour-inhibiting) and 5% elastane from Kapatex are not just comfortable, they are excellent promotional products, too. The sewn-in logo and selectable colours from the Pantone colour chart on orders of 300 pairs or more are what make this offer attractive. Minimum orders are 100 pairs per size; sizes 36-39, 40-43 or 44-47 are available.

PSI 48427 • Kapatex s.r.o.  
Tel +420 274 772204  
handel@kapatex.de  
www.kapatex.de







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

## Bags for fashion fans

Anyone who loves fashion can never get enough of it: HALFAR®'s new bag series has caught hold of a new fashion trend and offers laid-back authenticity. This is reflected both in its choice of material as well as its design. The new light LIKE series is made from cotton, a renewable resource. The colours navy, red, black, natural and olive are available and give the bags a fresh or natural look, depending on the colour. The series consists of three models of bags. Metal accessories ranging from buckles to buttons perfectly round off the sophisticated appearance of these inexpensive bags.



PSI 47706  
NonvisioN Werbeproduktion GmbH & Co KG  
Tel +49 651 2015678  
contact@nonvision.de  
www.NonvisioN.de

## High-end customization

Fewer and fewer customers are satisfied with simple caps. The company NonvisioN produces baseball caps entirely based on its customers' wishes in high-end quality. Whether for standard baseball caps, trucker caps, mesh caps, army caps or snapbacks – special production is available for all caps for a minimum order of 150 caps. In-stock items can be customised by the manufacturer starting at 50 caps. Consultations regarding execution and design are included, of course.

-Advert-

## Blooming growth



1410  
Triplet Flower Pleasure



1037-2  
Bee Snack



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Seed Booklet Summer Joys



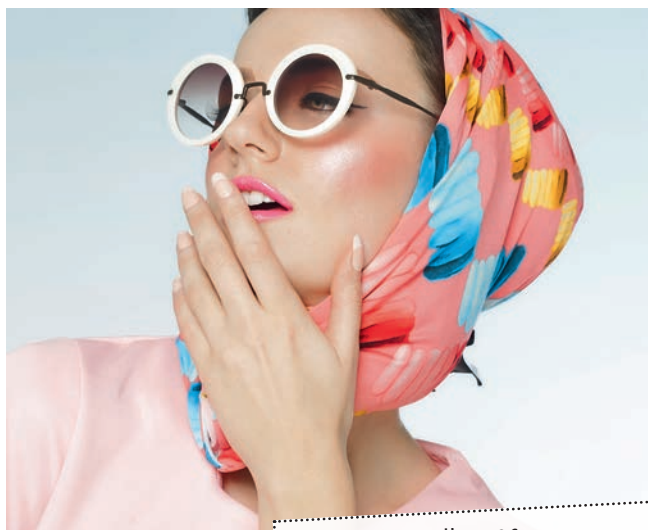
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PSI 48917 • Promo-House s.c.  
Tel +48 12 4114242  
biuro@promohouse.pl  
www.krawaty.info

## Fashionable and promotional

Scarves are a very special accessory in women's fashion. In the Promo-House studio, designers create samples of company scarves that combine the company's image with customer requests pertaining to current fashion trends. Moreover, scarves often serve as promotional gifts. When it comes to promotional products, priority is given to design, colour and current trends. During production, the company utilizes fashionable materials such as silk, wool, modal fibre or similar blends as well as different printing techniques such as screen printing, digital printing or manual drawing. The scarves are hemmed by hand in order to highlight their uniqueness and exclusivity.

## Compact everyday companion

The belt bag Donegal from Inspirion is a compact, everyday companion, which looks fantastic. The grey belt bag scores top marks with its interesting material structure, roomy main zipper compartment and adjustable waist strap with a snap fastener, which helps you put it on quickly. The small inside zipper also makes it possible to store small objects or change separately. This fashion statement looks great in any situation.



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Tel +49 421 52270  
info@inspirion.eu • www.promotiontops.eu  
www.inspirion.eu



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

## Umbrellas with UV protection

Perletti is introducing two universal umbrellas for rain or the sun with integrated UV protection. One model is made with black PU-lining with a "degradé" effect that protects from heat and sun rays. The second model is lined instead with a metallic effect. With a durable and extremely resilient structure, umbrellas from Perletti's Trend series are lively and follow current fashion trends. Compact and super light, these umbrellas are ideal for any handbag.





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

## Resting comfortably

The premium travel pillow from Sandini is now available for the entire family. Thanks to its stabilizing fit, TravelFix® Kids prevents a child's head from rolling around while they rest, making it possible to sleep and lean on comfortably while travelling in a plane, bus, train or car. It also comes in a hoodie version, which darkens the area around their face so that they can rest. It is also available in the temperature-regulating Outlast® version. The pillows come in an exclusive attachable bag for hygienically and space-saving transport. The different branding options turn Travel-Fix® Kids into a smart and soft advertising medium.



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PSI 49110 • KLAM MARKETING  
Tel +49 7129 928690  
mail@klam.de  
www.klam.de

## From idea to collection

Creating a collection is often very complex. The quality of the products is not allowed to lose its value from the trend information to the finished product. At the embroidery firm Klam, products are developed together with the customers, which can be communicated in a high-quality manner. Klam provides customers with sample pieces based on these principles and begins with production after approval. Customers can commission the order and then have the products forwarded to the end customers in a strictly neutral manner.



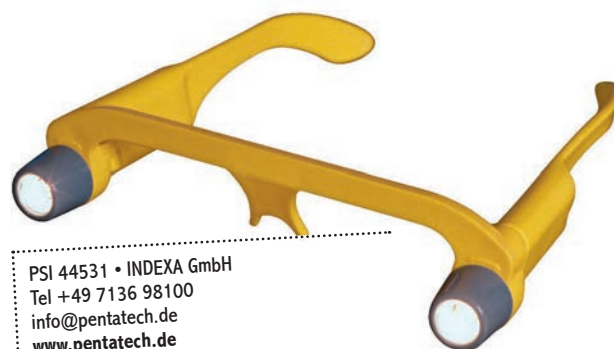
PSI 46311  
TROIKA Germany GmbH  
Tel +49 2662 95110  
info@troika.de  
<https://info.troika.de>

## Neck pillow to prevent stress

Troika has reinvented the bolster with this space-saving pillow for neck and head. Open the clip and the memory foam unravels in seconds. Whether on the bus or train, on a plane or the couch – the business travel pillow supports, stabilizes and unburdens the head. It retains its shape and is shipped alongside a washable cover, which meets OekoTex 100 standards.

## Right Light when needed

The work light glasses LB01 from Indexa have the right light required for any kind of repair work, be it electrical work, do-it-yourself projects at home, car repairs or camping. In addition to leaving your hands free, it is especially practical because the bright lights are placed at eye level and shine exactly the same direction you are looking in. People who wear glasses can easily place the work light glasses over their glasses. The product runs on batteries and can be furnished with a personalized imprint upon request.



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www.pentatech.de





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## Smart jewellery

Interall Group now has jewellery made from pure gold and silver on offer for the advertising market, which has been extracted from recycled smart-phones. Who knew that an old telephone contains all the gleaming ingredients necessary for producing beautiful jewellery? The brand name Nowa stands for "No Waste" and transforms rubbish into real treasures.

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### Change in Management

The new management trio at L-SHOP-TEAM (left to right): Björn Emmerich, Andrea Herrmann and Stefan Schenk.

## L-SHOP-TEAM now led by a triumvirate

On 31 March 2021 Jörg Bittorf, the commercial director and co-managing director, will be leaving the firm L-SHOP-TEAM GmbH to pursue new endeavours after eleven years at the company. Starting on the 1st April 2021, L-SHOP-TEAM will be led by Stefan Schenk, co-managing director since 2010, as well as Björn Emmerich and Andrea Herrmann (Jolitz née) who are the shareholders and children of the company's founders Armin Emmerich and Holger Jolitz. According to the company's statement, L-SHOP TEAM is Germany's largest textile wholesaler for promotional, leisure and work apparel. The company also states the new triumvirate will continue to run the business together and drive

further growth. With over 120 international brands and 6,500 articles from the leisure, promotional and work apparel segments, L-SHOP-TEAM serves the textile B2B market in Germany and in over ten European countries with textiles, accessories and finishing materials. [www.l-shop-team.de](http://www.l-shop-team.de)

## New Sales Manager for Austria and German-speaking Switzerland

From March 2021 Patrik Kaiser will take over management of the sales region Austria and German-speaking Switzerland at Kalfany Süße Werbung from Sales Manager Stefan Eiche. During the past four years Patrik Kaiser was already responsible, as Export Sales Manager, for the non-German speaking export customers (excluding France) of the renowned IFS certified manufacturer of sweet promotional ideas. Prior to joining Kalfany, Kaiser completed his studies as a Business Economist (VWA) and gained more than eight years of professional experience in sales at one of the world's leading companies in the field of plastics processing. "I'm looking forward to meeting new customers and partners, to working jointly on projects and providing support on site or digitally in close collaboration with my back office colleague Rebekka Pies", says Kaiser about the new and, for him, exciting area of responsibility. "For the first time in my career I will also be supporting German-speaking customers and am sure my Baden dialect will go down well in Switzerland and Austria", he adds with a wink. [www.suesse-werbung.de](http://www.suesse-werbung.de)



Kalfany Süße Werbung

Patrik Kaiser

## Daniel Thywissen becomes lecturer for trade show and promotional product marketing



S&P

Daniel Thywissen

Daniel Thywissen, managing director of the promotional product distributor S&P, which is based in Meerbusch, has been appointed lecturer by the Academy of Marketing Communication, Düsseldorf (DAMK). The 41-year-old, who has organised the promotional product trade show "Werbeartikelmesse NRW" in Düsseldorf together with Carsten Lenz since 2015, will be responsible for the subject area of trade show marketing. "Because successful trade show participation also means making a lasting impression, we have agreed with the DAMK to include the content of the GWW's study on the impact of promotional products in the curriculum", Daniel Thywissen explains. Thywissen completed his Diploma studies at the DAMK in 2006. Now he's accepting the offer of the training institute, which is a member of the nationwide association "Konferenz der Akademien". Daniel Thywissen: "This academic chair gives me the opportunity to teach future decision-makers the importance and power of promotional products at an early stage. I'm hoping for an image boost for our industry in the medium term. It's extremely important that companies actively consider promotional products in their budget decisions in future". Daniel Thywissen plans to expand the current incorporation of 3 study days to a maximum of 10 lecture elements. "Initial discussion has taken place with Frank Jansen and Ronald Eckert to embed these fundamentals in the educational work of the GWW. Through the joint effort with the association, we will achieve higher recognition of our role in marketing", Thywissen is convinced. [www.sp-werbeartikel.de](http://www.sp-werbeartikel.de)



## New Head of Marketing

The Promostore GmbH is enhancing its strategic marketing with Norman Berger, who took over the newly created position as Head of Marketing on 15 February 2021. The MA graduate in media studies with a focus on marketing will now be responsible for further expansion in order to setup an interdisciplinary team, which will further develop all marketing channels and push forward with the internationalization of the firm.

The 41-year-old can look back on many years of experience in the industry already as a marketing director. For more than five years, he was responsible for the marketing, communications and e-commerce divisions at the printing and advertising technology company Gabler, a former subsidiary of the L-SHOP-TEAM. Most recently, he was director of marketing and communications for the firm SHIRTFUL GmbH.

Tobias Gottwald, managing director of Promostore, reports that "We are delighted to have acquired Norman Berger as a leader for our marketing team. He can draw on many years of experience in marketing and in the industry while fulfilling his tasks. We are happy that Norman is shaping our growth strategies. This means the development of and expansion into new markets in 2021." With a selection of over 100,000 individualized products the Essen-based firm Promostore GmbH is one of the largest promotional article retailers for business clients in Germany. [www.promostore.de](http://www.promostore.de)



**Promostore**

The Promostore GmbH is enhancing its strategic marketing with Norman Berger.

## New Product Management Team at REFLECTS®

Cologne-based promotional products multi-specialist REFLECTS® introduces its new product management team. The longstanding company from Cologne presented its new corporate strategy at PSI 2020. The company's new concept is centred around its brands RETUMBLER® - Best of Drinkware, REEVES® - Smart Electronics and RETIME® - Smart watch Concepts. Within this brand structure, REFLECTS® assumes the position of umbrella brand and will be acting as a multi-specialist on the European markets in the future. Its goals are thoroughly ambitious at the same time. For example, the Cologne residents intend to achieve top positioning in the relevant product range for every brand in the medium to long

term. To allow this to succeed, there has also been a shake-up within the company as part of restructuring. In the future, the ranges' fates will be actively steered by three Product and Brand Managers. Carsten Strick takes on product management for RETUMBLER® and REEVES®,

Viktoria Brauckmann will be monitoring the signs of the times on behalf of RETIME® and Sebastian Roth has been entrusted with steering the fourth brand, set to be introduced shortly. The product managers' tasks are diverse and complex: thus, they will be looking after their brand's products throughout the product lifecycle, consolidating the brand strategy's focus under the umbrella brand REFLECTS®.

