

PSI EUROPE

PSI Journal

International Magazine
For Promotional
Products

January 2022

Volume 61

Novelties in
2022

The
first
highlights
of
the year

PSI Trade Show

New date in April 2022

**CHOICE Preview
2022**

CHOICE 2 TOUCH

Supply chain

Paying attention to the
Duty of Care Act



Shiva PURA bottle

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Editorial

New Year – Fresh Hope

We have been through so much the past year, much of which we never could have imagined nor thought was possible. In January, Trump supporters stormed the Capitol Building, a symbol of American democracy. Half of Europe is currently in hibernation due to Covid-19 lockdowns. For the first time in its 60-year history, the leading Trade Show for the European promotional products industry, had to be cancelled and postponed. In March, the “Ever Given” cargo ship blocked the Suez Canal, triggering bottlenecks in the global supply chain. On 14th July, Germany faced the worst natural disaster in the post-war era. Widespread flooding caused the deaths of 186 people and left behind a long trail of devastation in many communities. The visible damage in villages and city centres is only the tip of the iceberg of destruction the floods left behind. The Olympic Games also had to be postponed for the first time in its history; they were finally held in Tokyo starting on 23 July but in empty stadiums. As the summer came to an end, the Taliban took control of Kabul on 15 August.

After relatively lenient corona rules in the summer and early autumn, the spread of Covid-19 infections picked up speed at the end of October. By the middle of November, it became apparent the 4th wave had nearly all of Europe in its grips again. On 30 November, PSI and its partners agreed to postpone the upcoming Trade Show in January 2022 for the second time after consulting many market players. It is now scheduled for the last week in April 2022. PSI and its partners hope vaccination efforts and other measures will have significantly curtailed the spread of infection and made the situation more manageable by then. It is no surprise that this decision has left the PSI team and many of the exhibitor teams extremely disappointed. All hard work has evaporated into thin air and our hopes have been swept away. All we can do is regain our strength, which may seem hard to do at first – but we can do it!

The new year ahead can only get better – at least, we hope so. We should stay positive since the new PSI date gives us the security needed for planning, and many of the supply chain problems will hopefully be solved by April. Let's cross our fingers that a large part of our lives returns to normal.

I wish you all a healthy and profitable business year ahead. Let's remain optimistic.

In this spirit

Manfred Schlösser | Editor-in-Chief PSI Journal

Your opinion: schloesser@edit-line.de

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Royal class in new colors

Harry N° 2340



In four different colours



www.misterbags.de

NEW!

Meghan

N° 2341



In four different colours



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

PSI
stay
safe. save
the date.

NEW DATE!
26-28
APR
22

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

Exhibition Centre Düsseldorf

The industry's well-being has priority.
See you around: 26-28 APR 22

New Date for PSI in April 2022 12

For the second time after 2021, the leading European Trade Show for the promotional products industry had to be postponed. With this postponement, the organiser RX Austria & Germany is responding early to the on-going pandemic. The new date provides both exhibitors and visitors with more planning safety. PSI informs.

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The thrilling question with 2022 in mind will be: What is the year going to bring? First of all, hopefully a more relaxed corona situation soon. But also many creative new products with a strong promotional effect. We have already selected a multiplicity for you.



CHOICE Preview 2022 64



On 4th of November 2021, the sister companies in the CHOICE Group and the trade press came together, as they have traditionally done for many years, to present the latest products for the upcoming year. After the 2020 event had to be held online, this 2021 event was held in-person again. This year's motto was CHOICE 2 TOUCH.

Adapting agreements 80

The German Supply Chain Duty of Care Act (LkSG) imposes comprehensive duties of care on companies. In the event that the impending EU directive goes beyond the LkSG, this could lead to a tightening of the rules, putting smaller companies, for instance, under obligation as well. Here is what companies need to know now.





IN TUNE WITH THE TIMES

In music, **EVERGREENS** are pieces that remain popular a long time and are played over and over again. The **PROMOTIONAL PRODUCTS INDUSTRY**, too, offers evergreens that are **TIMELESS** and yet continually **REINVENTED** – and therefore enjoy lasting popularity. They include **DRINKWARE PRODUCTS** and tried and trusted **CLASSICS**, for example.

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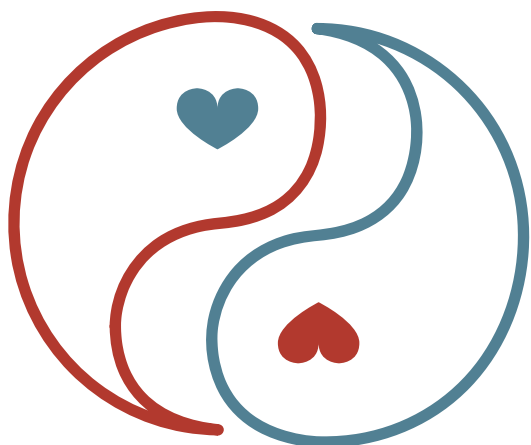
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SUCCESSFULLY HARMONISED

When it comes to successfully harmonising promotion and sustainability, **CREATIVITY** in the **PROMOTIONAL PRODUCTS INDUSTRY** knows no bounds. Year after year, the industry offers an enormous range of trendy, **PROMOTIONALLY IMPACTFUL PRODUCTS** from all segments – as the examples picked for January's **TRENDS & BRANDS** demonstrate. We have every reason to be intrigued about the next **IDEAS** set to follow in **2022**.



Playing your cards right

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2 percent annual inflation is the goal of the European Central Bank for the currency of these 19 countries. tagesschau.de

41% of the surveyed 18-25 year-olds in a PwC survey indicate that the quality of a product is the main criterion influencing their decision to buy. Sustainability plays a role for only eight percent. horizont.net

Every second online retailer (44 percent) is burdened by the scale of returns. 51 percent report rising costs due to returns. This was the result of a current Bitkom survey, including 500 commercial enterprises in Germany – 203 of them with online retail. absatzwirtschaft.de

43 percent approximately, of surveyed start-ups place their products or services in the area of the “green economy.” This is the main result of the “German Startup Monitor 2021” by the consulting company PwC and the Federal Association of German Startups (Bundesverband Deutsche Startups). absatzwirtschaft.de

13.38 billion Euros in sales were achieved by audiovisual media in 2020. This corresponds to an increase of 3.7 percent. According to figures from Vaunet, the leading association of private audiovisual media in Germany, an increase in net sales for the entire industry of 6.9 percent to a total of 14.31 billion euros is expected for 2021. wuv.de

57,9 points were received by Lego in the ranking of the brand monitor YouGov BrandIndex. This means that the Danish toy manufacturer will also be the German brand favorite in 2021. The ranking comprises 39 categories, in cooperation with the Handelsblatt. wuv.de

Six percent is the low user recall for non-skippable in-stream ads on YouTube. This is the result of a study by Teads (horizont.net). In comparison: the user recall of the promoting company through promotional products is 70 percent.



INNOVATIVE WORKWEAR EST. 1892



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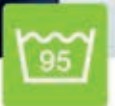
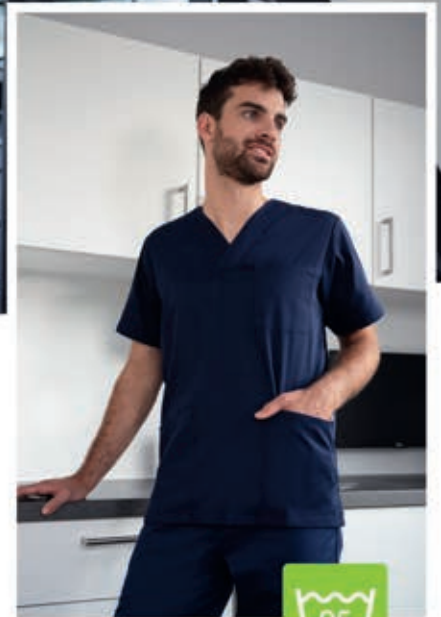
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RX Austria & Germany, organiser of the leading European trade show for the promotional product industry, PSI, is responding to the on-going pandemic early on by re-scheduling its event. The new dates provide both exhibitors and visitors with more planning safety.

PSI Trade Show: New dates 26 to 28 April 2022

PSI Show postponed

Pandemic developments across Europe are affecting planning for trade show organisers, exhibitors and visitors alike," said Petra Lassahn, Director of PSI. "The new wave of cases is causing major uncertainties among both exhibitors and visitors." As an international trade show organiser RX keeps a constant eye on the pandemic and is now responding to it at this early stage with new dates: 26 to 28 April 2022 in Düsseldorf.

International audience

Attracting more than 50 per cent international exhibitors and visitors, PSI is known and popular well beyond the borders of Europe. The show was to become a "big reunion after challenging times," says Lassahn. However, the continuing travel restrictions are impacting the industry once more. "Unfortunately, this current situation also affects PSI in Düsseldorf and its over 350 exhibitors," con-

tinued Lassahn. "The postponement from January to April was decided in close consultation with our exhibitors and partners as well as promotional product distributors and consultants. We are guided by the market needs."

Focus on health and safety

Although the current health and safety measures implemented at the trade show venue have proven to be highly effective RX aims to put attendees' minds at rest by announcing the postponement now. With PSI scheduled next April, the organiser offers the industry the best conditions possible for a successful, safe and secure event. In the meantime, exhibitors and visitors can continue to learn about the latest trends and innovations across the industry by connecting with the PSI's online platform www.psi-messe.com, via the PSI Product Finder, on Planet Advertising as well as in the PSI Journal and the weekly Newsletter. <

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the date.

NEW DATE!

26-28
APR
22

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

Exhibition Centre Düsseldorf

The industry's well-being has priority.
See you around: **26-28 APR 22**

Petra Lassahn: 3 questions, 3 answers

For the second time, the leading European trade show for promotional products has been postponed. How do you feel after this repeated blow? Yes, this really is a blow. For more than six months, we were working intensively on the January PSI. And it looked so good. Almost all the well-known exhibitors were on board and the ticket shop for visitors was also well-filled, as expected. Then the 4th Corona wave built up and suddenly nothing was real anymore – nothing was possible. We had to decide to postpone it. Difficult hours and days. In addition, there were a few technical problems for which we were not responsible, but which caused our communication to go into a tailspin in the first few days of December. We soon had that under control, however, and now we are standing here, deeply disappointed, and getting up the strength to tackle and achieve the newly-scheduled PSI, taking place not that far away from April 26th to 28th.

Not an easy undertaking?

No, absolutely not. But we had no other choice. All over Europe, the incidence shot up, there are even travel warn-



Petra Lassahn, Director PSI

ings for important PSI countries. Yes, we carry the responsibility for every trade show success, but even more so, we carry the responsibility for the health and safety of our exhibitors and visitors. We are now approaching the April PSI with the same responsibility and the same enthusiasm. Everyone who knows this trade show also knows that a huge amount of work lies in front of us – and in front of our exhibitors, who are also endlessly challenged by this situation.

Will everyone join forces to make the April show a success?

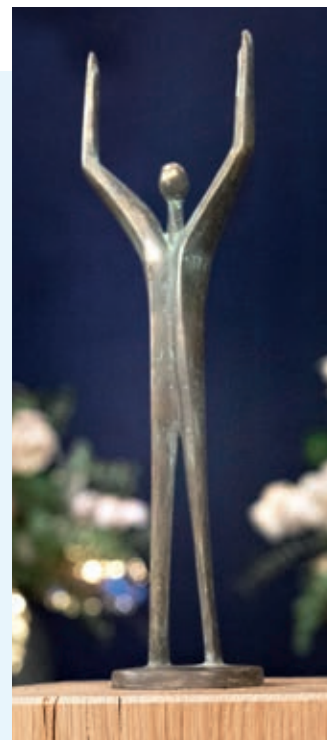
That is what I am expecting. We have been in constant communication with members of this sector since the postponement and have received a lot of encouragement and support. A very big thank you for that. Everyone was looking forward to a restart in a few days. But everyone now wants to lend a hand so that the industry can regain its footing. The April date is not the date that we wished for, just as many things right now are not what we wished for. But it is a date that we can manage well, and it is not too late in the year. We cannot forget that Covid-19 is slowing everything down, throughout the world. Looking at the current political measures in place, however, we can assume that the 4th wave will soon be broken. Soon, the restrictions will relax and there will be a general sigh of relief – hence the April date. So good luck and all the best in the new year! <

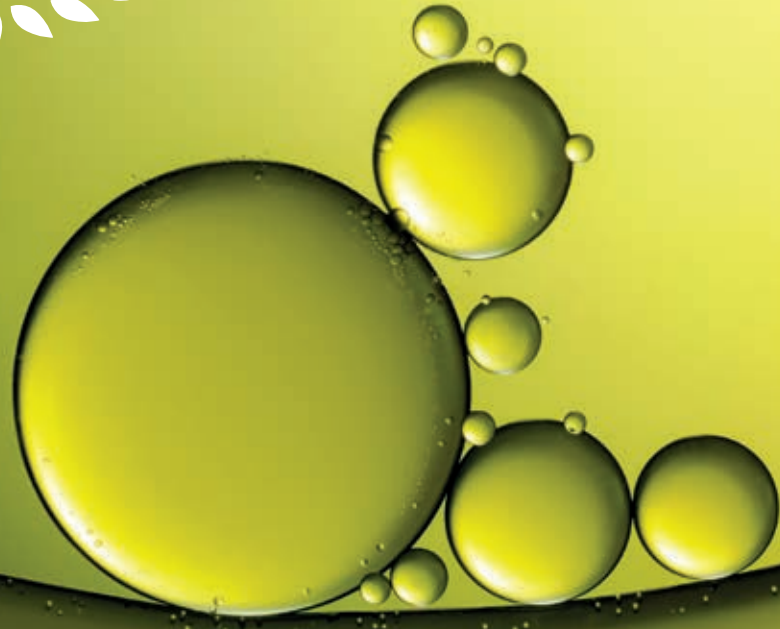
PSI Sustainability Awards: The winners have been chosen

Even after the postponement of the PSI, the PSI Sustainability Awards remain linked to the trade show. The festive evening gala, during which the winners are announced will therefore take place in April in Düsseldorf. The schedule is still being set. However, the jury already began its work in November in accordance with the original timeline. The newly organised selection procedure began with a virtual kick-off meeting, and then the jury members had one week to evaluate the 73 submissions based on the criteria using the new award software platform. The results were discussed again and the plausibility checked at the final meeting on 30 November 2021. The winners calculated by the new software were then unambiguously and transparently confirmed by the jury. The winners thus have been chosen as early as never before. However, we will guard the secret very well and not reveal in advance which sustainable concepts, functional product ideas and creative promotional articles were distinguished. You will find an overview of the nominees on the following pages.



The industry's sustainability award is supported by the gold sponsor reuschlaw Legal Consultants. The commitment of one of leading law firms specialising in business consultancy underlines the pathbreaking character of the award.





The Nominees of the PSI Sustainability Awards 2022

Celebrate with us the
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Inspirion GmbH

Interall Group

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Sustainable Campaign

FARE – Gunther Fassbender GmbH

Klio-Eterna Schreibgeräte GmbH & Co KG

Trik Produktionsmanagement GmbH

Innovator of the year

elasto GmbH & Co.KG

uma Schreibgeräte Ullmann GmbH





What is 2022 going to bring?
Hopefully a more relaxed
corona situation soon.
But also many **creative new
products** with a strong
promotional effect. We have
already selected some for you.
Please turn the page!



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Measurements with top technology

Meterex is now selling a new top-quality laser measuring device, Quick Magic, with an interesting price/performance ratio. This handy measuring device is suitable for taking quick and precise measurements of rooms, doors or windows. The maximum measuring distance is 30 metres, and it has a measurement accuracy of ± 3 millimetres. Surface areas and volumes of rooms, garages and halls are automatically calculated and displayed after taking two or three measurements (length x width x height). With these measurements, you can quickly determine how much material you will need for tiles, carpets or wallpaper when you are renovating your flat or house. The product is currently one of the smallest laser measuring devices being sold in Europe. Even amateur handymen will find the red main operating button easy to operate. In the large 1.44" TFT LCD display, the last four measurement results as well as information on the battery level and zero-point measurement are each displayed in colour. The product does not require any batteries since it has a powerful rechargeable battery, which will last for taking many measurements. The device comes with a recharging USB cable. It only requires very little energy to recharge as it takes only 30 seconds to charge and after 90 seconds the device automatically switches off. The laser measurement device is CE-certified and meets all safety standards according to laser protection class 2. It is delivered in a black elegant gift box with a magnetic lock and includes an instructions manual in German/English or French. Finishing with customer logos is realised by means of doming. This laser measuring device makes for an ideal prize or present for companies in the real estate industry, trades, industry, banks or other financial institutions. Meterex has the exclusive distribution rights for the device in Europe.

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... aus dem Schwarzwald
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Boxed pleasure



Plant-cube 2.0



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Enjoyment from the mini-glass

Guests can be spoiled with the large selection of sandwich spreads that come in an elegant mini-glass from the company Darbo. Hellma, the single portion article specialist, is the exclusive distributor of the many different flavours that come in hygienic, practical and attractive portions, such as strawberry, raspberry, apricot, orange, cherry and black currant. It is a fruity promise for a great start to the day. Just add a portion of honey and breakfast is perfect. These all-natural spreads are great for bread rolls or croissants and do not contain any flavour enhancers or additives. This marmalade and honey not only taste great but looks great too. The sweet bread spreads are individually packed in single portion sizes inside an elegant mini-glass containing 28 grams and are an eye-catcher at breakfast time. With Darbo, even diabetics will not have to forgo on flavour: There are two delicious versions, strawberry jam and orange marmalade, which do not contain sorbitol syrup and have 1/3 less calories compared to standard marmalades. The article specialist for products in single portions offers customers a special highlight: All glasses can feature customised promotional printing. For example, the lid of each glass can be personalized with your own logo or wording.

