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International Magazine
For Promotional
Products

February 2022

Volume 61



Die Handschrift der Werbung



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International Magazine
For Promotional
Products

February 2022

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PSI Sustainability Awards 2022

All categories
and nominees

Product Guide

Eastern, Garden, Hobby,
Handicraft

Ecologically sustainable
products

25 years of e!xact

Rubik's cubes
and much more

One century Döbler

Creative, individual,
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Substances of
very high concern
(SVHC)



Transparency by
means of SCIP database

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Editorial

We are the wheat

For almost 60 years it was the February edition of the PSI Journal that was packed full of trade show reports: novelties, companies, people, associations, strategies and much more. Who would have thought that a microscopically small virus could alter this? Now it's already the second year in which the February edition isn't the usual post trade show edition.

But there's hope. Omicron doesn't seem to be as dangerous as the preceding variants. A large proportion of the European population is vaccinated and boosted – and the numbers are growing day by day. Whereas one year ago politicians still lapsed into panic when an incidence level of 100 was reached, it has since become apparent that under the current conditions much higher levels can and must be tolerated to allow a somewhat normal life. And there are also scientific findings which indicate that although the Omicron variant is faster to spread, it's also faster to retreat.

This all creates an environment which lets us hope for a wonderful and successful spring edition of the PSI at the end of April. Almost precisely at the time of this PSI, the trees will begin to turn green again, whilst shrubs and floral plants decorate themselves with blossoms. The dreariness of the winter months will disappear. Our mood will pick up, we'll be livelier and full of energy. Corona has taught us to look to the positives and to do the right thing at the right time.

Yes, the promotional product industry throughout Europe is currently running at a slower pace again. Customer events aren't taking place, budgets are again being held back a little, advertising isn't exactly booming during times of home office and proving vaccination status. But that will soon change. The more the spring and with it the sun regain the upper hand, the more the hard-hit industries will also revive and thrive. The people simply yearn for it. Evolution hasn't trained us to wear masks and maintain social distance. We want to see and touch each other again – not give fist bumps.

That's why I'm also very confident that we'll soon see light again at the end of the tunnel. But we need to be open for this and forge ahead boldly. Here and there it's claimed that Corona separates the wheat from the chaff. If there's some truth in this, then we want to belong to the wheat – to those who have used the time to position themselves better and more sustainably. To those who are way out in front when the economy bounces back. I'm already looking forward to seeing all of you again at the PSI from 26th to 28th April in Düsseldorf.

In this spirit

Manfred Schlösser | Editor-in-Chief PSI Journal

Your opinion: schloesser@edit-line.de

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One-year anniversary of SCIP database

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Since January 2021, substances of very high concern (SVHC) that are present in a product with a concentration of at least 0.1 per cent by weight must be registered in the SCIP database. Philipp Reusch, an expert in the areas of product liability, product safety and recall management, takes stock.

PSI Sustainability Awards 2022

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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. Once again, the awards are given in a total of nine categories. New in 2022: the selection procedure. An overview of all categories and nominees



Vernal and sustainable

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Spring will be coming soon – and along with it Easter, work in the garden and again more hobby and handicraft activities. Here is a selection of product innovations as well as ecologically sustainable products for even many small steps will help preserving a functioning ecosystem.



Rubik's cubes and much more

44

Having undergone a rejuvenating overhaul, elxact has repositioned itself to mark its 25th corporate anniversary. With its youthful new look, it is stepping up with many new products, ideas and services. Managing directors Christiane Nemetz and Angela Guckes on the company, its goals and the challenges of the day.



3 facts about green marketing

1 Green marketing is the process of planning, implementing, and controlling the development, pricing, promotion, and distribution of a product following three aspects: customer needs are met, organizational goals are attained, and the process is compatible with ecosystems. (Donald Fuller, Sustainable Marketing, Managerial-Ecological Issues, 1999).

2 In fact, Green marketing is considered as a trend, but it is not new at all. The term "sustainable marketing" was already coined a quarter of a century ago.

3 Authentic green marketing can be a real competitive advantage: It identifies customer needs better, creates a long-term improved corporate image and can be applied to almost all industries. (duesseldorf-wirtschaft.de, "Nachhaltigkeitsmarketing")

Transparent and safe

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GREEN MARKETING

Back to nature

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PSI 49348



Addressing the growing sustainability awareness of consumers and at the same time demonstrating responsible sustainable action through one's own corporate measures: There are more and more advocates in the promotional product industry. This means that the industry can set a sustainable example in terms of green marketing – and pave the way to green marketing for companies from other industries with appropriate products in an eye-catching way. In addition to the examples on this page, the PSI Product Finder offers a large selection of sustainable promotional products.

Textile environmental messenger

Hammam Towels
WoW Sustainable Collection
Interall Group B.V.
PSI 41727

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3 sub-trends of the beauty megatrend

Hardly any industry produces as many (fast-paced) trends as the beauty business. There was even a cultivated cosmetics culture in ancient Egypt. Since the 20th century, cosmetics has developed into an industry in its own right (see E. G. Jung, J. Funke: "Kosmetik im Wandel der Jahrtausende"). According to the British market research company Mintel, cosmetic-business.com has identified beauty trends by the year 2025. We have selected three trends as examples:

1

Digital beauty:

By using smart technologies, consumers can self-diagnose their individual care needs to create bespoke cosmetics.

2

Nature conservation and sustainability:

Nature conservation and sustainability are topics that continue to prevail in the development and production of cosmetics, as consumers place more value on using natural resources as consciously and sparingly as possible.



Vegan natural cosmetics

Lipjar Eco
KHK GmbH
www.lipcare.de
PSI 46131

3

Natural and organic cosmetics:

Parallel to the growing demand for natural cosmetics, consumers' desire for more control over the ingredients of cosmetics is also increasing with consumers' self-manufactured products.



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68 percent of Germans demand that com-

panies be as environmentally conscious as possible, according to a current GfK prognosis.

horizont.net

47.2%

of those surveyed for the PPAI study received branded promotional items in the mail from a company. This meant that significantly more people were reached via this route than any other. ppai.org

The Half

of the respondents of the PPAI study (48.7 percent) said they kept promotional items for more than five years. The top motivation for this was utility (75.4 percent). ppai.org

66 percent

of the promotional marketers surveyed in a global study by the digital marketing agency DCMN expect their budgets to increase this year. German marketing decision-makers are an exception: here, there are only 55 percent. horizont.net

4 to 5 percent

growth on average per year in the German promotional market is expected by GroupM over the next five years. That was the result of the "This Year, Next Year" forecast of the agency network. In its "Advertising Expenditure Forecast," Zenith agency network predicts a growth of around 6.6 percent in Germany for 2021, and of 3.7 and 3.8 percent in the following years. adzine.de

94.7 points

were accorded to the ifo Business Climate Index in December 2021 (following 96.6 points in November). The companies gave their current business situation a lower rating. The pessimism about the first half of 2022 also increased. ifo.de

3 in 4

consumers (78 percent) ignore or delete every second marketing newsletter (or more) to which they have subscribed. This was the result of the international study report "The New Customer Imperative" by Airship, for which more than 9,000 consumers were surveyed. absatzwirtschaft.de

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Since January 2021, substances of very high concern (SVHC) that are present in a product with a concentration of at least 0.1 per cent by weight must be registered in the SCIP database. Philipp Reusch, an expert in the areas of product liability, product safety and recall management, takes stock.

The SCIP database provides information on substances of very high concern (SVHC) during the entire life cycle of products. Companies have to register their products if SVHC are present in their products with a concentration of 0.1 per cent by weight.

MORE TRANSPARENCY ON SUBSTANCES OF VERY HIGH CONCERN (SVHC)

One-year anniversary



When monitoring product safety, substances of very high concern (SVHC) are especially important. A new instrument was introduced around one year ago with the SCIP database. The goal of the SCIP database is to bundle and provide information on SVHCs during the entire life cycle of a product. The lawyer Philipp Reusch explains what the database achieves and what businesses have to comply with.

All businesses required to report

The reporting obligation for the SCIP database applies to all businesses (manufacturers, importers, distributors or other actors [suppliers], cf. Art 3 REACH regulation), which put these types of products on the EU market. Through this systematic approach, the SCIP database was intended to ensure that the information on the use of substances of very high concern along the entire supply chain is bundled in one place. This type of principle is practiced, for example, in the automobile industry through the (voluntary) international material data system. Usually, reporting is undertaken by creating a dossier using the IUCLID system, which is submitted with the ECHA. After examining the dossier, the ECHA issues a corresponding SCIP number.

Relief for distributors

Product manufacturers or importers must submit a complete SCIP report. Distributors that purchase this type of product and sell the identical product do not have to submit a separate, new dossier to the ECHA. A reference to the supplier's report is sufficient for the purposes of simplified SCIP notification (SSN). Moreover, distributors are exempt from the requirement to update the SCIP registration, since this is also the responsibility of the upstream manufacturer or importer.

Similar simplification procedures apply to manufacturers and assembly businesses, which have the option of referring to the already submitted SCIP notifications. This affects situations where a product subject to the reporting requirement is a component of a more complex (end) product that has not been changed in terms of its physical form or composition. In these types of cases, the manufacturer or assembler have to submit a SCIP notification for the end-product, but they can refer to the assigned

SCIP numbers for individual components which have already been reported. In practice, this appears to be a big hurdle for non-EU suppliers to do.

Analysing the entire supply chain

Compiling relevant information and the examination of compliance with the provisions within the supply chain can be tedious and take time. For this reason, communication between the parties is essential. Violations of the reporting obligation still have not been addressed in the non-compliance procedures or market measures taken by the authorities, which in our opinion, is due to the authorities focusing their activities on the pandemic. If possible, these risks should be minimised contractually in the supply chain, because the simplified procedure explained here usually does not exempt the upstream market participants from their responsibility to verify the accuracy of the information they provide. At least, the financial consequences can be minimised through contractual agreements for limiting liability or addressing compensation for damages.

Also assessing contracts within the supply chain

Additionally, there is no legal right to having the information disclosed, which the manufacturer, assembly companies or distributors require in order to verify its accuracy and to use the simplified procedure. The upstream market participants can only be required to do this by concluding a corresponding contractual agreement. For this reason, the reporting obligation to the SCIP database should not be the only reason behind examining the products; the contractual relationships in the supply chain should be examined as well.



Philipp Reusch, lawyer and founding partner of reuschlaw Legal Consultants



reuschlaw Legal Consultants is one of the leading commercial law firms specialising in product liability law and has been offering consulting services to businesses operating nationally and internationally since 2004, covering the areas of product safety law, product liability law, data protection & cyber security, recall management, insurance law, compliance management and contract law. www.reuschlaw.de

of SCIP database

The SCIP database in business practice

In an interview with PSI Journal, Dipl. Ing. Matthias Arnold, Senior Executive Consultant at the consulting company PLConsultancy, explains how companies can meet the requirements of the SCIP database in practice.

For a year now, distributors have had to record the presence of Substances of Very High Concern (SVHCs) in their products in the new SCIP database. Which companies are affected by this?

The ECHA (European Chemicals Agency) set up a database on 1 January 2021 that provides information on products containing SVHCs with a concentration above 0.1 percent. EU member states ensure that distributors enter this information into the database. All companies are obliged to report. Waste management companies and consumers have access to the database - and so do competitors. The EU chemical law "REACH" requires manufacturers, importers and dealers to declare Substances of Very High Concern, or SVHCs. It is therefore of great importance for all companies to know whether their products contain SVHCs, such as certain plasticizers.

As a distributor, how can I gain access to the information I need?

Companies can obtain information from the ECHA, the Federal Environment Agency or the Federal Institute for Occupational Safety and Health - to name just a few publicly accessible sources of information. The problem is: are the materials, the specifications, the additives actually identical? The simpler and safer solution results from test reports and test results. These can be the supplier test reports, but also your own. However, the problem of a lack of transparency remains, and this can raise the following questions: were all SVHCs tested in all materials? Have the methods and strategies employed during testing been sufficiently described? If the result is positive, is the information sufficient (information on materials)?

Can companies simply consult the Bill of Materials (BOM)? The parts list is a document that defines all the elements required for the production process.

In principle, this is possible, but a separate test report is preferable because it provides significantly more precise information. Laboratory analysis often shows that the number of components listed on the BOM is far lower than the true number of parts. For example: 50 components according to the BOM, but 130 individual parts are found in the laboratory. How can this be? The BOM is a list of spare parts and not of individual parts. Today's Bill of Materials often does not contain the material information required for the SCIP database.

Which problems can arise in obtaining information?