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



**REFLECTS**

The new REFLECTS Product Management team (from left): Sebastian Roth, Viktoria Brauckmann, Carsten Strick.



Aferdita Mehmetaj (centre) surrounded by the company's team.

## The Sweets Specialist

Der Zuckerbäcker, a company specialising in ideas for products related to sweets and indulgence is expanding its team of employees. The promotional product distributor is gaining someone with experience in customer service: Aferdita Mehmetaj, who will help the company to continue on its trajectory of growth. Aferdita Mehmetaj joined the team in February and will focus on supporting our promotional product distributors.

### Der Zuckerbäcker

the utmost importance to us, and we develop the right products and advertising solutions for their customers while working closely with them. Aferdita, an experienced employee who is very dear to us, allows us to expand this service", Elicia Kneifel, the head of the company's promotional products department, gladly reports. Kneifel continues: "In particular, the speed with which our product portfolio was forced to adapt to the rapidly changing advertising market in the last year has allowed us to grow even closer with our distributors. Working together, we were able to create products that meet the current needs of our customers, such as the "food for the nerves" jar for employees working from home. This jar full of sweets is shipped individually with a personalised greeting. We are hoping to continue to build on these close relationships with our customers. This is why we have added Aferdita Mehmetaj to our team". Der Zuckerbäcker is sending a positive signal out into the market with this development. "I am looking forward to exciting projects in collaboration with our distributors. Especially in times like these, well-placed promotional products can evoke true moments of joy. That is our goal", says Aferdita Mehmetaj. [www.der-zuckerbaecker.de](http://www.der-zuckerbaecker.de)

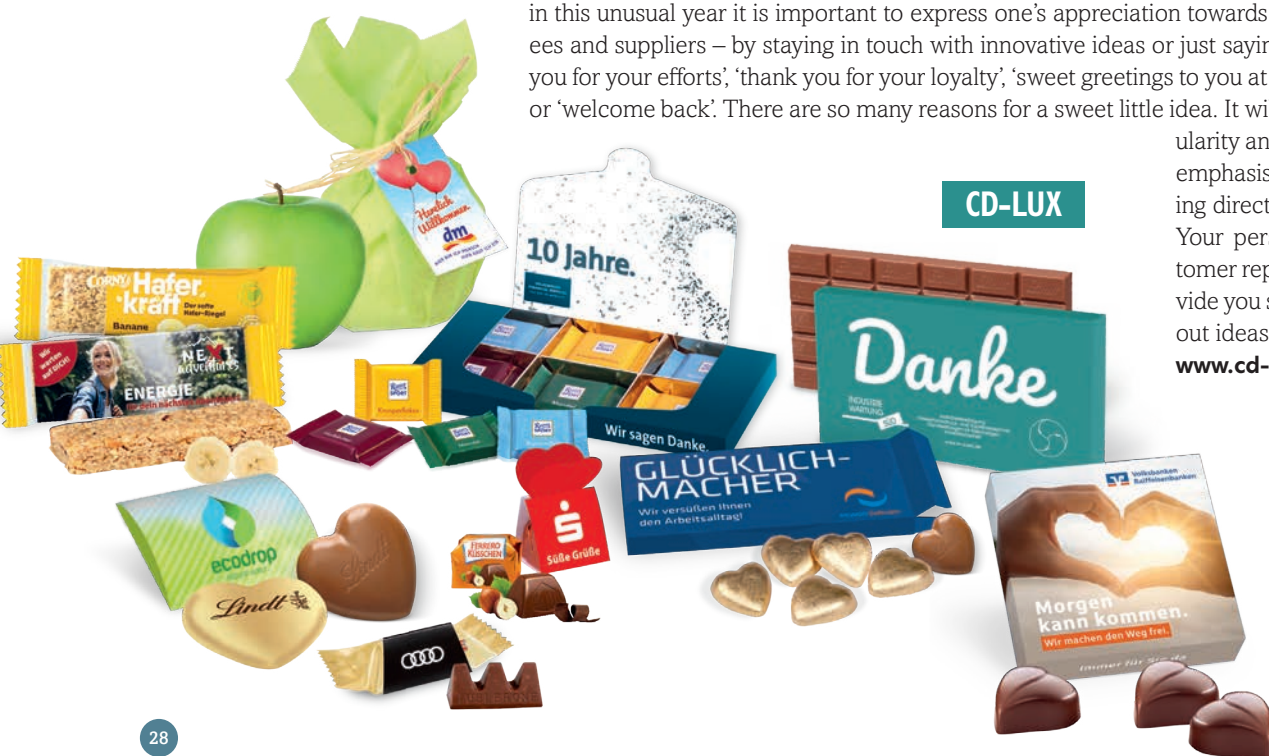
## New all-year catalogue: outstandingly sustainable and 100 % climate-neutral

CD-LUX is currently presenting the new all-year catalogue "Advertising with indulgence", which is packed with exclusive new products and innovative product ideas for every target group. The focus is placed on the themes quality, service, enthusiasm and sustainability. 100 % climate-neutral: that means that the CO<sub>2</sub> is compensated for all products manufactured by CD-LUX. This is free of charge for customers. Individual premium chocolate, promotional fruit gums, new products related to "Health and Fitness", sustainable promotional ideas and fresh summer products are waiting to be discovered. The new CD-LUX includes these and many additional new products, sweet promotional ideas for customers and employees

which are sure to be well received. Unobtrusive, likeable and for every budget. "In particular in this unusual year it is important to express one's appreciation towards customers, employees and suppliers – by staying in touch with innovative ideas or just saying 'thank you', 'thank you for your efforts', 'thank you for your loyalty', 'sweet greetings to you at your office at home' or 'welcome back'. There are so many reasons for a sweet little idea. It will increase your popularity and positive feedback",

emphasises CD-LUX managing director Dennis Dirscherl. Your personal CD-LUX customer representative can provide you samples and free layout ideas as well as offers.

[www.cd-lux.de](http://www.cd-lux.de)



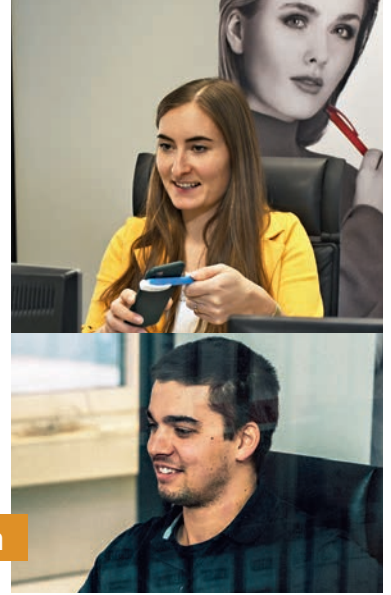


## Innovation presentation in the COVID Era

uma Writing Instruments Ullmann GmbH, the expert for specialized pens from the Black Forest that serve as promotional products, has joined others in adapting to the new restrictions of the pandemic: "Our current times demand new means of communication. Exhibitions are currently cancelled or postponed. Distancing requirements and stay-at-home orders do not allow for personal interactions with our customers and partners. However, the uma sales team is still there for its customers and is pleased by their enthusiastic participation in video call presentations of innovations", says CEO Alexander Ullmann. He adds: "The execution of product presentations is taking place alongside haptic mailings. This way, there is at least a touch of personal and direct consultation and a new platform for communication. This is valuable not only to us, but also to our customers".

[www.uma-pen.com](http://www.uma-pen.com)

**uma Writing Instruments Ullmann**



Virtual, but still talking to customers face-to-face: Meilin Steiner and Frank Mangold from the uma consultant team.

## REFLECTS passes Ökoprofit certification program

REFLECTS GmbH, a multi-specialist for haptic promotional products, began the Ökoprofit consulting and certification program a year ago together with ten other businesses in the Cologne area. On 26 January 2021, REFLECTS GmbH successfully passed the certification program by the Ökoprofit expert team and may use the Ökoprofit label in the future. A REFLECTS environmental team consisting of seven experts developed measures and changes for implementation within and across departments under the direction of Project Manager Maria Jürgensen. Despite the difficult circumstances due to the pandemic, a long list of environmental measures has been successfully implemented by REFLECTS® since the beginning of the project and other measures have been scheduled and are being prepared for implementation over the next few years. Methods, figures, tips and the progress achieved were shared during workshops, on-site consultations and feedback sessions with the other companies. The company's work, however, is not finished now that it has received certification. "Ökoprofit has inspired us with many new ideas, and it has facilitated a network and structure that we can use to take other steps towards achieving more sustainability and sound environmental management. We still have big plans and are keeping our eye on the ball," explains Managing Director Meinhard Mombauer. [www.reflects.com](http://www.reflects.com)



REFLECTS Managing Director Meinhard Mombauer (left) and Marketing Director Peter Leseberg congratulate Maria Jürgensen on passing the Ökoprofit certification program.

## Current postponed events

The events offered by the Academy for Textile Finishing – known as akatex – have not been spared from the negative effects of the current pandemic. As akatex announced, some of their scheduled events have been postponed or cancelled due to the current situation. The "Embroidery Starter Kit" has been rescheduled for the 16th June. Additionally, the "Puncher Convention," which was originally planned for the 16th April has been postponed to 22nd September. The seminar week in Vienna scheduled for

16-19 March had to be completely cancelled this year and is being rescheduled for 2022. Lastly, the two seminars that were supposed to be held on the 5th and 6th of March, "Intensive Punching" and "Embroidery in Practice," will now take place on the 11th and 12th of June 2021. A new event was added to the programme: the seminar "Ecodesign." All details about the events can be found at: <https://aka-tex.de/aka/#!/veranstaltungen>



**Academy for Textile Finishing**

## Honoured with two awards at German Design Awards 2021

The jury of the renowned German Design Awards honoured the product and eco-design of the company Schneider Schreibgeräte twice with their annual award. Both pen models Take 4 and Reco were awarded a prize for 2021. The internationally renowned design award is given by the council for best design once a year. The jury comprises design experts from business and the scientific community as well as the design industry. All jury members are well-known personalities in their field.

The company explains: "The desire to have a sustainable 4-color pen on the market was becoming increasingly stronger. For this reason, Schneider worked on coming up with the perfect solution: a model that will win users over with high writing quality, sustainability and an attractive design. The new Take 4 pen from Schneider has managed to fulfil all the requirements."

Take 4 not only proves itself as an everyday organizational helper, it also impresses people with its comfortably soft and wonderfully smooth writing feeling thanks to its Viscoglide® technology. Additionally, the Take 4 barrel is produced in an environmentally-friendly and resource-saving manner and 92% of the barrel is made from recycled post-consumer plastic. There is a small imprint at the end of the pen indicating it is made from recycling material. The four-coloured pen is also very easy to refill with the Take 4 refill. This pen reduces waste and will always ensure users have a fun writing experience. (more information under Take 4)

The new Schneider model Reco has already managed to be the only pen to receive the Blue angel certification. Schneider is particularly proud of this achievement, because the Blue Angel rules are especially challenging for ballpoint pens to meet. 92% of the barrel is made out of recycling material. To fulfil the



\*Gehäuse zu 92% aus Recycling-Kunststoff

high Blue Angel requirements, Schneider developed a new paste. The modern and dynamic design turns this pen into a real highlight with its matt shimmering surface. Reco is manufactured at facilities in Southern Germany using an environmentally-friendly and resource-saving method that follows the Blue Angels criteria. The stable, fibre-reinforced and break-proof clip round off its dynamic look and is designed for long-term use. (more information under Reco).