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Simply appealing

Troika Plus & Minus are two keychains consisting of two individual parts that are kept together with a magnet and serve as an easy means for organising your keys. Keys can be attached or detached to the keychain or to metal objects with the two keyrings, two magnets and just one click. The cute keychain has powerful two-kilogram magnetism, which enables you to perfectly organise your house or car keys in a flash. It is really practical, for example, if you have your hands full while shopping. It comes in silver or a gun metal colour and is completely made out of metal.



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Durable and up-to-date

The new Vasad All Weather collection from SL Bags is a modern and durable collection of bags consisting of four different models, all of which are made from strong and water-repellent material. The practical bags not only look durable and robust, but they are too. They are also furnished with a reflecting Vasad overprint, which provides for better visibility at night. The tradition-rich trendy bag brand is a label for modern and functional bags. The handicraft art, with which Vasad has made a name for itself, has remained. Now the label stands for a collection of unisex bags that people want to be seen with.

Sustainable, clean & customised

With the Emco LogoMat Business you can really draw attention to floors in a sustainable, clean and personalised way. Users of this mat can make use of the ecological advantage to highlight their imprints on the regenerative Econyl® yarn. This special yarn is made out of recycled nylon waste obtained from certain types of discarded fish nets that are collected and turned into new yarn. The benefit of using this recyclable material is that it leads the way in sustainability. This is how an endless recycling loop is created where one floor mat is used to make the next one. Customers have absolute design freedom when it comes to their customised personal designs. The floor mats produced in Germany can also absorb a high level of dirt and moisture. Customers can select their own individual dimensions, special shapes and pantone colours for a minimum order of one only unit.

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Long lasting care

Sustainable skin care products made in Germany are the focus of the renowned cosmetic specialists KHK GmbH. In 2022, they will be presenting new skin care products for hands and body each for the first time. The skin care developed in their in-house laboratory does not need to come in a tube or jar and is instead packed only in an FSC-certified collapsible carton. The cream bar only has to be rubbed on the skin for noticeably soft skin because the body's warmth helps apply the delicate balm to the skin. Both the green tea hand balm as well as the body butter have a lovely tangerine scent and were developed in the in-house cosmetic laboratory using ingredients obtained from controlled organic cultivation. Both skincare products are available for a minimum order of 100 units. Standard customisation for the carton can be realised using a 4C imprint on a label for a minimum order of 1,000 units. All skincare products are produced in accordance with the new German regulation for cosmetics and the cosmetics GMP, and they are registered in the CPNP portal. The ingredients are regularly tested by the Fresenius Institute according to European guidelines.

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www.happyross.de

Crazy about climate protection

The mesh bags from happyROSS are the ecologically sustainable alternative in the fight against piles of plastic bags. They can be used in multiple ways and thus have a long-term advertising effect. The practical bags are sewn entirely individually according to customers' wishes. This pertains to the material, size and application of the logo. Even the matching drawstring can be designed according to individual ideas. The new combi-mesh bags consist of mesh material on the one side, while large-scale sublimation printing is applied to the other side.



Find instead of searching

Apple AirTag® with a localisation button, available from Troika for the promotional products market, ensures that losing things is a matter of the past: the pendant attaches the smart gadget with a snap hook to your key ring, laptop bag, suitcase or backpack. The protective case made of robust PU perfectly fits around the AirTag and keeps it safe thanks to the clever push-button fastener. The product is available in black, blue, yellow and red. The metal parts are in gunmetal colours.

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Tel +49 2662 95110
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www.info.troika.de





Colourful kitchen helpers

Practical baking helpers are an absolute must in every kitchen. These also includes the dough scrapers from Maiback. They're an indispensable tool for getting dough out of the mixing bowl or for spreading and smoothing out different types of cream. The manufacturer has four new motifs on offer: fir tree, snowflake, elf and deer, all in bright colours. The flexible scrapers with beech wood handle and silicone head optimally fit the shape of the bowl. The products are temperature-resistant from -40 to +170 °C. After use the dough scrapers can be cleaned under running water with a mild detergent.

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Eiskratzer, Gläseruntersetzer in eckig oder rund, Topfuntersetzer, kleinere oder ovale Brettchen, sowie Schneidebretter in diversen Größen runden unser Gesamtprogramm ab.

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info@ricolor.de - www.ricolor.de



PSI 60453 • e-Flora BV
Tel +31 61 3841471
sales@bloompost.co.uk
www.bloompost.nl



Mailbox Swiss pines

The epitome of sustainability: the e-Flora pot is made from elephant grass that grows in the Netherlands. The box and the booklet are made of FSC cardboard and recycled paper, respectively. The trees are grown organically. The transport from the nursery to the fulfilment centre is emission-free. The production process is staffed by people who do not have access to the labour market. They help repot the trees, clean the pots and fold the cardboard boxes. The Swiss pine symbolises courage, vitality and strength. A pleasing effect of this tree is that, in a few years, it can also reward us with pine nuts. By growing and caring for a small tree, you connect with nature. Sending a Swiss pine gives the recipient a lasting reminder, in contrast to other promotional items that are quickly disposed of. In addition to a personalised and branded card, the box has an individualised printed logo.

Cards on the table

The attractive Hepla playing cards are the perfect companion for camping, travel, picnics or for game nights at home with friends and family. The set consists of 54 playing cards in an elegant design - with the four classic suits clubs, spades, hearts and diamonds, and including the cards seven, eight, nine, ten, jack, queen, king, ace and two additional jokers. The cards are made of coated cardboard and present a sustainable alternative to conventional playing cards made of plastic. The deck can be used to play a variety of games, including Skat, Blackjack, Canasta or Rummy. After the game, all the cards can be put into the cardboard case and easily stored until the next round of games. Upon request, this useful promotional article can be screen-printed in the in-house print shop.



PSI 41583 • Hepla-Kunststofftechnik GmbH & Co. KG
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info@hepla.de
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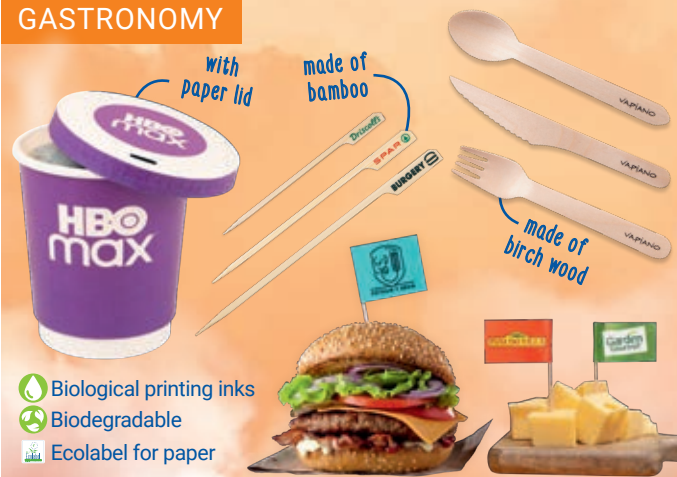
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- ♻️ Biodegradable
- 🌿 Ecolabel for paper

wooden or paper sticks

PROMOTION



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- 🌿 Ecolabel for paper

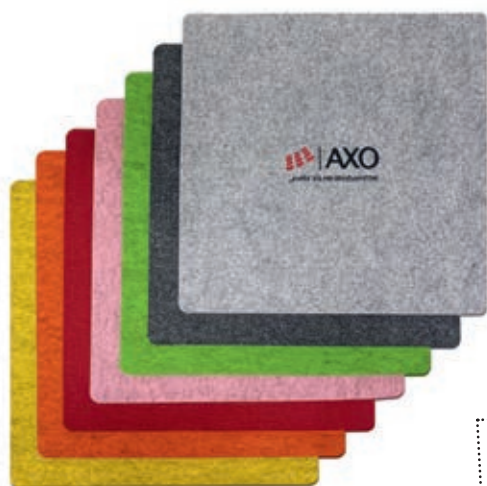
MASKS & HATS



- 🌱 Biological printing inks
- ♻️ Biodegradable
- 🌿 Ecolabel for paper

colouring picture on the back

wooden or paper sticks



Perfect cushion

IMTC Manufacturing & Trade GmbH presents felt products including felt seat cushions, which are not only perfect padding, but also have a heat-insulating effect. They reliably protect against scratches and stains, regardless of the surface on which they are used. Interested parties and customers have the opportunity to convince themselves of the quality on site. Axopad® is made in Germany.

PSI 43000 • IMTC Manufacturing & Trade GmbH
+49 8841 4887570
imtc@imtc.de
www.axopad.de

Fine terry cloth

Herka, which was just awarded the national prize for recycling economy & resource efficiency, offers sustainable promotional gifts from Austria. From the classical promotional towel to an exquisite golf and bag towel, Herka produces terry cloth goods in a resource-saving manner and with multiple certifications in the heart of Europe. Twelve thousand towels per day and over 90 years of experience guarantee unique know-how, technical market leadership and short delivery times. Small minimum quantities of 100 or more make nearly all wishes come true. As one of the most modern terry cloth weaving mills in Europe with interconnected textile refinement facilities and an on-site manufacture, Herka stands for a complete one-stop textile offer. All products are available as organic goods in GOTS quality (Global Organic Textile Standard). Starting now, the new Herka product catalogue can be requested for free.



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

A combination at a pleasant temperature

Hard, soft or with liquid egg yolk: people have diverse preferences when it comes to boiled eggs. With its new breakfast egg set, emotion factory has seized the opportunity to be present at the customer's first meal of the day.

The set consists of an interlocking egg cup made of wood and a felt egg warmer. Flatly packaged, it is ideally suited as a mailed promotional product around Easter or as a hand-out item. The advertising message is applied to the inserted advertising card. When the customer puts the egg cup together and the colourful hat on, he or she will be reminded of the advertising company around the house as well. Starting at quantities of 250 or more.

PSI 41016 • emotion factory Heri-Rigoni GmbH
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www.emotion-factory.com



Fabrik • Import • Druckerei



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Fabrication • Import • Imprimerie



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Fabriek • Import • Drukkerij



HEPLA
Nederland • España • Italia
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Tel. E: + 34 9350 35551
E-Mail: mark@hepla.de
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Many interesting novelties

HEPLA promotional items since 48 years. Own German production and printing department as well as import.



Chip 1€ recycling
art.no. 3217KFR/3217KFR
see on page 6 and 74
in the catalogue 2022
or on www.hepla.com

Chip holder with
1€ chip „heart“
art.no. 8652/K/R
see on page 68 in the catalogue 2022
or on www.hepla.com

Bicycle saddle cover PET
art.no. 8650
see on page 155
in the catalogue 2022
or on www.hepla.com

Card game cardboard
art.no. 8560
see on page 140
in the catalogue 2022
or on www.hepla.com

We would be happy to send
you our catalogue 2022.
phone: +49 5681 9966
E-mail: info@hepla.de

Ball-point pen bamboo
art.no. 8209
see on page 34 in the catalogue 2022
or on www.hepla.com

Protected advertising idea

The Type IIR facemasks from BestCover, which are available from DreamPen, fit perfectly into the range of gadgets for every business. Thanks to the possibility of creating a logo, they can be used as both a promotional product and protection product. Possible colours are white, blue, pink and black. The face masks are manufactured 100 % in Poland and have a certificate, which confirms the filtration efficiency of 99.5 % and was issued by the Polish Central Institute for Labour Protection and the Swiss SQTS.



PSI 45720 • DreamPen – Producer of ballpens
Tel +48 68 4772230
sales7@dreampen.com
www.bestcover.eu





PSI 41108 • Staedtler Mars GmbH & Co. KG
Tel +49 911 9365514
promotional.products@staedtler.com
www.staedtler-promotional.de

On the go with a confident style

Lurch and Staedtler have created a unique duo, which highlights trend-consciousness: regardless of whether in the office, at the university or on the go, the stylish insulated bottle "Lipstick" and the design award-winning "triplus" pen in trendy lilac triplus skillfully set new tones. The insulated bottle and the new pen will win you over with their fashionable design, which combined with the trendy colour lilac – gives the duo a real "wow effect". Packaged in an attractive box, the limited set is perfectly suited as a very effective gift.



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www.hepla.de

A handy recycled "Euro"

The 1€ chip made of approx. 100 % recycled plastic from Hepla is highly recommended as a practical and ecologically sustainable shopping helper. It is suitable not only for shopping carts, but also for lockers at swimming pools or fitness studios. Available in standard colour recycling-grey and without or optionally with a hole, the chip enables you to communicate your advertising message on a daily basis. HEPLA offers many additional 1€ chips and chip holder models in different sizes and editions. On request, all chips can be refined with pad or digital printing at the company's own printing shop.

Detective qualities

With Mate and the free Tile app from Calverley, users always have a full overview of their belongings: objects that have been misplaced can be found very easily, nearby and at a distance, with the Tile Tracker and the free Tile app, which are compatible with Android™ and Apple® devices. Mate has a new, modern form and is also available in black, with greater range and a longer battery life. Mate can be attached to everyday objects such as keys and bags. If these are misplaced, they can be found using the free app. The multi-packs are perfect as gifts to friends and family. A logo or full canvas branding can be added on either side of the tile. Worldwide delivery is possible within seven to ten days. The minimum order is 25 units.



PSI 49153 • Calverley Ltd
Tel +44 1892 500065
emily.lynham@calverley.com
calverley.com



Die Handschrift der Werbung



Discover the uma
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NEWS 2022



PSI 44064 • Zito Lifestyle Leather & More
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www.zitolifestyle.de

Mini wallet that packs a punch

Super small and very striking – that's how the new Slim Wallet Deluxe from Zito Lifestyle comes across. The mini wallet thus beats any other slim wallet in terms of functionality, design and quality. The flat and ultra-light model fits in every trouser or suit pocket and doesn't add unnecessary bulk. A comfortable coin compartment on the back allows coins to be stored. Banknotes can be stored without being folded. Of course, this mini wallet comes with RFID protection to protect cards (7 to 14 pieces) from skimming.

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

Drink more – feel good

Römer Drinks now offers water entirely suited to personal taste through an exclusive partnership in the promotional product market with the Dropz brand. The practical dissolving drops add natural aromas and valuable vitamins to conventional water and therefore make it a healthy alternative to conventional sweetened beverages. A customised sticker can be affixed for orders of 100 pieces or more. By the way: what's good for advertisers and gift recipients is also good for the environment. For every sold pack of dropz with 30 effervescent tablets, one plastic bottle is fished from the ocean.





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www.reflects.com
a.bunde@reflects.com

What Time Is It?

The multi-specialist Reflects® has brought a new concept especially for children on the market under the watch brand Retime. The watch set that comes delivered in high-quality gift packaging contains a kids' watch and a learning game for learning how to read the time. This top-quality kid's watch features a metal alloy case and brand-name clockwork and comes in pink, blue or a neutral simple design. For a minimum order of 100 units, the watch can be customised according a customer's wishes. The learning tool consists of a paper clock with moveable hands, and it comes in a gift box. It can be assembled with the help of the instructions included so that children can learn how to read the time. For a minimum order of 25 units, the gift box can have a paper sleeve wrapped around it with the customer's design and the kid's watch can be upgraded with the customer's logo. Starting at 100 units, the watch and learning game can also be adapted to the customer's own design concept. Children as a target group can develop brand awareness, brand preference and brand loyalty at an early age with this product.



PSI 44281 • Victorinox AG
Tel +41 41 8181211
corporatebusiness.hq@victorinox.com
www.victorinox.com



Iconic peeler with new look

Whether for processing mountains of potatoes or finely grating parmesan: passionate hobby cooks rely on the REX peelers from Victorinox for speed and safety. The REX has an award-winning, iconic design that was created in 1947. It has remained practically unchanged to this day. Since its introduction, the iconic kitchen aid has been manufactured by the Swiss brand Zena, which Victorinox acquired in 2021: the perfect addition to its own range of peelers. Thanks to the extra sharp blade and ergonomic handle, it glides through food and lies comfortably in the hand. And because it cuts so close to the skin, the vitamins in fruits and vegetables are retained.

Football for Europe

The official match ball of the UEFA Champions League 2022, which is available at Sport Böckmann, represents the final game location of St. Petersburg in bright colours, calling up emotions and joy in all football fans. The look is combined with state-of-the-art technology: the thermally bonded, seamless surface was designed to meet the highest demands. It guarantees precise ball control, maximum ball speed and reduced water absorption. This ball, which is popular with professionals and amateurs, also achieves the highest results for customers. Sport Böckmann delivers immediately from stock. Additionally available for young footballers are youth match balls, also in the design of the official match ball.



PSI 44120 • Sport Böckmann GmbH
Tel +49 5494 9888-0
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www.sport-boeckmann.de

PSI 45720 • DreamPen – Producer of ballpens
Tel +48 68 4772230
sales7@dreampen.com
www.invame.eu



On the go with an aroma

The car aroma from the brand Invame is the perfect item for companies from any branch. Thanks to the possibility of completely personalising it and using the newest printing technologies, it can be used as a small advertising billboard in the car. The product from DreamPen is available with eight unique aromas, each of which makes travelling more pleasant.