Using information materials to narrow down relevant SVHCs in one's own products requires a good knowledge of the material. Often, this information is too general or out of date. Information material leads to around 70 potentially relevant SVHCs in consumer products today. The Bill of Materials only includes the "spare parts level". SVHC exams are often not credible or informative enough.

What solution do you suggest?

One solution is a material SVHC Risk Matrix. It is created through a pragmatic and efficient combination of supplier evaluation, risk assessment and laboratory analysis. A material-based assessment is important. The occurrence of SVHCs is closely related to the materials used in production. Here, you also define the requirements for tests and ensure that these are implemented in the laboratory. We are very willing to support companies in this, possibly in workshops.



Dipl. Ing. Matthias Arnold, Senior Executive Consultant PLConsultancy

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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. Once again, the awards are given in a total of nine categories. New in 2022: the selection procedure.

Overview of categories and nominees

Excellence, initiative, product, campaign



and campaigns. The submissions are evaluated by a jury. The overall winner is determined by adding the points reached in the individual categories 1 to 8. 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. The winners calculated by the new software were

The economic, environmental and social commitment of the promotional product industry is reflected in the first three categories of the industry's sustainability award. The categories of environment initiative, social initiative, sustainable product, sustainable campaign and innovator of the year involve social and ecological initiatives, individual products, product sets, product lines

then unambiguously and transparently confirmed by the jury. The Awards will be sponsored by reuschlaw Legal Consultants who are up among the leading business consultant law firms in product liability law. Since 2004, they advise companies active on a national and international scale in the areas of product liability, product safety law, recall management, insurance law, cybersecurity and data protection, compliance management and contract law.

Category 1: Economic Excellence

Based upon the scoring system, points in the category of Economic Excellence are assigned for existing certificates covering the quality management of a company, which include, for example, EFQM, EN ISO 9000 ff and the Institut Fresenius quality seal.

The nominees are:

- > Chilli Ideas
- > Halfar System GmbH Rucksäcke und Taschen
- > Karl Knauer KG
- > uma Schreibgeräte Ullmann GmbH

Category 2: Environmental Excellence

Based upon the scoring system, points in the category of Environmental Excellence are assigned for existing certificates documenting corporate environmental management, including EMAS or ISO 14000 ff.

The nominees are:

- > Chilli Ideas
- > Halfar System GmbH Rucksäcke und Taschen
- > IPPAG
- > Karl Knauer KG
- > Premium Partners Europe NV
- > uma Schreibgeräte Ullmann GmbH

Category 3: Social Excellence

This category evaluates uploaded certificates covering your company's working conditions at your production facilities. These may include SA 8000, BSCI and ISO 45001 (formerly OHSAS 18001).

The nominees are:

- > Chilli Ideas
- > Halfar System GmbH Rucksäcke und Taschen
- > uma Schreibgeräte Ullmann GmbH

Category 4: Environment Initiative

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

The nominees are:

- > Fluid Branding
- > Halfar System GmbH Rucksäcke und Taschen
- > Inspirion GmbH
- > Interall Group
- > Karl Knauer KG
- > MLD CONCEPT
- > PF Concept International Coöperatief U.A.
- > Reflects GmbH
- > SI POS GmbH & Co. KG
- > uma Schreibgeräte Ullmann GmbH

Category 5: Social Initiative

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

Nominated:

- > uma Schreibgeräte Ullmann GmbH

Category 6: Sustainable Product

Own production or exclusive import product: Based upon the scoring system, the sustainable product, product set or product line will receive points for submitted certificates. All product submissions have been evaluated by the jury

The nominees are:

- > Arpe
- > AVAT Stoneware Factory
- > Beppy
- > BIC Graphic Europe
- > Blooms Out Of The Box
- > B-Loony Ltd
- > doppler H. Würflingsdobler GmbH
- > elasto GmbH & Co.KG
- > Eschenbach Porzellan Group – Neue Porzellanfabrik Triptis GmbH
- > fibs
- > fides Druck & Medien GmbH
- > FLSK Products GmbH
- > Gorfactory S.A
- > Halfar System GmbH Rucksäcke und Taschen
- > ID UNIQUE SNEAKERS SL
- > Interall Group
- > Intraco Trading bv
- > Mark-AD Verkaufsförderung GmbH
- > mbw
- > Pagani Pens SA- Prodir
- > PF Concept International Coöperatief U.A.
- > Poul Willumsen
- > PowerCubes
- > Promonotes GmbH
- > Promotred Srl
- > Reflects GmbH
- > Rocketbook
- > SI POS GmbH & Co. KG
- > Spielkartenfabrik Altenburg GmbH
- > sunware
- > tobra GmbH & Co. KG
- > Treemore
- > uma Schreibgeräte Ullmann GmbH



Category 7: Sustainable Campaign

The goal of this category is to integrate an eco-social promotional product in the marketing mix as part of a campaign. The jury has evaluated the quality (client, target audience, stated task, implementation) of the campaign as it relates to the interplay of coordinated communication and advertising measures.

The nominees are:

- > FARE – Gunther Fassbender GmbH
- > Klio-Eterna Schreibgeräte GmbH & Co KG
- > Trik Produktionsmanagement GmbH

Category 8: Innovator of the Year

In the category of the Innovator of the Year valid certifications in the areas of quality management (economics), environmental management (ecology) and social management (social/ethics) are mandatory and must be verified. It is all about a sustainable product and the documentation of its origins as well as the sustainable value chain involved. Companies in the value chain also have to provide appropriate certificates in the areas of economics, ecology and social affairs.

The nominees are:

- > elasto GmbH & Co.KG
- > uma Schreibgeräte Ullmann GmbH

Category 9: Sustainable Company of the Year

The winner in this category is determined by adding all the points scored in the individual Categories 1 to 8.



Spring will be coming soon – and along with it Easter, work in the garden and again more hobby and handicraft activities. Here is a selection of product innovations with a strong advertising impact.

PSI 41016 • Heri-Rigoni GmbH
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Perfect setup for a perfect egg

Hard, soft, with a runny yolk ... preferences for boiled eggs are many and varied. The most important thing, however, is having it at the right temperature. With its new "Breakfast Egg Set," emotion factory has seized the opportunity to be present with the customer at their first meal of the day. The set consists of an interlocking wooden egg cup and a felt egg warmer. Packed flat, it is ideal for mailing inserts, especially at Easter. The promotional message is printed on the inserted card.

Customized fun

Global Innovations Germany's frisbees are cool, sporty companions for the garden, the next leisure event or vacation. Children have just as much fun and exercise with them as professional athletes. The frisbees can be designed in full-colour CMYK printing, with a logo or motif of your choice. The nylon frisbee can be folded up and transported in a small, compact frisbee bag. The bag can also be customized on request. The minimum purchase quantity is 5,000 pieces.

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Personal messages

The black chalkboards in heart shape art.no. 8136 and house shape art.no. 8137 from HEPLA are ideal advertising media to convey personal messages. With the enclosed chalk you can be creative, whether motivating sayings or small drawings, there are no limits. The chalkboards are equipped with a cord and can be hung on almost any object. Walls, the workplace or gifts are immediately embellished creatively and lovingly. Especially the heart is suitable for Valentine's Day and weddings. The items are supplied in attractive individual packaging. If desired, these likeable communicators can be pad-printed on the top cardboard strip of the outer packaging in the in-house print shop.

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Floors set in scene

As a specialist in customizable logo mats, emco Bautechnik skilfully sets floor areas in scene with their promotional mats. With an attractive design, company name, website or customer logo, the mats set accents in company entrances, as promotion at points of sale or simply as customer gifts. In addition to a short delivery time, advantages include production to customized dimensions, as well as high dirt and moisture absorption and a low risk of tripping and slipping. Mats with customized shapes and with sustainable ECONYL® yarn complete the range.



Ducks for every industry

mbw's trendy statement ducks inspire many target groups and are a wow factor in supermarkets, at the butcher's counter, in beverage markets or BBQ shops. It is therefore no wonder that BBQ Bert has recently been added to the range. Profession boxes are very popular with customers – regardless of whether they are designed for the tradesperson sector or the medical industry. The trendy topics of BBQ, gardening and handicraft were already added last year, and the fan base of the BBQ Devils continues to grow.

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info@mbw.sh
www.mbw.sh



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AWARD 2022



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burger
swiss
pen.



clinic® ist eine Marke der burger pen AG
www.clinic-kunststoffe.com



Fun garden heroes

In the spring, mbw® is drawing attention to itself with its unique product ideas. Popular topics such as BBQ, gardening and tradespeople show how versatile the products can be. The garden heroes who have made it into many living rooms are also very popular – whether as practical Schmoozies® for cleaning displays, as anti-stress hero Bert®, a sustainable cuddly toy with a matching all-over shirt or as a duck: often it is the little things that make hearts beat faster.

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www.mbw.sh



Diverse shapes for Easter

The name says it all: with a Clip4you ballpoint pen from DreamPen, pens can be provided with customized clips and thus become perfect promotional ambassadors, not only at Easter. The 3D clip can be produced in any possible shape and is always a creative eye-catcher. These pens are a great choice if you want to promote a company in a unique way, says the manufacturer.



PSI 45720 • DreamPen Producer of ballpens
Tel +48 68 4772232 • sales@dreampen.com
www.dreampen.com
www.clip4you.com

Car perfume for relaxed rides

The Invame car perfume is a special gadget for all companies dealing with the automotive or tool industry. Thanks to the possibility for complete personalization and the use of modern printing technologies, it can be used as a small stand-alone promotion board in the car. Eight unique perfumes are available to make traveling even more pleasant.



PSI 45720 • INVAME Car perfumes producer
Tel +48 68 4772232
invame@invame.eu
www.invame.eu

For long-distance writers

With their multitasking pencil with a sustainable, endless writing tip called Construction Endless, Troika states that they have "redefined pencil technology." No more sharpening, no more broken lead. Instead, a sustainable, endless writing tip in HB for up to 20 km of line length, which is also interchangeable, erasable and unbreakable. The pen comes in the typical construction look with a centimeter / inch ruler and 1:20 and 1:50 scale in the colours aluminum and matt metal, in black, dark blue, red, silver and yellow. Ideal for all tradespeople, carpenters, bricklayers, concrete and reinforced concrete workers.



PSI 46311 • TROIKA Germany GmbH
Tel +49 2662 9511505
troika@troika.de
www.troika.de

RB BACKPACK

The RB Backpack is a stylish and practical backpack with an easy roll-top closing. Outer fabric, lining fabric, zipper tape and webbing are all made from in total 18 recycled plastic bottles.



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vertrieb@buehring-shop.com
www.buehring-shop.com

Field service organizer

Tradesperson businesses are optimally organized for field service and client meetings with the customized tradesperson's folders from Gabriele Bühring. Thanks to the intelligent interior, everything is in the right place to shine at every customer appointment. The sturdy, yet elegant folders house everything you need for a meeting on site: writing material or tablet, folding ruler or range finder, carpenter's pencil or cutter: everything has its place. The tradesperson's folder is available in A4 or A5. Customized production is possible.

All things considered: simply good

The bottom line for the custom-designed and climate-neutral carpenter's pencils and special pens from Reidinger is that they are simply good. The company offers sturdy, long-lasting and versatile pens for hobby use, as well as for tradespeople. The shape, lead, paint colour, immersion cap and decorative ring can be adapted as desired to the company colours. The promotional message is created using embossing, screen and pad printing or full-surface digital printing. The pens can be designed online in no time at all.



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



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

Recycling flight

Everybody knows – everybody can. With the Recycling Jupiter flying disc art.no. 7175FRC from HEPLA, you appeal to practically every target group and at the same time do something for the environment and health. Flying discs are the nature advertising classic par excellence. On the beach or in the park, every advertising idea is skilfully staged and combines advertising with nature, sustainability and movement. Available in four standard colours and quickly available, the Jupiter flying disc offers a particularly large print area and many possibilities for staging inexpensive and sustainable advertising ideas and customer wishes. The flying disc is made of approx. 100% recycled post-consumer plastic, is “Made in Germany by HEPLA” and therefore available in larger quantities at short notice. Due to in-house production, special colours are also possible on request. The flying disc can be stacked to save space at trade fairs and promotions. HEPLA also offers many other flying disc models in different sizes and designs, also made of bio-based plastic. If desired, the flying advertising medium can be finished in the in-house print shop using screen printing or effective digital printing.

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New sales manager at Araco



Araco

Wendy van den
Hoeven

Araco International, headquartered in Enschede/Netherlands, is pleased to welcome Wendy van den Hoeven as new sales manager in its team. Wendy van den Hoeven has been part of the management team since the beginning of December 2021 and responsible for the Dutch and German sales team. Throughout the past 18 years she has held various leadership positions with a focus on sales, gaining extensive experience during this time. Her expertise will be instrumental in driving the future growth of Araco.