In addition to the German Design Award, Reco previously had won the PSI Sustainability Award and now is the winner of the "Green Award." Last year, the "1st PBS Report Green Award" was given by the Zarbock publishing house with the PBS Report, a trade journal for the paper, office supplies and writing instruments industry. Sustainability, environmental protection and ecological action have become key issues in this industry. With the first PBS Report Green Award, Zarbock publishing house

wants to make "green offices" a subject of discussion and to offer sustainable product solutions a wide platform. It recognizes sustainable products in the paper, office supplies and writing instrument industry. Another goal of the publisher with the "1st PBS Report Green Award" is to set up a platform with sustainable products, which is available to both commerce and consumers at the same time. Schneider is delighted about receiving this additional prize. [www.schneiderpen.com](http://www.schneiderpen.com)

### Schneider Schreibgeräte





## Valuable support for the disadvantaged

The textile specialist Malgrado from Bergisch Gladbach has donated 34,400 three-layer surgical masks to charity organisations. Twenty thousand of them went to the organisation Tafel Deutschland e. V. and 14,400 to Orienthelfer e. V., an association to which Malgrado is particularly committed. The donated masks were brought to Lebanon and distributed to five hospitals. Tafel Deutschland is providing surgical masks to socially disadvantaged people in Germany. During the corona pandemic, people who previously did not rely on external support are approaching the Tafel food banks. At the same time, it appears that people who came to the food banks before the corona pandemic currently cannot be reached. In particular older people, who account for one quarter of the Tafel food bank visitors, are currently not using the offer due to fear of becoming infected. The masks should now provide valuable support. [www.malgrado.de](http://www.malgrado.de)

**Malgrado**



## New european facility opened

Leading Drinkware brand Listawood has started 2021 with the announcement that it has opened a new facility in the Netherlands to support the rapidly growing demand for its products within the European Union. The Company opened its first factory in 1988 and has since become one of the best known brands in Europe, renowned for the development and use of award winning, innovative new decoration methods and technologies. In 2012 it opened a wholly owned subsidiary factory in Southern India to enable it to manufacture its family of patent protected Duraglaze gloss, satin and anti-microbial photomug lines. "We don't want to stand still – our strategy is to deliver innovation in the promotional drinkware market, presenting a stream of new processes and product ideas to supplement our comprehensive range of bestselling drinkware lines", commented Alex Turner, Managing Director. Listawood uses innovative processes and state of the art technology to produce award winning promotional items that really stand out; notably on their extensive drinkware collection which includes many unique and patent protected lines. Continuous investment enables the supplier to be on trend whilst simultaneously providing an environment which can react to the increasing demand for European made products at competitive prices. Listawood exports to more than 80 countries worldwide. More information at: Tel. + 44 1553 818818 • [enquiries@listawood.eu.com](mailto:enquiries@listawood.eu.com) • [www.listawood.com](http://www.listawood.com)

**Listawood**



## New calendar concept for the promotional market

In the last few years MYRIX has established itself as a specialist for innovative notebooks and paper products and as a partner for the promotional products industry. Now its current assortment of products is being widely expanded: MYRIX is offering a thoughtful and structured assortment of calendars with the same quick delivery times customers have grown accustomed to. In addition to the products in stock – which can be upgraded for orders larger than 50 units – the company is now selling calendars that can be fully customized to a customer's wishes for a minimum order of only 250 units. Sustainability is also a central element to the company's range of products: all of the warehouse models are manufactured and made exclusively with FSC certified paper. Customers may also request any and all models to be made from recycled paper. "The expansion of our product portfolio was a consequential move. Calendars, like notebooks, are important promotional products with great and long-lasting marketing effects. Our calendars come with great features and stay true to the company's commitment to sustainability. This is how we are contributing even more added value to the promotional products market", says Andreas Albus, Manager of Sales and Category, and Patrick Döring, Managing Director of MYRIX GmbH. More information and the product catalogue are available at: [www.myrix.de](http://www.myrix.de)

**MYRIX**



Whether you're a sales representative or not, these days many are asking themselves whether there will still be a field sales force after Corona. After all, we've all become used to new formats like Zoom, Microsoft Teams, etc. And considering the time that can be saved through reduced travel, not to mention the CO2 emissions spared, the outlook isn't rosy. But is the trend really as clear as it's often feared?

## Practical industry solution

# Field sales in the post Corona era?

**I**n the past, every opportunity to visit customers on site was generally used in order to actively build the cooperation. But for months this area has practically come to a standstill and many activities were shifted to digital channels. In addition to various advantages, this transition has, however, also revealed disadvantages. Conversations have shown that many sales representatives were not pleased to be banished to the back office. Their characteristics, which had always been perceived as typical strengths, such as quick-wittedness, the ability

to come across convincingly and being highly attuned to the needs of conversation partners, aren't able to shine in the new digital channels.

On the other side, some customers felt left alone with their decisions. The desire for comprehensive advice can only be fulfilled poorly or, at best, in a limited way online. After all, emotional aspects like the perceived confidence in the seller make a significant contribution to the purchase decision. But being able to look someone in the eye is simply only possible in analogue settings.

Thus, there will still be sales activities in the field after Corona. Nevertheless, a trend away from quantity towards greater quality is expected in this context: contact will be less frequent but instead more intensive. Discussions and visits will be more carefully prepared in advance. But the field sales force will not be left alone in this transition process. CDH Computer Division Heinemann GmbH, supplier of different industry-specific software solutions for more than 20 years, offers a special tool for this called PC Präsent2go, which ensures that all important information is available on every internet-enabled device. Whether it's with the iPhone, tablet or laptop, the following information is now available wherever needed:

- > address data
- > summaries of previous activities (report)
- > sales figures (incl. invoices)
- > current orders and offers

Thus, PC Präsent will remain a practical industry solution for time-saving work throughout the challenges of the post Corona era. <





# CONGRATULATIONS!

We congratulate the following members on 50 years in the promotional products industry as part of the PSI network:

## PSI No. PSI Distributor

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3148	Gerhard Mundt GmbH & Co. KG GERMANY <a href="http://www.mundt-werbemittel.de">www.mundt-werbemittel.de</a>
3140	Hans-Georg Richter KG GERMANY <a href="http://www.richter-direktwerbung.de">www.richter-direktwerbung.de</a>
3157	Harry Misfeld Marken-Werbeartikel e.K. GERMANY <a href="http://www.hami-werbeartikel.de">www.hami-werbeartikel.de</a>
3139	Lachmund GmbH GERMANY <a href="http://www.lachmund.com">www.lachmund.com</a>
3178	Louis Sales Promotions B.V. THE NETHERLANDS <a href="http://www.lspbv.nl">www.lspbv.nl</a>
3256	Präsentstudio SOENNECKEN e.K. GERMANY <a href="http://www.praesentstudio.de">www.praesentstudio.de</a>
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The personal honoring ceremony will take place during PSI Digital.

# PSI JUBILEE

# 50

## PSI No. PSI Supplier

41857	EUROSTYLE - Emil Kreher GmbH & Co. KG GERMANY <a href="http://www.eurostyle.eu">www.eurostyle.eu</a>
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The new sports collection of the JAMES & NICHOLSON brand: Reduced colour scheme with plenty of room for individual finishing and decidedly sustainable.

The new sports collection from the Gustav Daiber label JAMES & NICHOLSON is not only characterised by a modern look, but also by the innovative use of recycled polyester for sport and leisure. In short: Reduced colour scheme, plenty of room for individual finishing. All in all: Decidedly sporty and environmentally conscious.

## JAMES & NICHOLSON underscores environmental awareness

# Modern sports collection from PET recycling

**J**AMES & NICHOLSON, the renowned brand of the promotional textile specialist Gustav Daiber for fashionable corporate fashion, has come up with something very special for the new sports collection 2020. The mix of appealing design and recycled polyester offers maximum comfort for all sports and leisure enthusiasts. Even after an intensive fitness session, the textiles sit perfectly on the body and provide pleasant climate regulation.

able, moisture-regulating and quick-drying, making them the ideal companion for sports and leisure. PET bottles are recycled to produce the sports collection. All T-shirts are available in various colours and sizes (XS-3XL), plain (bright-red and titanium) with fashionable, reflective print on the shoulder or with all-over print on the shoulder area (white/black-printed and black/black-printed). For colder days, a multifunctional long-sleeve version (JN521/JN522) is available, which is also suitable as an undergarment.

### Ideal companions for sport and leisure

The new functional round neck shirts (JN519/JN520, JN523/JN524) made of recycled polyester are breath-

### Colour-coordinated

The tops are complemented by colour-coordinated trousers in various lengths. The lightweight shorts





The new sports collection is rounded off by the stylish 6-panel sports cap with Velcro fastener from the headwear and accessory brand myrtle beach.

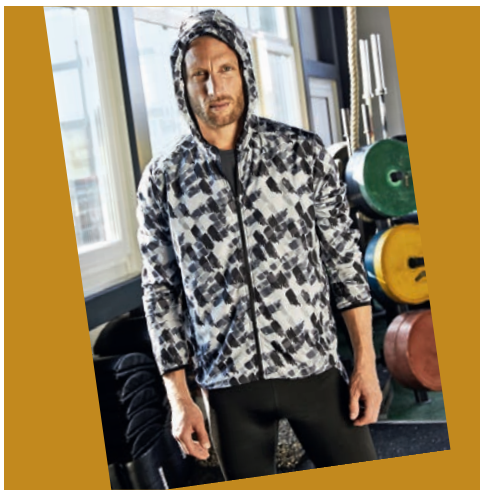


The tops are complemented by colour-coordinated trousers in various lengths.

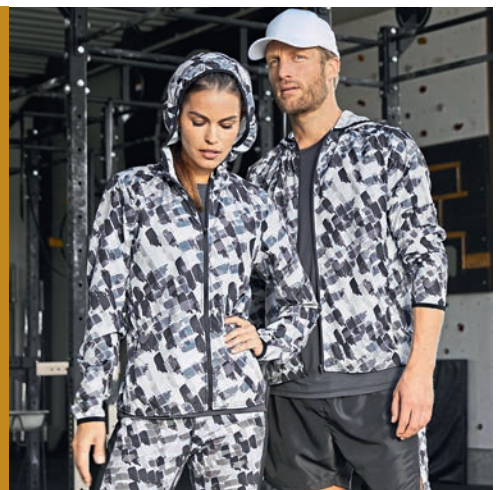


The new functional round neck shirts made of recycled polyester are breathable, moisture regulating and quick-drying.

(JN525/JN526) made of easy-care polyester fabric are wind- and water-repellent and dry very quickly. An elastic waistband with an internal cord guarantees absolute comfort during all movements. The small key pocket with zip is practical. The Ladies' Sports 3/4 Tights (JN529) is especially soft and elastic. The all-over print (black-printed/black) with single-colour side inserts rounds off the uniform look. If you prefer to have your legs completely covered, go for the long Sports Tights (JN527/JN528). The running tights pick up the same pattern of the shirts and are ideal for various mix & match combinations.



The hoodies are made entirely of recycled polyester and come in easy-care French terry quality. The cut hood with adjustable width is a sporty IT piece.



The mix of an appealing design and recycled polyester offers maximum comfort for all sports and leisure enthusiasts.

### Casual jackets and hoodies

For shadier sports activities, JAMES & NICHOLSON recommends jackets and hoodies in the same style. The lightweight jacket (JN533/JN534) made of recycled polyester is wind- and water-repellent and provides the necessary nonchalance with its cut hood and zip with chin protection. The hood and sleeves are edged with an elastic band, two side pockets with zip and two inside pockets offer sufficient storage space. The hoodies (JN531/JN532) are made entirely of recycled polyester and come in easy-care French terry quality. The cut hood with adjustable width is a sporty IT piece. The new sports collection is rounded off by the stylish 6-panel sports cap with Velcro fastening (MB6241) from the headwear and accessory brand myrtle beach. The cap is available in six different colours and consists of soft mesh material including air holes, modern decorative seams on the shield and laminated front panels. A lined sweatband ensures pleasant wearing comfort during sports activities.

### From PET bottle to T-shirt in AR

JAMES & NICHOLSON once again takes its distributors on an animated journey. The Augmented Reality App "JN Augment", which was already introduced in 2019, makes product images even more tangible and thus creates very special customer experiences. An image is projected onto the user's field of vision, which increasingly blurs the boundaries of reality. In this case, the entire production process "from PET bottle to textile" is told by AR and a new virtual world is created. In addition, the QR code on the first page of the new 2020 sports catalogue or on the JAMES & NICHOLSON ads can be scanned and the products can then be experienced interactively.