Eco-Edition



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PSI 43416 • Schneider Schreibgeräte GmbH
 Tel +49 7729 888-124
 klaus.broghammer@schneiderpen.de
 www.schneiderpen-promotion.com

Adieu to dreariness

Schneider's new, economical ballpoint pen is called Vizz, and the secret behind its great writing experience is the advanced Gelco® technology. It is available in ten beautiful, joyful writing colours, some of which are indelible in accordance with the ISO 12757-2 standard, including black, blue, light blue, midnight blue and green. The line width is M. The colour of the housing and the cap is always the same as the writing colour, making it easy to choose the desired pen. The housing is made of 94 percent recycled plastic. The stainless steel tip of this modern pen is particularly resistant to wear, and thereby highly sustainable. It writes and writes, but it does not write itself off. The body is transparent, allowing you to check the current ink level. The clip cap can be repositioned to make handling easier. Available in boxes of 50 in black and blue, in boxes of 10 in the other colours, as a case of 10 and as a blister of 4 in line width M.

Fast inductive charging

The promotional product multi-specialist Reflects® has added another configuration product to its assortment of smart electronics from the Reeves® brand. The wireless charger Reeves-myMATOLA, which was developed and designed by Reflects, wins people over with its fast inductive charging by means of its 15-watt output power and the colour-coded configuration options. The recharging device that comes in either black or white with a light satin finish surface is equipped with a silicone ring that goes around the device. The ring, which is available in 17 different colours, protects the imprint and end device from wear and tear and scratches. The underside of the silicon ring that wraps around the wireless charger has grooves and anti-slip protection for smooth surfaces. The one-metre charging cable (USB-A to USB-C) and a high-quality slipcase gift packaging are included in the delivery.

The wireless charger can feature UV and 4C pad printing on its entire surface. Customisation and special colours are possible upon request. All components are in-stock. MyMatola can finish and pack orders starting from just one unit in the warehouse in Cologne.

PSI 42487 • Reflects® GmbH
 Tel +49 2234 9900-517
 www.reflects.com
 a.bunde@reflects.com

PSI 47301 • edv-werbeartikel.de GmbH
Tel +49 7082 9279000 • info@edv-werbeartikel.de
www.edv-werbeartikel.de



Rattle off data from your sleeve

With this new product, EDV promotional products remains true to its beginnings over 20 years ago: the trendy silicon strap USB-BAR contains a USB stick in freely selectable storage sizes from 1 to 128 GB. The USB Wristlet has a youthful sporty design. It consists of an individually adjustable band with a USB 2.0 plug compatible with a laptop or PC, a flap, a metal button and a second strap with pre-punched holes and a cover. The supplier offers custom-made USB straps by means of data recording or promotional printing.



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Food to-go

In particular during the cold season, bird food to go from emotion factory from the Black Forest supports animals searching for food. In this way, the increasingly shrinking biodiversity can be saved from extinction. The tasty delight for domestic wild birds consists of ready-to-eat seeds. The small house is completely made of cardboard with two separate compartments. The food is kept in the back area of the bird house. By removing the feed flap on the front, the food falls down and acts like a small feed trough. This feeding paradise can be practically set up immediately or hung on a loop in a shrub or tree. The high-quality, ragweed-controlled sprinkle feed contains valuable seeds and cereals. Space for the freely configurable advertising message can be found on an individually printable paper sticker on the feed flap or on an advertising card on the roof of the house. It can be refined by digital printing in 4/0-c or 4/4-c-Euroscala.

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PSI 49079 • Haid Werbeagentur GmbH
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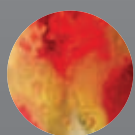
Table time

The Haid promotional agency is launching a beer mat clock, with a clock face made of original wood pulp board in catering quality. The analogue clockwork with hour and minute hands is made in Germany and the quiet clock mechanism guarantees low-sound operation. The clock runs on an AA battery, which is not included in delivery. The dial can be individually printed and is exchangeable. This iconic analogue clock is intended for use in any room where you want to keep an eye on the time. The iconic beer mat has been part of traditional table culture in Germany, as well as a large number of other European countries and cultures for over a century. It serves as an appealing promotional product, not only for breweries and the catering industry.

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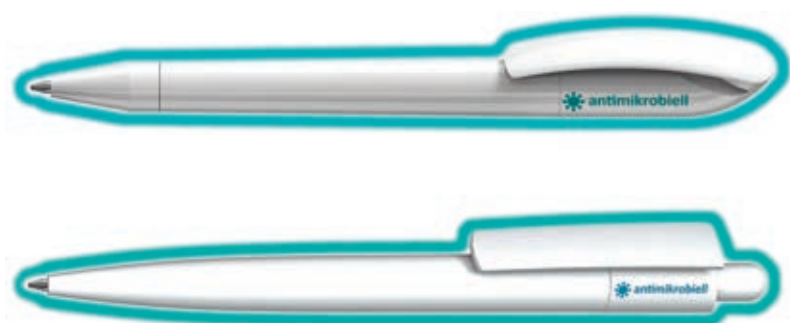
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¹ Source: Statégir - U&A Flame & Spark - September 2016. ² Source: Action Plus Shopper Research - November 2017



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

New hygiene standards for plastic ball pens

burger swiss pen ballpoints are produced specially for hospitals and medical practices by using a self-disinfecting plastic material called *clinic® plastics, able to combat corona viruses as well as multi-resistant germs rapidly and effectively. Embedded microscopic sized semiconductors incorporated in *clinic® plastics generate electrostatic voltage on top of the surface. In connection with air humidity, oxygen radicals are created and build up a germicidal acid environment, like the skin's natural protective acid mantle. Once charged by light, the reaction is self-sustaining. Since catalysts are practically not used up, the germicidal effect lasts for sure at least 10 years – thus remaining reliable and undiminished in its effect. The active agents are 100% biocompatible – meaning inoffensive for health and the environment. They currently offer the best hygiene solution for ballpoint pens. The mode of action is scientifically confirmed, certified and patented. *clinic® technology has the only microbially effective biocide with valid EU approval. This special plastic material doesn't contain any silver, silver ions or nano-particles. *clinic® ball pens are the perfect promotional items – a must have not only for hospitals, medical practices, physiotherapists or the catering industry but also the ideal campaign companion to the future restart of airlines, hotels and the whole tourism industry. Absolutely certain - after Corona hygiene standards will be higher than ever. Clinic® plastics meet these high demand of hygiene standards already today - why should you be satisfied with less than the best make?



PSI 45720
DreamPen – Producer of ballpens
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www.dreampen.com

Individual writing utensils

The writing utensils from DreamPen are equipped with individual chips and are a promotional product which can be ideally used to showcase nearly every branch. The 3D-Clip can be manufactured in every possible shape, so that the design possibilities are unlimited. Pens are the perfect selection for those who wish to market their own company in a unique way.

PSI 60173 • HighQ-Products e.K.
Tel +49 176 10101550
stg@highq-products.de
www.highq-products.de



Infinitely beautiful blossoms

The lifespan of the Infinity Roses from HighQ-Products is achieved by extracting the moisture using a gentle process. The manufacturer subsequently replaces it with the alcohol glycerine. This preserves the floral splendour, which never ceases to fascinate, for years. The products are lovingly handmade in a German craft manufactory. The elegant rose boxes come with one or several roses. An advertising message can also be applied. They require absolutely no water or care products.



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Eco-friendly handwriting

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



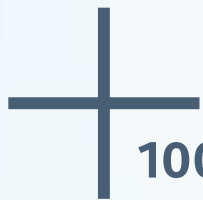
PSI 42487 • Reflects® GmbH
Tel +49 2234 9900-517
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www.reflects.com

Configurable thermos bottle

The Cologne-based promotional products multi-specialist Reflects® is adding another bottle size to the concept of the configurable 500 millilitre thermos bottle Retumbler myNizza. In this simple modular system, the high-quality thermos bottle can be customised with a ring for the bottle neck, including a strap, as well as a base sleeve made of high-quality silicone, available in 18 different colours. A characteristic feature of the new, larger myNizza XL bottle with a capacity of 750 millilitres is that only the colourful silicone ring is available. The base sleeve, as in the smaller version, is not available. The Reflects online configurator can be used to choose between varieties and colours.

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 www.stickerei-klam.com



For a perfect presentation

After the difficult times, in which trade shows were also put on hold, the valuable in-person trade shows finally seem to be making a comeback. The experts at Stickerei Klam are prepared for this and offer exactly the right look for companies to present themselves at their best. From innovative textiles to embroidery with smallest logo details, Klam supplies both personalised clothing as well as complete corporate fashion collections. The company's expertise is proven by more than 33 years of experience in the area of corporate fashion.



A light not only for around the grill

With its practical all-round swivel head, this lamp from team-d Import-Export is a practical and popular source of light not only around the grill. It is of course also suitable for many other areas such as at home, in the office, in the workshop or on the go. With its strong magnet on the bottom side, it sticks to the surface where it is needed. It has a 360-degree rotatable head, provides three watts with 100 lumens and runs on three included AAA batteries.

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



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

Stylish thirst quencher

Drinking is just as important when out and about as it is in the office. The high-quality glass bottle from Global Innovations with its attractive light grey fleece cover is ideal for quenching thirst wherever needed. The transparent glass bottle can be finished with a logo and is closed with a metal cap. Advertising messages can be further reinforced with an additional logo print on the felt sleeve, which has a surface that's pleasant to the touch. The sleeve also protects the glass bottle and is equipped with a practical grip strap. The glass bottle is available in different sizes for orders of 1,000 pieces or more.

A natural smartphone grip

PopSockets is presenting its well-known PopGrip now made of plant-based materials as a new trade show product. The new PopGrip Plant is the key to a more environmentally friendly Smartphone grip solution. The materials consisting of maize starch, castor oil beans and rape seed oil are obtained naturally. The PopGrip Plant is available to customers in the colour faded stone and can be individually printed and ordered by interested advertising customers starting in February 2022.



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PSI 41853 • Frank Bürsten GmbH
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www.frank-brushes.de



In harmony with nature

With the new shoe care set no. 491, Frank Bürsten brings an ecological and sustainable product set onto the market. The set contains two horsehair polishing brushes, two horsehair dauber brushes, two OEKO-TEX cotton polishing cloths and ecological shoe wax. With the accompanying shoe care instructions, a polished appearance is guaranteed. The shoe care set is intended for the sustainable care of smooth leather shoes. It comes supplied in a presentation box made of environmentally friendly cardboard. Individual logos can be added to the sleeve or the brushes upon request.

PSI 42332 • Prodir
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www.prodir.com



A real gem

Taking an existing product to the next level through sheer attention to detail – this is what Prodir has achieved with its new DS5 Metal Clip, an exclusive writing instrument with high-quality details made from innovative, sustainable materials. In its “shell” design, the new DS5 Metal Clip comes with a casing made from a plastic enriched with recycled seashells. The natural material shapes the user’s haptic and visual experience of the writing instrument. The untreated natural surface exudes sustainability, while the pen lies with a comfortable weight in the hand as well as being especially tough and very long-lasting. The surface is made from 30% recycled seashells. The remaining 70% comes from plastic, half of which has been recycled or regenerated from internal waste. With its high-impact colours, the fine yet very sturdy metal clip sets a striking tone against the natural casing. The holder slides over the cap like a precious ring and allows the clip to float above the casing with elegant ease. Besides the “Shell” version, the DS5 Metal Clip is also available with traditional plastic casings. From 2022 onwards, all of Prodir’s coloured writing instruments will be injection-moulded from 50% recycled and regenerated plastic. The company now makes its black and white casings – its most popular – from 100% recycled or regenerated plastic. Besides the “Shell” version, the DS5 Metal Clip is also available with traditional plastic casings. From 2022 onwards, all of Prodir’s coloured writing instruments will be injection-moulded from 50% recycled and regenerated plastic. The company now makes its black and white casings – its most popular – from 100% recycled or regenerated plastic. The visual highlight of the new writing instrument is clearly its organically shaped clip, which looks as if it has been formed from a single piece. It offers an exclusive printing surface for showcasing logos with minimal effort but maximum value. It is available in four versions – charcoal, gold, black and silver – and always with a satin matt finish. This means your brand message goes precisely where it belongs: on a real gem. Christoph Schnug, who created the original DS5 with his company Studio C, has this to say about the new design: “We asked ourselves how we could take the shape of the now-classic DS5 and develop it further in a Metal Clip pen. It was a challenge – not just for us as designers but also for the development department and production team at Prodir. I’m very happy with the result: we’ve been able to create an exclusive Metal Clip that’s distinctive enough to stand alone without losing the succinct character of the DS5.” The DS5 Metal Clip from Prodir comes in eight select matt colours, including a stylish black Soft touch. Special colours are available from upwards of 10,000 units.



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www.klio.com

Writing remains on trend in 2022

Writing instruments manufacturer Klio-Eterna continues to have some innovations at the ready for the promotional products industry in 2022. With the modern model "Push", the company's creative minds have thought up a new, unique writing instrument composition that is characterised by a distinctively and strikingly designed clip top. The "Push" is 100 percent made at the company's site in the Black Forest. It will be available in the four model variants high gloss, transparent, and with or without metal nib. The "Qube" now joins the range as a sustainable model variant in the shape of "Qube recycling".

Key Tools for special occasions

Römer Lifestyle has once again expanded the popular ROMINOX® Key Tools series. Three new designs for special occasions and target groups have been added in the standard size. A bicycle, a guitar and a four-leaf clover as a lucky charm are the new multipurpose tools for the bunch of keys with 18+ functions. With these companions from ROMINOX®, the practical tools are always at hand, whether it's during day-to-day activities, in the office or when travelling. Finished with laser engraving, the advertising grabs attention again and again with every use. The little cardboard case can be fully custom designed for minimum orders of 100 pieces.



PSI 43714 • Römer Lifestyle - ROMINOX GmbH
Tel +49 654 181290
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Chip holder with a heart-felt message

Always handy when shopping: the heart-shaped chip holder with a 1€ chip is "Made in Germany" by HEPLA and thus also can be delivered in larger quantities. Since it is manufactured directly by HEPLA, special colours are also possible on request. When attached to a key ring, the integrated chip can be detached from the heart-shaped bracket and placed into the deposit lock on the shopping cart or locker at the fitness studio. On request, the bracket and chip of this practical item can be refined with pad or digital printing at the company's own printing shop.

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



PSI 48364 • Miyo Mendil ve Gıda San Dış Tic Ltd Şti
Tel +90 212 6498080
hayati@miyopromo.com • www.miyopromo.com

A fresh shape and taste

Miyo is the first and only provider to present individually shaped peppermint candies with unique packaging and design possibilities. The services comprise the design of mint candies, creativity, virtual renderings and the timely delivery of quality products, which always arrive at the customer in an impeccable condition. Miyo develops unique designs for peppermint candy entirely custom-made according to the customer's wishes. The manufacture emphasises its open communication and guaranteed satisfaction among all employees and products. The logo or the preferred design of any company is printed on the cans with the shaped candies, which are then in turn manufactured in the selected shape.

PSI 42706 • Kalfany Süße Werbung GmbH & Co. KG
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 www.suesse-werbung.de



New contents for cool bags

Promotional bags made of FSC® certified food-grade paper, which are filled with sweets and 'fresh makers', are only available at Kalfany Süße Werbung according to the supplier. In January 2020, the manufacturer presented the first promotional bag highlight for all those who want to turn their backs on plastic foil. Every year, so once again in January 2022, seven new fillings are added to the range in order to stay on the path of success launched in 2020. More than 99% of little paper bag can be recycled through the packaging paper recycling process.

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PSI 46970 • ReflAktive Thomas Wassmann
 Tel +49 4971 923312
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Be safe, be seen

On 13.10.2021 William Shatner, best known as Captain Kirk from Star Trek, launched into space for 10 minutes and 17 seconds at the age of 90 years. Not only did he set a world record as the oldest person to have ever flown into space, he also clearly shows us that our impression of "old" people urgently needs to be revised. The reflective products from ReflAktive Thomas Wassmann help to make this life safer. Whether it's with the mini snap wrap on the walking frame, the snap wraps or jogger straps when going for a walk or pendants on clothing or bags. The products can be used in a variety of ways and keep their promise: greater safety through improved visibility. Throughout Europe, reflectors certified by TÜV Rheinland are only available at ReflAktive. They're manufactured in Germany and can be individually customised according to the customer's wishes. Special shapes are also possible for small order quantities thanks to relatively low tool costs – customers therefore always obtain the optimal promotional product.





Promotion that fits

Expanding its range, Hepla has added promotion that fits, with its new bicycle saddle cover. The cover is made partly from recycled PET bottles, thereby on the one hand protecting the bicycle saddle from dirt and moisture, and on the other hand protecting the environment. Due to the flexible material and the elastic band, the cover fits on almost any bicycle saddle, whether it is a trekking, city, children's or racing bike. When not in use, the cover can be easily folded and quickly finds space in a trouser or jacket pocket, or in a work bag or backpack. Available in the standard colour black, the saddle cover offers a large print area for in-house finishing by screen printing – there are many options for presenting promotional ideas and customer requests both inexpensively and sustainably. Especially in the area of fitness and family.