With her contribution, Araco plans to cater even more to the requirements of customers and specialise further in the area of textiles and related products, according to a company announcement. "It's our goal to cater to the preferences and needs of our customers even more individually. I'm pleased to be able to support Araco in this process", says Wendy van den Hoeven. A further important aspect here is also the optimisation of in-house business processes. www.araco.nl

The power of procurement



mbw

Bettina Schüttpeitz

The company mbw Vertriebsges. mbH from Wanderup has appointed Bettina Schüttpeitz as an authorised officer. Her power of procurement will be noted in the Commercial Register as of 1st January 2022. Bettina Schüttpeitz has been working for mbw® for more than eight years and currently is the head of the in-house sales force and assistant to senior management. CEO Jan Breuer states, "Granting the power of procurement reflects the company's appreciation for her dedication and honours her work and her contribution to the success of the company." www.mbw.sh

A man for everything



Troika Germany

Linus Böll

As of 1 January 2022, Linus Böll has been designated sales manager of the company B2B Promotional Articles Europe, which is part of the TROIKA Germany GmbH: "After his training in wholesale and foreign trade as well as many years of experience in the external sales force and at trade shows, combined with his continuous dedication, personal initiative and passion for the company TROIKA since his childhood, Linus Böll will now be heading sales management for the promotional articles segment in all of Europe." www.troika.de

New Import Manager



Bartenbach Werbemittel

Hui Dong

Hui Dong is the new Import Manager at Bartenbach Werbemittel, a subsidiary of Bartenbach AG from Mainz, which offers a full-service concept as a wholesaler in the promotional products and print production industry. Hui Dong has worked in Germany for 30 years and has gained a wide array of experience: She was employed in the airline industry as a sales manager and in PR for 16 years, and she has 15 years of experience working as an import buyer and assistant import manager in the import/globe sourcing field. She is originally from Peking and obtained a Master's degree in German Literature while studying in China. She also completed a two-year advanced training program in "Competence in Merchandising" while employed. Recognising market trends, conducting negotiations and implementing import processes are a few examples of Hui Dong's know-how.

Ralf Stöckl, Sales Team Leader at Bartenbach Werbemittel, looks forward to working with Dong: "Hui Dong's experience in international purchasing and procurement of goods as well as her extensive knowledge of the Asian region will not only benefit us as a company, it will also benefit our customers." www.bartenbach-werbemittel.de

TREND Spring and NEWSWEEK 2022 postponed

The TREND Spring and NEWSWEEK trade fairs of the German “Gesamtverband der Werbeartikel-Wirtschaft e.V.” (GWW), originally planned for February and March 2022, have been postponed due to the current Corona situation. (GWW) will be postponed due to the current Corona situation. The dates for TREND, scheduled for 9 and 10 February, have now been changed at short notice to 9 and 10 March. The venue will remain the Koelnmesse in Cologne. The postponement of the GWW-NEWSWEEK industrial customer roadshow, initially scheduled for February and March, to May had already been made public at the end of December.

„Quite a few participants had spoken out in favour of postponing TREND-Spring by a few weeks in the past few days,” explains GWW press spokesman Bastian Hofsummer. „The general association is fulfilling this wish with the postponement.“ The suppliers were too worried that visitors might stay away from the event with incidences currently on the rise. In March, the overall association hopes, the wave of contagion will subside again.

Similar concerns about an early event in the year were also voiced by promotional products consultants at NEWSWEEK, which should have started on 15 February following the trade visitor fair with its Stuttgart location. „Industrial customers certainly assess the incidences differently again than we do in the promotional products industry and tend to stay away from the events when the numbers are rising. With the rescheduling to May, the case figures should ease again considerably - accordingly, employees in large companies are likely to opt for a visit to the fair. A cancellation of the tour, on the other hand, is not up for discussion,” says GWW Managing Director Ralf Samuel. Further information and registration for the dates at:

www.gww.de • www.gww-newsweek.de



GWW-NEWSWEEK 2022 – New dates

03 May Dresden
 04 May Berlin
 05 May Hamburg
 09 May Munich or Nuremberg / not final yet
 10 May Stuttgart
 11 May Frankfurt
 16 May Bielefeld
 Another NRW date will follow soon

Deboudt succeeds Cormann

Erich Cormann is leaving the management of the Belgian Association of Promotional Products (BAPP), for which he worked for around two decades - most recently in the position of Executive Manager. His position will now be taken over by BAPP Relation Advisor Michel Deboudt, who can build on his several years of experience in the association's board work. A statement on Cormann's departure said, „BAPP thanks Erich Cormann for his dedication and all the work he has done for 20 years in our organization. For almost 20 years, Erich has been the figurehead of BAPP. With his professionalism he has conveyed the values, respect and above all a positive image of our association. Always concerned about the well-being of all, he has been and will always be a symbolic figure of BAPP. Our branch thanks him from the bottom of its heart! With his departure, he certainly leaves a gap in our midst. Despite his departure, he will continue to manage his two companies, so we will continue to see him regularly at events in the future.“

www.bapp.be



Erich Cormann helped shape the association work of the BAPP for 20 years. On the left: Michel Deboudt.

Agile development for a lifestyle product

The snack dispenser SNAGGER is a brilliant invention of the start-up company from Zwickau (Germany) which bears the same name. The SNAGGER is the first refillable, hygienic snack dispenser for your selected favourite snacks. Among the individualisation options are logo printing on the front, doming refinement on the lid as well as applying pantone colours of your choice to the individual parts. The company snagger GmbH prefers to cooperate with regional suppliers and is proud that all five individual built-in components as well as the packaging are from Germany. The products are also printed and ultimately assembled in Saxony.

Managing director Sebastian Wirth describes how the agile development of this lifestyle product took place: "In June 2018, we successfully completed the SNAGGER crowdfunding campaign and therefore were able to finance a small 3D printing station. At that time, it was clear that there is definitely a market for our product. The challenge now consisted in 'printing' a first small series of approximately 200 items in a few weeks and making our crowdfunding customers happy. With a printing time of several hours per item this was indeed suspenseful. In the following months, countless SNAGGERS originated this way which were already sold through the online shop. Practically in a weekly rhythm, it was possible to implement geometric improvements – one of the significant advantages of 3D printing. This way we were able to produce small quantities and develop an ideal product through many rounds of improvements in a relatively short time."

In September 2020, the SNAGGER went into production and has been manufactured 100 % in Germany ever since through injection moulding. www.snagger-germany.com



The snagger managing directors Georg Lange and Sebastian Wirth.

eick werbeartikel expands management

On 1 January 2022, Sven Kieweg was appointed to the management of eick werbeartikel GmbH & Co. KG and will continue to lead the company to success together with the previous managing partner, Bernd Eick. Sven Kieweg has been with the Herford promotional products retailer since 2004, working in sales since he completed his training. "It is the right time to strengthen all levels of the company for the next few years with qualified and motivated employees. There will be no abrupt change, but the result of disciplined, continuous and honest work. This is what Sven Kieweg stands for with our customers and suppliers," explains company founder Bernd Eick. In future, Sven Kieweg will mainly be in charge of the operative business. eick werbeartikel has existed for 32 years and, as a full-range supplier, specializes in full service, sales promotion and strategic promotional product planning. www.eick-werbeartikel.de

Sven Kieweg (left) will continue the company's success together with Bernd Eick.



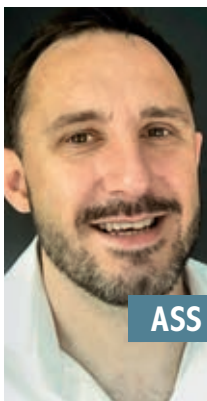
New Marketing-Service: Daiber Launches Media Cloud

Gustav Daiber GmbH from Albstadt has made a new media cloud available to its distributors under the website <https://cloud.daiber.de>. The cloud contains a wide selection of image and information materials on the Daiber brand-name products from JAMES & NICHOLSON and “myrtle beach” in one clearly arranged place. One of the cloud’s main functions is to make it possible to share the latest product and lifestyle pictures, which Daiber continually updates. Perfect for the Christmas season and textile collection 2022, Gustav Daiber GmbH is giving its distributors a present: The new cloud solution has a clearly arranged and suitable user interface and provides them with continually updated product and lifestyle pictures as well as video and logo files. The main advantage of the cloud is all of the media files for the JAMES & NICHOLSON and “myrtle beach” brands are now available from one place. What is more, the distributors as well as their service providers and customers can register themselves in the cloud and download the file they want, since sensitive data is not being made available. Another new feature is the clear structure for managing the downloaded files, which can be accessed using one’s own dashboard, and the distributor can share customer-specific image galleries in the form of “shopping carts”. Image files are available with high resolution in



Gustav Daiber

a compressed web version and knock-out versions are offered as well. “With the new service, transmitting data between ourselves, our distributors and their target groups will become significantly easier and faster with really up-to-date data. We think it is especially important to lighten the workload of our distributors. In the future it will not be necessary for them to maintain their own image databases and make them available; instead, our distributors can share their project-specific selections with their customers with just one click,” explains Tobias Seidel, Head of Marketing & Business Development at Daiber. www.daiber.de



Ronald Kloppenburg

New Vice President GSA and Eastern Europe

As ASS Altenburger reports, Ronald Kloppenburg has been strengthening the Cartamundi Group since the beginning of November 2021 in the areas of Central and Eastern Europe, in order to be able to cater to the constantly changing and growing requirements and opportunities in the industry. In his role of Vice President CEE Retail/Industry, he will be responsible for the retail and advertising business in Germany, Switzerland, Austria and Eastern Europe.

Ronald Kloppenburg (37) already has experience in the toy industry. After starting out at the PepsiCo Group, he most recently worked as Sales Director GSA and General Manager Malaysia and looked after various customers and markets at and for LEGO for 10 years. He is now bringing his expertise to the Cartamundi Group in order to “share the magic of the cards with customers in the established markets, and to discover the potential in Eastern Europe”. In this position, Ronald Kloppenburg is working closely with Managing Director Stefan Luther, who will take on a European role in the future. ASS Altenburger – part of the Cartamundi Group – advises, develops, designs and produces individual promotional products and customized promotional concepts that centre around games. www.assaltenburger.com

ASS Altenburger

The promotional products industry is looking for ways to become more effective and digital. One step is to integrate the merchandise management system into the web shop. There are a few things to consider here. The software developed by KS1 and CosmoShop, both specialists in this field, is of practical assistance in this step.

Innovative interface offers practical solution

Web shops optimally linked

Most retailers in the promotional products industry have an inventory management system that often directly connects the suppliers, accounting and the warehouse. All transactions are processed and billed directly in this network. When it comes to merchandise management, the new interface between the two systems of CosmoShop and KS1 makes it easier to transfer articles to the web shop.

Transmission between the systems

The data is transferred between the systems using an encrypted sFTP connection. For this, promotional products retailers set up an additional drive in their network, so that certain data can be accessed from outside via the IT network administrator. This means that the web shop can automatically access the dealer directory and place orders there. In addition, the web shop acquires files from inventory or price updates and reads them into the system.

Data transfer to the web shop

The most common method is to transfer orders to the ERP system. Through the interface between KS1 and CosmoShop, however, complex article information can also be transferred from the ERP system to the web shop. The challenge lies in the high demands placed on the data transfer of versions, combinations, categories, attributes or images. This transfer is facilitated through the support of the interface. In addition, there are templates for typical content in the ERP system, such as SEO texts, new labels, packaging units and more.

Efficiency through dropshipping

In the e-commerce model dropshipping, the goods are not sent to the retailer, but the order goes directly to a wholesaler who sends the products to the customer. This shortens the business process, which makes processing the order more efficient. KS1 and CosmoShop offer the special function of folder splitting for this purpose. The sorting and distribution of the orders to the suppliers is done by the system.

Optimism on all sides

Thomas Brecht, Managing Director of KS1, is pleased about the successful cooperation through the new interface to CosmoShop. According to him, the connection between the two systems works very well. Silvan Dolezalek, Managing Director of CosmoShop, is also optimistic about their future cooperation: "In our next software release, we will connect the KS1 article database and make it available to customers who want to run a public shop." Further information is available directly from the two companies. <



Silvan Dolezalek, CEO CosmoShop, is optimistic about the future cooperation with KS1.

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16-18.02.2022

WWW.REMADAYS.COM

With its customised promotional products, Allbranded GmbH has been able to reach numerous markets since its founding, making it one of the most successful promotional products distributors in German speaking countries. This year allbranded also successfully acquired the company allbranded Ltd.