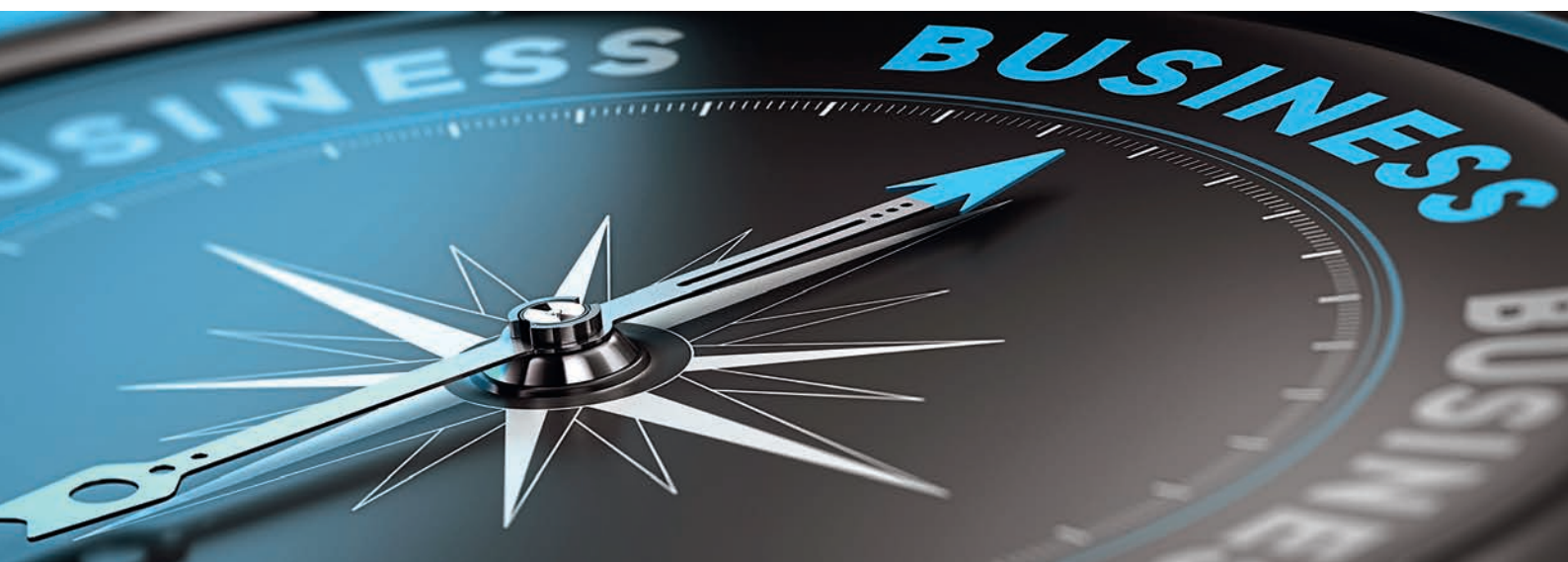
The new collection video can be found at:  
[https://youtu.be/\\_E1chNBBxLQ](https://youtu.be/_E1chNBBxLQ)

<

COVID-19 has created havoc for the European promotional product industry in the first quarter of 2021. The industry had and still has to face challenges because of spreading infections and societal lockdowns, along with importing issues and Brexit. But there is hope on the horizon, writes Christopher Ruvo\*.

## Challenges for the European promotional product industry

# Havoc and glimmer of hope



**C** OVID-driven societal lockdowns, importing issues and growing pains from Brexit are combining to turn Q1 2021 into one of the most challenging quarters the European promotional products industry has ever experienced. Promo executives believe that the industry's collective sales in both the United Kingdom and continental European countries will decline by double digits compared to the first quarter of 2020. Most feel the tough times will fuel a rise in promo business closures later in the year. Even so, European promo leaders are cautiously optimistic that the business climate will improve as the coronavirus vaccination rollout accelerates and warmer weather returns, hopefully helping to reduce COVID infections and creating conditions more favorable for

commerce. "When confidence returns to the economy, we will see a fast upturn," said David Long, CEO/executive chairman of Sourcing City, a trade service organization that provides a suite of solutions to the U.K. promotional products industry.

### Bad situation on the freight market

Just like their counterparts in North America, promo firms in Europe are contending with soaring shipping costs and challenges in getting products from Asian factories to Western shores. It has to do with more expensive shipping containers and fewer ships available to transport goods. "On the freight market, we have a very bad situation with shipments from Asia, which are causing huge problems in the





supply chain,” said Marcus Sperber, general partner at the Germany-based large promo supplier elasto form KG. Some, like Alexandre Gil, chief financial officer at Portugal-headquartered supplier Stricker, noted that many suppliers cut investments in stock in 2020 amid reduced market demand because of the coronavirus. “The exponential increase in container costs have reinforced this trend,” he said, adding this all could lead to inventory shortages at European suppliers when demand returns.

### Brexit as drop of bitterness

Some promo firms that operate across national boundaries in Europe said that Brexit is also complicating matters in Q1. “Brexit will continue to impose challenges around both importing and exporting for both the U.K. and the EU,” said Karl Whiteside, global managing director of Brand Addition, a worldwide distributor with operations in the U.K., Ireland, Germany, United States, Hong Kong and China. Whiteside continued: “Additional requirements ... are creating new delays in paperwork and the clearance process. The overall goal will always be to simplify this for our customers and to create a seamless cross-border transaction even as we face new charges for paperwork processing, clearance fees and product information that didn’t exist prior to Brexit, or at least not at this level. The rules around each country’s relationship with the U.K. continue to evolve, so as time goes on, many of these rules will be better understood and hopefully easier to navigate.”

### To be open to the demands of the market

But it’s not all gloom and doom in Europe. Strategic, adaptable companies have found ways to keep business moving, selling personal protective equipment, and providing kitted/drop-shipped promo solutions that often include products for use in the home office.

“In a time of social distancing and digital communication, there’s nothing like a physical gift to stand out and assure the maintenance of an emotional connection,” said Gil. Indeed, many other manufacturers have also expanded their product range in recent months, or in some cases

even changed it completely, in order to react to current needs, said Michael Freter, managing director of Germany-based PSI, Europe’s largest network of promotional products companies. “Many are also using the time to develop new products that will be launched on the market when the situation eases again,” said Freter. “This gives rise to hope and optimism.” Sperber added that to survive as a business amid COVID, companies must “be open to the demands of the market, open to doing something new. The companies that fight hard, improve and digitalize their processes will come through the crisis. Once bigger events

can be held – like the European soccer championship that’s planned for this summer – it could help to boost the industry again. ... I expect industry sales to be at their pre-COVID levels by 2023, but with disruptive market shares.”

### Improvement to be expected

Long said the U.K. industry should experience an improvement in business in the second quarter compared to Q1, but “not a particularly exciting one. The U.K. economy is sitting on substantial piles of cash at the moment, and there will be a time when this will be spent. The trouble is I have no idea when this might be.”

Gil thinks the second quarter will mark a positive turning point, with even better things to come in the latter half of the year. “I expect that already in Q2 we can start to operate with some degree of ‘normalcy,’ ” Gil said. “From September on, I expect a huge boom in the overall indicators of the industry.” Freter said that issuing a forecast for 2021 as a whole is difficult. Still, provided that the vaccine against virus becomes widely administered in the months ahead, he feels the economy in Europe will gradually pick up. “I do not see a quick and complete return to the ‘old normal,’” he said. “What I do see, however, is the great optimism, will and effort with which our industry is defying the crisis.”



\*This text is an excerpt of the article “COVID Creates Havoc for European Promo in Q1” by Christopher Ruvo, Digital News Director and Editor PromoGram of the Advertising Specialty Institute (ASI). The whole article can be found and read on [tinyurl.com/hht6yens](https://tinyurl.com/hht6yens) or via QR-Code.



In hardly any other place are we surrounded by so many small **useful helpers** as at our office desk, whether it is at home or (soon again) at work. These classical promotional messengers are within reach almost every day.





## A gleaming apparition

An eye-catcher for the perfect portrayal of promotional messages is the new ballpoint pen from Lumitoys-GmbH. The writing instrument's upper region is backlit at the press of a button and, moreover, offers space for custom design. The clincher is the design's special segmentation into two levels: a simple lift mechanism causes the internal level to rotate, thus generating exciting motion effects that make the ballpoint pen a fascinating object of contemplation. Refill and batteries are replaceable for a long duration of use. The pen is available in various housing colours with or without gift-wrapping, on request also with additional printing.



## Resting place for mouse and hand

The gel mousepad from Promoteus provides a comfortable place for the wrist and mouse in the office as well as the home office. What's more, the pad can be paired in a set with a wireless mouse featuring full-surface printing upon request. The healthy position of the wrist is reason enough to use this pad, but the large-scale advertising ultimately makes it ideal for all users.

# BALL POINT PENS

Brands need brand-name pens

## Reco

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



[www.blauer-engel.de/uz200](http://www.blauer-engel.de/uz200)



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06 01 02 03 04 05 06 07 08 09 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

## Effective against coronaviruses

Tests according to ISO 21702:2019 prove the anti-viral efficacy of the “Antibacterial” writing instruments by Prodir. Examinations performed by independent laboratories on the anti-bacterially treated surfaces according to ISO directives demonstrate that, after 24 hours, 44 percent fewer Sars-Cov-2 viruses were measured on them than on the untreated ones. What is more, it was evidenced that the amount of virus was reduced by 90 percent after six hours and by even 99.56 percent after 24 hours. For the surface protection of the “Antibacterial” writing instruments, tested anti-microbially according to ISO 22196 and anti-virally according to ISO 21702:2019, Prodir uses tested and recognised silver ion technology, which has no damaging effects. All DS and QS models made of plastic, including recycled plastic, can be supplied with anti-microbially and anti-virally effective “Biomaster” surface protection.



# COLORING BOOKS MADE FROM RECYCLED PAPER

**memo**  
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## A modern combination

Writing instrument manufacturer Penko has added the Rava Soft & Touch ballpoint pen to its product range. This hand-flatterer is a total eye-catcher, not only due to its clean lines, clear decorative embossing and ten vivid colours: its large promotional surface also carries conviction. Whether engraved logo or colourful promotional slogan – with this present, its giver leaves a lasting impression. The ballpoint pen is equipped with a metal large-capacity refill containing Dokumental paste and guarantees a pleasant writing sensation. Additionally, Rava Soft & Touch has a practical function as an elegant operating element for smartphones or tablets.

## Keeping up with the times

Clocks and calendars still represent the supreme discipline in the promotional products industry and therefore hold a firm place in every office. An advertising medium consisting of both elements is now available at Likor: the Calendar Clock not only shows the date and time, but also keeps its main purpose clearly in view. Of course, classic clocks are still an integral component of the product range: the portfolio of the Polish company includes a wide assortment of different clock models in terms of design, style, materials, shapes and sizes. All clocks are made in Europe by qualified, reliable trading partners and can be delivered at short notice.



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

## Power boost

The Rominox smartphone stand Amplify 3-in-1 by Römer Lifestyle is a practical holder for all conventional smartphones and tablets. It can be used universally on the move, at home or in the office. Mobile phones can be positioned horizontally or vertically in the sturdy holder made of elegant bamboo with rounded corners. The stand provides a secure hold without scratching, as well as an additional audio amplifier function for the smartphone speaker. Large-sized tablets can be set up horizontally. A personalised advertising message can be optionally applied through engraving on the wood.



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## A flexible constant

In the permanent alternation between working from home and the office, employees need to show considerably greater flexibility and quickly adapt to dynamic situations. Flexible from Bühring, a symbiosis of pleasant underlay and gigantic mousepad, proves to be a reliable constant in times like these. Made in Germany the desk-pad transforms every table into a genuine workstation and can be flexibly rolled up and carried with ease. An ideal underlay in addition, when the desk is required for homeschooling or the kitchen table has to spontaneously make do as an office. The flexible PU faux leather Lady T is available in numerous colours, can be used on both sides and is pleasantly soft to the touch. As finishing, blind embossing is recommended, which is marvellously visible in various positions and sizes. Special custom solutions and shapes are also possible. The delivery time for the loosely-boxed products is currently four to six weeks.



Die Handschrift der Werbung

# LINEO



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## Hygiene benchmarks for ballpoint pens

For ballpoint pens from burger swiss pen, a self-disinfecting plastic is used which also effectively combats coronaviruses. Embedded in the \*clinic® plastics, uniquely approved in the EU, which swiftly eliminate microbes of many kinds and offer currently the best hygiene solution for ballpoint pens, are microscopically small semi-conductors which generate a high electrostatic voltage on the surface. In combination with humidity, oxygen radicals and a germicidal, acid milieu arises. Once charged by means of light, the reaction is self-sustaining. Since catalysers practically never wear out, the germicidal effect lasts for up to 20 years. Reliable and undiminished in its effect. \*clinic® eliminates many types of microbes within a short time. They currently offer the best hygiene solution for ballpoint pens. The mode of action is scientifically confirmed, certified and patented. \*clinic® technology is the only one with valid EU approval; it is 100% biocompatible. No more manual handling to keep your pens clean. Must have for hospitals, medical practices, physiotherapists or the catering industry. Best campaign companion to the future restart of airlines and the tourism industry. Absolutely certain – after Corona hygiene standards will be higher than before and there is no way back to lower standards. \*clinic® plastics meet these high demand of hygiene standards – why should you be satisfied with less than the best make?



## Combined connections

Whether prized television, robust air-con system or speakers with a familiar sound: meaningful relationships develop with gadgets such as DAB+ radios, mini-stereos or the second TV, each one normally equipped with its own remote control, which together form an army of little black blocks. InLine from Intos Electronic, on the other hand, combines the signals and integrates the operation of several devices: the Smart Home IR Remote Control Center enables the unproblematic coupling and operation of both new and older electronic products via smartphone, on call or according to established scenarios. The attractive control centre ardently upholds the sustainability concept and flatters the aesthetic sensitivity. Control is performed via "Smart Life" app or by voice via Google Home or Amazon Alexa. A maximum range of seven meters leaves room for free positioning of the button.