PSI 41583 • Hepla-Kunststofftechnik GmbH & Co. KG
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PSI 44954 • happyROSS GmbH
Tel +49 4532 28050 • info@happyross.de
www.happyross.de

Colourful and decorative all-rounders

Fabric baskets from happyROSS are currently trendy and highly versatile. The practical baskets can be used to organize pens on a desk, cosmetic articles in the bathroom or as a breadbasket in the kitchen. Furthermore, the baskets are a wonderful decoration for a house and yard and can serve as a flowerpot or reusable packaging for presents. They are sewn according to individual customers' specifications. A logo can be embroidered or printed on the cotton exterior. The inner lining made of recycled PET is also designed with individual sublimation printing. Further adjustments are possible.



Cufflink with a message

Cufflinks are an equally important element of the corporate outfit as a tie, breast pocket handkerchief or bowtie. What's more, these products from Promo House complement each other perfectly to create a uniform company image. Cufflinks are an ideal gift for men who consider it important to be dressed in good style. Individual designs with a logo or a promotional message are possible upon request.



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Homeoffice Kit

The Homeoffice Kit from Heyblau is made in Germany and combined with Webcamcover, a PVC free special slide, which sticks without an adhesive, a kryptonizer and gramophones as well as a cool smartphone holder for long Zoom conferences - thus three popular products in a clever set. Even before the corona pandemic it was the perfect gimmick to sensitise people to the issues passwords and data privacy – and not only when working at home. The cardboard packaging as well as the kryptonizer, gramophones, and camblock webcam stickers can be completely individually designed.



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www.tedgifted.com



Individual bandanas

Ted Gifted, a specialist for the production of sublimated lanyards with a large diversity of materials for its broad selection of products, is also launching multifunctional bandanas, certified protective masks as well as durable event wristbands. The new 10in1 Tube Bandana is available in different variations and becomes one of the most versatile promotional products when refined by means of sublimation printing. It is an everyday solution for sport and your daily life and can be used, for example, as a scarf, headband, hat or face protector. The product consists of seamless polyester and can be printed on both sides from edge to edge in full colours. The material is durable, flexible, breathable and certified by the Oeko-Tex® Standard 100. It is also available with a reflecting strip, which increases safety and can be produced from Eco rPET. Made in Europe with a guarantee for quick processing time.

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Dates set for Trend and Newsweek 2022

Dates have been set for the 2022 GWW-TREND and GWW-NEWSWEEK, the two trade fairs run by the Gesamtverband der Werbeartikel-Wirtschaft e.V. (GWW) (the General Association of the Promotional Products Industry e.V.) (as of end of November 2021). The GWW-TREND will take place for the first time over two days, on 9-10 February 2022, in Cologne at the Koelnmesse. According to the GWW, up to 250 suppliers will exhibit at the spring TREND. With 10,000 square metres of floor space, this event has twice the area that was available in the RheinMainCongressCenter in Wiesbaden last September. In addition to a significantly higher number of exhibitors, the GWW has also stated that it is calculating with larger exhibition stands overall. Only promotional product consultants will be admitted as visitors to the TREND. The GWW is also expecting visitors from Belgium, the Netherlands, Austria, Switzerland and Scandinavia.

The GWW-NEWSWEEK promotional product roadshow will begin immediately after the TREND. The planned start is on 15 February in the Schleyer Hall in Stuttgart. In the following week, between 22-25 February, the tour will travel to the Stadthalle Bielefeld, the Cruise Center Steinwerder, the Verti Music Hall in Berlin and the Erlwein-Forum Ostrapark in Dresden. On 2 March, it will be at the Messe Dortmund and on 3 March in the Panorama Room of the Messe Frankfurt. More information and registration at: www.gww.de



Double distinction at the Print & Media Awards

The Print & Media Awards are regarded as the most important distinction in the German printing and media industry and were awarded for the 17th time this year. The packaging and promotional articles specialist Karl Knauer from Biberach was nominated by the expert jury for four categories – “Package Printer of the Year”, “Most Innovative Company of the Year”, “Training Company of the Year” and “Environmentally Oriented Company of the Year”. Amid the strong competition, the Black Forest-based company was able to secure two second places and thus a silver award for the categories “Training Company of the Year” and “Packaging Printer of the Year” during the award ceremony in Berlin in early November. The family business from the Black Forest is thus still among the top companies in the branch.

“We are delighted that we were able to win over the jury both with regard to our innovative products as well as the quality of our training programmes”, says Stefanie Wieckenberg, managing director of Karl Knauer KG. “Because when people talk about sustainability, they are generally referring to environmental aspects and responsible resource management. However, for us as a family business the focus on is the people, with whom and for whom we want to meaningfully shape the future. And this begins with training which empowers our trainees to contribute their knowledge and talents to society.” www.karlknauer.de



Karl Knauer

Stefanie Wieckenberg and Michael Deronja are delighted to receive the awards. Image: Karl Knauer KG.

Open to new ideas

From February 16th to 18th, 2022, the next RemaDays Warsaw will take place at the Ptak Warsaw Expo in Nadarzyn, Poland. The motto of the international trade show for advertising and printing is: WeCreative. Open to the new. The organizers' aim: to present new ideas and be open to the challenges of the coming months.

The past year has made it clear how important it is to be prepared for challenges, to be open to new things, to the future. The RemaDays embrace this.

The RemaExtra international trade show for advertising and printing in September 2021 had already shown that the numerous visitors from Poland and Europe were looking for inspiration, discussions and personal encounters.

With RemaDays Warsaw, the organizer, GJC International Sp. z o.o. sp. k., aims to support the industry. It is no coincidence that the motto of the trade show is "WeCreative. Open to the new," thus following RemaExtra's motto "Warming up for advertising." As the trade fair planned for February 2021 could not take place due to the Corona pandemic, the RemaDays next February will be of particular significance: presenting new ideas and opening up to the challenges of the coming months, the organizers call out to the industry, relying on the creativity that, as they themselves emphasize, "is inevitably linked to the advertising industry." They are convinced that the exhibiting companies will meet the high expectations of the visitors. For, according to the word from Poland, reality has shown that the industry can cope well even - and perhaps especially - in difficult moments and is looking for new and creative solutions.

These can be found in the three large areas of "Gifts & Textile," which also includes promotional items, promotional textiles and packaging, "Sign & Visual" and "Tech & Print." In total, the RemaDays covers eleven themes and displays innovative solutions, high-quality products, the latest production technologies and international trends. Accordingly, the organizers are confident "that the trade show will meet with great interest throughout the industry." www.remadays.com



RemaDays 2022



REFLECTS® joins French industry association 2FPCO

The Cologne-based multi-specialist REFLECTS® has recently joined the French industry association 2FPCO (Fédération Française des Professionnels de la Communication par l'Objet). The association's board of directors approved the Cologne-based company's application for membership. To be a member of the 2FPCO is a guarantee of quality. Membership at 2FPCO binds members to the association's charta. The guidelines include ethical action and sustainable development, transparent company organisation and business processes as well as strict quality criteria. "REFLECTS® shares the values of the 2FPCO and wants to support the French promotional products industry and its stakeholders. By joining, REFLECTS® clearly demonstrates its intention to strengthen its presence on the French market", said a statement from the company. www.reflects.com



Think Sustainably. Act Responsibly. #theschneiderway

Societally and politically, sustainability is coming more and more into focus. It is increasingly more palpable and in demand in the consumer landscape as well. Going without, guilty consciences or niche “eco” products are long since a thing of the past, however. Rather, these days, sustainable business models are more popular and sought-after than ever before – especially among younger target groups – and sustainable consumption is being perceived and communicated as a positive attitude to life. Even entirely ordinary objects, such as sustainable writing instruments, can convey that kind of good feeling.

In order to transparently highlight its corporate activities, Schneider Schreibgeräte GmbH has enhanced its sustainability communication, summarising all sustainability measures under the hashtag #theschneiderway. #theschneiderway captures the company's approach to sustainability authentically, innovatively and with aesthetic appeal.

The new sustainability website <https://schneiderpen.com/nachhaltigkeit/> provides a precise explanation of the whole Schneider concept. A timeline highlights how the company embarked on its green path and what milestones have been achieved in sustainable development. “We will of course continue to follow this path in the future, because sustainability is not a destination to be reached, but a journey to be undertaken. A path that Schneider has been taking, step by step, for a long time,” reports managing director Frank Groß.

Various developments at the product level are also explained in detail on the new website. Sch-

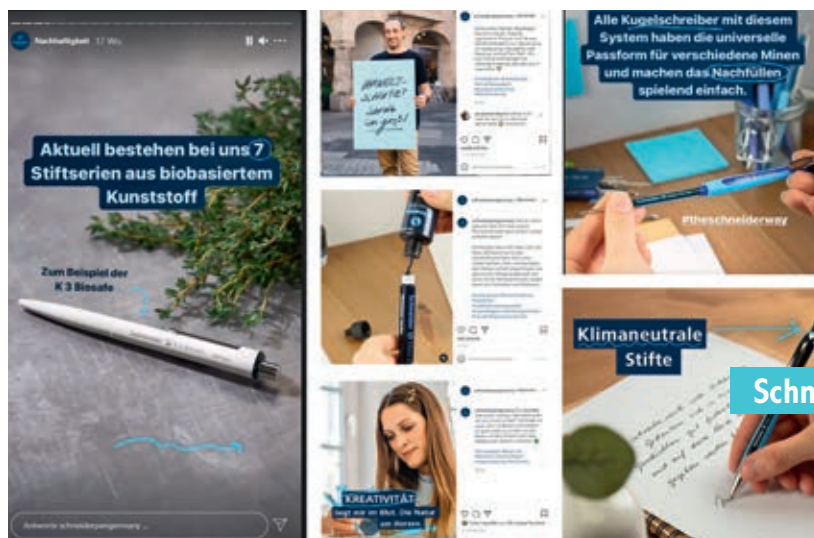
neider is performing pioneering work in the field of recycled and organic-based plastics, highlighting what is behind the materials and processing. These complex topics are explained vividly and comprehensively in an extensive questions and answers section.

In the social media, under the hashtag #theschneiderway Schneider summarises what sustainably means in the company and at the product level too. Topics such as climate neutrality, recycled material or organic-based plastics are taken up and explained in concise, easy to understand stories and posts.

For those looking for even more figures, Schneider has compiled a detailed sustainability report including a new environment declaration. The sustainability report, 52 pages thick, is the most comprehensive documentation on Schneider's environment activities and is available for download as an online edition from the new website. It covers the essential ecological, societal and social trends of the past and describes the goals that Schneider has established for the upcoming years (2021-2024). In order to sharpen its profile internationally, the company also aspires to achieve the 17 Sustainable Development Goals (SDGs) defined by the UN.

The environment declaration, which is contained in the sustainability report, contains all key figures from the entire company across all sites. It was validated in July during the environment audit. The recording of all emissions, along with the transparent communication of the company's environmental achievements, are a mandatory requirement of EMAS, the world's strictest environmental management system, according to which Schneider has been certified ever since 1998. Schneider was recently successfully revalidated, and thus seamlessly continues the EMAS certification that began with its founding.

www.schneiderpen.com



In the social media, under the hashtag #theschneiderway, Schneider summarises what sustainability means in production and at the product level.



e!xact headed by a female duo

The new company e!xact Internationale Werbemittel GmbH with its main headquarters in Waldems-Esch in the Taunus region has new management: Angela Guckes and Christiane Nemetz (a graduate in engineering) have been appointed by the company as new managing directors starting on 19 November. This change underscores the company's new beginning with a new orientation, which is also reflected by its re-designed website. "We are both very happy to tackle this challenge and start into the new year with fresh enthusiasm", emphasises the new management duo.

"The company e!xact Internationale Werbemittel GmbH will continue to build on its longstanding foundations: the magic cube, the microfibre portfolio and many other unusual products. All these promotional products distinguish themselves by being printable in photo quality", add the managing directors. "Together with our e!xact team we are looking forward to being able to serve our customers in the future with our time-tested service, our knowledge of the branch, which has accumulated over decades, and the usual precision and speed." Contact: service@e-xact.de • www.e-xact.de



The new e!xact management duo (from the left): Christiana Nemetz, Angela Guckes.

Distribution in Europe expanded

Premium Square Group, headquartered in Zoetermeer, announces that it has reached agreements for local distribution in France, Spain, Germany and Denmark. Founded in the Netherlands and with a history of strong international presence in the promotional products industry, Premium Square Group has been working to expand its market position in Europe, Latin America and Asia in recent years to better meet the needs of its customers.

On November 1, 2021, the company opened Premium Square France and Premium Square Spain to serve the two important European markets in the promotional products industry well locally. Also on November 1, Jeroen Offereins started his sales activities for the DACH region and Denmark. He has worked for Midocean-brands, PSL and more recently Plastoria, so he knows his way around the industry.

"We focused on our B8ta and Le Zen brands and expanded them to offer an exclusive product range that stands for reliability, quality and fun. This attracted attention in retail, where we are entering markets with both on and offline retail partners, but also allows us to work with existing B2B sales agencies in different countries," says Group CEO Arthur Strijbos.

For the French market, Premium Square France, based in the Paris area, is headed by Sabrina Lesaunier, who has many years of experience in this market with her company "Solutions and Design". Premium Square Spain is based in Barcelona and is managed by Fabiola Quintanilla. She also brings a lot of market experience to the table.

Premium Square Europe was founded in 2019 as a specialist supplier of electronic goods. With over 20 years of experience and knowledge in the industry, Arthur Strijbos, as former CEO of PSL World Group, founded the company based on his vision for the European market. The company now encompasses both a B2B and B2C strategy with retail partners (both online and offline) and promotional products distributors. In recent years, it has expanded its distribution in B2B and retail based on its B8ta and Le Zen brands. www.premium-square.com

Premium Square Group



**PREMIUM
SQUARE
EUROPE B.V.**

Ecological – from production to product to shipping

The guiding principle that green products must also be truly ecological has always been integrated into the company philosophy at Heri- Rigoni GmbH, a leading non-food promotional products and traditional stamp manufacturer based in Niedereschach in the Black Forest. In recent years, the company has almost completely converted its production and product ideas to environmentally conscious promotional products. “The sum of the measures taken is paying off, and giving our customers the chance to put their sustainability activities on a further firm footing through these products,” says Managing Director Armin Rigoni, in summing up the efforts of the past few years.

As early as 2007, the first photovoltaic systems were installed on the roofs of the company's production buildings in southern Germany, and by today the company has even been able to fully transition to climate-neutral electricity. Packaging and shipping are largely carried out according to ecological principles.

For example, the company reuses packaging materials, uses recycled materials and also reports a high proportion of regenerated materials in its plastics production. Where possible, electric vehicles are used and the lighting system has been completely converted to LED. The manufacturer has demonstrated this annually (since 2013) through certification in accordance with the DIN EN ISO 14001 environmental standard. Climate considerations run through the entire supply chain: this is why the traditional Black Forest company uses GLS's climate-neutral shipping for its logistics.

“This holistic approach is more than well received by our customers and partners, who can rest assured that our products deliver what they promise and that the customer is being offered a product that is environmentally friendly and green in every respect,” explains Rigoni.

“Even though climate change and other such factors mean that green thinking is once again more in the public's awareness, and has become prevalent in the media, green products are more than just a passing trend for us,” says Adrian Rigoni, third-generation sales manager of the company, when describing their intention to continue to integrate climate considerations into their product development. “After all, wherever possible, care is also taken to ensure that ecological materials are the basis for the manufacture of the organic products themselves,” he adds. The long-established company demonstrates this, for example, with the articles from the “Werben & Wachsen” series through the organic certification it obtained in 2018. The diverse, customisable packaging is also subjected to this test. For example, the seed bags, which are sold millions of times over, were able to be made from grass paper, a paper that is produced from a renewable raw material, namely green grass.

Also in the future, Heri- Rigoni will continue to follow this path and thus offer its customers and partners the opportunity, through genuine joint sustainability activities, to leave a healthy ecological footprint in the long term - something that puts the achievement of the general climate goals on a solid footing. Further information at: www.heri.de or www.emotion-factory.com

The traditional company Heri-Rigoni GmbH from the Black Forest which specialises in the production and marketing of writing instruments with individual, additional stamping functions and sells the unique writing instruments worldwide, is this year celebrating its 60th anniversary. In the third generation, Adrian Rigoni is on board as sales manager. Production starts at a quantity of twenty pieces, and larger quantities can also be produced at the Fischbach site.

www.heri.de • www.emotion-factory.com



Heri-Rigoni

The first photovoltaic systems were installed on the roofs of the company's own production buildings in southern Germany as early as 2007. Picture: Heri- Rigoni GmbH



“Horse apple” new in ecobrand's distribution

On 1 January 2022, ecobrand's respectful distribution gmbh from Hohenems, Austria, will take over the promotional product distribution of the multiple award-winning products of Pferdeapfel Naturdünger GmbH. After the successful launch of “Pferdeapfel” (“horse apple”) as a natural growth booster for plants, Pferdeapfel presented the “Pflanzerei” products in autumn 2021, which promise themed mixtures of seeds and boosters in original packaging. For ecobrand's, the products and the concept are a welcome addition to the existing programme with growing advertising, such as the “Sprout seed pencil”.

Horse Apple Managing Director Thomas Pölzl and ecobrand's CEO Manfred Janek are convinced of the potential of the innovative products. “The products ideally complement our sustainable range,” says Manfred Janek. Michael Grafenberger adds: “This allows us to concentrate on the development of innovative and sustainable products, we still have quite a few ideas here.”