Allbranded GmbH Continues Its Expansion

Tapping New Markets

Allbranded's UK online shop was connected to the company's infrastructure so that the company now officially can count the UK as one of its markets. The customised promotional products will also be available in the USA soon. The company is striving to become a market leader for automated branding solutions in the United States with its office in Miami. This is one of the ways the company plans to expand internationally.

International Expansion

The company states "allbranded has a fully automated online shop with a wide array of promotional products and an all-round branding solution. Numerous companies find what they are looking for every day and order promotional gifts for their customers, employees and business partners." Despite the corona pandemic, Allbranded has experienced enormous growth this year. It has hit a new record in the number of orders received; the team has expanded significantly; and now the international expansion is in full swing. According to the company's information, allbranded, which is headquartered in Hamburg, is expected to also become a familiar name outside the European market in the future and to establish itself as an international market leader for customised promotional products.

US Market in Sight

In 2011 CEO Arne Schubert founded the business in Hamburg, Germany. Back then, he and the smaller team of employees only sold the assortment of promotion-

al products in Germany, Switzerland and Austria. Slowly but surely, the online shop was expanded and markets in countries such as Spain, France or Sweden were conquered. In 2021 the acquisition of allbranded Ltd was successfully completed. allbranded will also be on the US market soon.

Focus on Environment

In the future, the focus will be on expansion in the individual markets. "The company is now operating in 9 countries and increasing growth in them is far from complete. Moreover, allbranded wants to increasingly tackle the optimisation of the online shop. It intends to automate processes so that customers can quickly and easily access the information they need," says Arne Schubert. Aside from its expansions, the company has been dealing with the topic of sustainability during its development as well.

The company has become a part of the Leaders for Climate Action Group, which consists of more than 1,000 businesses working proactively towards environmental protection. allbranded is also working with the organization Trees, Water & People. "The allbranded team has realised that the future of the planet rests in their hands. Together they want to influence the direction that environment is heading in – regardless of whether that is in Europe or in the USA. Environmental awareness is something that everyone can have," explains Schubert emphatically.

The company is now operating in 9 countries and increasing growth in them is far from complete.



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Despite the pandemic and the associated difficulties, the most urgent problem on this planet is **the preservation of a functioning ecosystem**. Even many small steps will help achieve this goal, including these products among others.





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www.hepla.de

Versatile, practical, sustainable

Any activity in nature, such as hiking, a picnic, cycling or a long walk is healthy and contributes to health and well-being. The organic lunch box item no. 7262BIO from HEPLA is just the right item to transport healthy snacks such as wholemeal bread, small tomatoes or grapes undamaged in your backpack or bag. Of course, it also works with a tasty breakfast at kindergarten, school or the office and protects the environment through multiple use. This extremely practical and versatile promotional item is also ideal for use at home, for example as a butter dish. Available in two natural standard colours – light green and beige and quickly available, the lunch box offers a particularly large print area and many options for staging inexpensive and sustainable promotional ideas and customer wishes. The lunch box is BPA-free and is made from approx. 75% bio-based plastic on a sugar cane basis. It is „Made in Germany by HEPLA“ and therefore available in larger quantities at short notice. Due to in-house production, special colours are also possible on request. HEPLA also offers other bread and snack box models in different sizes and designs. If desired, the organic lunch box can be finished in the in-house print shop using screen printing or effective digital printing.

Natural novelty

HexaPEN, the new and distinctive ballpoint pen from e+m Holzprodukte, was created with classic pencil geometry in mind. Hexagonally cut out of solid domestic wood, the pen can't roll away and has what it takes to become a genuine classic. A soft switching mechanism and a large blue capacity refill are the technical features of this ergonomic novelty. Optionally available in beech natural or light sycamore maple combined with nickel-plated metal parts. Wild cherry and aged oak are available in combination with rosé gold or brass. Personalisation is achieved through printing or laser engraving. HexaPEN is manufactured entirely in Germany.

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Future-proof reminder

The Pure notes series from the promotional product specialist Karl Knauer fits in perfectly with the climate and environmentally conscious way of life that many consumers strive for. Regardless whether it's at work, in the home office or at home: the little adhesive notes can be used to record all important details. And in a more sustainable and thus contemporary way than ever before. Whether it's the adhesive note pad, adhesive set with colourful paper markers or innovative cardboard box with decorative sleeve which can be used as an office organiser: every Pure notes product is made of recycled paper and PEFC certified cardboard and doesn't contain any plastic. The renewable material and the pleasant, natural surface feel make the PURE notes products ideal promotional products for companies that care about environmental protection and sustainability. The little notes and envelopes can be custom printed and designed. Special formats and shapes can also be supplied.



PSI 41794 • Karl Knauer KG
Tel +49 7835 7820
werbemittel@karlknauer.de
www.karlknauer.de

Sustainable breakfast

Schwertkrone's breakfast knives made of stainless steel and high-quality Italian olive wood always set a beautiful table for breakfast and brunch. The bread knives with olive wood handles are produced in Solingen. Olive wood is notable for its elegant appearance and fine natural grain. Through this, each knife is different and unique. A logo can be applied to the blades for orders of 50 knives or more. The Schwertkrone line includes a whole range of breakfast and table knives with wooden as well as plastic handles. On request, this sustainable advertising material can also be packed in environmentally friendly folding boxes.



PSI 60446 • Schwertkrone – Daniel Weber
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Naturally makes sense

With the uma Naturals, we show you and your customers how chic, variety-packed and captivating sustainable writing instruments can be. A full series, which is produced, finished and transported climate neutrally, available in a diverse array of designs and materials, for all budgets and tastes. Also, with the rPET models, uma sets standards in matters of sustainable writing instruments. These have won multiple awards and undergo consistent development, with the new Design Recycled Pet Pen Strep, for example. With an anti-bacterial effect, in addition, the Green models represent safety, sustainability and nature-friendliness. Style and ecology are combined by the Recy models in recycled plastic (rABS, rPCP). Renewable writing pleasure is promised by the wooden writing instruments, such as, for instance, the chic Tree or the powerful Elegance Wood. Further organic models, cardboard models and sustainable cases complete the portfolio. The winner of multiple awards for the uma Naturals series, uma, the innovation leader for sustainable writing instruments, is already working on ideas for tomorrow today. It is therefore a certainty that this series will continue to grow. Further innovative and high-quality uma models are to be found in the convenient uma product configurator on www.uma-pen-konfigurator.com, where optimally customised ballpoint pen variants can be put together quickly, easily and around the clock. uma writing instruments are sold exclusively via the promotional products trade. The practical dealer search on www.uma-pen.com leads directly to the nearest distribution partner.

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Greener promotion 2.0

The packaging of the 2.0 plant cube from the range of emotion factory Heri-Rigoni GmbH is a flowerpot and promotional message-bearer simultaneously. The 2.0 promotional cube is complemented by a watertight cardboard cup in which the flowers can grow. Together, they make ecological promoting fun and deliver long-lasting promotional benefit. At a tare weight of only a few grams, the 2.0 plant cube is an ideal promotional product, supplied with a substrate tablet as soil along with a choice of eggplant seeds, suitable for Easter, or, on request, various seeds for springtime. The paper packaging, which can be custom-printed on all six sides, is easy to tear open along the perforation. Next comes the watering, and the promotional product is already adding a splash of green to office premises. There is space for the promotional message on the high-quality packaging, which is one with the "flowerpot" and will hence endure.



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Urban elegance meets sustainability

Workwear for the catering sector not only has to meet high technical standards, sustainability is also becoming an increasingly important factor. The innovative Green Generation® chef jackets by Karlowsky® with long and short sleeves (JM 35 & JM 36) underline this approach and are perfectly suited for textile finishing. They contain polyester made from recycled plastic that is certified according to the Global Recycled Standard (GRS) and also have the government's Green Button (Grüner Knopf) seal. This means high social and ecological standards. A total of 46 demanding social and environmental criteria must be met – from A for waste water limits to Z for a ban on forced labour. The Global Recycled Standard (GRS) covers the entire supply chain and deals with traceability, environmental principles, social requirements, chemical content and product labelling. In addition, the materials used undergo strict quality and harmful substance tests in accordance with STANDARD 100 by OEKO-TEX®. In addition to the high level of environmental and social compatibility, the jackets also offer other unique product details: the clever back made of jersey pique, for example, enables optimal wearing comfort and offers outstanding breathability, even when the heat is on in the kitchen. In addition to a stylish urban look, applications made of contrasting tape also provide functionality on the sleeves (e.g. for attaching gastropin tweezers) and at the neck (for attaching a bib apron). With the colours aubergine, moss green and steel blue, trend-conscious chefs have a whole range of trendy natural shades to choose from. This makes them the perfect complement to the New-Nature work aprons (LS 40 & VS 13), which will soon be available. For more classic use, the chef jackets are of course also available in black and white.



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Fair Trade textiles

Fruit of the Loom, known for best quality, fair working conditions and superbly customisable textiles, has released a new colour called Athletic Heather. Five styles of t-shirts and polos are offered in this new grey tone, modest and elegant, emphasising the silhouette and suitable for all wearer types. The special feature: the fabric consists of a mix of 90 per cent cotton and 10 per cent recycled polyester. This allows the textile to lie comfortably and softly on the skin, right in line with the sustainability campaign "The Fruit Way", which stands for the ethical and ecological measures of recent years as well as the commitment to ambitious new sustainability goals for 2025 and 2030. Fruit of the Loom is aware of its responsibility as a clothing manufacturer and is active in many areas with the aim of creating a sustainable future for all – from staff development through to caring for our planet. Customers and manufacturers are supplied with important information through various "Fruit Facts", which are intended to strengthen the trust in the textile company.

Sustainable stamping fun

With this promotional product made of sugarcane, the advertiser's message literally leaves an impression: the cookie stamper from Global Innovations is a unique product that can be used to stamp all soft materials such as cookie dough, modelling clay, butter or fondant with a motif or logo. Following sales of more than 24 million pieces, Global Innovations Germany now also offers the European-wide patented cookie stamper as a sustainable, biobased version made from sugarcane. With a height of only three millimetres, it makes an optimal inexpensive on-pack or mailing item. A favourite design can be chosen from the wide selection ranging from football to Easter right through to popular Christmas themed motifs. Own designs or licenced products are, of course, also possible.

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Die Regierung hat beschlossen bis 2030 die Abholzung der Wälder abzuschieffen. Als einer der größten Verursacher der Abholzung fordert dies die Papierindustrie dazu auf kreative und nachhaltige Produkte zu entwickeln.

MOYU hat die Lösung gefunden: radierbares, wiederbeschreibbares und nachhaltiges Steinpapier. Das Papier wird aus Steinabfällen hergestellt und ist so zu 100% recycelbar und Cradle-To-Cradle Silver-zertifiziert. Das Material ist eine langlebige, nachhaltige Alternative zu Zellstoffpapier und verhindert Papierabfälle, sowohl bei der Arbeit als auch zu Hause. Moyu bietet eine große Auswahl an wiederbeschreibbaren Notizbüchern und anderen Schreibwaren aus Steinpapier.

Für jedes verkaufte Notizbuch pflanzt MOYU in Zusammenarbeit mit Trees For Kenya einen Baum. Wenn Sie sich MOYU anschließen tragen Sie dazu bei die Abholzung der Wälder endgültig zu stoppen und helfen die Erde nicht nur zu schützen sondern auch zu verbessern.

Für weitere Informationen:
info@moyu.rocks oder telefonisch unter
+31 6 29810108



Putting good wood to good use in the office

The Pen Holder Roundabout from Condedi is a practical and stylish eyecatcher. The sustainable product is made from attractive natural wood, offers particularly pleasant haptics and is the ideal container for favourite pens. The Living range includes a top-selling product, the pen holder Quadro. The receptacle provides ample space in practical square design and stands out due to its fine-grained pine wood. Both products are produced in a sustainable manner and are made in the EU. The products impress with solid workmanship, functionality and, above all, their look created by the respective advertising message. They can be finished with printing or engraving. The goods are available from stock and offered in smaller quantities.



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Breakfasting in style

Advertising with one's own good name, made in Germany: the early hours of the morning are a great time for promotional communication with the "original" breakfast board from the traditional manufacturer Ricolor®. In addition to the classic in standard format with rounded corners and the characteristic linen design on the back, recognised as a trademark, Ricolor® produces a wide assortment of further products in many different varieties. Glass coasters, trivets, cutting boards, ice scrapers as well as special custom sizes, all made of High Pressure Laminate (HPL), can be produced in the customer's preferred design for minimum orders of 50 pieces. The high-gloss material is water and impact resistant, largely cut resistant and can withstand high temperatures as well as household acids and bases. Moreover, HPL is a sustainable material. It consists of 80 per cent cellulose, a renewable natural resource, and 20 per cent synthetic resin and can therefore be industrially incinerated. This allows energy to be recovered during the disposal process without adverse environmental effects.