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## Creative artist

Schneider relies on the expertise of the Molotow® brand when it comes to product development and marketing. The new Paint-It acrylic marker has now been launched for all those who enjoy artistic pursuits and have the desire to express themselves and create something. The acrylic marker Paint-It 310 (2 mm), 320 (4 mm), 330 (15 mm) is the ideal tool for creative projects, high coverage and fast drying, with high colour brilliance for striking creations. Eighteen colours are offered for this purpose. The optimised ink is suitable for almost any surface, for example wood, metal, paper, cardboard or stone. Subsequently finished with a clear lacquer coating, the colour also withstands the harshest weather conditions. The ink is controlled by a valve, which allows particularly even application: simply shake the marker, remove the lid and activate it by pumping the tip on a firm surface. The water-based inks are almost odourless, making them suitable for working indoors. Additional information on optional features, special options or combination possibilities is available on request.



# Straight to the Heart



## Chocolate Heart Gift

Starting from 250 pcs  
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## Handlettering with love

On behalf of the stationery manufacturer Faber-Castell, Edition Michael Fischer has realised a booklet on the trending topic of handlettering, with the aid of which words can be beautifully put down on paper. And the best thing: the pens required for this are perfectly presented. What is more, the publisher's appealing content can be ideally used in order to make one's own brand a positive talking-point among customers. To that end, the promotional product specialist from Bavaria offers a tailored special edition from its diverse publishing programme: besides the inclusion of a logo on the book cover, the extras also include the possibility to position one's own products and/or services in recipe texts and instructions. A customised book with flexible number of pages, special features and one's own corporate design can thus be created.

## Spick and span

Demand for hygiene products is particularly strong during times like these, especially in places where water isn't easily accessible. The hand disinfectant sprays by Limebox are ideally suited for use in the car, restaurant, at school or the workplace. The disinfectant gel is perfect for people who need to disinfect their hands frequently due to their nature of their jobs. It contains 70 per cent alcohol and is enriched with high-quality glycerine and aloe vera, supplying the skin with moisture. The small, handy package is just as suitable for immediate use as the spray bottle – a must when it comes to daily hand hygiene.



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## A new triplus member

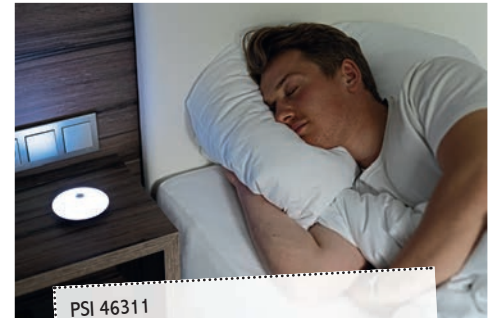
The Staedtler triplus family has a new addition: a set of two new, high-quality writing instruments, a fountain pen and a ballpoint, now completes the triplus range. Both products are captivating with their practical, perfectly ergonomic design. The triangular form is easy to hold, while the solid metal body radiates quality. The particular attraction of these writing instruments lies in the contrast between timeless design and fresh, fashionable barrel colours: radiant rosé, glorious gold, antique anthracite and roaring red – all in matt. Optional laser engraving completes the range of triplus writing instruments.





## Clever meeting timer

Meeting Timer from Troika, available in the three freely selectable colours white, green, yellow and red, puts an end to non-stop speeches and endless presentations. Alternatively, it provides a reminder to ventilate the room: charmingly and visible to all. Duration and colour of glow, and reminders by the clever meeting UFO, can be custom set via app. In acute cases, the meeting moderator can intervene directly on the Timer via touchpoint. Including Troika app for Android and iOS plus USB connection for recharging the lithium-ion batteries. To protect against stuffy air and risk of infection in closed spaces by means of correct ventilation, the Timer provides reminders at intervals throughout the day, set at 10 to 15 minutes.



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-Advert-

## THE POWER OF LIGHT



burger  
swiss  
pen

**\*clinic® plastics protect against Corona Viren**



**no nanoparticles - no silverions**

\*tested against bacteria and viruses with shell  
incl. of MRSA, VRE, ESBL and legionella  
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Abb: Cinema clinic® [www.burgerswisspen.com](http://www.burgerswisspen.com)



\*clinic® plastics  
are certified by independent laboratories  
and as the only antimicrobial technique  
approved according to the EU regulation

\*Active substance name: Free radicals  
generated in situ from ambient air  
or water PT 2, 4, 9 und 21



100 % biocompatible



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www.snagger-germany.com

## Snack carrier for on the go

The Snagger, from the company of the same name, snagger GmbH, is a hygienic and stylish snack dispenser that turns snacking into a true experience due to its portioning function. It's designed for storing a variety of off-the-shelf snacks such as peanuts, NicNacs, trail mix or M&Ms. Whether it's in the office, when clean hands are essential on the mouse or keyboard, at home on the couch, or out and about by car or bicycle: Snagger keeps the environment free of fatty residue, chocolate or snack crumbs. Whether snacks are poured into the hand or mouth, the remaining snacks stay sealed inside the dispenser. Designed for the drink bottle holder and optimised for single-handed use. Environmentally friendly due to its reusability and simple cleaning, it makes an ideal daily companion.



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www.vim-solution.com

## A symbiosis of design and material

The Office Set Major from Vim Solution makes an unusual eye-catcher on every desk. The set consists of the Major Square USB stick with a capacity of 8 GB and a ballpoint pen with a casing made of concrete, a quality product from Staedtler. The set is packaged in elegant black gift packaging. Like all products from the Major product series, it is cast and manufactured directly on site in the Black Forest. Since the surface consists of concrete, appearance may vary. The minimum order quantity is 25 pieces.

## Nature for the home and office

Condedi guarantees a tidy working space without frustrating searching by offering useful storage products: the pen holder Roundabout is a practical and stylish eye-catcher. The sustainable product is made of natural wood and grabs attention due to its extremely pleasant feel, making it the ideal container for big and small to store favourite pens. Another item in the Living range is the top-selling pen holder called Quadro, providing storage in practical square design and grabbing attention through its pinewood grain finish. Both products are sustainably manufactured in the EU. The promotional products also impress due to their solid workmanship and functionality and, above all, their visual impact with an advertising message. Customisation is possible via printing or engraving. The goods are available ex works and/or stock even for smaller orders.



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New

## Shapeshifter Qube

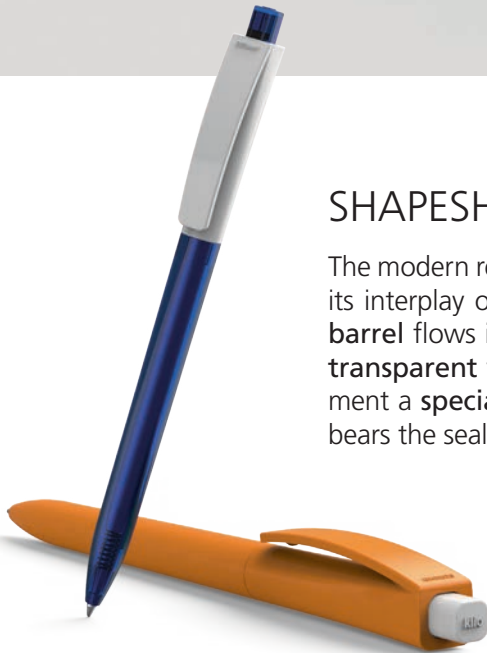
Round meets square





## SHAPESHIFTER MADE IN GERMANY

The modern retractable ballpoint pen **Qube** is an extraordinary eye-catcher that impresses with its interplay of basic **geometric shapes**. This is where round meets square. The **cylindrical barrel** flows into a **cube-shaped upper part**. The model is available in both **highgloss** and **transparent versions**. The optional **shiny metal tip** also lends the expressive writing instrument a **special quality**. In addition to the **plastic components**, the **elegant metal tip** also bears the seal **100% Made in Germany**.



## SILKTECH L QUALITY REFILL

The **Qube** model is equipped, as standard, with the company's own Silktech L refill offering a **sustainable 3,000 m writing length**. As an option it can also be offered with a **5,000 m writing length**. Both guarantee **durability** and **long-lasting writing pleasure**.



## CREATIVE PERSONALISATION

Another highlight of the Qube product range is the **attractive printing options**. A **sensational 8 printing areas** offer a **wide range of possibilities** for creative individualisation ideas. Most especially the **shapely, wide clip** can be attractively personalised. The **XL print** provides an **extended printing area** on the **barrel**.



## UNBELIEVABLE DESIGN VARIETY

The **Qube** model is available in up to **14 intense standard colours**. With the „mix it, match it“ modular system, the components can be **combined as desired**. From an **order quantity of 5,000 pieces**, the model variants can be supplied in **‘special’ colours**.

You can obtain further product information via the QR code.



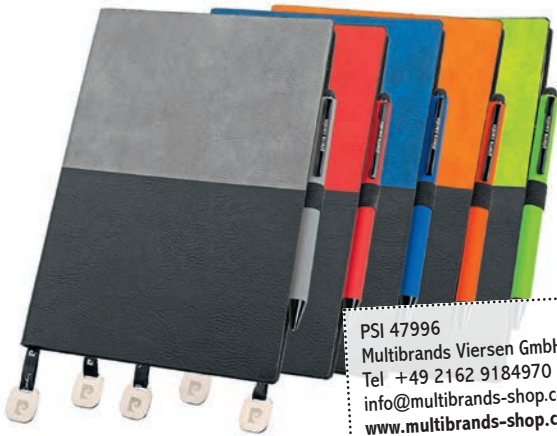




PSI 40865  
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## Analogue promotional classic

Be it in the office or at home, everyday working life is taking on an almost exclusively digital form. However, anyone who is constantly networked and online will feel a growing need for analogue activities to provide balance. The products from A. W. Faber-Castell ideally meet this requirement. Specifically: the year's Rose Copper and Anthracite Grip Edition, which, besides appealing colours, scores points with chic design and a matt surface. Particular writing comfort is ensured with this fountain pen by both the characteristic, ergonomic soft grip zone and the clever ink/nib combination, which allows it to glide butter-soft across the paper. The Edition's optical highlight: the stainless steel nib in deep black. The ballpoint pen is equipped with indelible XB large-capacity refill. Another prestigious feature is the colour-matched metal case, on the lid of which the promotional message is particularly attractively shown off in the form of a laser engraving.



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## Luxurious writing set

A new luxurious writing set from Pierre Cardin sold by Multibrands can now be delivered in many trendy colours. The product consisting of a two-colour note block A5 and an elegant Pierre Cardin pen is the perfect companion for reporters on the go. The 160-page note block with dotted lines is equipped with a metal bookmark. The Pierre Cardin logo is imprinted on the backside of the note block. The modern twist-action ballpoint pen in an aluminium case with a clever soft touch surface is available in many fashionable colours. It is decorated with black details and can also be used as a touch pen for tablets or smartphones. The ballpoint pen has a 0.7-millimetre refill and is packaged in a Pierre Cardin luxury box and shipped with a seal of authenticity. The chic set can also be equipped with the Celebration roller pen.

CARAN D'ACHE  
Genève



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für erfolgreiche  
Kundenbindung

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Tel. 040 – 69 45 46 0

carandache.com



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www.globalinnovations.de

## For ever and ever

The original and practical desk calendar from Global Innovations moves promoters into their customers' field of vision. The promotional message thereby accompanies the customer on the desk through the year. Due to its innovative design in the custom-selectable Pantone colours, the calendar can be used for a lifetime: FSC-certified wood and odour-neutral print dyes are used for its manufacture. What is more, almost any wooden product can be realised as a special production.

## Organised and stylish

The pen case by Anda Present is the perfect tool for keeping all daily writing utensils organised and always at hand. Suppy is a tailor-made pen case with zipper, which can be comfortably used to create one's own style, whether that happens to be elegant, minimal or extravagant. The polyester case can be sublimation printed on both sides, thus creating lively and long-lasting advertising messages. The product is manufactured in Europe and available at short notice for orders starting at 100 pieces.



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## Good clean stuff

To ensure lasting enjoyment of a computer keyboard, Frank Bürsten has a handy brush for keyboard-cleaning in its range. Care of the everyday working device becomes a real pleasure with this practical office assistant. Dust and crumbs love to nestle in the interstices. These hard-to-reach places can be cleaned quickly and efficiently with this special brush. The untreated beechwood body is pleasant to hold and equipped with natural bristles. A clean and tidy workplace heightens wellbeing and efficiency. Besides its functionality, the product carries conviction due to its suitability as a promotional message bearer: logos and promotional messages are printed on in up to two colours by the supplier.