Two more major product launches are in the starting blocks for 2022, according to Hohenems. www.ecobrand's.promo



ecobrand's respectful distribution

Happy about the cooperation (from left): Michael Grafenberger, CEO Pferdeapfel Naturdünger; Manfred Janek, CEO ecobrand's; Thomas Pölzl, CEO Pferdeapfel Naturdünger.
Picture ©: Pferdeapfel Naturdünger GmbH

Customisable kids watches with learning tool

The multi-specialist REFLECTS® from Cologne is putting a new concept especially for kids on the promotional products market under the RETIME watch brand. The watch set delivered in high-quality gift packaging contains a kids watch and a learning game called “Learn to Tell the Time”. The premium quality kids watch with alloy casing and brand-name clock-work comes in three variations: a delicate pink version, a blue model and a version with a neutral and simple design. For orders of 100 units or more, the watch can be designed according to a customer's wishes. The gift box contains a learning tool in the form of a paper clock with moveable clock hands that can be punched out. Once it is assembled with the help of the instruction manual, children can learn how to read a clock.

The set offers a wide variety of customisation options. For example, customers can have the paper sleeve around the gift box feature the customer's design for a minimum order of 25 units. The kids watch can also be furnished with a customer's logo for a minimum order of 25 units. REFLECTS® offers even more customisation options for a minimum order of 100 units. For example, the watch and the learning tool can also be customised according to the customer's wishes.

Children are not just sought after as a target group when specific products for children and adolescents are being promoted. Addressing this target group is more about developing brand awareness early on, brand preference and brand loyalty. “Brand affinities, which often remain over a person's lifetime, develop in childhood. For this reason, we think the kids watch is a great premium promotional product for tomorrow's customers,” explains Peter Leseberg, Marketing and Sales Director at REFLECTS®. www.reflects.com

REFLECTS®



Specialist drinkware manufacturer Listawood have confirmed their commitment to the European market with the opening of a third manufacturing plant specifically set up to cater for their growing customer base in Continental Europe.

Listawood opens a third manufacturing plant

Manufacturer, Innovator, Partner



Innovative processes and state of the art technology

"We opened our first factory, based in the UK, in 1988, then in 2012 we opened a manufacturing facility in Chennai, India and now, ready for 2022, we're really excited to be announcing the opening of our new facility, centrally placed on the western border of Poland, servicing all our clients across continental Europe" commented Alex Turner, Managing Director. Listawood uses innovative processes and state of the art technology "to produce award winning items that really stand out; notably on an extensive drinkware collection which includes well known staple styles and many unique and patent-protected lines." Continuous investment shall contribute to be on-trend whilst simultaneously providing an environment which can react to the

increasing demand for European-made products at competitive prices.

Products that will be treasured

According to Listawood's own words the company's portfolio is quite unique, and their core sustainability strategy to create "beautiful gifts that will be treasured for longer" will continue with their new E.U. site. Notable examples of this include their Duraglaze PhotoMugs; offering stunning full colour prints from just 72 mugs on a choice of bestselling body styles. Independently tested to BS EN

The new, custom built production plant based right in the heart of Europe, manufactures the supplier's broad range of drinkware which is packed with choice and variety. Customers can choose from industry best-sellers such as direct printed ceramic mugs as well as "the original and unique lines that the company is renowned for, including Pantone matched 'ColourCoat' drinkware and stunning full colour 'PhotoMugs,'" says Listawood. With manufacturing facilities in the UK and the EU, the company stocks over six million drinkware bodies, all readily available for quick turnaround.



12875-4 and protected by Patent. The supplier's PhotoMugs are "the only truly dishwasher proof PhotoMugs on the market. They simply do not fade," underlines Listawood. They are now combining their Duraglace coating with AntiBug® treatment; another Patent protected line. Independent laboratory tests have successfully demonstrated that their Patent® protected AntiBug® technology is also effective against SARS-CoV-2, the virus that causes Covid-19*. To celebrate the success of the tests, Listawood have also announced that they will be including the AntiBug® treatment for free on their bestselling 11oz Durham Duraglace® PhotoMugs. "Combining the peace of mind that comes with AntiBug® with the everlasting Duraglace® coating offers a level of protection that will last a lifetime," can be learnt from an official note by the company.

Attractive prices

Investments in high speed automated spray line technology enables the company to decorate in excess of 20,000 items of drinkware a day; enabling distributors to offer bespoke and individual products that are accessible to a much wider audience. The efficiency of their automated technologies also allows price points "that would usually be associated with Far East manufacture," according to Listawood. Not only this, but with turnaround times of around ten days on bestselling lines such as their high quality thermal bot-

tles and flasks, Listawood are certainly making their presence felt. With a current capacity exceeding 25 million items a year, across a myriad of finishes, Listawood says their growth potential is looking quite formidable.

New styles, product ideas and services

Listawood have also won European approval for their 'Colour Fusion' range of products, especially the 360 degree bottle wrap, a process which is now also automated. They consider the EU to be their fastest growing market for these items, as large high-spec volumes can now be produced in Europe. Listawood emphasises to be "already well established as Europe's premier drinkware supplier" and the new factory, set in the heart of the EU, makes their products much more accessible for the whole of Europe and is an important step in the supplier's journey to "be the principle multi-national drinkware specialist." "Our objective is to never stand still – our strategy of delivering industry staples and innovation in the promotional market; presenting a stream of new styles, processes, product ideas and services to our distributors worldwide, is constantly evolving," concluded Alex Turner.

Pantone matched 'ColourCoat' drinkware and stunning full colour 'PhotoMugs' belong to Listawood's "original and unique lines".



* AntiBug® treated samples were tested against the ISO 21702:2019 standard and results showed a significant reduction in SARS-CoV-2 on the surface of 78.12% after 4 hours when compared to an untreated control sample.

CRIMEX GmbH was also successful in its proceedings against competitor Giffits before the Oberlandesgericht (OLG, Higher Regional Court) Oldenburg. The Landgericht (District Court) Osnabrück had previously made a groundbreaking ruling confirming the legal opinion of CRIMEX. Giffits had lodged an unsuccessful appeal against this ruling to the OLG Oldenburg.

Warning letter case: appeal by Giffits failed

CRIMEX also successful before the OLG



In the appeal proceedings, Giffits GmbH unsuccessfully appealed a decision by the Landgericht Osnabrück, which had ruled in favour of CRIMEX GmbH. The following summary first provides an overview of the facts and circumstances and then outlines the initial ruling of the LG Osnabrück, the final decision of the OLG Osnabrück as well as their implications.

Large wave of warning letters

On 3rd December 2020 Giffits GmbH had begun warning numerous online traders by way of attorney letters. The complaint related to a lack of certification according to the EU Eco Regulation (Council Regulation (EC) No. 834/2007). More than 50 almost identical letters were sent in the process, whereby the recipients were asked to

agree to contractual penalties of 10,000 euro. The amount in dispute was set at 100,000 euro, which is relevant for the calculation of the costs associated with the written warning. CRIMEX GmbH was one of the warned parties. The company was requested to sign a cease-and-desist declaration, including a promise to pay a contractual penalty in the amount of 10,000 euro “for every case of infringement, while excluding the ‘Handlungseinheit’ (actions regarded as a single act for legal purposes)”. Giffits did not mention that it had also issued warnings with the same claim to other companies. Crimex didn’t sign the declaration and immediately applied for certification according to the EU Eco Regulation, temporarily removed all organic products from its range and informed Giffits accordingly. In the opinion of Crimex the written warning is an abuse of rights and an infringement of Section 8c (1) No. 1, 2, 3, 4 and 5 UWG (German Unfair Competition Act) among others.

LG*: Warning letter was an abuse of rights

The Landgericht Osnabrück agreed with the opinion of CRIMEX GmbH and concluded that the written warning was an abuse of rights. The application by Giffits GmbH for issuance of an interim injunction was rejected. Giffits is to bear the costs of the proceedings. The Court justified its decision by stating, among other things, that at the time of the application Giffits hadn’t disclosed that it had issued several essentially comparable warning letters in close temporal proximity. This is a breach of Section 138 ZPO (Code of Civil Procedure), whereby parties have a duty to make complete and truthful declarations. This duty is of particular significance in light of the new Section 8c (2) No. 2 UWG because according to this, claiming a considerable number of infringements of the same legal regulation by way of written warnings can indicate an abuse of rights. Giffits GmbH did not declare this fact of its own accord and therefore kept the Court in the dark about this important point.

Amount in dispute and contractual penalty unreasonably high

Furthermore, Giffits GmbH set the dispute value for its written warning unreasonably high within the meaning of Section 8c (2) No. 3 UWG. The written warning related to three offered products. In addition, the Court deemed the penalty demanded in the amount of 10,000 euro per infringement to be obviously excessive in the sense of Section 8c (2) No. 4 UWG. It is disproportionate to the turnover of both parties with organic products. Ultimately, the contractual penalty is also obviously excessive because CRIMEX was requested to accept liability while “excluding the ‘Handlungseinheit’”. In the opinion of the Court, this “exclusion of the ‘Handlungseinheit’” served the sole

purpose of generating higher contractual penalty amounts. This ruling is one of the first in relation to the new UWG.

Decision of the Oberlandesgericht **

After Giffits GmbH had lodged an appeal to the Oberlandesgericht Oldenburg, the 6th Civil Senate of the OLG unanimously rejected the appeal on 2nd September 2021, as it “clearly had no prospect of success”. In its unanimous indicative ruling, the OLG Oldenburg stated that the District Court had convincingly reasoned that the actions of Giffits GmbH were an abuse of rights within the meaning of Section 8c UWG. In case of doubt, an abusive assertion of rights according to Section 8 (2) sentence 2 revised version 1 UWG can already be assumed when “a competitor alleges a considerable number of infringements of the same legal regulation by way of written warnings”. In this case, a total of 51 competitors were issued warning letters within a relatively short period of time. The conclusion of the District Court that the intended purpose of Giffits GmbH was to generate fees and costs is also substantiated by the fact that Giffits GmbH applied for issuance of an interim injunction despite the fact that CRIMEX GmbH, according to its undisputed declaration, immediately removed all organic products from its range after receiving the warning letter and also informed Giffits GmbH accordingly. Giffits GmbH initially reiterated its legal standpoint in a letter to the OLG Oldenburg, but then subsequently withdrew its appeal in a further letter. The ruling of the Landgericht Osnabrück is thus legally binding.

Important new aspects in both rulings

Both decisions from Osnabrück and Oldenburg contain important new aspects, which lawyer Dr. Marcus v. Welser believes will make it more difficult to make money through waves of warning letters in future. New and precedent-setting in the ruling by the Landgericht Osnabrück is the requirement to disclose to the Court, at the latest with the application for issuance of an interim injunction, how many identical or similar warning letters have been issued in close temporal proximity. According to the opinion of the Oberlandesgericht Oldenburg, the issuer of the warning letters cannot at a later stage use the excuse that they initially didn’t intend to send out numerous warning letters. The decisive factor is that they actually did so. <

* District Court, ** Higher Regional Court

Product Highlights for the Upcoming Year

CHOICE 2 TOUCH

This year on the 4th of November, the sister companies in the CHOICE Group and the trade press came together, as they have traditionally done for many years, to present the latest products for the upcoming year. After last year's event had to be held online, this year's event was held in-person again. This year's moto was CHOICE 2 TOUCH.

as part of the CHOICE family: Gustav Daiber, Fare, Hal-far, Karlowsky Fashion, mbw and SND Porzellan. The press was interested in their most important products, which the protagonists from CHOICE sister companies showcased in the showroom. The press was also focused on looking at the strategies that businesses used to get them through the pandemic and the latest hot topics, such as cost developments in logistics, future projects, the latest trends and the focus areas of individual companies in 2022. Given the background of the ecological risks posed by climate change, it was a pleasure to see that all CHOICE partners were continuing to focus primarily on different aspects of sustainability both for their collections as well as their in-house operations.

Saving Water for Viva con Agua

FARE CEO Volker Griesel detailed the developments at his company and looked to the future with initial confidence: "Since the middle of August we have noticed a considerable increase in demand and feel the near future and the year 2022 will be positive for this reason, as long as more lockdowns are not put in place due to the 4th coronavirus wave." Griesel added, "In 2022 product availability will play a major role. In this respect, we have also already taken precautions to the extent that is possible given the current situation. When it comes to our new products, we are focusing steadfastly on quality, design and sustainability." When discussing sustainability, Griesel highlighted their achievements regarding the waterSAVE® topic: "We are not only completely overhauling the popular ÖkoBrella family, we are also selling other products from our standard assortment which feature the waterSAVE® covering material in these colours." The #waterSAVEchallenge initiated by FARE, which entails donating 36 cents to the Viva con Agua organization for every waterSAVE® product sold, has also been developing really well. "Currently more than 150 promotional product distributors are currently registered as challenge partners and we have been receiving great feedback on this challenge. We also are receiving more orders for both merchandise in stock as well as special customisations." The head of FARE also discussed the company's other achievement: the additional digitalization of its business, also with respect to its flexible working hours model. "Topics like mobile working are a part of our everyday business, and our teams and employees have become used to it."



Looking positively ahead: the company representatives of the CHOICE Group.

In his invitation to the CHOICE Group's traditional annual press brunch, project director Andreas Schumann from the promotional specialist FARE stated, "We have all missed just sitting around again in a comfortable atmosphere with good food and good conversation for far too long. For this reason, we are taking the press brunch literally this year and would like to invite you to have breakfast together." After the event had to be held online last year due to the pandemic, the new products and collections were presented in-person again this year.

Focus Sustainability

The event was held in the decorative showroom of the new FARE company building in Remscheid and company representatives from the following companies gathered



In the smart showroom of the new FARE company building, the CHOICE protagonists and the guests of the trade press gathered for a joint brunch and the presentation of the most important innovations.

Energy and Logistics

Griesel shared his opinion on recent events in the Far East related to energy or logistics: "These issues and their consequences are impeding the upswing. Reliable delivery times can no longer be given and the spiral of increasing prices is continuing its upward momentum. At the moment, we can only rely on the merchandise stored in our warehouses. We are standardising the supply chains at our factories so that reliable sources can be used. For us, this means we are immersing ourselves even deeper into sourcing, the selection of materials and production. It has been helpful that we already started doing this several years ago and we rely on having long-term relationships with suppliers."

"Climate Neutrality" as Corporate Objective

According to Griesel, FARE's corporate objective of "climate neutrality" is well under way: "The first important step was taken by determining the corporate carbon footprint for FARE's operations at the Remscheid facility. On this basis, FARE could be deemed a climate neutral company for 2021 as a result of its CO2 compensation efforts! We will consistently continue along this path and take measures to reduce our footprint even more so that the compensation payments are kept as low as possible as well. The goal is clear: to reduce and prevent CO2 emissions. We will continue to work towards creating the basis for our products so that in the future, high-quality umbrellas can be purchased as a climate-neutral product upon request." In the future, the catalogue will also be produced while using more sustainable approaches under the motto "invest to save".

Trends and the Latest Products

The representatives of the other CHOICE sister companies also took turns reporting on trends and the latest products being sold by their companies. For example, Niels Karlowisky highlighted the "intensive process of further di-



One after the other, the company representatives presented the special features of their new collections.



Sales Representative Jean Rodriguez Schwarz explained the new textile products of his company, Gustav Daiber GmbH.

Brand-New Product Lines

Gustav Daiber GmbH clearly has its focus on the new products in its large collection of stylish promotional textiles (see following pages), which were presented to the guests at the event. MbW also counts on sustainability with its nice promotional product companions. "We are always on the lookout for new materials and new, creative product ideas to gradually optimise the product series and to arrange the production processes more sustainably. The innovative aspect in the process is a high-tech yarn made from litter. Additionally, we have recently started selling all our products in a climate-neutral version upon customer request. MbW has sponsored the German Sustainability prize for more than 10 years. The company also has a brand-new product-line of toys for man's best friend – the dog. Sustainability is likewise the credo of the promotional bag specialist Halfar, which has consistently followed its goal of living up to its responsibility towards the environment and upholding social standards. "The operations at its facilities and production logistics are CO2 -neutral today, and starting in 2022, the company itself and the assortment of products in stock will be completely climate neutral," explained CEO Armin Halfar. On the following pages we will be presenting the new Halfar standard series made from rPET and the new products for sale by other CHOICE partners.

JAMES & NICHOLSON and myrtle beach with new crossover styles

Fashionable, sporty, active

JAMES & NICHOLSON and myrtle beach, the two brands of Gustav Daiber GmbH, present their product novelties for the year to come: fashionable leisure clothing and practical workwear essentials with a particularly large number of new product categories.



With their novelties, the two Daiber brands serve the enduringly high demand for crossover styles that combine work and leisure, and will continue to rely on the use of sustainable material in future too.

**New Workwear:
practical, comfortable and easy-care**



A further highlight are the Workwear Stretch Bermuda Jeans, the short variant of the first jeans by JAMES & NICHOLSON.



The Ladies' / Men's Workwear Longsleeve Ts and Polos are made of a hard-wearing and particularly easy-care fifty-fifty blend of organic cotton and polyester.