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www.fruehstuecksbrettchen.net

Cork and vegan leather

Following the launch of its own cork collection, Gabriele Bühring and her team are now expanding their range to include the next sustainability champion: vegan imitation leather based on apple. The imitation leather consisting of apple pomace and canvas fabric not only looks deceptively real, it also impresses through its pleasant feel, durability and high-quality workmanship. The material is ideally suited for sleeves and cases of all kinds.

Thus, it's no wonder that the passport and vaccination pass case made of vegan leatherette is currently extremely popular. The material from Europe is stitched by hand with loving care in Germany. Available at short notice in many different colours.



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Writing in a new dimension

The new Baron 03®Recycled from Stilolinea is an innovative, “green” option for promoting brands. It is produced out of 100 percent recycled ABS by European companies that recycle used plastics, and obtainable in twelve new, nature-inspired colours. The writing instrument is available with a clear logo, which enhances the company’s image in harmony with the global trend towards more sustainability. Those who acquire the Baron 03®Recycled safeguard animals threatened with extinction and support the “Reforestation Project” by actively taking part in planting fruit trees, not only in impoverished regions of Africa. They thereby contribute to the “self-sufficiency” of the world’s most disadvantaged population. On acquiring the Stilolinea Recycled Collection, therefore, promotion of one’s own brand can be combined with a vital contribution to the Earth’s future, in the form of good deeds towards people who deserve an opportunity for a better life.

-Advert-

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Wooden USB sticks

HIKITEC's wooden USB sticks are high-quality, sustainable promotional gifts and are available in different wood grains and colours. The USB sticks from the NH series are made of wood or bamboo and have a large printable surface for company logos or customer messages, making them an ideal promotional medium. The wood used for the USB sticks is FSC certified and therefore comes from responsibly managed forests. Depending on the customer's wishes, different types of wood can be used for the wooden USB sticks.

Ecological wellness

With the massage brush from Frank Bürsten, gift givers can provide a dose of wellness for the home. This massage brush is a talented all-rounder and offers wellness in four amazing ways, whether it's for massages to promote relaxation, for skin cleansing, to stimulate circulation or treat cellulite. Advertisers thus contribute to the wellbeing of their customers and will also be fondly remembered during times of relaxation. The

massage brush is optionally available with or without hand strap and with or without removable handle. Featuring pure natural bristles, the massage brush promises a pleasant and pampering massage. The brush bodies made of beech wood lie comfortably in the hand thanks to the rounded edges.

Frank Bürsten uses regenerative energy in the production process to ensure eco-friendly manufacturing of the products. The required electricity is entirely generated by the company's own hydropower and photovoltaic plant. The wood for the brush bodies is exclusively derived from regional forests. Heat is generated using wood chips left over from the manufacturing process.





Nature for the lips

The cosmetics specialist KHK is home to the tried and trusted lip balm in the ecological push-up case made of FSC certified cardboard. The eco-friendly, vegan housing is completely plastic-free and compostable. The smaller version, Lipcare Eco, comes in two vegan natural cosmetics formulations, also with Sun Protection Factor 20. The larger version for the face and lips, Suncare Eco, offers even greater sun protection with SPF 30. Both products provide additional care for the skin with shea butter and vitamin E. The minimum order quantity is 300 pieces, and each item is finished with a 4c paper label. All personal care products are manufactured in Cologne according to the new Cosmetics Regulation and cosmetics GMP and are notified in the Cosmetic Product Notification Portal (CPNP). Institut Fresenius carries out continuous testing of the formulations in accordance with European guidelines.

Eco-friendly towels

Promoda Textile has incorporated the "Repreve" series in its promotional product range since 2019. It was important to Promoda to make the transition from conventional to sustainable materials. Recycled polyester is currently manufactured from plastic bottle waste and processed to create eco-friendly towels. As proud recipient of the Repreve® Newcomer Award, the brand is recognised in the industry for its contribution to fostering sustainability at a global level.



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One for all

Troika Go Urban Tech Pouch 2 is a practical cable pouch for electronic accessories which brings order to the digital world of work and leisure: headphones, adapter, power pack, charging cable, wireless earphones – all this can be stowed in the compact cable pouch. Six net compartments in two practical sizes are found inside; in addition, an outer pocket with zipper ensures secure extra stowage space. The material is stable recycled PET, in dark blue, with a pleasant soft grip. Also available with an identical composition in a business look, in Anthracite and Black polyester. The practical utensil possesses a handle and a loop for securing onto wheeled suitcases.

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Coffee in compact form

The new Travel Mug Compact from Emsa steps up in a small size, but with a big filling capacity. The Travel Mug's little brother may look small and dainty, but it packs a punch: with a filling capacity of 0.3 litres it is a match for practically any coffee-to-go mug, despite its much smaller size. This makes it probably the most compact coffee mug of its kind, and it will therefore fit under conventional coffee-makers with ease. The mini giant possesses a practical screw top, which is 100 percent leak-proof when closed. What is more, drinks in the vessel are reliably kept hot for three hours, and refreshingly cold for up to six. It is available in Black, Petrol, Coral and Aqua Blue, to colour-match the existing product range from Emsa. The stylish Travel Mug Compact is particularly practical for short excursions with minimal baggage, since it can even be simply stowed and carried along in small handbags. Can be cleaned with total ease in the dishwasher at home.



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Organic and certified

The Pure Organic collection from Russell captivates with a broad range of GOTS certified products in exquisite quality pure organic cotton. Keeping its own ecological footprint to a minimum, the collection sets ecological standards. The Pure Organic brand comprises T-shirts, polos and sweatshirts for men, women and children in numerous colour shades, including the new natural colours Dark Olive, Stone, Natural and Aqua. One of the novelties, for instance, is the Pure Organic Tee (108M/F), whose clean lines make it suitable for the widest array of occasions. With its figure-hugging fit and narrow neckband, it sports a particularly modern look. Little details, such as the label-free design with removable size label at the nape, ensure that it can be customised with ease. The style has been expanded by a long-sleeve variant for men (100M). This latter is available in White, Black and French Navy. Likewise new is the pure Organic Heavy T (118 M/F) for men and ladies. It sports the same features as the Pure Organic Tee, though the fabric made of 100% brushed, ring-spun cotton differs in weight. It is heavier, at 190g/m². Besides the crew neck, the new collection likewise comprises a V-neck T-shirt (103M/F) for men and ladies. The style is available in White, Black and French Navy.



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www.fruitoftheloom.eu
www.russelleurope.com

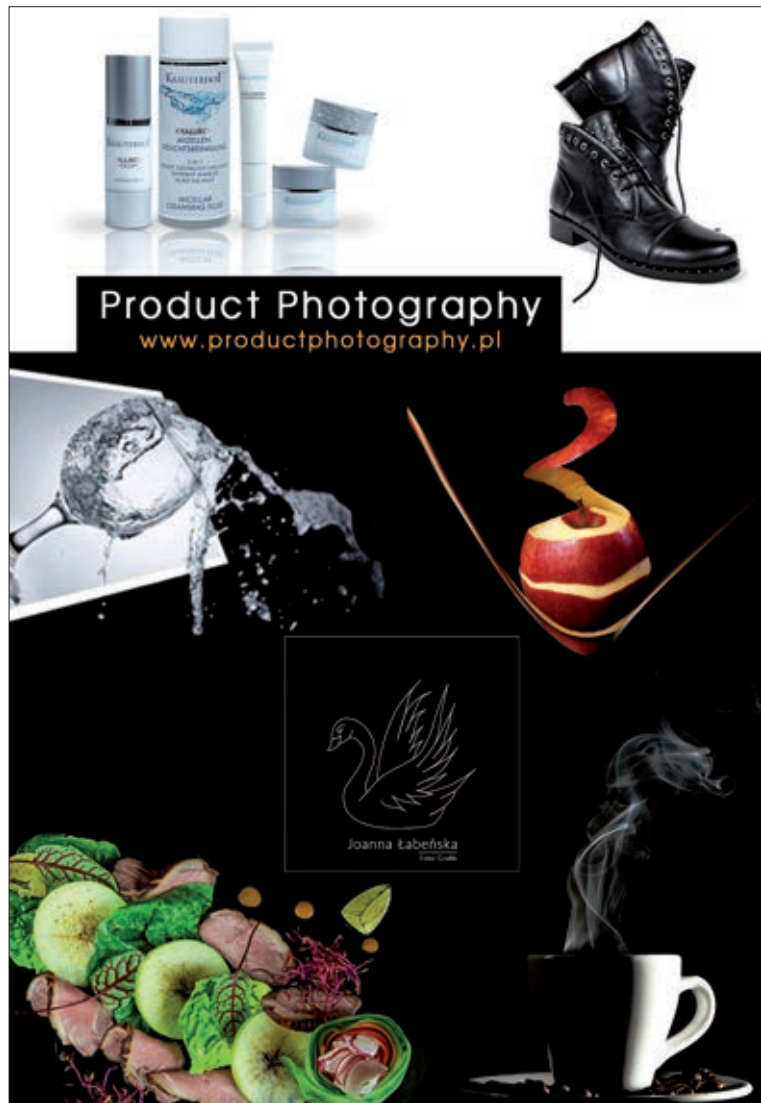


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Soap gives coffee a new life

The WoW Sustainable Collection by Interall Group is always good for a new surprise: Soop is the newcomer and current member of the collection: a soap produced from coffee grounds. A custom logo in the "Soop" soap is possible for orders of 500 pieces or more. The soap can be packed in a lovely box. A gift with a green story.

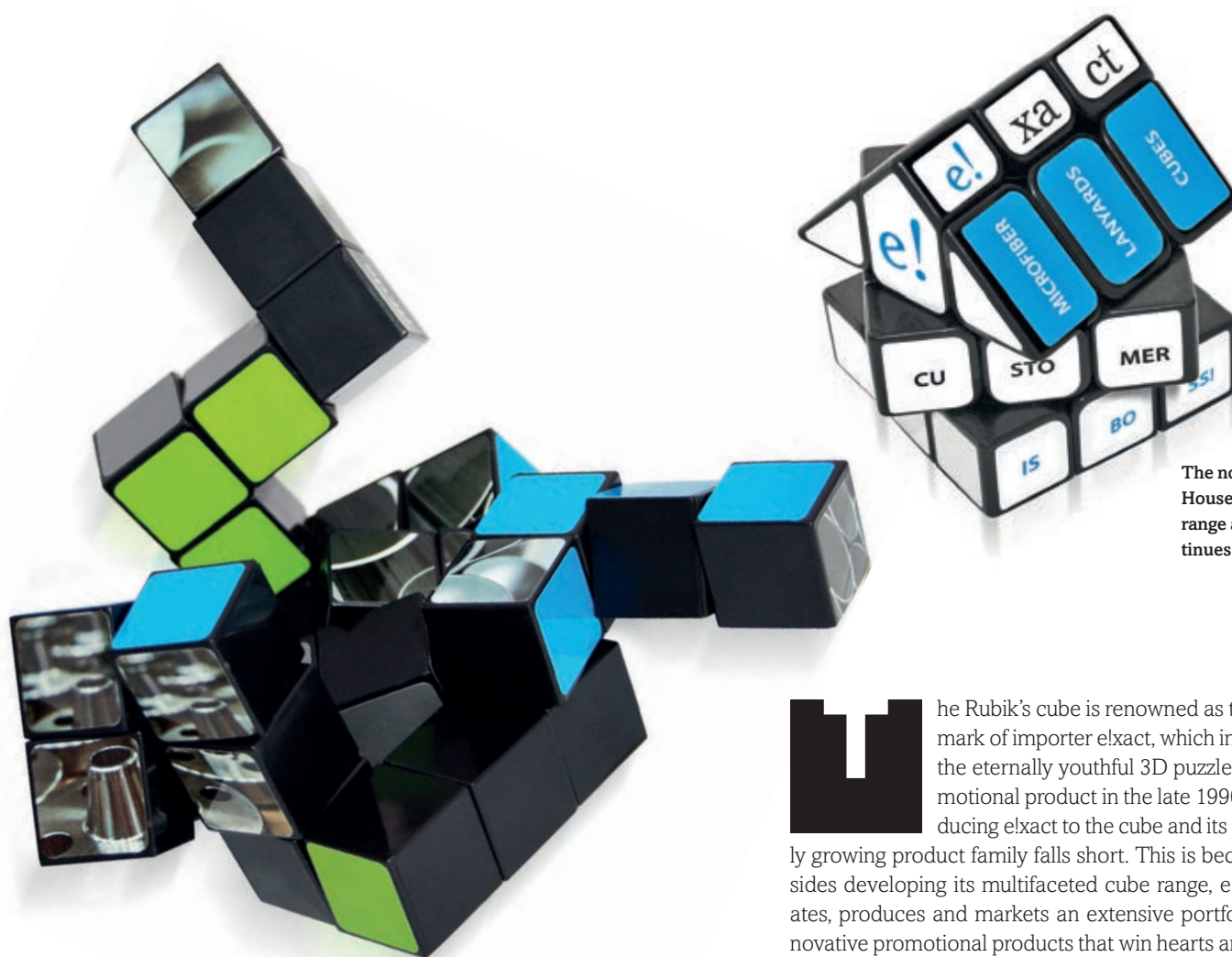
-Advert-



Having undergone a rejuvenating overhaul, e!xact has repositioned itself to mark its 25th corporate anniversary. With its youthful new look, it is stepping up with many new products, ideas and services. Managing directors Christiane Nemetz and Angela Guckes on the company, its goals and the challenges of the day.

e!xact celebrates 25 years: Well positioned for the future

Rubik's cubes and much more besides



The novel Magic House: The cube range at e!xact continues to expand.