**inpoka®** **Falt-Wandplaner®** sind Gewinner des **PSI Sustainability Award** der Kategorie **Papierprodukte**. **Alle 22 Kalendarien sind individuell anpassbar!** **2022**

1. Jan.	2. Jan.	3. Jan.	4. Jan.	5. Jan.	6. Jan.	7. Jan.	8. Jan.	9. Jan.	10. Jan.	11. Jan.	12. Jan.	13. Jan.	14. Jan.	15. Jan.	16. Jan.	17. Jan.	18. Jan.	19. Jan.	20. Jan.	21. Jan.	22. Jan.
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14. Feb.	15. Feb.	16. Feb.	17. Feb.	18. Feb.	19. Feb.	20. Feb.	21. Feb.	22. Feb.	23. Feb.	24. Feb.	25. Feb.	26. Feb.	27. Feb.	28. Feb.	1. März	2. März	3. März	4. März	5. März	6. März	7. März
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*\*) werden in jeder mit zweiter Werbef.*

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## Multivariable calendars

The inpoka® folding wall planner available from Hanbückers offers an inexpensive, sustainable advertising space for all year long. The wall planners all can be folded to DIN A4 or DIN C4 paper thanks to a specially protected design without any distracting folding points on the wall. The 22 different calendars are printed in the colours of any company and can be individually adapted. The smallest inpoka® is DIN A3 size and the largest is almost 2.5 metres wide. FSC paper is the standard, but natural paper, 100% recycling, blue angel or laminated inpoka® wall planners can be produced as well. Anti-bacterial coating or lamination can also be applied. The cooperation with the PSI reseller, which has enabled the firm to operate in multiple regions, was awarded with the "Sustainable Product" prize in the paper product category.



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## Friendly motivator

Staying strong in current times is a little easier with these friendly motivators from mbw®. Trust, appreciation and motivation are important factors which steer us all through these challenging times. Employees and business partners are glad to receive something to lift the mood, like the well-known Mr Bert®, who helps to combat loneliness in the home office. Bert® listens patiently and has a calming effect during stressful times due to his kind appearance and special material properties. The Team Spirits in the MiniFeet® series are ideal tools to further strengthen the team feeling and cohesion.

## Germ-free messenger

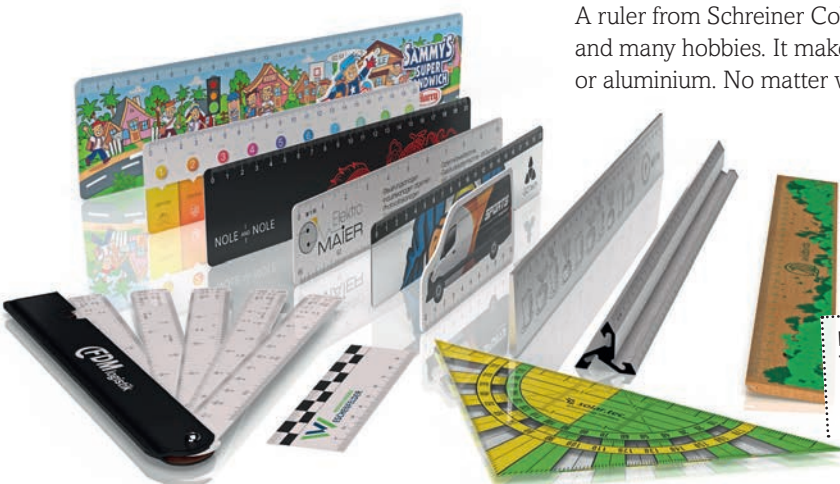
Writing instrument specialist quatron design is now also producing its top-seller Boogie using clinic® plastic, which is not only instantly effective against bacteria, fungi and multi-resistant germs, but also against viruses such as the coronavirus. This clinical plastic contains small semi-conductors, which in conjunction with air moisture give rise to free oxygen radicals and a germicidal, acidic milieu. The surface thereby remains germ-free. Disinfection is simply no longer necessary after use. Charged using light, this photocatalytic self-cleaning lasts a ballpoint pen-life long. A further specificity is that this clinic® plastic contains no nanoparticles or the problematic silver ions and holds the EU permit for biocides as the sole anti-microbial method to do so.



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## Classic piece for all purposes

A ruler from Schreiner Coburg is the perfect promotional tool for the office, school and many hobbies. It makes no difference whether the ruler is made of plastic, wood or aluminium. No matter where it's needed: users hold it in their hands regularly, which means that the advertising company's slogan is always visible. Customers can choose from simple versions for school or study purposes or complex rulers with useful additional functions for the office or trade.



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## Writing with bamboo

With its elegant bamboo barrel, the Touch Bamboo ballpoint pen from Inspirion makes a statement in respect of sustainability. As it does so, it carries conviction not only due to its large-capacity refill, but particularly with the built-in touchscreen operating aid on its tip. This writing instrument scores points through powerful presentation as a genuine eye-catcher. The practical product possesses a blue refill that glides over the paper with ease and will not let its user down, even with long text passages.

## Proper protection in felt

Keeping order is a piece of cake with the ModernClassic laptop case and ModernClassic M sleeve from the bag expert Halfar®. Designed for sustainability in more ways than one. On the one hand, the cases and sleeves are made of felt obtained largely from recycled PET bottles. On the other, they're so versatile that they're sure to remain in use regularly for a long time. The laptop case offers ample space for a cable, PC mouse, headphones, power adaptor and more. The laptop compartment is designed for devices up to 15.6 inches, but can also be used for notepads and brochures. The somewhat smaller version, the Modernclassic M sleeve, is still big enough for a tablet computer and A4 catalogues. A black elastic band closes the case or sleeve and lends it an exquisite look. And all this at a budget-friendly "mini-money" price. The case and sleeve can be stylishly refined via stitching or transfer printing.



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PSI 2043 • HEIMRICH1904®  
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## Tradition meets modernity

The new USB book H1904® ProBook shine by Kaldenbach combines tradition and modernity in a truly effective way. A modern USB stick, which is integrated via drawer system, significantly enhances the high-quality notebook with 192 ruled pages of ivory offset paper. Rounded corners and a smooth, soft-touch surface with good grip turn the USB book into a favourite piece with enduring appeal.

-Advert-





## Sustainable note tree

The new treeminder by tobra is an outstanding example of sustainability, because it's not just FSC® certified, thus guaranteeing fair and responsible cultivation practices, but also makes an impact due to its authentic tree look. Space-saving on the desk, it allows users to keep all important notes and reminders clearly in sight. Tedious searching for the right note can thus be avoided. The treeminder is manufactured from FSC® certified birch plywood in Germany. It comes standard with engraved logo on one side, which is included in the price.

## Home office to go

For all those who often work on a mobile basis or from home, Romanowski Design has recently included a portable home office set from the Jotblock series in its range. The set, which comes in a felt case manufactured from recycled PET bottles, contains useful office accessories such as various pens, stainless steel scissors, a marker, weekly planner, wooden tablet stand for meetings or webinars and much more. Customisation can be applied via printing on the felt case or wooden tray cover. The set is 30 x 22 x 5.5 centimetres in size when closed.



## Master of endurance

Promotional pencils are among the most frequently used and eye-catching advertising messengers in the industry. The many advantages of the wooden writing utensils from Reidinger are clear: first of all, pencils are a purely natural product made by their manufacturers in a sustainable and 100 per cent climate-neutral manner. Pencils are popular and useful, which makes them a welcome gift for any target group. Plus, pencils just keep on writing, up to 50,000 metres according to pencil specialist Reidinger. Ballpoint pens only write up to 6,000 metres. And last but not least, pencils win people over with their wonderful haptics and warm radiance. Plus, there are various options for refining them, even with full-surface printing.





## Back to nature

Genuine cork from Portugal, combined with cotton, characterises the pencil roll from team-d Import-Export: the latter contains a wooden ruler, wooden sharpener plus four natural wood colour pencils and is sealed with a button. The model with zip for writing or make-up utensils can be opened to form a stable receptacle and is thus suitable as original packaging for small bottles.

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## Natural Teleworking

The new Home-Box is a starter set for working at home available from e+m Wooden Products. It includes the most important items for teleworking in sustainable high quality: a mobile phone holder, a ballpoint pen, a ruler and a clutch pencil with a dry text marker refill in yellow as well as a cup to store these utensils. All these parts are made in Germany from FSC®-certified domestic wood. This creates a wonderful and natural atmosphere on your desk. Firms can have the Home Box personalized with their CI for their employees at home by means of printing or laser engraving. This makes the Home-Box an unmistakable bearer of your logo to strengthen customer ties.



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## Motivation for the home

A well-structured, clearly defined working space and the possibility to flexibly switch between real office and home office, school or university: this is the fundamental idea behind this set by aloga. Desk pad, mousepad, pen or pencil case, a document folder for storing and transporting the documents and a carry case for hand disinfectant to go, suitable for standard small disinfectant bottles, are featured in this set. It's available in the versions classic, elegant, bright coloured or stylish. More than 30 colours options in highest quality PU synthetic leather, freely selectable stitching colours and various branding options inspire creative designs.



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-Advert-



Individual customer solutions, sophisticated online offerings and high-quality products at market-aligned prices – these are the success factors of the Wiesbaden-based full-service provider Verticas, now a valued contributor to the market for 25 years.

## 25 years of Verticas

# Reliable, responsible, proactive



Klaus Ritzer and Steffen Weigand outside the company head office in Wiesbaden.

**T**he past year was entirely unlike any before it. Many trade shows, corporate events and in-person meetings fell victim to the pandemic situation, and this impacted the promotional products industry too. It meant that Verticas, an innovative service provider for promotional and merchandising products, was also unable to celebrate its 25th anniversary the way Klaus Ritzer, founder and managing director of Verticas, and his 40-member team would have liked to. However, the Wiesbaden-based company remains optimistic and demonstrates creativity and solidarity precisely in these challenging times.

### Diversity carries conviction

“We insisted on direct import and our own design department from the start and were among the pioneers in our industry when we launched our online shop system in 1999,” says Klaus Ritzer, not without pride. Today, the company combines the creativity of an advertising agency with the product know-how of a promotional products dealer and the production and procurement knowledge of an internationally active importer. Its development and market expertise enable Verticas to take quick, proactive action at the same time.

This carries conviction with groups such as Opel, Deutsche Bank, KIA or Leica, which are among the company’s customers. For this reason, the company sees itself on a sound footing even in these current times.

### Integrated marketplace solutions in demand

The digitisation of work processes, the automation of procedures, combined with rising legal requirements and customer requests have fundamentally shaped and altered the merchandising market in the past years. “Demands on us as full-service providers have considerably grown with time. Customer requests are also constantly changing. That is why we continuously invest in new technologies and human resources, take a new look at our range and continuously and flexibly align it with customers’ needs,” says Ritzer. Because today, products and their characteristics are no longer the sole deciding factors for a modern merchandising provider’s success. “Customers’ attention is now much more strongly focused on intelligent solutions for digital, automated processes and on the service offer and products around them,” adds



managing director Steffen Weigand. Thus, for instance, instead of simple web shops, integrated marketplace solutions are in demand, integrating the products of various providers from an array of sectors and covering a wide product range – from the classic promotional product through to hardware or office furniture.

### On-demand production minimises risk

With its on-demand production, Verticas also offers its customers the opportunity to minimise their warehouse and goods risk, flexibly realise even smaller orders and simultaneously ecologically dispense with potential production excesses. Custom manufacture is performed only after arrival of the order and, in the case of textiles, is possible from a piece number of just one product. To this end Verticas offers the web tools Textile-On-Demand, Product-On-Demand and Print-on-Demand as add-ons to its existing web shop systems. Using these, the company is able to illustrate, in the shop, goods inventories of up to 15,000 products live from its trade partners' warehouses. Verticas' main warehouse locations are in direct proximity to the Wiesbaden head office; additionally, the company works with warehouse and logistics partners in Germany, the USA and Asia as well as with a global network of more than 500 manufacturers. An additional advantage of production sites in China: with its own employees on location, Verticas guarantees direct and transparent dialogue with dealers and producers. At the same, both in its own dealings and the selection of partners, the company places great value on compliance with social and ecological standards.

### Training tomorrow's professionals

Verticas has also been a training provider since as early as 2003. Verticas currently trains in four different apprenticeships: traders for wholesale and external trade, marketing communications and IT systems, plus media designers in digital and print. "In just under two decades we have prepared more than 40 young professionals for professional life and taken on more than 30 of them after their apprenticeship. Five of our former apprentices even celebrated their ten-year or fifteen-year company membership at Veritas this year," Weigand is pleased to report.

### The challenges posed by the coronavirus crisis

However, Verticas is also being set extraordinary challenges by the effects of the coronavirus pandemic in its anniversary year. For example, due to the altered demand in the spring, work processes were reorganised in the swiftest of times and large quantities of protective equipment were imported. Klaus Ritzer: "We need to adjust to the fact that the market will be a different one af-



**A good mood prevails among the Verticas team – even though the company's 25th anniversary celebrations were rained off by the pandemic. A donation scheme has been launched instead.**

ter the crisis and there will be a reassessment of market participants in our industry. However, economically we are on a sound footing and we will continue to rely on our strengths in the future."