One 2022 collection highlight in the Workwear section is the new unisex from JAMES & NICHOLSON. The Worker Rain Pants (JN1845) and the matching Worker Rain Jacket (JN1846) are wind and waterproof (water column 10,000 millimetres) thanks to their welded seams, and additionally elasticated and width-adjustable. This makes them functional companions for rainy workdays. Thanks to classic colours, they are perfect for combining with all four Workwear ranges – and ideal crossover item. The rain jacket can be worn effortlessly with protective helmet, the rain pants comfortably over normal work trousers and shoes. A further highlight are the Workwear Stretch Bermuda Jeans (JN871), the short variant of the first jeans by JAMES & NICHOLSON from the previous year's collection (JN875). It scores points with robust denim quality in organic cotton and recycled polyester, various hard-wearing side pockets for tools, and a comfortable fit thanks to elastane content. The stretch jeans in unisex sizes are therefore practical companions after work as well. The same applies to the short Workwear Stretch Bermuda Slim Line (JN1811) with elastic insets and functional details, developed as a variant of the Workwear Stretch Pants Slim Line (JN1812).

Comfortable, hard-wearing, easy-care

The Ladies' / Men's Padded Hybrid Vests (JN1847/JN1848) and Jackets (JN1843/JN1844) ensure optimum kitting-out on colder days. The knitted fleece vests and jackets offer warming, sustainable DuPont™ Sorona® wadding, are quilted inside and made maximally comfortable by elastic cuffs. Further novelties are the Ladies' / Men's Workwear Longsleeve Ts (JN1839/JN1840) and Polos (JN1841/JN1842), which are made out of a hard-wearing and particularly easy-

care fifty-fifty material blend of organic cotton and polyester. Thanks to UPF 50+ they can be worn with peace of mind in sunny weather and are genuine all-rounders for work and leisure.

For the first time, JAMES & NICHOLSON offers Corporate Fashion for the Medical/ Care sector. The new Ladies' / Men's Slipover Tunics (JN3101/JN3102) and Stretch Tunics (JN3103/JN3104) are hard-wearing, hygienically washable and, thanks to ample freedom of movement, ideal for professions that cause perspiration. Moreover, the stretch tunics are breathable and moisture-regulating. Matching these: The new Ladies' /



The new Ladies' and Men's slipover tunics and stretch tunics are hard-wearing and hygienically washable. Matching these: The new Ladies' / Men's 5-Pocket Stretch Pants.

In soft colour shades, the stylish Ladies' / Men's Lounge Hoodies and fashionable Ladies' / Men's Lounge Pants make a winning combination.

the fashionable Ladies' / Men's Lounge Pants (8035/8036) comprising sophisticated French terry quality, elasticated waist and, in the men's variant, a cool cargo pocket on the leg, make a winning combination. The Lounge Pants for gentlemen are additionally available as shorts. Ideal for leisure and

sport is the Ladies' / Men's Active Tanktop (JN737/JN738), which is breathable, moisture-regulating and quick-drying and thus able to keep pace with any activity.

Fashionable fits

Alongside, the Business Collection is expanded by the Ladies' / Men's Business Blazers (JN1177/JN1178), which comprise soft sweatshirt quality and, with a classic revers collar and shaping dividing seams, ensure a fashionable fit. Support and comfort are also offered by the new Ladies' / Men's Winter Sport Jackets (JN1173/JN1174). The winter's must-haves are not only waterproof (water column 10,000 millimetre), breathable and vapour permeable, they also score points with warming DuPont™ Sorona® wadding, sealed seams and sporty tailoring. The adjustable snow guard and thumb slit also provide particular support where wintry temperatures and weather conditions prevail. Similarly, the Ladies' / Men's All Weather Jackets (JN1179/JN1180), which are lightly lined and, thanks to soft shell material made of recycled polyester with TPU membrane along with a 10,000 water column, particularly suitable for extreme weather conditions.

Comfortable headwear

Headwear and accessory brand myrtle beach likewise presents two novelties for the year to come. The Reflective Winter Beanie (MB7142) in the classic ribbed design with wide turn-up, reflective touches and a fleece-lined interior is ideal for the cold season. Likewise the double knit Soft Knitted Winter Beanie (MB7145) made of recycled polyester, which is a winner with its classic tailoring and pleasantly soft wearing comfort.

One 2022 collection highlight in the Workwear section is the new unisex rain set. The Worker Rain Pants and matching Worker Rain Jacket are wind and waterproof thanks to their welded seams.



The new Ladies' / Men's Winter-sport Jackets also offer support and comfort: waterproof, breathable, vapour permeable and with warming wadding.

Men's 5-Pocket Stretch Pants (JN3001/JN3002), which due to their elastane content are particularly comfortable and guarantee a perfect fit. Also ideal for day-to-day working and after work are the practical Ladies' / Men's Comfort Pants (JN3003/JN3004) with their elasticated waist, straight leg and large side pockets.

From relaxed to athletically active

The Business Parka (JN1175/JN1176) made of recycled polyester is among the absolute highlights in the leisure clothing range. With warming DuPont™ Sorona® wadding, and wind and waterproof plus breathable outer material (water column 5,000 millimetre), the parka is a genuine all-rounder. The continuous two-way zip, adjustable hood and numerous pockets make it very comfortable to wear. Comfort like this is also offered by the next collection highlight: the new organic cotton loungewear from JAMES & NICHOLSON. The stylish Ladies' / Men's Lounge Hoodies (8033/8034) with slightly oversized look and napped, cosy interior, along with



High-Quality Umbrellas from FARE

Your umbrella, your moment

In 2022 the company FARE – Guenther Fassbender GmbH will expand its assortment again with new products featuring unusual designs and new finishing options that will win you over. There are also exciting new developments with respect to sustainability.

When people take their favourite umbrella with them outside, they are focused on enjoying the moment regardless of the weather, since daily life takes place outside: walking a dog, watching a child's football game or shopping at outdoor markets. FARE® umbrellas are ideal companions to bring along so that you can enjoy these occasions even when it is raining. They are high quality and have a long use life, which also makes them sustainable. When they are upgraded with logos, advertising slogans or motifs for companies or organisations, it makes the brands or companies being promoted a part of these special situations.

The practical pocket umbrella FARE®-Tube 5792 comes with a stable plastic tube instead of umbrella sheath.



Ready for Summer

Three new sizes with a modern design were added to the popular sun umbrella models S and M: the parasol XS 8160 with a diameter of 160 cm, the parasol L 8201 with a diameter of 200 cm and the parasol XL 8240 with a diameter of 240 cm. With these three new additions, you will have what you need to adapt to the individual space considerations and wishes of your customers. All three sunshades are available in the colours white, nature, apricot, midnight blue and grey, and imprints can be placed on the wedge, closing strap or carrying case. The safety slider is easy to handle and ensures the closing apparatus is in the optimum direction. The large parasol base 8920 is also available which matches both large models.

Only the Best for Your Guests

The new model AC Guest Umbrella FARE®-Carbon-Style, which features the waterSAVE® canopy material, is the perfect combination of an elegant appearance and sustainable character. On the one hand, it is made from recycled plastic and dyed using a resource-saving method, and on the other, it comes with a chic, black, tone-on-tone chequered design and a matching soft-touch round hook handle, which features details in a carbon look. In addition to a comfortable automated function, flexible fiberglass ribs and windproof system, the stable steel shaft also has a shortened lock mechanism. To close the umbrella, you have to pull down the anti-slip handle piece in the middle of the shaft.

Defy the Rain, Snow and Wind

The windproof basic line has three new additions to the family, which have reliable quality, an attractive price and a wide array of colours available. The mini umbrella AC Mini-Pocket Umbrella 5519 has a simple automatic function and the AC Regular Umbrella 1245, which has an automatic function as well as an attractive price and features a windproof system, flexible fiberglass ribs and a soft-feel



Three new sizes with a modern design were added to the popular parasol models S and M.

The new model AC Guest Umbrella FARE®-Carbon-Style featuring the waterSAVE® canopy material is the perfect combination of an elegant appearance and sustainable character.

grip. It is available in 10 different colours and thus is perfect for companies with small budgets for promotional products, which do not want to forego on using a colour that matches their brand. The third addition is the Guest Umbrella FARE®-Jumbo® 5222. Thanks to its extra-large diameter of 117 cm, it can be used by two people to protect them from the rain. The stylish reflecting edging really stands out in the twilight. Its features 10 ribs instead of the standard 8 which gives the umbrella a particularly round shape. Imprints can be placed on the ribs, closing strap and sheath, or the soft-feel handle can feature a high-quality doming sticker.

Imprints on the Tube

Modern, sporty and simply different. The practical pocket umbrella FARE®-Tube 5792 comes with a stable plastic tube instead of a sheath. The highlight: a silicone lip on the handle of the umbrella, which can be used to quickly roll up the wet umbrella after it rains and to store it in the watertight tube. The hand opener pocket umbrella comes in five different colour variations for the canopy, which can be combined with the standard colours of black and white for the tube. In addition to placing imprints on the umbrella wedges and fastening strap, the tube also offers a new and unique advertising space: The entire length can feature all-round four-colour customised printing, which showcases logos and motifs with high brilliance, longevity and a richness of detail.

A Real Eye-Catcher

The new AC Golf/Guest Umbrella FARE®-Doubleface XL Vent 2385 is sporty, chic and sustainable all at the same



The windproof basic line has three new additions to the family that have reliable quality, an attractive price and a wide array of colours available.

time. The environmentally friendly polyester and pongee canopy material, waterSAVE®, is lined black on the inside. The outer material comes in six different colours, and the fibreglass shaft features an imprint of a drop motif in matching colours, making it a real eye-catcher. The comfortable soft grip handle has a coloured handle ring, which also matches the canopy colour. The overlapping ventilation cover serves to regulate the pressure when there are strong wind gusts. In other words, it is time to take it outside – it can even be used for two people thanks to its 130 cm diameter. In addition to upgrading the wedges and the fastening strap using screen printing, this model can also be furnished with a doming sticker placed on the handle. The shaft can also be imprinted with other motifs as part of a customisation.

Colourful Sustainability

The waterSAVE® canopy material reached another milestone in terms of sustainability. When it was introduced in 2020, only black umbrella canopies with the sustainable material could be sold at first. Now it has been expanded to six colours: The different umbrella models with the waterSAVE® canopy material come in the colours grey, marine blue, red, lime and natural white. As a result, all models in the ÖkoBrella family are now available with the waterSAVE®. Canopy material, as well as the regular umbrella (articles 1112 and 7860), the guest umbrella (article 7810) and the bestseller pocket umbrella (5460). <



The new AC Golf/Guest Umbrella FARE®-Doubleface XL Vent, is sporty, chic and sustainable at the same time.

The Newcomers from HALFAR®

Made for today

Pure, functional bags, for recycled materials and for new products that celebrate everyday life and make a new mobility experience possible - whether by bike, train or on foot. These were the premises used by the development team at the Bielefeld bag experts HALFAR® for the new products of 2022 that we are introducing here.

Every era has its bags. What will be important in 2022? Which materials, which colours and above all which philosophy will define the good products of tomorrow? For the development team at the Bielefeld bag expert HALFAR® it was clear: it is time for pure, functional bags, for recycled materials and for new products that celebrate everyday life and make a new mobility experience possible - whether by bike, train or on foot.

On a consistent path towards sustainability

Last but not least, the Bielefeld company has been certified with the Global Recycling Standard (GRS) since 2021, along with many other certifications. The operation of the site and the product logistics are already calculated as CO2 neutral, and from 2022 the company itself and the entire warehouse range will be completely climate neutral. Avoid where possible, compensate where necessary: this is the sustainable path that HALFAR® is consistently pursuing. And with four new series and optimised classic ranges, it is presenting new products that conserve resources and demonstrate a feeling for trends that are here to stay.

The new youthful DAILY series comprises six bags, all made for everyday use. It stands out with its clear shapes, charming functions and its recycled rPET material.





Simply beautiful for every day

The new youthful DAILY series comprises six bags, all made for everyday use. It stands out with its clear shapes, charming functions, recycled rPET material and attractive price. With two backpacks for notebooks and more, two shoppers, a zipper bag and a belt bag, DAILY opens up a whole universe of practical companions. All reduced to the essentials, which is precisely why they are so useful for today's world. This also applies to the new CIRCLE zipper bag, which inspires with its metal hoop opening, its handle for hanging and its attractive design. The lightweight DIAMOND backpack with its new stripe design conjures up a rainbow every day.

Cycling and hiking in vogue

Outdoor activities are booming - with three series, HALFAR® is providing the equipment for nature adventures and a new mobility. The CYCLE series offers all-round cycling equipment that is a match for all weathers. All three bags score with welded seams, practical closures and clever fastening options. These include the flexibly packable handlebar bag and the frame bag, with a touch-sensitive transparent window for mobile phone or navigation systems. For larger touring luggage, the bike bag in the series offers plenty of storage space. With the Klickfix® holder system, it fits on almost every bike. For those who enjoy sporty walks, the two new OUTDOOR backpacks are the perfect choice. Whether it's a compact backpack for a day trip or bike tour or a larger trekking backpack: both have been specially designed to meet the needs of active people. From the ergonomic carrying system to the integrated rain cover, right through to the transportation of trekking poles or hydration bladders, the two lightweight backpacks will accompany you on tours with a high level of

Outdoor activities are booming - with three series, HALFAR® is providing the equipment for nature adventures and a new mobility.



Simply smart: the ModernClassic model. The recycled felt bag for working on the go is now available in an XL version and with a top cover.



The new cool shopper SOFT-BASKET does without the rigid aluminium frame. This makes it more flexible in handling and also means less material is used, resulting in a more resource-friendly product overall.

functionality and comfort. These are complemented by the new SAFE pannier series. Two water-repellent bags with roll closure will keep your valuables dry and clean or even keep your luggage well organized.

Even better, even more sustainable

There is always something that can be improved even when looking at bestsellers - and this also applies to a ModernClassic organizer. The recycled felt bag for working on the go is now available in an XL version and features a top cover. In addition to new colours, designs and functions, HALFAR® is also optimising its range in regard to sustainability - for example, with the new development of the cool shopper SOFTBASKET. Here, the Bielefeld company is killing two birds with one stone: the new basket does without the rigid aluminium frame. This makes it more flexible in handling and also means less material is used, resulting in a more resource-friendly product overall. And this is exactly where HALFAR® wants to head in the future. Because sustainability, design and functionality simply belong together for the Bielefeld-based company - as proven by their new products for 2022. Bags made for today.

Karlowsky Fashion continuing its success story

Sustainable Allrounder – Urban Elegance

Tradition, innovation and quality are values that have characterised the company Karlowsky Fashion GmbH has for 130 years. The garment manufacturer based in Magdeburg, which has a long tradition of producing workwear, by no means rests on these values alone. Just in time for the company's anniversary, the company has recognised the topics of sustainability and corporate responsibility as fundamental company guidelines.

The first milestones were already set last year to live up to these guidelines. With the German product and company certifications Grüner Knopf as well as the Global Organic Textile Standard (GOTS) and the Global Recycled Standard (GRS), Karlowsky® has managed to obtain certification that it meets strict and well-known standards in the textile sector. "We are, of course, proud of what we have achieved, but we cannot and will not rest on our laurels," explains Thomas Karlowsky, who has been running the family business since 1990. "We are going to be facing many other challenges in the coming year – both as a company and as a society."

Purposeful Collection

The Grüner Knopf (Green Button) certification, a state seal for textiles confirming they have been produced sustainably, and the two international product seals GOTS and GRS build the foundation for future product development and production at Karlowsky®. The Grüner Knopf

The new workwear polo shirts Modern-Flair for women and men, which have received the German label for sustainable textiles Grüner Knopf (Green Button), are very durable and easy to clean.

Other allrounders for women and men include the workwear sweat-jackets Soft-Face.





The single colour kitchen and cleaning towel made out of a robust canvas fabric is also new in the assortment.

is the first state seal that systematically checks whether companies perform their human rights and ecological due diligence in their supply chains. In the next few years, the goal is to become one of the most sustainable producers of workwear in the gastronomy, hotel, medicine, skincare, wellness and cosmetics industries. The new collection for 2022 is proof of the company's determination.

Boost Product Segments

Karlowsky® increasingly is known as a full provider of apparel in its industry branch. "Everything from one source" is its motto. Customers can now get (almost) everything their hearts desire in terms of high-quality workwear. With the sustainable allrounders in the new collection, Karlowsky® is presenting an even broader assortment in the coming year and thus is taking an even bigger step closer to reaching its goal. The new workwear polo shirts Modern-Flair for women and men (PF 6 & PM 6) and the workwear t-shirts Casual Flair for women and men (TF 5 & TM 9) feature a special blend of materials: recycled polyester (GRS-certified) and cotton. This blend gives the fabric excellent durability and makes it easy to clean. It can also be washed properly at high temperatures of up to 95 °C for whites or 60 °C for colours. Both products are thus perfect for professional use in hygienically-sensitive work environments. The stretch content in the material also ensures a great deal of freedom of movement while working. With a total of 16 colours, the t-shirts and polo shirts are additions for both Karlowsky product areas. Both doctors' practices as well as restaurants can find the right colours to complement their existing team outfits among the wide array of colours being offered, which range from trendy fuchsia and pacific blue to the chic aubergine and moss green.

Sweat-Jackets with Fresh Colours

The workwear sweat-jackets Soft-Face (JF 24 & JM 39) and the workwear fleece jackets Warm-Up (JF 22 & JM



The workwear fleece jackets Warm-Up are also certified by Grüner Knopf.



The new apron models New-Nature combine ecological mindfulness, naturalness and urban elegance.