The Rubik's cube is renowned as the trademark of importer e!xact, which introduced the eternally youthful 3D puzzle as a promotional product in the late 1990s. Yet reducing e!xact to the cube and its constantly growing product family falls short. This is because, besides developing its multifaceted cube range, e!xact creates, produces and markets an extensive portfolio of innovative promotional products that win hearts and minds. In conversation with managing directors Christiane Nemetz and Angela Guckes, we take a look back into the company's history, but also ahead to a promising future on the promotional products market.



Perfect complements: The two managing directors Christiane Nemetz and Angela Guckes intend to continue moving elxact forward in its anniversary year.



Useful, sophisticated, printed in photographic quality: communicative promotional products from elxact. Spectacle case with microfibre cloth shown here.

A market niche identified

Although the story of elxact began in 1997, Jörg Nemetz had been occupied with promotional products for a long time before that. For the business graduate, as a product manager in consumer goods, also frequently had dealings with distributors of promotional products. More and more often, he was coming up with his own ideas for campaigns and quirky, promotionally effective products. He consequently developed a deep-seated desire to fully devote himself to that profession – as the developer and importer of his own range. Firmly convinced there was a gap in the market for 3D promotional products that could be printed on in photographic quality and offered added value, he ventured the leap into independence.

Building on past achievements

Christiane Nemetz, an engineering graduate who clocked up more than 20 years in technical marketing within an international group and possesses extensive skills and international experience, followed and supported elxact from the start. The company's success, which was also the fruit of many joint decisions, tipped the balance towards a full focus on elxact in 2019. "My aim was to move our company forward together, particularly as our skills were a perfect match," recalls Christiane Nemetz, simultaneously drawing an arc to the present-day situation: "We made it our aim to build on what we'd achieved so far and continue to develop the company." To that end, she recruited Angela Guckes, who has been intermittently employed at elxact since 2000, as joint managing director in late 2021. The qualified banker brings along more than two decades

of experience in the import business and distribution and has excellent knowledge of products and finishing options. As a creative and competent distributor contact, her consulting services to her customers at trade shows and in the field carry every bit as much conviction as the advice she dispenses from the desk.

A high claim

To this day, the company is guided by the principle of importing promotional products that have a strong communicative and emotional effect on recipients and deliver tangible results for your brand. As before, the focus continues to lie on sophisticated products that generally can be finished in photographic quality. "We utilise the latest neuroscientific findings and multi-sensory research in order to optimise our products' effectiveness at all levels. These include texture, weight or astonishing functions," reports Nemetz, who frequently speaks as an engineer. Her intuition for materials, functionality and the technical details behind them, paired with in-depth marketing know-how, lead to product lines that catch the eye and playfully stimulate recipients' interest: promotional products that spread joy, trigger desires, and become indispensable as a result. "Marketing target group-specific promotional products is our aim, with our portfolio consisting of three segments in total," emphasises Nemetz. Although the cube range is the well-known flagship of elxact, the offering extends far beyond that these days.



A sound instinct for the quirky: Jörg Nemetz founded elxact in 1997, as an importer of innovative promotional products. The Rubik's cube was one of the first items.



Forever young and always different: The Rubik's cube is the world's highest-selling puzzle and an ideal promotional product for many target groups.



Multifaceted cube range

The Rubik's cube, one of the first products from elxact, marked a milestone in the company's early history right at the start. A unique classic in ever new variations, it remains equally well-known and successful to this day. Among the members of the elxact cube family are the Rubik's cube, cube house, folding cube, cube pyramid, elastic cube, the cube puzzle and the old familiar wooden cubes in various sizes. "The 3×3 57mm Rubik's cube, 25 pieces, marked our launch of cubes with finishing in Germany in 2010. The classic Rubik's cube and most of the other elxact cubes receive photographic quality printing. Top printing and processing quality, and longevity ensured by usefulness combined with long-lasting pleasure in playing and experimenting – that's how we understand sustainability," explains Nemetz.

Special, unique items

A second pillar of the offering is a comprehensive, sophisticated range of microfibre products in an array of qualities. These include, for instance, smartphone stands, sleeping and relaxation masks, but also high-quality microfibre cloths and spectacle cases – and that is just a small selection, as Angela Guckes details. All indicated products have been likewise printed on in photographic quality since the mid-2000s. "Our cool products are a further focus – witty, quirky and hard to find elsewhere. These include our



Tangle makes an appealing toy.



banner, building brick products, various magnets, office items and much more. This is a growing portfolio, repeatedly undergoing revision and renewal or thinning out: it includes, for instance, smartphone suckers, folding bottle and folding vase along with document folders and much more. We are also able to cater to special productions in most cases," Guckes continues.

Quality, perfection and in-person service

The aspired aim of quality and perfection, and the service concept too, are also reflected in supplier and customer relations: "We keep a close eye on our production sites, know our suppliers in person, and have been nurturing evolved and partnerly contacts for years. This way, we can react to our customers' wishes swiftly, flexibly and to a high quality standard. Several times a year, we attend most of the relevant trade shows in Germany and abroad, in order to identify new trends in good time and offer them to our customers after thorough examination," Christiane Nemetz tells us. Social responsibility also came naturally from the beginning. Nothing is off the peg, individual consulting is the core of the customer relationship. This is be-



Back to the roots: The foldout cube has been in the range intermittently since 1999. It celebrated its comeback in January 2022.

cause every campaign, every promotional target, every target group is different – and the team constantly re-adjusts to that. That is the route to tailored solutions and repeatedly new ideas for maximum promotional impact. The company realises special requests with professionalism, always within the prescribed timeframe and budget. “Nothing is impossible” – a concept brought to life at elxact every day.

Samples, info, sales support

elxact supports distributors with an array of sales materials, neutral catalogues for instance, but the special product range by elxact cries out for being “grasped” haptically and tried out. “That’s why we repeatedly remind our customers that they can request additional samples of all kinds, even free of charge. We are also pleased to provide support with case studies, in order to depict the designs’ versatility graphically, but also haptically with different surfaces,” reports Nemetz. New in this context is the animated video, a service that is quickly realised and demonstrates extremely vividly how a planned cube is going to look. Together with the matching argumentation, the animation yields a perfect sales aid for the cube. The latter is the world’s highest-selling puzzle with a degree of notoriety of 98 percent, and it brings together people of all ages, genders and origins. It is often handed down to the next generation with a story. This makes it an ideal promotional product for many target groups and occasions.

Moving ahead

The pandemic has shown us all what matters, and elxact is no exception. A functioning, high-performing digital sector is vital, combined with in-person customer contacts and swift reactions (unconventional if required) to new circumstances and challenges. “On this point I’m relieved we’ve already been successfully moving in the right direction in recent months: our management has been restructured, our new website is already online and the task of evolving digitally is underway. But we’ve also gained the upper hand over supply problems and price increases in the wake of the pandemic, meaning that we’ve been able to keep prices stable so far,” summarises Christiane Nemetz, who with her team is making all efforts to continue offering optimum order completion. To that end, sourcing and production are also going to be intensified and diversified, so that the team can act as flexibly as possible. One major objective Angela Guckes has is to expand production in Germany – for ecological reasons, but not only those. “Covid has shown us that many women can’t go to work because they’ve been having to look after their children. That’s why I’d like to create secure, family-friendly jobs for us here, with the option of working from home from time to time or even bringing the children in if necessary. Shorter supply times of five to ten days would also be an advantage, along with independence from suppliers.” At the PSI trade show in April, prospective customers will be able to see and experience the whole array of products by elxact live once again: “We’re inviting all distributors to come and see us at PSI, where we’d like to present them with lots of new products and ideas in person,” says Christiane Nemetz.

<

It is rare for a company to be able to look back at such a long and continuous history. This year, Abraham Dürninger & Co GmbH is celebrating its 275th year of business. The namesake laid the foundations for the company in the town of Herrnhut Germany, which is still located in the same place today. It has steadily and successfully developed into an international textile printing business with a modern flair, while it remained grounded in tradition and innovation.

From Canvas Print to Global Company in 275 Years

A Passion for Textile Printing

When the entrepreneur Abraham Dürninger established the business by taking over a business run by the Herrnhuter Association (Plymouth Bretheren), not even he could have imagined that he was establishing a business that would become an evolving success story, which would span an incredible 275 years. Always finding a balance between tradition and innovation has been the basis for the company's quality and reliability since the very be-

There are numerous stylish textiles among the wide array of products for sale.

ginning. Today, the company Abraham Dürninger & Co GmbH is an internationally recognised business enterprise, which produces its products with passion and devotion while observing the guiding principles of the Abraham Dürninger Trust. The company's current range of services focuses on high-quality textile finishing using various printing techniques and embroidery. Before we turn to the current qualities and services that the company has on offer for the promotional product industry, we would first like to take a look at the company's remarkable history.

Textile trading since its inception

Abraham Dürninger (1706-1773) arrived in the city of Herrnhut in Saxony from Strasbourg in Alsace in 1747, and he took over the local general store on 24th October, which he redesigned within a few years according to his vision. In 1750, his business activities were focused on the textile trade. Soon he began offering finishing options for the merchandise he was selling, which included bleaching, dyeing and printing. Dürninger believed in doing business fairly to the mutual benefit of both parties, and he is considered one of the founding fathers of fixed prices and purchases on account. His business also continued to grow after his death: In 1777, it was the largest business in Saxony and the largest canvas exporter in the Oberlausitz region of Germany along the Polish border. Around the turn of the 19th century, it was the largest industrial company in central Germany.

"Purveyor to the Royal Court" of the King of Saxony

In addition to the company's textile business segment, the tobacco trade also became an important pillar of the fam-





In 2020 the company moved into an optimised new building with a warehouse.



Dürninger's Sales Director
Roland Lensing.

ily business, and in 1827, it became the first German company to regularly import Havana cigars. The family began to produce cigars itself in 1844. In 1875, the business started operating a modern bleaching facility for finishing merchandise in Herrnhut. Moreover, it was awarded the official title of "purveyor to the Royal Court" of the King of Saxony in 1894. The company was privately run until 1925, when it became a trust.

Turning point in the Second World War

Dürninger received a grand prize for its stylish linen at the World Exhibition in Paris in 1937 but the Second World War interrupted the company's road to success. On the 8th of May 1945, 90 per cent of the industrial facilities in Herrnhut burned to the ground and the administrative building with the business archives and museum had also fallen victim to the flames. All of the weaving mills, finishing plants and dyeing facilities in the region were also destroyed. At the end of the war, some business operations were expropriated by Soviet occupying forces.

Steady reconstruction

Despite the destruction, people did not get discouraged: By October later that year, the general store opened its doors again, followed by reconstruction of the weaving mill. In 1962, the textile printing plant began its production operations. A silk screen printing facility was built for table printing in large formats, and the tobacco trade and different small trading activities continued. However, it was very difficult for a private business to survive during the communist era, where a taxation rate of 96% >>

New in the assortment:
sustainable workwear.





The spacious new production hall: production operations are carried out on the ground floor while using resources sustainably.