### Swift aid provided by mask donations

While it was disappointing that the anniversary celebrations had to be cancelled, the team has been making the best of it: "If we can't celebrate, we'll just spread joy to other people," is the universal chorus. Under the motto, "25 Years - 25,000 Masks", Verticas donated a total of 25,000 protective nose and mouth coverings to the Evangelischer Verein für Innere Mission in Nassau (EVIM) as well as to a primary school in the Rhine-Taunus district. With its workshops for physically and mentally impaired people, EVIM has been a very reliable partner to Verticas when it comes to the topic of packing for more than 15 years. In addition to the protective masks, Verticas supplied EVIM with CO2 traffic lights for ambient air monitoring in interiors, in order to minimise a potential infection risk for pupils, teachers and carers. For those who wish to follow this example and donate masks, the company will be pleased to provide cloth face masks for children at cost price.

<

Ecological design, otherwise known as ecodesign, is an invitation to rethink the development of products and services, commerce, and business management. The goal is to develop a world that is fair and ecologically sustainable for everyone in the supply chain and thus to make a contribution to the circular economy.

**Reshape the future with ecodesign**

# Uncharted territory instead of stagnation

Lease jeans instead of purchasing them: This is one of the ways the Dutch label MUD Jeans is making an important contribution to a circular economy.



cology and acting sustainably and fairly have finally taken centre stage in society. More and more people recognize that dealing with the climate and existing resources in a responsible way is important for

survival. Even more people became aware of this during the pandemic. They want concepts and innovations for a more just world where consideration is shown for people and environment. But how can this be realised in industry, commerce, skilled crafts and trades, and design?





## Ecodesign is the answer

When people think about the term ecodesign, most people probably think that it is referring to the design of products, but it is much more than that. It is an invitation to rethink the development of products and services, commerce, and business management. After all, the principle of ecodesign calls into question processes, systems and infrastructures in order to organize them in the most socially, ecologically and economically sustainable way along the entire value-added chain, and thus it is the most important foundation for a circular economy. The end of a product's life is always taken into account with the goal of continuously extending its status in value creation, or in other words, facilitating value preservation.

## From a linear system to a circular system

We are moving from a linear system to a circular system, which is characterised by reducing the use of resources, increasing a product's life and reusing materials meaningfully. "It is not about optimising here and there in order to make the impact less negative," explains Bianca Seidel, owner of the values-based consulting firm. "It concerns developing products and services for a liveable tomorrow. Ecodesign is an effective tool for securing sustainable competitive advantages in a fundamentally changing environment and achieving a balance between people and nature."

## New legal parameters

After decades of wavering, the problems have now been recognized in Berlin and Brussels, as well as other capitals around the world. The multi-faceted consequences are no longer being ignored or downplayed. Issues ranging from global warming, resource consumption and plastic and micro-plastic pollution in oceans to social injustice and refugee flows are all part of the same problem, which needs to be addressed holistically. For this reason, politicians are starting to work on all levels to create new legislative parameters for industry, commerce and service providers. The goals are clearly defined: reducing CO<sub>2</sub> emissions, handling resources more responsibly, stemming environmental pollution and improving social standards. The German law supply chain, the European Union's Green Deal and

the United Nation's Social Development Goals (SDG) are just a few examples of the variety of laws and regulations currently being devised.

## Supply Chain Law and Green Deal are signs of change

In February, the coalition in Germany reached an agreement for a supply chain law that will gradually come into effect starting in 2023. It will require German companies to comply with Human Rights and fair pay requirements along their entire supply chains. Pursuant to this, suppliers, raw material suppliers etc. will be carefully examined with regard to child labour, starvation wages or environmentally hazardous work conditions and production practices. The goal is to put an end to these practices. Although there is a lot of room for improvement for this law, it is still a political signpost for Europe and sends a strong signal to Brussels. Europe, too, has recognised the enormous challenges we are facing. The new Green Deal is an ambitious plan with which the European Union hopes to make all 27 member states' economies and societies climate neutral. To achieve these goals, it also takes the culture – architects, artists, students, engineers and designers – to task because the Green Deal is not just an "environmental or economic project", but also "a new cultural project for Europe". The world of tomorrow should be created

**Functional textiles can also be sustainable: the innovative Green Shape Collection from VAUDE.**



along the lines of the term “European Bauhaus,” which is the latest buzz word being used by the media.

### Goals for the world of tomorrow

On the global scene, the United Nations is committing itself to the fight against climate change, pollution, and social injustice. It outlined its political commitment with 17 measurable sustainability goals, known as Social Development Goals or simply SDG. These goals are directed towards everyone (i.e., world leaders, civil society, the private sector and the scientific community). The SDG include but are not limited to fighting poverty and hunger, health and education, gender equality, access to clean drinking water, affordable and renewable energy, sustainable conduct and consumption, worldwide climate protection, protection of terrestrial and marine life, transparent institutions, and the promotion of global partnerships. The Federal Republic of Germany, along with the European Union, has committed itself to uphold and promote these goals. If this first step is followed by further actions, the way we work and live will be fundamentally trans-



formed. Bianca Seidel likes to compare companies that do not meet their ecological and societal responsibilities with dinosaurs for whom there will soon be no more room left on the planet.

### The future belongs to green companies

This is why “ecodesign” is a management principle that is very important and impactful for shapers of the future in order to do right by the new framework. It is good to leave beaten-down paths behind and to completely rethink products and services. In particular, there is need for action in the textile and fashion industries. Behind the pretty façade lies an industry that produces one of the highest CO2 emissions, second only to the oil industry, and uses an enormous number of resources. The following are two examples of what is possible.

#### MUD Jeans: rent instead of buying

The jeans brand MUD from the Netherlands, for example, is striking out in a completely new direction in sales. At MUD customers don't buy their jeans; they rent them. At the end of the lease, they send their jeans back and MUD recycles them. This saves water. Of the 7,000 litres of water that are required for the production of conventional jeans, MUD can save around 40 percent. Beyond this, the company strives for CO2-reduction during production and promotes fair work conditions.

#### VAUDE: sustainable outdoor collection

The company VAUDE is taking a different approach with its Green Shape Collection. The goal is to employ only the most sustainable functional textiles for its outdoor collection. In addition, the company is innovating where solutions are needed. For example, synthetic materials derived from petroleum are replaced with synthetic materials from plant oils. Certified natural materials are innovatively interwoven with recyclable or organic-based functional materials. All materials used are additionally critically evaluated with ecological and social considerations in mind.

Both examples show exactly what ecodesign is all about. Materials and resources should be used as efficiently as possible and social and ethical aspects should be considered as much as possible when developing products in order to make them viable for the future. <



**Bianca Seidel Consulting** is a value-based business consultancy. In addition to business aspects, it focuses on ethical business leadership, sustainable management, sustainable design, Corporate Social Responsibility (CSR), creative industries and the fashion industry. Upcoming seminar for interested parties:

### 1-Day Seminar on the Topic of Ecodesign with Bianca Seidel

**Thursday, 17th June 2021, 10:00 a.m. to 5:00 p.m.**  
**Kipepeo Clothing, Stuttgart**

In this workshop, the speaker will show how textiles, for example, can be produced, developed and handled while at the same time taking social, ecological and economic aspects into account, while using the principles of ecodesign. This is a joint event sponsored by Südwesttextil and the Akademie für Textilveredlung (academy for textile finishing).

**Sign-up and information:**  
**www.aka-tex.de, info@ka-tex.de**  
**Phone +49 221 84156 740**



# PSI Supplier Finder

## The supplier directory of PSI

The research tool for PSI distributors  
and the PSI Sourcing Team

Published twice a year.

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

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

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

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

### Possible additional services

Per logo .....	89.00 EUR
Per highlight .....	75.00 EUR
Additional product group (from the 3rd), each .....	48.00 EUR
Brand list, per brand .....	276.00 EUR

### Basic entry

- Company master data
- Company description  
(print 300 characters/online 3,000 characters – including blanks)
- PSI number
- 2 product group listings
- Unlimited listing in the certificate directory

### Addressing target groups

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

### Editorial and Entry Deadlines

Issue 01/2021: May 10th, 2021

Issue 02/2021: Oct 12th, 2021

All prices are stated in EUR plus VAT.

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



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

## Continuing a tradition

In the promotional ballpoint pens sector, the models Tropic and Kamal from Stilolinea continue a tradition that recalls the mystical designs between the Eighties and Nineties. The jolly and versatile Topic always particularly shows its strengths when it comes to a company's Corporate Design, since it offers a host of possibilities to combine colours. The elegant Kamal, by contrast, presents itself in a modern design and, with its fresh, youthful colours, helps realise the **perfect promotional presentation**. On acquisition of the models Tropic and Kamal, the customer takes part in Stilolinea's reforestation programme; find out more on this subject on the company's website.

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



## Emergency assistant

In an emergency, the compact PA6 bag alarm from Indexa draws attention to itself with a shrill alarm tone. In the attempt to steal the bag, a small steel pin releases itself from the housing and the **115 decibel alarm** is triggered – pickpockets are thus frightened off. In emergency situations, the pin can even be pulled in order to draw attention to oneself. The trusty companion is carried in the bag and is therefore always to hand. Handbags and suitcases can thus be made secure with total ease. Additional aid is offered by the bag alarm's built-in LED lamp. The energy requirement is covered by the supplied batteries. On request, the silver-coloured front of the housing can be provided with custom printing.

PSI 44531 • Indexa GmbH  
Tel +49 7136 98100 • [info@indexa.de](mailto:info@indexa.de)  
[www.indexa.de](http://www.indexa.de)





## Perfect equipment

The outdoor season is just around the corner again and everyone is wanting to get outside! Be it while hiking, camping or at events – the right equipment matters! And in that regard, Adoma has the perfect offering in its range: from the practical 2go mug via wine and champagne goblet, or wheat beer mug through to prosecco cooler, everything that makes a proper picnic is ready to hand. All items **are made of high-quality plastic**, are easy to transport, virtually unbreakable and definitely environmentally conscious and sustainable! Elegant design and custom printing complete the picture.

PSI 43999 • Adoma GmbH  
Tel +49 7522 971647 • info@adoma.de  
[www.adoma.de](http://www.adoma.de)



## Relax and pamper

In order to offer customers, employees and business friends the opportunity to escape daily stress for a moment, the promotional products manufacturer emotion factory ships creative promotional greetings **in the form of baking moulds**. The little baking assistants come in numerous shapes such as cloverleaf, butterfly, heart, dog, horse, foot or tree and ensure a whole lot of fun for the entire family. The moulds, made in stainless steel in Europe and dishwasher-proof, are offered in numerous customised packaging types and now also in the slide box. The minimum order quantity is 250 pieces.

PSI 41016 • emotion factory - Heri-Rigoni GmbH  
Tel +49 7725 93930 • info@emotion-factory.com  
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## It will be an all-round success

There can't be a writing utensil that changes its shape. Yes, there is! The new LINEO from uma. The **unique square shaft** can be converted in the grip area into a round shape that is pleasant to hold. It will always be an all-round success, because style meets design in perfectly matched ergonomics in the LINO series from uma: it looks great and fits perfectly into your hand. The idea of a retractable ballpoint pen with a geometrically changing shaft shape reflects the creativity of the innovators from the Black Forest, who have been bringing fresh wind into the world of promotional writing utensils time and time again for years already. And the new LINEO is just one example of this: thanks to its high material density and heavy matt chromed metal tip, the writing utensil ideally fits into your hand. The LINEO is available in up to 14 colours either in a matt covered or transparent case. With its unusual square shaft shape, the LINEO is of course a strong promotional messenger and ideal for truly eye-catching advertising pitches. As with all writing utensils from the firm uma, you can be sure that the writing pleasure will last as the LINEO is based on the usual uma tech refill writing quality. Uma will be happy to send samples to those wishing to try out the new product themselves.

PSI 41848 • uma Schreibgeräte  
Tel +49 7832 707-0 • info@uma-pen.com  
[www.uma-pen.com](http://www.uma-pen.com)



## Hot for the outdoor feeling

Besides innovative and stylish occupational clothing, customers and business partners of Karlowsky Fashion GmbH are also accustomed to very unusual products. Now new at Karlowsky: the unique BBQ grill in the **stylish rusty used look** – Made in Germany! The patented octagonal carbon-steel grill plate – inspired by the Japanese teppan grill – is sure to cause a sensation at meet-and-greet grill events of all kinds! And not only at the summer barbecue. The centrally positioned fire pit enables optimum heat distribution on the work plate and, with additional elements such as insertable grate and swivel arm for example, allows up to eight persons to flexibly grill, roast, cook and even prepare mulled wine even in the cold season. The grill plate offers room for a large quantity of grilled goods for up to 50 persons. The temperature is distributed into various zones across the grill plate, between a maximum 400 degrees on the inner and 50 degrees Celsius on the outer edge. Excess oils and grilled goods remnants can be simply removed with a damp cloth after use. Thanks to the removable grill plate, the Karlowsky BBQ grill is prepared for quick and easy transport from and to the event location and can be easily assembled with one other person.