37) are additional allrounders for women and men in the new assortment. These two jackets are also certified with the Grüner Knopf label and also represent both product segments optimally with a total of 10 colours, which complement the outfits in the Karlowsky® collection. Both jackets are perfectly suited for use in work environments with temperatures that fluctuate frequently (e.g. in restaurants with outdoor terraces or mobile nursing care), thanks to the soft sweat fabric (from GOTS-certified organic cotton and recycled polyester) and the warm fleece fabric (from GRS-certified recycled polyester) as well as the slightly rough inner side of the material. Of course these products also really shine because they are very durable, easy to clean, retain their shape and are wash resistant. The reinforced shoulder areas also ensure that the jackets will have a long use life since they minimize the wear and tear in this area.

Elegant and Modern: Innovations for Restaurant Owners

The new apron models New-Nature (pinafores LS 40 & front closure apron VS13) are a modern fusion of ecological prudence, naturalness and urban elegance. The products are certified with the Grüner Knopf label. Moreover, the polyester contained in the blend of the materials comes from GRS-certified recycled plastic. The natural look is underscored by the cords in contrasting colours and the natural colours of pebble grey, cinnamon, aubergine, moss green and steel blue. Despite this natural element, both aprons are striking with their urban charm and elegance. Thanks to their minimalistic style, they are optimal for use at high-end sustainable gastronomy businesses and form the perfect addition to Karlowsky's Green-Generation® aprons (LS 37 & VS 12) as well as the Green-Generation® chef jackets (JM 25 & JM 36) from last year. With the luxurious men's chef jacket DIAMOND CUT® Elegance (DCJM



With the trendy five-panel caps in the trucker and baseball styles, Karlowsky® is also using sustainable materials in the area of accessory products for the first time.



The six-panel performance cap will win you over with its great look.

7), Karlowsky® creates the perfect symbiosis of elegance and modern and it makes working at the absolute top level possible with this high-end workwear. This chef jacket is in a class of its own with its very light pique/cotton blend and its backside featuring jersey pique, which ensures pleasant ventilation and functional perspiration. It gives the person wearing it a sporty and slim silhouette and is perfect for upscale restaurants. The upscale PASSION segment includes the short-arm women's chef jacket Modern Touch (JF 25) and another stylish chef jacket made out of a very light fabric. The slim silhouette makes it really nice to wear. The covered button strip has high-quality buttons that make it possible to open and close quickly. This chef jacket is an addition to the short-arm model Modern-Look (JM 29) for men as well as the long-arm versions Naomi (JF 17) and Noah (JM 25).

Universal Accessories

With the trendy Five-Panel Caps in the trucker and baseball styles (KM 31 & KM 32), Karlowsky® is also using sustainable materials in the area of accessory products for the first time. Thanks to its light polyester made from recycled plastic, the caps can be used as an ideal accessory during your free-time as well as for work. They also feature a large space for finishing on the front panel. The Six-Panel Performance Cap (KM 33) is another innovative head covering that is seeing the light of the (working) day. In addition to the one-of-a-kind look created by the panel progressing from back to the front, the cap will win you over with its unsurpassed comfort. The two breathable panels on the sides made from jersey pique ensure the air circulation is optimal. What is more, this cap can be washed at up to 40 °C, which also makes it very suitable for work settings with high garment care requirements, such as in kitchens, bakeries, etc. All three caps are suitable for all head sizes as they can be adjusted with a practical click & snap fastener.

Light, sporty and breathable – the new work shoes Next-Step has all these attributes and much more.



There are also new practical and smart accessories available: the scissors holster, a waiter wallet, cashier holster and the extra-large cashier holster.



Practical and Multi-functional

The innovative Scissors Holster (KZB 43) made out of high-quality leather is practical and modern. The stylish organiser has plenty of space in the 5 compartments for scissors, combs, brushes, knives and other equipment and is thus the ideal companion for any hairdresser or barber. The holster really shines because it is easy to fasten to a belt or apron with a belt loop that can be opened with a push button, which also makes it much easier to clean. The practical Push-Button Waiter Wallet (KZB 40), the multi-functional Waiter Holster with Belt Latch (KZB 41) and the XL Waiter Holster with Integrated Belt Strap (KZB 42) are also versatile to use. It is the perfect organiser for hectic workdays in restaurants, cafes and bars, and for stewardesses and taxi drivers as well.

Next-Step to the Job

Light, sporty, breathable – the new work shoes Next-Step offers all this and much more. The modern Unisex Work Shoes (BS 53), which are low shoes with shoe laces, are certified in accordance with EN ISO 20347:2012 (O1-A-E-FO-SRC) and protect workers' feet who work in kitchen and service areas, in medical and nursing professions and in the wellness sector as well as for cleaning staff. The outer material is made from durable textile fabric, which ensures high breathability even in demanding work environments. Thanks to the soft, removable insole that is anatomically adapted for the feet, standing on your feet all day will not be a problem. What is more, these versatile shoes can be washed at up to 30 °C.

Absorbent Natural Fibres

The single-colour Kitchen and Cleaning Towel (GT 18) made out of robust canvas fabric is also new in the assortment. The versatile towel is excellent to use for hygienically cleaning and drying surfaces and articles of daily use, thanks to the absorbent natural fibre (100% cotton). The fabric's anti-shrinkage pre-treatment ensures the towel will retain its shape even after many wash cycles (washable up to 60 °C), which makes it predestined for textile finishing such as embroidery and printing. The new collection is rounded off by the additional colours for the popular water repellent BASIC Pinafores (BLS7), such as anthracite, blue, red, marine blue and forest green, and by the Green-Generation® Aprons (LS 37 & VS 12), which now come in black as well.

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BLICKEN SIE MIT UNSEREN ZEITSCHRIFTEN ÜBER DEN BRANCHENRAND

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mbw Vertriebsges. mbH

mbw – We make you feel!

For over 40 years, mbw® has been proud to stand for beautiful gifts that have a great effect on the recipient. The values of transparency, reliability and honesty are firmly anchored in this family-run company. When it comes to quality, they make no compromises, because gifts and toys should create pleasant memories that last for years.



Everyone enjoys remembering moments or situations that conjured a smile to their face. It is often the little things in life that are responsible for precisely these moments. The joyous and original collections from mbw® create numerous happy moments that remain in the memory for a long time.

Sustainable through innovative materials

The awareness that every action has an impact on the world is more important than ever today. Mbw® products stand for joie de vivre and colourful diversity. That is why the topic of sustainability is an important part of this company from Wanderup in northern Germany. The number of articles made from natural or recycled materials is growing steadily; these are very popular thanks to their sustainable material and loving design. Thus, the MiniFeet® Re-

cycleBears have received a new addition to the family. The super-soft bears are now also available in brown as RecycleBear® Nature and have been joined by the RecycleBunny®. The cuddly toys are made from 100% recycled PET bottles. The eyes and nose are embroidered on. This means that no additional plastic parts are used and the products themselves can be recycled again after a long, snuggly life.

The MiniFeet® RecycleBears have a new addition to the family: they are now also available in brown as Recycle-Bear® Nature.

Climate neutral through CO2 offset

In order to offset the existing, unavoidable emissions, mbw® has been working with natureOffice since the summer of 2021: using a tool to calculate the CO2 emissions of each individual product, these can then be offset through certified climate protection projects. This means that custom-



Endlessly versatile: Bert® und Berta® as King Bert® und Super Berta®.



Another novelty in the duck pond: the Rubber Duck Car-Wash, in overalls, with a cap and a scrubber.





The next addition to the MiniFeet® family: the Recycle-Bunny®.

In the new year, mbw® is expanding its collection with a completely new range: dog toys.



ers can purchase mbw® products (printed with a logo or not printed) in a climate-neutral way. “As long as it is not possible to convert all processes to completely avoid emissions, offsetting is a good and effective solution,” says Managing Director Jan Breuer.

New range: dog toys

In the new year, mbw® will be expanding its collection with a completely new range: dog toys. The dog is considered to be people's best friend. The playful instincts of our four-legged friends are well served by this new product range. All articles were developed under high safety standards and with the needs of the dogs themselves in mind. The result is a collection of robust toys. There are toys for romping around, exercising and learning, but also for cuddling after endurance training. The flying toys ensure a lot of action and guarantee fun for both dog and owner. Bright colours make them easy to find. The mix of resistant fabrics, which are additionally reinforced by felt, creates a durable throwing and water toy for dogs. The promotion is attached either on the promotion flag or on the close-meshed, bright surfaces. The fun knotted animals made of robust material are suitable for long-lasting play times and also improve the dogs' dental health. The toy owls, ghosts or monsters encourage large and small dogs to play. These toys all have a rope knot that awakens the natural instincts. In combination with the integrated crackling layer, it is an ideal toy. Especially in the new mbw® range, sustainability is an important topic. This range contains articles that are made from 100% recycled PET bottles. All in all: attention-grabbing giveaways for all dog owners.



There is also a new addition to the MiniFeet® family: the cuddly-soft Dino Tino.



The “star” among the anti-stress articles is the iconic Squeezies® Bert®.

Happy additions to the family

MiniFeet® also has a new addition to the family: the cuddly-soft Dino Tino. This sweet little giant is a giveaway that brings lots of joy. And there are also new Schmoozies® from the MiniFeet® series that provide clear digital vision. These special articles combine a fun look with a practical use. With their microfibre base, they act as screen cleaners to ensure clean screens. “The Schmoozies® are the multipurpose toys among the plushies, and so mbw® has included these newcomers into its successful series, along with anchors, shamrocks, lucky mushrooms, crocodiles and snowmen,” says Breuer.

The “star” among the anti-stress articles is the iconic Squeezies® Bert®. In the new year, he will be dressed in full royal robes: simply squeeze the Squeezies® King Bert® and start anew. As of 2022, he will also be available as a technically equipped Smart Bert®, BBQ Bert® with grill, or Vacationer Bert® in a holiday outfit. Berta® slips into her well-deserved hero's robe in the New Year and is on the road as Super Berta®.

The versatile Schnabels® rubber duck is also very popular. In its new outfit as Rubber Duck Car Wash in overalls with a cap and scrubber, it brings “good vibrations” as a customer bonus, gift article or collector's piece.

It goes without saying that the high-quality mbw® products have all been intensively tested and checked and, of course, can be enhanced with a company logo or slogan.

SND Porcelain Manufacturers

Porcelain that creates contacts

SND Porzellanmanufaktur is a specialist in the field of promotional porcelain. Quality, individuality, service, sustainability, technology and craftsmanship are the attributes of their products. See for yourself ...



The new production line **SIMPLY CUPS** offers economic direct printing in good quality on inexpensive porcelain and glass cups.



The **Hamburg model** has space inside and surface outside. The modern handle visually enlarges the shape. It is also very easy to stack - even without a handle.

wish to offer our customers more. More ability, more sophistication, more possibilities," is how SND Managing Director Silke Eckstein summarizes the strengths of her company.

Perfect results, down to the last detail

Eckstein continues: "Just a colourful mug is not enough. We help companies to present themselves. There is trust invested in us, and responsibility that is passed on to us, and we acknowledge this by giving them the best possible result. The finishing on each promotional product is a masterpiece. We attach great importance to the smallest detail. Every mug passes through our hands so often that in the end it is perfectly finished for precisely that: to be in the customers' hands, to impress them, to remain in their hands and in their memories." This applies to every model from the SND collection, especially for the novelties in the range that we are presenting here.



How exactly does white porcelain turn into YOUR porcelain? The answer is simple: through handcrafted details. What is not easy, however, is the crafting itself. Behind every single mug there are decades of practice, learning and experience. "We have always continued to develop ourselves and our skills, always driven by the



Individualization is done using hydro paint, which results in a very nice transparent effect and is available in all pantone colours.



The HAMBURG cup – practical and stackable

Giving you room for a lot of warmth: The Hamburg model has space inside and surface outside. Its lower height and wider diameter help this cup to exude warmth and well-being. The modern handle visually enlarges the shape, thus contributing to the overall impression. It is very easy to stack – and is also available without a handle.

Colourfully sprayed glasses – on drinking glasses or glasses with handles

Brand new: hydro paint on glass! Whether on a drinking glass or a glass with a handle. Individualization is done using hydro paint, which results in a very nice transparent effect and is available in all pantone colours. This design effect can be supplemented by additional printing, or an elegant engraving, which is particularly effective on the glasses without handles.



Effect pigment printing makes it possible to apply decoration to the outside of the porcelain with a subtle, matt metallic look.

Beautiful effects in a subtle metal look

Effect pigment printing makes it possible to apply decoration to the outside of the porcelain with a subtle, matt metallic look. The colour spectrum ranges from silver through gold and bronze to pastel nuances. Beautiful effects are also created by combining effect pigment printing with a gastro spray or a nano gloss.

New production line SIMPLY CUPS

“Fast. Cheap. Simple. Good.” With this in mind, the new production line SIMPLY CUPS was developed. With an economic direct print, logos and promotional messages can be printed quickly and easily in good quality on inexpensive porcelain and glass cups. More details at: www.einfach-becher.de

The German Supply Chain Duty of Care Act (LkSG) imposes comprehensive duties of care on companies. In the event that the impending EU directive goes beyond the LkSG, this could lead to a tightening of the rules, putting smaller companies, for instance, under obligation as well. Here is what companies need to know now.

Status Update: German Supply Chain Duty of Care Act

Adapting Agreements in the Supply Chain



A wide range of duties of care

Distributed over §§ 3–10 LkSG, section 2 of the Act contains a broad spectrum of duties of care to be complied with. § 3 LkSG, for instance, demands that companies concerned fulfil human rights and environment-related duties of care in their supply chains. The duties of care expounded in the following overview are of particular relevance for the companies concerned. Their classification is structured in steps – from risk detection, via prevention and reaction in the event of violation, to documentation duties.

Impacts for companies

It will be mandatory to comply with the measures provided for in the supply chain act by means of corresponding agreements in the supply chain, in particular. How this contractual arrangement appears in detail is dependent on several factors, and ultimately very much on the respective structure of companies' supply chains.

Adapting the contractual landscape

A conceivable method is to agree and / or expand a "code of conduct" in the context of supplier agreements, with which companies' respective requirements and expectations as regards suppliers are bindingly described. At the contractual level, a direct supplier can also require the (in-

Regardless of company size, companies are advised to attend to the requirements of the German Supply Chain Duty of Care Act.

The Act on corporate duties of care for the avoidance of human rights violations was voted in in the German Parliament on 17 July 2021. The Act takes effect from 1 January 2023 for Germany-based companies that employ at least 3,000 workers. Pursuant to § 1 para. 2 and 3 LkSG, these workers also include contractors (once six months of membership have passed) and (Germany-employed) jobholders from associated companies. From 1 January 2024, the duties will be expanded to companies with at least 1,000 employees. If anyone is thinking there is no need to read on because of their company's size, they are mistaken, since customers are going to pass on the requirements contractually.

Relevant Duties of Care according to §§ 3–10 LkSG

Risk management

§ 4 LkSG requires companies to set up risk management, which can include the appointment of a human rights officer, for example. This risk management must be appropriate and effective, in order to meet the requirements of § 3 LkSG, and must additionally be anchored in all relevant business processes.

Risk analysis

Furthermore, as part of this risk management, § 5 LkSG demands an (at least annual) risk analysis, during which the weighting and prioritisation of human rights and environment-related risks are required to be performed.

Preventive measures

After that, § 6 LkSG requires the carrying out of suitable preventive measures in the event that a company identifies a corresponding risk following a risk analysis. For example, indicated as a preventive measure in paragraph 2 is the presentation of a human rights strategy, in which such proceedings must be described which allow the company to fulfil its duties indicated in the paragraph.

Remedial measures

If the company identifies the violation of a human rights or environment-related duty, it must apply remedial measures along

the lines of § 7 LkSG. Even the dissolution of the business relationship is a suitable remedial measure as a last resort if the violation has been committed by a direct supplier.

Complaints process

What is more, companies are under obligation to set up an internal complaints process, which allows individual persons to notify corresponding risks and violations (§ 8 LkSG). This complaints process must be so designed as to also allow the receipt of notifications of risks and violations that have arisen as a result of the economic actions of an indirect supplier.

Documentation

Finally, § 10 LkSG demands that companies continuously document the duties of care as well as compile an annual report concerning the fulfilment of these duties of care. The report must be made publicly accessible free of charge on the company's Internet site for a period of seven years.

direct) passing on of supply chain requirements to the downstream supply chain. What is more, at the contractual level, it is possible to create rights to damage compensation or options to cancel in the event of non-compliance with the supply chain-specific requirements. This applies all the more, since the LkSG does not provide for a specific liability norm. Rather, § 3 para. 3 LkSG standardises that violations of the duties arising from this Act do not provide grounds for liability under civil law.

EU directive under preparation

Corporate duties of care are not only being contended for on a national level, but on a European level too. In March 2021, a large majority of MEPs accepted a legislative proposal concerning companies' accountability and duty of care and called on the EU Commission to submit a corresponding proposal for a directive. Currently, a proposal of this kind from the EU Commission is still outstanding. Originally, publication was announced for June, but was postponed until October. It remains to be seen whether this announcement can be kept to. One reason for the delay is possibly the fact that the EU Commission is currently working on two different "supply chain acts", namely one such on a deforestation-free supply chain, plus a European supply chain act on corporate duties of care and accountability.