First GOTS textile printing company in Upper Lusatia

As a traditional medium-sized company, Abraham Dürninger & Co GmbH has already played a pioneering role in several innovations in its almost 275-year history. In recent decades, the company has increasingly focused on screen printing and is now regarded as a reliable supplier to the promotional products industry. After Dürninger became one of the first German printers to offer digital printing technology on textiles in 2005, another branch of business was opened up. Since then, individual items can also be printed individually at low cost.

The most recent milestone is certification under the Global Organic Trade Standard (GOTS) in October 2021, making Abraham Dürninger & Co GmbH the first GOTS-certified textile printing company in Upper Lusatia. The textile seal, which was founded in 2008, looks at the entire production chain of textiles. The controllable standard ensures compliance with strict social and ecological criteria in the production and finishing of textiles.

But “green and social is not enough”, emphasises Managing Director Albrecht Kittler and adds: “We still have a lot of plans!” After planting over 3,000 trees on the company premises in the last 10 years, the focus is on further optimising the CO₂ balance. Moving into the new production facilities was an essential step in this direction. For example, energy consumption has been significantly reduced by using the latest technology. Thanks to the use of rainwater, valuable drinking water is also saved. But also the recent switch to climate-neutral shipping with DHL GoGreen and the planning of plants for energy generation are an essential point for a sustainable positive eco-balance.



The founding father of the company: Abraham Dürninger (1706-1773).

was levied on profits. Nevertheless, the company survived this phase of its existence as well.

Post-reunification

In 1991, the weaving mill and silk screen printing operations were divested from the trust and became a part of the company Abraham Dürninger & Co GmbH. The Dürninger trust remained sole owner. From this point in time, the company switched its focus to finishing textile promotional materials. Investments made for silk screen printing and in pre-press led to continual improvement of the company's operational performance.

The dawn of digital printing

In 2005, the company took a meaningful step forward when it began using kornite digital printers (DTG), making it the first German company to use this direct printing technique for textile finishing. “In digital printing, there are no additional costs required for aids. As is the case with ink jet printers, the printing ink is “sprayed” directly on the textile. With this method, high coloured designs can be printed on t-shirts, polo shirts, hoodies or sweat-shirts at great prices starting from the very first unit,” explains Sales Director Roland Lensing. Dürninger also offers other customisation options using screen printing, flex printing, sublimation printing or embroidery. “We finish textiles with top quality results and are very passionate about our work. This is how we make high-quality promotional products and can optimally accentuate any logo, any text or any design,” adds Lensing.

Continued growth

In 2020, the company moved into an optimised new building with warehouse. More than 40 employees work in the new facility with improved logistics and warehouse capacities. Production operations are carried out on the ground floor while using resources sustainably (water, energy and materials). Additionally, some outdoor areas of



Finishing is realised in top-performing, multiple shift operations with 7 screen printing machines and 2 digital printing systems.



In digital printing, printing ink is "sprayed" directly on a textile. With this method, high coloured designs can be printed on t-shirts, polo shirts, hoodies or sweatshirts at great prices starting from the very first unit.

the facility have been reforested. Lensing continues, "We have a real interest in environmentally-friendly finishing services, ranging from embroidery to digital printing, and this ultimately enabled us to obtain GOTS certification in October 2021."

Top-performing multiple shift operations

Finishing is realised with top-performing multiple shift operations with 7 screen printing machines and 2 digital printing systems. "We are well equipped to handle large orders as we have a daily capacity of placing up to 25,000 imprints on bags, rucksacks, totes and apparel. Our machinery, spacious warehouse and our experienced staff ensure quality, flexibility and efficiency," explains Lensing. "Our customers profit from the short delivery times, high-quality printing, attractive prices and comprehensive services we offer. Speed, fairness and sense of working in partnership with our customers are paramount." The company has a warehouse capacity of up to 3 million textiles, and its textile imports and customisations cover a wide spectrum of products: outerwear, undergarments, bags, ruck sacks, aprons, lanyards, towels and pillows. They also added sustainable fashion and workwear to their clothing range in 2021.

All-round service for customers

Dürninger Fulfilment offers customers all-round logistic services from one source: incoming goods, storage, picking, shipment, returns and complaints management, shop supervision and maintenance, smart solutions for online merchants, dealer support, and special solutions. Dürninger has a tradition of not only showing its appreciation to customers, but has also treated its staff according to this fundamental principle: Every company is only as good as its team is satisfied and motivated. Dürninger customers can rely on the expertise of the company's staff. The personal contact persons assigned to customer projects use their training and experience to look after customers, from the conception to the delivery stage. Smart management ensures that this high standard is always maintained. Roland Lensing states, "It goes without saying that we increase our staff partly by actively offering vocational training positions for different occupations. Additional new hires are planned for the digital printing department in 2022, when we will proudly celebrate our company's 275th anniversary."



Printing can also be placed on bags.

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.

One century Döbler

Creative, individual and successful



The cheerful Döbler team (from l.): Eva Exler, Dominique Wendt, Nicole Wünsch, Judith Metzler, Ronald Eckert and Axel Schmies.

Behind the name of the company Döbler Promotional Products (Döbler Werbeartikel), there lie 100 years of company history, which was long shaped by the founder, Erich G. Döbler, and his son Harald E. Döbler. The company had its roots in the classical import / export business, until promotional items were added in the 1960s and gradually took over the main company focus. In 1920, on a day when the League of Nations in Paris decided to set up an international blockade commission, Erich G. Döbler founded his company, which was finally officially registered with the Hamburg Chamber of Commerce in February 1921. These were not easy times. The

effects of the First World War could still be felt, and the Spanish flu was only slowly subsiding. The company started out as a classic importer and exporter, establishing international contacts and providing service to customers around the globe. In the initial phase, the trade focus was, curiously, on the export of seed potatoes to South America, in itself actually the home of this popular tuber. It is noteworthy that a contact from that time - to a potato farm - still exists today, demonstrating that Döbler was already then aiming to maintain long-term business relationships.

From car care to promotional item

After the Second World War, which was also devastating for Döbler, the company was initially located in Mecklenburg, away from bombed-out Hamburg. After a few years, using the business books they had saved from destruction, the company started to rebuild their business in Hamburg. In 1954, Harald E. Döbler joined his father's company. Almost ten years later, he built up the sales of car care products at petrol stations. In order to intensify these sales, the idea of offering additional promotional items was born. This was the spark that started the enthusiasm for haptic promotion. Within a very short time, promotional articles became a synonym for the Erich G. Döbler company.

Growing success with PSI

With their steadily growing success, Döbler considered expanding their range and, in the 1970s, found what they were looking for in the then increasing network of the PSI (Promotional Product Institute). As a member, with number 303, the company specialized even more intensively in the world of haptic promotion and gradually made many international contacts in this branch as well. Business was going well when Ronald Eckert started working for Döbler on November 2, 1996, and, as a sales representative, got to know the special features of the company and thus also the industry.



Ronald Eckert has managed this traditional company since the beginning of the new millennium and, with steadily growing success, has shaped it into a smart promotional service provider with a modern style.

Change of ownership

Eckert came to Döbler as a “newbie” and did his job so well that Harald E. Döbler entrusted him with his company. “I was interested in the subject of promotion before, but I noticed how much I enjoy dealing with promotion that you can touch,” explains Eckert. Thus, it was not difficult for him to take over the company as its new owner in the middle of 2000, while still retaining its well-known name. After three years, Ronald Eckert relocated the company headquarters from downtown Hamburg to Oststeinbeck for logistical reasons, in order to be able to respond more effectively and promptly to customer requests. As its new Managing Director, he has shaped this traditional company with steadily growing success into a smart promotional service provider with a modern style.

Consultant and solution provider

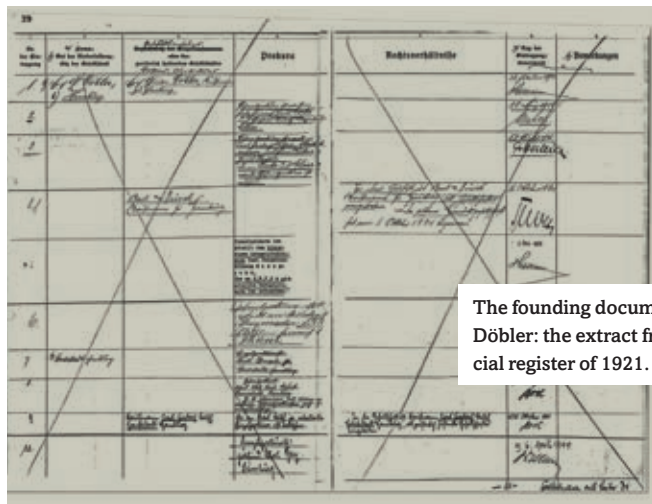
As one of northern Germany’s leading consultants for the successful implementation of promotional items, Döbler has adhered to their motto, “creative - sustainable - effective,” with a broad portfolio of innovative haptic promotional products. These are precisely tailored to their target groups and thus generate long-term benefits. The name Döbler stands for personalized support in all aspects of highly effective promotional and merchandising products and their implementation. The goal, which is set together with the customer, is an effective promotional product concept that can be successfully integrated into the marketing mix - for more customer acquisition and higher customer loyalty. In close coordination with the customer, haptic full-service concepts for the powerful marketing tool promotional items are created and implemented. Döbler has been ecologically respon-

sible since 2015 and has since been certified as a 100% climate-neutral company. Since then, Döbler has placed a clear focus on sustainability in the promotional material sector.

Thanks to the customers

In the course of its 100-year history, the company has overcome many times of crisis. And, as has been reported from Oststeinbeck, “the corona pandemic has not yet been able to slow down Döbler. One more reason to celebrate the 100th anniversary!” The anniversary year was naturally also an occasion to thank its customers: “Because without their trust in our strengths, we wouldn’t be Döbler,” says Ronald Eckert.

In the showroom, the Döbler team gives its visitors a first impression of the interplay between their promotional articles, which - sometimes as soloists, sometimes in an ensemble - can unite to create a symphony in the customer’s marketing concert.



The founding document of Erich G. Döbler: the extract from the commercial register of 1921.

The pandemic has made consumers very insecure in regard to their purchasing habits. In their search for security, shoppers are turning to successful brands that, through their authenticity and a strong brand identity, give them a sense of orientation.

Marketing and brands in times of digitalisation and social change

Strong brands withstand the crisis



When the Corona pandemic has led to a real acceleration within the digital world. The goal of businesses is to adapt to the new marketing strategies and absorb this realignment in societal values. The reason for this enormous change is that consumers are afraid and uncertain, and this has sharpened their focus on brand diversity. Brands that through their presence, offer stability and orientation, are leading the economy and guiding it out of the crisis.

Shifting priorities

Before the pandemic, no one could have imagined that German supermarkets would run out of pasta and toilet paper.

But it happened, and this serves as a telling example of the shift in priorities: Psychologists explain that stockpiling is a phenomenon that is based on fear and insecurity. Stationary trade has benefited from this, but

also online shopping is prospering like never before. But buying behaviour has changed: Brands have become more important, because the core values associated with them, such as social responsibility, transparency and trust, are valued more highly. According to a GfK study, German consumers spent an average of 10 per cent more on brand-name products in 2020 than in the previous year. This points to a growing need for both control and stability.

Smart brand management

In order to gain consumer trust, the brand needs to have a clear purpose that is linked to a strong vision and authentic corporate values. This foundation should be continuously kept in mind while focussing on the consumer's wants and needs. In order to make the brand's relevance clear, there needs to be a distinctive brand identity and positioning. In the course of the push towards digitalisation, the touchpoints in brand management have shifted towards online contacts, which has also been fuelled by people working increasingly from home and on the move.

Marketing in transition

Marketing strategies must also adjust to the renewed push towards digitalisation. The aim is to convince consumers with authentic content on the online channels. For content generation, an intensive exchange between marketing and the different working areas must be established. As is well known by now, social media sites such as Instagram and Facebook have become indispensable business platforms. For reasons both societal and pandemic-related, content marketing, omnichannel marketing and storytelling are experiencing a new level of significance. Brands that take these aspects into account will be able to emerge as winners from the crisis.

Sources:

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- www.horizont.net/
- www.sasserathmunzingerplus.com

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Veranstalter

Location

The German advertising industry experienced a notable boost in 2021. Following negative growth in 2020, a plus was again registered last year – not only in advertising investment but also in net advertising revenues of the media. However, a return to the pre-crisis level (2019) wasn't able to be achieved across the board, according to a press release by the German Advertising Federation (ZAW).