PSI 47464 • Karlowsky Fashion GmbH  
Tel +49 39204 91280 • info@karlowsky.de  
[www.karlowsky.de](http://www.karlowsky.de)







## Thirst-quencher called for?

With Landpark mineral water, in the varieties Natural, Lemon and Apple, JUNG has been combining **naturalness, sustainability and a whole lot of promotional impact** in a particularly refreshing way since 1828. So nobody will be up to their neck in water –guaranteed! Drawn from a depth of more than 100 metres, the low-sodium water is carefully decanted into no-deposit FSC-certified packaging directly at the organic source and intensively inspected as drinking water in the process. The recyclable promotional packaging, likewise in FSC-certified cardboard, together with the resealable cap made of more than 40 percent sugarcane and the high-quality organic mineral water, is the perfect companion for every day, refreshing the promotional world again and again.

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

## Air quality deluxe

Carbon dioxide (CO<sub>2</sub>) is not only the leading greenhouse gas when it comes to global warming, but it is also regarded as a significant component of health-damaging air pollution. It is therefore advisable to monitor limit values in the ambient air, as is also the motto at the company Technotrade. Air quality monitors and CO<sub>2</sub> traffic lights are currently almost indispensable in the fight against aerosols, which may contain the COVID-19 virus, and have therefore also been exhaustively tested by Stiftung Warentest. The finding: the WL 1030 from technoline was crowned the test winner owing to its precise measurement values, courtesy of a high-performance NDIR gas sensor with CO<sub>2</sub> measurement and a calibration function for custom post-calibration. In addition to the displayed ppm measurements, ventilation recommendations are depicted by means of **coloured information fields using the traffic light system** (green, amber and red). Temperature and humidity values are measured and the highest and lowest values of the last 24 hours are displayed. The device is operated on mains current and possesses an internal ROM, which backs up all settings in the event of a power outage.



PSI 43817 • Technotrade Import-Export GmbH  
Tel +49 3375 216050 • info@technotrade-berlin.de  
[www.technotrade-berlin.de](http://www.technotrade-berlin.de)

## Vegan choc alternative

Under the abbreviation NOMO (which stands for "No missing out"), Kalfany Süße Werbung announces its first addition of a vegan chocolate bar to its current range. Finally, then, it has arrived, the **choc alternative** for those allergic to milk, egg, gluten, peanuts and nuts – paired with a promotional message. The bar, weighing 32 grams, is the perfect combination of delicately creamy, vegan chocolate with crunchy crispies and juicy raisins, available from today exclusively at the IFS-certified promotional products manufacturer Kalfany Süße Werbung.

PSI 42706 • Kalfany Süße Werbung GmbH & Co. KG  
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45666	Halfar System GmbH Rucksäcke und Taschen	023	45328	Stilolinea Srl 042, 051, 053, 057
42706	Kalfany Süße Werbung GmbH & Co. KG	045	41848	uma Schreibgeräte Ullmann GmbH 043
47464	Karlowsky Fashion GmbH	019	60184	Valenta International B.V. 017
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43927	memo AG	041	41848	uma Schreibgeräte Ullmann GmbH *
43410	Mister Bags GmbH	002+003		
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# TOP PRODUCT TOPICS IN PSI JOURNAL

Health, sport and fitness have been the trend themes of the last few years. More and more people are doing physical exercise to balance out everyday stress while health awareness and health care are attracting more and more attention. **Advertise your products in the *PSI Journal* and get an edge over your competitors at the starting line.**

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

Issue  
**8/9**  
2021

## ECOLOGICAL & SUSTAINABLE PRODUCTS, VEGAN and CHOCOLATE & SWEETS

Copy deadline: 23.6.2021  
Deadline for ads: 9.8.2021



Please don't hesitate to contact the PSI Cross-Media Sales Team at any time for assistance.  
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**PSI**

## Product Presentations | “Star Product” Elected



### PSI Product Presentations 2021

Product highlights from PSI exhibitors have been separately on show at the PSI Product Presentations since 2019. Now, this year, there are going to be a few changes. One of them is that the product show is going to be curated for the first time. The advisory team, comprised of Susanne Kay,

SKAY Promotion, Astrid Langenstein, Reed Exhibitions Deutschland GmbH (PSI Sourcing), Klaus Baumhold, vertriebskick' gmbh, and Simon Rheinwalt, RHEINWALT GmbH, has selected the most exciting products in advance. These fall under four categories. The four categories are:

#### **Socially Responsible Product (CSR):**

The product either offers a socially responsible alternative to comparable products or supports the concept of CSR. CSR (Corporate Social Responsibility) represents the business world's voluntary contribution to sustainable development going beyond statutory requirements.

#### **Novelty:**

The product is presented at PSI for the first time.

#### **Bestseller:**

The product is currently particularly successful.

#### **Made to Specifications:**

The product has been custom manufactured in harmony with the customer's requests and requirements. This applies to the whole product or individual features such as colour, size, material and so on.

Likewise new this year: PSI Members and visitors can vote on the Product Presentations. **From April until 21 May 2021** you can submit your online vote in the **PSI Product Finder**. There will be one winner per category: the product with the most votes in each will be the “Star Product”. The winners will be announced after the PSI DIGITAL. <https://psiproductfinder.de/login>

my > PSI

## PSI Supplier Finder 1/21 | Update listing now

The PSI Supplier Finder is a medium that offers real win-win benefits – for PSI suppliers and PSI distributors. It's an important tool for PSI distributors in their search for the right PSI supplier to suit their individual needs. In addition to product groups with source information for the procurement of products and services, the PSI Supplier Finder also contains a certificate directory with a selection of responsible suppliers in the PSI network, the TOP suppliers in the PSI network, as well as interesting texts in the “Good to know” section. PSI distributors receive a comprehensive overview of all relevant information which eases their daily work, consolidated in one medium. PSI suppliers listed in the PSI Supplier Finder can be found easily and quickly by PSI distributors. In order to pave the way for successful cooperation for both groups, particular attention is paid to keeping the details in this directory up-to-date. The new edition 1/2021 is currently in the works. Now is the ideal opportunity for all interested PSI suppliers to update their profiles simply and conveniently via the Online Service Center. What's more, the supplier profiles are a fundamental element of this year's PSI DIGITAL. Deadline for entries is the 11th May 2021. <https://supplierfinder.psi-network.de>





## Promotional Products Talk | Industry experts have their say

How do I reach my customers during the lockdown? Does it still make sense to send a catalogue during the digital era? Should I still approach my customers with their surname or should I use their given name? Questions and issues like this which are normally addressed in a more personal conversation will now be discussed during the “Clubhouse Promotional Products Talk” organised by Mr. Bags. It takes place every Tuesday from 4pm to 5pm. Marlene Ramos is Head of Sales at the PSI and also one of the moderators of the virtual roundtable discussion. She will reveal why it is worth listening and, above all, speaking out.



### What is the Clubhouse Promotional Articles Talk and what is it about?

Clubhouse Talks are basically nothing more than virtual roundtable discussions. Some people also call them “live podcasts” or “join-in radio”, because anyone who is a Clubhouse member can have their say live during the Clubhouse Talk. The “discussion room” for the promotional products industry was initiated by Tobias Gottwald, managing director of Mister Bags. We always start the conversation in groups of four and then later exchange thoughts on very current and exciting topics with diverse people from our industry.

### Keyword: exciting topics. What exactly do you usually talk about? Are there set themes?

As moderators we of course think in advance about what themes could be exciting. Just recently we talked, for example, about how to best address clients in the digital era and went through the advantages and disadvantages of Teams, Zoom and other digital platforms. However, we also have discussed whether nowadays when people sign into apps like Clubhouse with their given names it is still wise to use the polite form of address or whether we should be on a first-name basis. The conversations often take unanticipated turns. This is what makes it so exciting to participate. The topics are very current, very dynamic and, above all, very personal. It is about the personal exchange of experiences, opinions and individual assessments.



### Why were the virtual roundtable discussions initiated and who are the participants?

The idea behind them is very simple: we want to stay in touch, in particular when we cannot meet personally as is now the case. The virtual talk was started by Tobias Gottwald, managing director of Mister Bags. The other moderators include Michael Mätzener, managing director of the Swiss promotional products agency diewerbearartikel gmbh, Peter Stelter, Country Manager of PF Concept for Germany, Austria and Switzerland, and me. It is a very relaxed exchange of ideas and everyone is cordially invited to log in and talk.

### How can you participate in the Clubhouse Promotional Products Talk?

Basically, every Clubhouse member who already has the app can take part. You simply enter the virtual conversation room and you're already in the middle of the discussion. If you are still not a Clubhouse member, you can either be activated by your contacts or invited by other members. So it is very easy. The only flaw: currently the app only is available for iOS devices.

### What happens if I do not have time during the set dates and times?

The cool thing about Clubhouse – its live character – is simultaneously a small disadvantage, because there is no possibility to record the conversation and listen to it later. Therefore, whoever feels the need to talk should take some time Tuesday from 4 to 5 pm and join in. And for those who do not have time, it is no big deal. We talk every week and therefore you regularly have the chance to participate and discuss your issues.

**+++ Clubhouse Promotional Products Talk – every Tuesday from 4 to 5pm +++**

## The EU as a forerunner

**U**t is one of the most ambitious goals in the world: reducing greenhouse gases in the EU by at least 55 per cent by 2030 compared to 1990. In view of the ongoing pandemic and the related investments in the future, it is completely unclear how this is to be done. However, no one will deny that it is necessary.

Behind this is the so-called triple bottom line approach. The planet and profit, which should not be underestimated, are supposed to be brought into a meaningful balance. Sustainable economic activity in the future shall build on this balance. Large firms are already dealing extensively with this today as part of their business models. However, how is the situation for smaller companies? Already nowadays, many small companies are confused by the jungle of rules, regulations and recommendations.

As shown by the recently described case of bio-certifications, all companies are of course obliged to act. Unawareness or non-existing controls do not automatically protect firms from the consequences and every certification must be thoroughly documented and verified. It is an immense feat of strength for small-scale entrepreneurs.

So, what does this mean for the industry? First it surely means that there is a great need for awareness and training. Knowledge is enormously important, also with respect to discussions with clients. Moreover, the question arises again to what extent we need our own overarching seal of quality for the industry. Such initiatives have been taken time and time again in the past, but never were successful up to now. Is this an additional burden or a new opportunity?

Best regards,



Michael Freter  
Publisher of PSI Journal  
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# PSI GOES DIGITAL

**19 – 21 MAY 2021**

**48 HOURS**



## PSI DIGITAL KICK-OFF

19 – 21 May 2021  
48 hours: 12 pm – 12 pm



## +7 PSI DIGITAL FRIDAYS

Every 2nd Friday of the month:  
June – December




**PSI**

**EXHIBITION CENTRE DÜSSELDORF**

**11 – 13 JANUARY 2022**

Organised by

 Reed Exhibitions

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



## Here's to health!

The terms "health, sport and fitness" outline one of the product themes of our May issue. There is a whole lot of clever adages on that subject. One of them originates from the philosopher Arthur Schopenhauer: "Health may not be everything, but without health everything is nothing." It is hard to find another wish that is as frequently expressed as the one for health, which alone underlines the latter's dominating significance in our life. Sport and fitness, in turn, promote health. Correspondingly high attention is enjoyed by promotional products that devote themselves to this topical field. We show you a selection on this subject and devote ourselves to our second topical field, novelties from events and festivals.

**Please give some thought today to the Product Presentations in the PSI Europe Journal June 2021 issue featuring the thematic groups "Wellness, Cosmetics and Beauty" plus "Drinks, Drinking Vessels and Table Culture" and send your product suggestions (image and text) by 16 April 2021 at the latest to: Edit Line GmbH, PSI Journal Editorial Department, e-mail: hoechemer@edit-line.de**

## Curtain up for the "Star Product"



PSI exhibitors' product highlights have been presented separately at the PSI Product Presentations since 2019. This year, the product show has been curated for the first time. Also premiering is the online voting, which enables PSI members and visitors to vote on their "Star Product". We present the products that are up for the choosing.

## New standards with Health & Beauty



Having very nearly clocked up 130 years of experience, Karlowsky Fashion GmbH is firmly established in the international occupational clothing market. Karlowsky has also been concentrating on new product areas since last year. These cover the sectors medicine, care, cosmetics and wellness, which are echoed in the new Health & Beauty collection.

## Imprint

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