EU law: tightening conceivable

What implications a duty of care act of this kind at the European level will have for the German LkSG ultimately depends on whether and how far a corresponding directive goes beyond the requirements of the national act. Consequently, this development must remain to be seen. Alongside a larger ambit of duty of care, according to which not only human rights and environment-related risks are to be examined, but also negative impacts on good governance, there are also discussions – in deviation from the rulings of the German LkSG – around, for example, a larger scope of application, that is to say, one such on smaller or medium-sized companies in certain sectors.



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The versatility of sparkling water

Making sparkling water is in vogue and the iSi soda devices show that the popular bubbly water offers a wide array of creative possibilities. Above all, the iSi Twist'n Sparkle stands for greater **freedom, creativity and enjoyment** and thus complements the iSi soda family, consisting of the iconic Sodamaker Classic, the popular Soda Siphon as well as the matching iSi Soda Chargers. Whether it's extravagant cocktails, fizzy lemonades or classics like Aperol Spritz

and Hugo – creativity knows no bounds here. The reusable bottle of the Twist'n Sparkle has a fill capacity of 950 millilitres. With a height of 29 centimetres, it fits easily in every refrigerator.

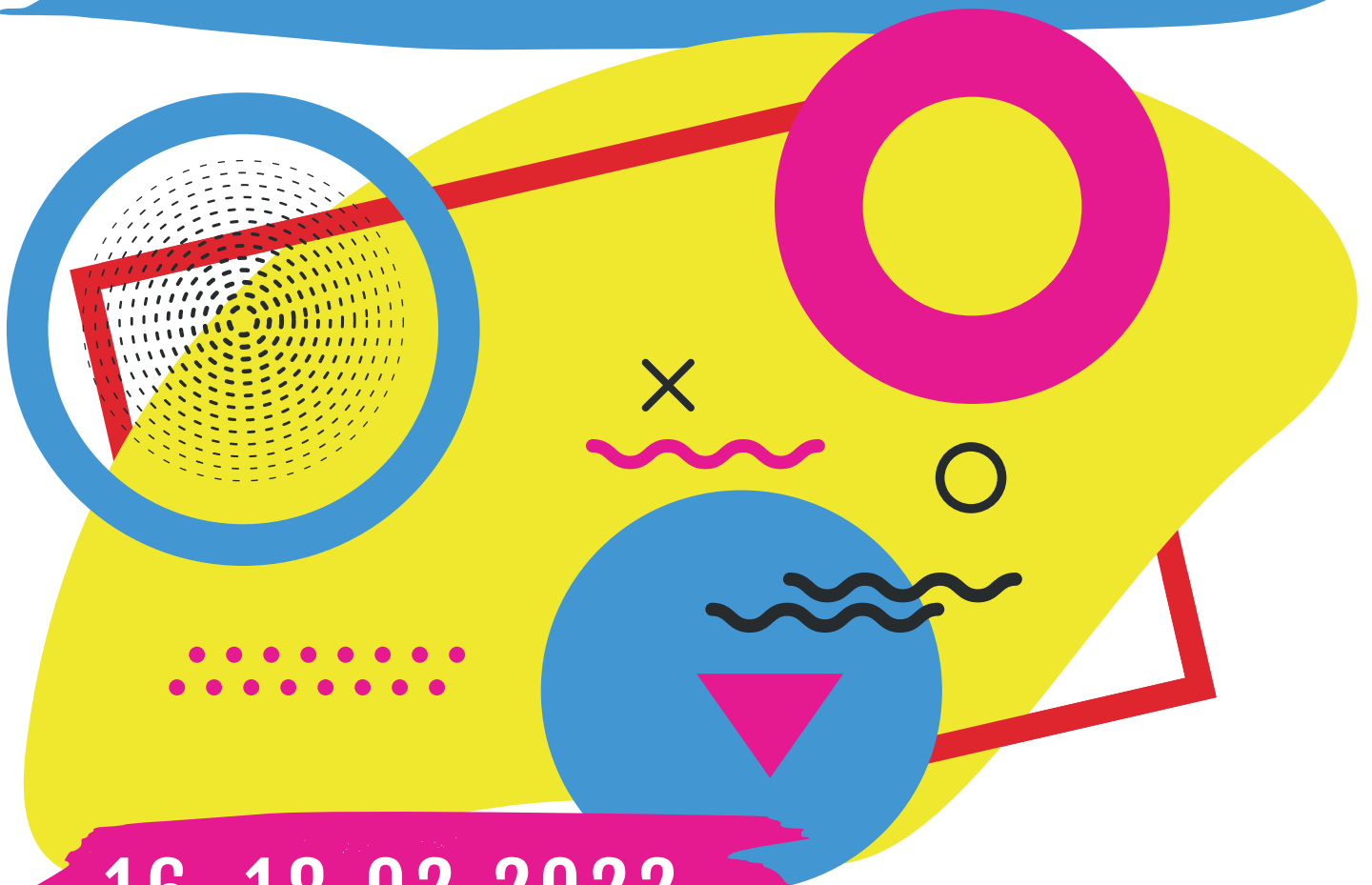


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Natural handwriting

The bamboo retractable ballpoint pen by Hepla sets a both **sustainable and joyful accent** on writing desks at work or in the home office. The two-tone design looks sleek and also fresh and appealing. The natural colours of the bamboo body are visually enhanced by the subtle colour accents of the clip, button and tip. The practical soft grip is available in the four standard natural colours light green, light blue, grey and beige. This pen has many options for presenting promotional ideas and customer requests both inexpensively and sustainably. The body consists of a sleeve made of 100 percent bamboo. The soft grip, tip, button and clip are made from approximately 40 percent bio-based plastic made from wheat straw. The retractable ballpoint pen is available with blue ink. Upon request, the product can be finished with pad or screen printing on the body and clip in our in-house print shop.

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

Stainless steel protects food

The already extensive LocknLock range distributed by iSi Deutschland has now been expanded to include a stainless steel set. It consists of nine different boxes with a capacity of 270 ml to 3.6 litres. These LocknLock stainless steel boxes ensure **food-safe and odourless storage** of foods. What's more, stainless steel doesn't add any unwanted flavours to the foods being stored. The boxes are also sturdy and break-proof, BPA free, watertight and dishwasher-safe. They keep the aroma fresh and can withstand temperatures of up to minus 20 degrees Celsius in the freezer.

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Fun handicrafts during advent

The new calendar idea from Walz will enable you to spend the **advent season with fascinating handicrafts** – and advertisements whose effects go far beyond the advent season. Behind the 24 advent windows are a total of 37 component parts in a row, which can be put together into an XXL-lorry. The calendar is sure to bring 24 days of advent joy with your entire family or colleagues and have an advertising effect for years thanks to the optimal printing on the side parts of the lorry. The complete surface of advent calendar can be individually designed with printed advertisements. Alternatively, standard motives can be applied above the advertising band. Standard sketches and motives can be downloaded from the Walz website. The products are completely developed, manufactured, assembled in the facilities of the calendar specialists using offset or digital printing (calendar) or optionally 4c digital printing (lorry side walls). The calendar is made of certified sulphate cardboard from sustainable sources from the EU, and the lorry parts from high-quality ABS plastic, with tyres made of TPE. The blister consists of 100 per cent recycled plastic.

PSI 41594 • Walz GmbH & Co. KG
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Socks made of coffee grounds

The Interall Group has managed to make the world's first socks from coffee grounds. The **coffee grounds are mixed with recycled PET** in order to obtain coffee yarn. This yarn can then be woven into socks. The socks are eye-catching not only due to the design, which is inspired by the colour of a freshly prepared cup of coffee. They additionally contribute to recycling coffee waste that accrues around the world. The socks consist of 59 % coffee yarn, 35 % recycled paper and 6 % recycled elastane.

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



Produktsicherheit, Regulatory Affairs und Umweltrecht

11.-12. Mai 2022
Taschenbergpalais Dresden

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

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

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

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

Weitere Informationen unter:

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

Veranstalter

Location



Sustainable complete package

The Interall Group presents seven new sustainable gift packages in the WoW Sustainable Collection for customers or employees. All products in the packages are either made from waste, recycled materials or natural substances. The packaging itself is a **felt bag made of 100 per cent recycled Rpet felt**. It contains a reusable drinking bottle (500 ml) made of recycled plastic or sugar cane, a notebook made from recycled plastic, old fabric or coffee grounds, a pen made of recycled plastic, bamboo, old milk cartons or coffee grounds and a reusable coffee cup made from old coffee cups or from corn and cork.

PSI 41727 • INTERALL GROUP B.V.
Tel +31 20 5203850 • info@interall.nl
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Ecologically sustainable this time

The well-known everyday product for hotel rooms and office doors is now being offered by team-d Import-Export in an **ecologically sustainable model**. How about a door sign with its own slogan or even in its own shape? The door sign can be individually designed in quantities of 240 or more. It is made of natural FSC certified birch plywood in the EU.

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



Safety first

DreamPen is offering protective face shields which can be used both as eye-catching promotional products as well as a protection product due to the possibility of applying the logo in different areas. The **face shields can be adjusted to every head shape**. They can also be worn together with glasses. The protective face shields are completely made in Poland and certified by the Polish Central Institute of Labour Protection.

PSI 45720 • DreamPen – Producer of ballpens
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vertriebskick'

Werbeartikel für gezielte Verkaufsanstöße.

WIR SUCHEN DICH!

Mitarbeiter mit dem Schwerpunkt Angebotsmanagement

– m/w/d –

(Vertriebsinnendienst)

Dein Profil:

- | Gute Verkäufermentalität und Motivation
- | Erfahrung im Angebotsmanagement
- | Idealerweise aus der Werbeartikelbranche
- | Kaufmännische Ausbildung
- | Sorgfältige und selbstständige Arbeitsweise
- | Gut im Umgang mit MS Office

Deine Aufgaben:

- | Kundenberatung und -betreuung
- | Kreative Ideen für Werbeartikel
- | Professionelle Suche nach Produkten
- | Kalkulations- und Angebotserstellung
- | Projektmanagement der Angebote
- | Aufbau und Pflege eines Kundenstamms

Mitarbeiter mit dem Schwerpunkt Auftrags- und Sachbearbeitung

– m/w/d –

(Vertriebsinnendienst)

Dein Profil:

- | Erfahrung in der Auftrags- und Sachbearbeitung
- | Kaufmännische Ausbildung
- | Erfahrung im Angebotsmanagement
- | Idealerweise aus der Werbeartikelbranche
- | Gut im Umgang mit MS Office
- | Gut in Kommunikation und Organisation
- | Sorgfältige und selbstständige Arbeitsweise

Deine Aufgaben:

- | Kundenberatung und Auftragsabwicklung
- | Projektmanagement laufender Aufträge
- | Zusammenarbeit mit Grafik und Herstellern
- | Allgemeine administrative Tätigkeiten

Bei uns bekommst Du beides: die Vorteile eines eingeführten und erfolgreichen Unternehmens und den Unternehmergeist eines Start-ups. Wir sind ein angesehenes Unternehmen der Werbebranche und auf Incentives und haptische Werbeartikel spezialisiert. Unsere neuen Büroräume findest Du im naturnahen und architektonisch reizvollen Gebiet der alten Zeche Osterfeld in Oberhausen. Verkehrstechnisch sind wir sehr gut angebunden. Flexible Arbeitszeiten oder auch mobile Arbeitsplätze/Home-Office sind bei uns natürlich möglich. Es erwartet Dich ein junges, zielstrebiges, aufgeschlossenes und dynamisches Team mit flachen Hierarchien – es macht Freude, hier zu arbeiten.

Das klingt gut für Dich? Dann werde Teil unseres Teams und sende Deine vollständigen Bewerbungsunterlagen an: K.baumhold@vertriebskick.de

Noch Fragen: Klaus Baumhold freut sich auf Deinen Anruf unter +49 208 780164-11.

vertriebskick' GmbH · Zum Steigerhaus 12 · 46117 Oberhausen

Phone +49 208-780164-0 · Fax -99 vertriebskick.de · info@vertriebskick.de

vertriebskick'

Werbeartikel für gezielte Verkaufsanstöße.

Jobbörse Job exchange



Die Jobbörse für Spezialisten

Als Arbeitgeber und Jobanbieter haben Sie die Möglichkeit, Ihr Unternehmen auf der kommenden PSI zu präsentieren und interessierte Nachwuchskräfte und neue Mitarbeiter zu suchen. Nutzen Sie die Möglichkeit und veröffentlichen Sie Ihre Stellenausschreibungen an unserer Jobsäule auf der PSI Messe 2022. Senden Sie uns dafür einfach Ihre Stellenausschreibung an liza.stollwerk@rxglobal.com.

Sie sind Arbeitnehmer und auf der Suche nach einer neuen Herausforderung? Auch in diesem Fall bieten wir Ihnen die Möglichkeit, Ihr Jobgesuch auf der Messe zu veröffentlichen und somit mit potenziellen Arbeitsgebern in Kontakt zu treten.

The job exchange for specialists

As an employer and job provider, you have the opportunity to present your company at the upcoming PSI and look for interested junior staff and new employees. Take advantage of this opportunity and publish your job postings on our job pillar at PSI Trade Show 2022 by simply sending us your job posting to liza.stollwerk@rxglobal.com.

Are you an employee looking for a new challenge? In this case, we also offer you the opportunity to publish your job application at the trade show and thus get in touch with potential employers.



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TOP PRODUCT TOPICS IN PSI JOURNAL

Does your green heart beats faster, when the first rays of sun shine on your face again? Present your promotional articles to the topics easter, garden, hobby and craft and ecological and sustainable products in the *PSI Journal*.

Issue
02
2022**EASTER, GARDEN, HOBBY & HANDICRAFT**
and **ECOLOGICAL & SUSTAINABLE PRODUCTS**Copy deadline: 15.12.2021
Deadline for ads: 18.1.2022Issue
03
2022**PROTECTIVE & HYGIENIC ARTICLES, OCCUPATIONAL SAFETY** and **BAGS, LUGGAGE & LEATHER GOODS**Copy deadline: 21.1.2022
Deadline for ads: 9.2.2022Issue
04
2022**FASHION, WORKWEAR, CAPS & ACCESSORIES** and **OFFICE SUPPLIES, WRITING INSTRUMENTS & CALENDARS**Copy deadline: 18.2.2022
Deadline for ads: 9.3.2022**+ TRADE SHOW INNOVATIONS**Issue
05
2022**MERCHANDISING & FAN ARTICLES** and **HEALTH, SPORTS & FITNESS**Copy deadline: 18.3.2022
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Please don't hesitate to contact the **PSI Cross-Media Sales Team** at any time for assistance.
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PSI

Making the right start

In these times, we are all learning one thing above all: to accept what cannot be changed. The difficulty of doing so is something that my colleagues and I experienced again when, together with exhibitors, partners, distributors and advisers, we were compelled to take the decision to postpone the PSI trade show to the period between 26th and 28th April.

All of us worked hard towards allowing Europe's leading trade show to take place, as planned, as an in-person event again at last. However, we bear a particular responsibility not only for the safety and health of our exhibitors, visitors, partners and employees, but also for the trade show's success. Given the current rates of infection and increasing international uncertainty, we were no longer able to guarantee this at the original date.

Yes, the whole industry was looking forward to finally meeting up again at PSI in January. Unfortunately, that must wait a little longer now. The overwhelming majority of you takes a similar view. Not everyone, of course, and I well understand that. However, when you look at all the parameters, and we as organisers have to do this, it is a colossal feat to find a suitable slot for a trade show of this size that not only considers the current coronavirus trends, but all participants too, and gives the whole industry optimum results and planning certainty.

If coronavirus is somewhat on the retreat in the spring, which we are all assuming as vaccination efforts are stepped up, there will also be more activities and events, or they will be within arms' reach at least. This will also motivate industry customers to use promotional products more intensively again.

The industry's wellbeing and, above all, your very own must come before everything else. There can be no higher priority for us. Thank you for backing this decision. I wish you a good start into a successful and fulfilled new year – and, we keep in touch.

Yours,



Petra Lassahn
Director PSI



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Eco! What else?!

Even in pandemic times, climate change and the associated global consequences remain the central existential problem for people and the environment. To slow down the looming climate scenario, everyone's efforts are needed. A key word here is "sustainability", which nurtures hope. Because people are now realising more and more clearly how (super-)vital it is to use natural resources sensibly and carefully and thus to preserve the ecosystem of the only planet available to us. Our industry is also trying to contribute to this. We present the latest "ecological and sustainable products". Another theme presents articles that advertise "Easter, Garden, Hobby and Craft".

Please start thinking now about the product presentations for the PSI Journal March 2022 issue with the topic groups "Protective and hygiene articles, occupational safety" and "Bags, luggage and leather goods" and send your product suggestions (picture and text) by 21 January 2022 at the latest to: Edit Line GmbH, Editorial Office PSI Journal, e-mail: hoechemer@edit-line.de

Textile printing with passion



Rarely can a company look back on such a long and continuous history: This year Abraham Dürninger & Co GmbH celebrates its 275th anniversary. The founder and name giver laid the foundation stone of the company in Herrnhut, Saxony, which has steadily and successfully developed into an internationally active textile printing company of modern design based on tradition and innovation.

Creative, individual and successful



One of the most traditional companies in the field of promotional product management is without a doubt Erich G. Döbler e.K. from Oststeinbeck near Hamburg. In the year that has just come to an end, the company celebrated its 100th anniversary. This occasion is reason enough to review the history and development of this specialist.

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