ZAW survey reveals heterogeneous trend

Advertising industry with mixed feelings



Overall investment in advertising rose by almost five per cent to 35.32 billion euros, the net advertising revenues of the media by roughly six per cent to 25.22 billion euros. The latter total was therefore slightly above the pre-crisis level (2019: 25.0 billion euros). Digital advertising experienced double-digit growth two years in a row in both 2020 and 2021, although it's once again the mega platforms that benefit most from this. In the medium term, even if current inflationary factors – key term: disrupted supply chains – subside, the price trends driven by unchanged monetary and interest rate policy could lead to major problems. "We are still dealing with a weakened advertising market below pre-crisis level", ZAW President Andreas F. Schubert points out.

ZAW trend survey on current sentiment

The sentiment of ZAW members in response to the question "How do you rate the current state of the advertising industry – economically, politically, socially?" at 3.7 percentage points was clearly more positive than the survey of spring 2021 when 3.3 was registered (autumn 2020: 3.1). Particularly with respect to the economic aspect of the question, members are considerably more optimistic with a rating of 4.5 percentage points (spring 2021: 3.3; autumn 2020: 3.0). The high inflation rate – driven predominantly by the high energy prices – is significantly impacting ZAW members: 75 per cent of members are affected to a large or moderate extent by the high energy prices, 69 per cent by high raw material prices. Whether and to what extent lasting cost

increases will influence advertising budgets and investments remains to be seen. Higher costs can't always be passed on 1:1 to customers. 31 per cent of ZAW members perceive a major shortage of skilled workers for their industry, 50 per cent rate this shortage as a moderate problem, nine per cent as low.

Outlook for 2022

With regard to medium-term economic expectations, ZAW members maintain a cautious outlook for 2022 given rising Corona incidence levels and a high inflation rate: 13 per cent expect to break even, nine per cent anticipate a return to the pre-crisis level and only seven per cent significant growth. 84 per cent of ZAW members urge the federal government to finally make progress on reducing or avoiding regulatory burdens and to refrain from imposing further advertising bans. 66 per cent would also like to see the competitiveness of ad-financed digital offerings protected against the mega platforms and demand that the digital competition law planned at EU level should be at least as strong as the amended German Act against Restraints of Competition (GWB). 72 per cent call for the "traffic light" red-yellow-green coalition to safeguard the refinancing of media and quality journalism through advertising freedom. 75 per cent demand that data-based advertising possibilities be preserved and that a workable, practical framework for consent management for the wide variety of digital offerings be provided – not just for platforms. They also expect a data protection policy in accordance with market principles and equality of opportunity in competition. <



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Almost infinite combinations

The Cologne-based promotional products specialist Reflects® is presenting a new addition to its brand Retumbler® – Best of Drinkware – the new stainless steel drink bottle Retumbler myToulon. The **single-walled stainless steel drink bottle** is available in five different lacquer colours with an anti-fingerprint coating. For this purpose, a ring with a loop for the bottle neck and/or a bottom sleeve made of silicone can be selected. The practical silicone components are available in 17 different colours respectively. Thus, altogether 1710 combinations are possible. The bottle can be refined by laser engraving, pad printing or UV printing.

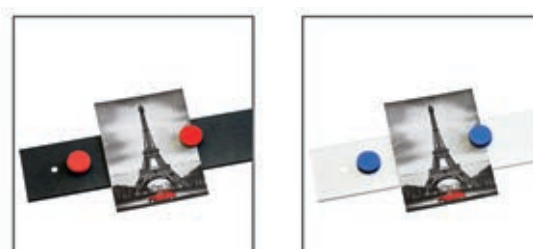
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The classic for those who love order

The metal rail with a fine powder coating from Brugger Magnetic Systems is available in several classic elegant colours as well as in white, black and grey. With a length of 1000 mm and width of 80mm, the metal rails can be flexibly placed aside or above one another. The set includes **four strong organisational magnets** (30 mm diameter) in the standard colours blue, yellow, green, orange, red, black and white made of neodymium (NdFeB). On request, the magnets can also be printed to increase their advertising appeal. It includes an assembly kit and instructions.

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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. For this, the producer has now been awarded the Promotional Gift Award 2022. 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?

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MERCHANDISING & FAN ARTICLES and HEALTH, SPORTS & FITNESS

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Issue
06
2022

WELLNESS, COSMETICS & BEAUTY and BEVERAGES, DRINKING VESSELS & TABLEWARE

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PSI

Events 2022

Reed Exhibitions Austria & Germany

Wohnen & Interieur ¹

Österreichs größte Messe
für Wohntrends, Möbel,
Garten & Design

16.03. – 20.03.2022

Messe Wien
wohnen-interieur.at
*Zeitgleich mit der
Wiener Immobilien Messe*

Ferien-Messe Wien ¹

Die internationale Messe für
Urlaub, Reisen und Freizeit

17.03. – 20.03.2022

Messe Wien
ferien-messe.at
*Zeitgleich mit
Wohnen & Interieur*

Wiener Immobilien Messe ¹

Der Marktplatz für
Wohnimmobilien

19.03. – 20.03.2022

Messe Wien
immobilien-messe.at
*Zeitgleich mit der
Wohnen & Interieur*

FIBO ¹

International Leitmesse
für Fitness, Wellness und
Gesundheit

07.04. – 10.04.2022

Messegelände Köln
fibo.com
*Zeitgleich mit der
EQUITANA*

EQUITANA ¹

Weltmesse des Pferdesports

07.04. – 13.04.2022

Messe Essen
equitana.com
*Zeitgleich mit der
FIBO*

Power-Circle

Die Innovationsplattform
für Elektro-, Licht-, Haus- und
Gebäudetechnik

20.04. – 21.04.2022

Messezentrum Salzburg
power-days.at

PSI

Die europäische Leitmesse
der Werbeartikelwirtschaft

26.04. – 28.04.2022

Messegelände Düsseldorf
psi-messe.com



In the business of
building businesses

Intertool Wels

Internationale Fachmesse für
Fertigungstechnik

10.05. – 13.05.2022

Messe Wels
intertool.at

Elektrofachhandelstage

Branchentreff in Österreich

23.09. – 24.09.2022

Design Center Linz
elektrofachhandelstage.at

ALUMINIUM

Weltmesse und Kongress

27.09. – 29.09.2022

Messegelände Düsseldorf
aluminium-exhibition.com

Bar Convent Berlin

International Bar and
Beverage Trade Show

10.10. – 12.10.2022

Messegelände Berlin
barconvent.com

Alles für den Gast

Internationale Fachmesse
für die gesamte
Gastronomie und Hotellerie

05.11. – 09.11.2022

Messezentrum Salzburg
gastmesse.at

Bauen+Wohnen Wien¹

Die internationale Messe
für Bauen, Wohnen und
Energiesparen

10.11. – 13.11.2022

Messe Wien
bauenwohnenwien.at

rxglobal.com

¹ Publikumsoffene Messen. Alle anderen Messen sind nur für Fachbesucher zugänglich. Stand: 18.01.2022. Änderungen vorbehalten.

Spring PSI



here is a small, inconspicuous word that I have often come across over the past two years, which I would rather eliminate from my vocabulary: in fact.

Hypotheticals follows us everywhere we go.

While I am writing this text, I have to think about how I would have been walking around from stand to stand at the PSI right now if it had not been postponed. I would have seen many colleagues and acquaintances who I am fond of. I finally would have been able to put a face to the many voices I had heard on the telephone. I would have thanked longstanding PSI members for their loyalty and would have shown representatives from the political sphere our industry's achievement potential live and up close. I would have been fascinated by all of the new products and services in our industry and would have been able to bestow PSI Sustainability Awards to the most innovative and sustainable products among them. But like I said: in fact.

At the end of the day, everything has always been a matter of the right timing. Like so many events in our country right now, the PSI 2022 Trade Show will also be held later in the year from the 26th to 28th April. However, for the first time, the venue will be the very modern halls 1 and 4 at the Düsseldorf Exposition Centre. PSI will again be a platform for good talks and successful strategies; one of the most important trade shows for high-quality and unusual promotional products; the largest live event for suppliers, distributors and buyers; and above all else, the meeting point of the PSI network. PSI will remain what it always was: an engine for the industry and energy for driving business.

I am sure all the waiting for the PSI event in the spring will be worth it. Innovations and trends will shape the market, decision-makers will be won over, and the entire promotional product industry will be advanced. We will rediscover the diversity and achievement potential of our industry and learn to appreciate them again. Moreover, we will discover that there was never a better point in time to inform, motivate and inspire ourselves. We are committed to the event and are working towards making it a success. And I am personally really looking forward to meeting you there.

Yours,

Petra Lassahn
Director PSI



Exhibition Centre Düsseldorf

26-28

APR

22

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the promotional products industry

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Mobile messages

The history of our species teaches us that it was above all the urge for mobility that propelled us forward in our development. Today's globe is closely interwoven with traffic routes of all kinds on which people are constantly on the move for various reasons, whether for business or pleasure, with specific intentions or simply for fun. The products in the "Luggage and Bags" range are constantly present as beautiful and/or practical companions - and therefore also immensely effective as advertising media. This article group is complemented by the theme "Leather Goods". Another product section of the March issue shows novelties from the fields of „Protective and hygienic articles, occupational safety“.

Please start thinking now about the product presentations in the PSI Journal April 2022 issue, which will be devoted to the topic groups "Fashion, Workwear, Caps, Accessoires" and "Office Supplies, Writing Instruments, Calendars" as well as the special topic "PSI trade fair innovations" and send your product suggestions (picture and text) by 18 February 2022 at the latest to: Edit Line GmbH, Editorial Office PSI Journal, e-mail: hoechemer@edit-line.de

Stylish with a green conscience



About three years ago, the company Mister Bags was launched in Essen/Germany. Since then, the ambitious start-up has not only impressed with its diverse range of printable bags made of organic cotton and fair trade, but also with its consistently practised, sustainable philosophy.

Digital into the new year



For the second time, Corona prevented the partner companies of the Welcome Home Tour from meeting their customers "analogue". However, this did not stop the industry representatives from starting the new year with confidence and once again inviting their guests to their homes online under the motto "WELCOME HOME – The Best.Digital".

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RX Austria & Germany

7 – 10 APR 22 Exhibition Centre Cologne

The background is a dark blue gradient. It is populated with numerous 3D-rendered shapes in various colors including purple, yellow, orange, red, pink, teal, and light blue. These shapes are mostly teardrop-like or blob-like, with some being perfectly spherical. They are scattered across the frame, creating a sense of dynamic movement and depth. The shapes overlap each other, with some appearing closer to the viewer than others.

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Innovations-Akku-Leuchte speziell für die Ansprüche im Werbemittelhandel



Das schicke und futuristische Handydesign verkörpert nun endlich die Wünsche der Werbemittelbranche!

Innovative Individualisierung auf **zwei** Ebenen möglich:

1) Das LED-Leuchtmittel selbst kann als Logo gestaltet werden. Durch unser patentiertes Verfahren kann das allgemeine Logo der Zielgruppe oder Ihr individuelles Firmenlogo als Leuchtmittel dargestellt werden. Die eigentliche Lichtquelle besteht dann aus Ihrem Logo!

2) Das Aluminium-Druckinlay ist glatt oder gebürstet und in verschiedenen Farben eloxierbar – somit in jedem Fall perfekt geeignet zum Gravieren und zum Bedrucken ohne störende Rundungen.



1)
Leuchtmittel-
Logo

2)
Druckfläche

Selbstverständlich ist die Leuchte auf aktuellem Stand der Technik mit:

- Li-Ionen-Akku
- Zwei Schaltstufen
- Einem Haltemagneten auf der Rückseite
- Einem Clip zum Fixieren z.B. an der Brusttasche/ der Arbeitskleidung für das auszuleuchtende Objekt.

Für den groben Einsatz sind die Ecken/Cover der Leuchte gummiert, sowie Schalter und Ladebuchse im Design so integriert, dass keine Beschädigung zu erwarten ist.

Die Farbkombinationen des Gehäuses sind in jeglicher Art abstimmbare, dies gilt auch für das Aluminium-Cover.

Für das Leuchtmittel-Logo ist eine Mindestbestellmenge von 500 Stück erforderlich.



Derzeit bereits fertiggestellt sind die allgemeinen Logos.

Flamme (z. B. geeignet für Firmen im Bereich Heizungsbau, -monteure etc.)

Steckdose (z. B. geeignet für Elektriker etc.)

Der Lieferumfang beinhaltet eine Faltschachtel mit form-schlüssigen Inlay, USB-Ladekabel und Bedienungsanleitung.

Produktvideo auf
YouTube!



Einfach scannen



Da wir nicht im Werbemittelhandel vertreten sind, suchen wir entsprechende Vertriebspartner.



So finden Sie uns:

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