

PS1 EUROPE

PSI Journal

International Magazine
For Promotional
Products

March 2022

Volume 61

-Advert-



Do it like Claire and discover

sustainable happiness



LIVE EVENT

Conception – Planning – Visualization – Implementation

Exhibitions

Congresses

Events

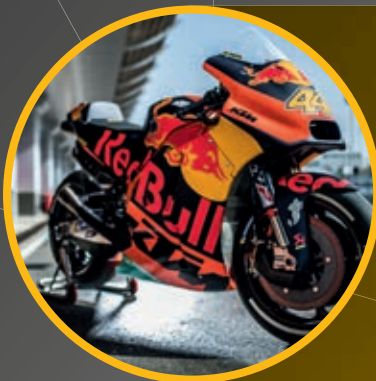
DIGITAL STAGE

Real meets Digital

360° Room Tour

3D Showrooms

Digital Exhibition Stands & Events



BRANDING

Advertising Technology

Buildings & Vehicles

Signage

POS

STANDout, headquartered in Salzburg but also based in Vienna, supports as technical full service provider for exhibitions, congresses and events around 8,000 customers at more than 500 events per year. A one-stop service - from consulting, concept creation, design, planning and manufacturing up to the turnkey installation on site.

standout.eu

Member of



In the business of
building businesses

PSI EUROPE

PSI Journal

International Magazine

For Promotional
Products

March 2022

Volume 61



Mister Bags

Tobias Gottwald

Stylish bags

with a green conscience

PSI Sustainability Awards 2022

High profile jury

PSI Product Finder

Profitable sales tool

Product Guide

Protective and
hygienic articles,
work safety

Bags, luggage, leather
goods



Inferior respirators

The cost of negligence



LIVE EVENT

Conception – Planning – Visualization – Implementation

Exhibitions

Congresses

Events

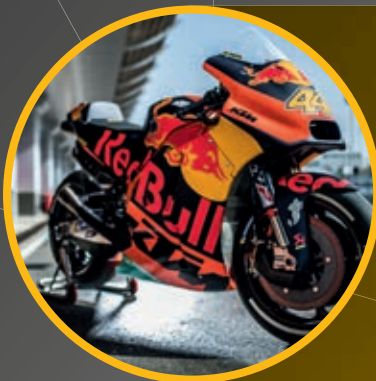
DIGITAL STAGE

Real meets Digital

360° Room Tour

3D Showrooms

Digital Exhibition Stands & Events



BRANDING

Advertising Technology

Buildings & Vehicles

Signage

POS

STANDout, headquartered in Salzburg but also based in Vienna, supports as technical full service provider for exhibitions, congresses and events around 8,000 customers at more than 500 events per year. A one-stop service - from consulting, concept creation, design, planning and manufacturing up to the turnkey installation on site.

standout.eu

Member of



In the business of
building businesses



Editorial

Preparing for normal times



COVID-19 has changed society and the world around us in ways that would previously have been unthinkable. We no longer shake hands; we box each other. Instead of a hello kiss, people keep their distance. Not all, but many. People move away, shocked, when we get too close. We wear masks, as people in Asian countries do, which is something we would never have wanted to imitate. We are working from home. Instead of putting our feet up, we're in front of a computer. Things that used to take no time at all to arrive, now keep us waiting for months.

This can all only get better and all signs are pointing up. A glance at the incidence rates still advises caution, but no longer triggers a cold sweat of fear. The situation in hospitals is getting more relaxed every day. Loosening the restrictions is not only talked about everywhere; it is practiced. The general tune from politicians and scientists is that, by the Easter holidays at the latest, normality - at least something approaching normality - should return to everyday life.

But this everyday life will be a little different. It will be enriched by the lessons of lockdown and social distancing. At first, it was thought that all salvation lay in digitalisation, but on closer inspection, this has not turned out to be true. In business, of course, it is. Without digitalisation, the world would actually have stood still. In the private sector, however, linear television has become very popular again. Even Netflix is planning a linear channel. A lot is being read again, including a lot more books. Cooking has taken off as never before. Friendships have taken on a new meaning. Games have boomed and hobbies have been established and cultivated. Haptics in varied forms and characteristics have gained massively in importance.

Advisors in the field of promotional items must recognise these changes and benefit from them. There will soon be renewed opportunities to resuscitate chains of contact, and to increase company impact using promotional items. Let's get ready to tell our industrial clients that their customers have definitely felt the "withdrawal" too.

Two years with almost no haptic message from large and small brands. This has left its mark and will increase the effect of promotional items even more. The first ones to move will definitely be rewarded. One to two months in advance should be enough time to prepare a new campaign boost. The PSI at the end of April will present everything that is necessary to enhance impact and success for you and your customers.

In this spirit

Manfred Schlösser | Editor-in-Chief PSI Journal

Your opinion: schloesser@edit-line.de

Can you hear it, the roaring of the sea?



Prodir is a brand of Pagan Pens SA.

**The new DS5
Shell Metal Clip.**
Casing made
from 30%
recycled seashells.

prodir®

**Personality pens.
Swiss made.**

Prodir Deutschland
Hotline +49 6762 4069 0

Prodir Schweiz
T +41 91 935 55 55

Prodir Österreich
T +43 7205 69480

www.prodir.com
open.prodir.com



MISTER BAGS®

Perfect for on the road

Theo is our organic and Fairtrade certified weekender with webbing handles. The weekender is ideal as a travel bag for the next short city break or business trip.

Linus, our messenger bag made of organic cotton. Due to its grammage of 390g/m² and an adjustable shoulder strap, it is suitable for university, school, or work. A perfect durable and environment-friendly bag for every day.



organic
Certified by BCS
35139

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

www.global-standard.org

www.misterbags.de

TRENDS & BRANDS	4
MARKET RESEARCH	8
FOCUS	
Inferior respirators: The cost of negligence	10
PSI TRADE SHOW 2022	
Interview with Petra Lassahn, Director PSI	14
PSI SUSTAINABILITY AWARDS 2022	
Concentrated sustainable know-how	16
PSI UPDATE	
How to optimally use the PSI Product Finder	18
PRODUCT GUIDE	
Protective and hygienic articles, work safety	20
INDUSTRY	
Companies, Events, Markets	32
WELCOME HOME: Successful online start into the new year	38
Ideas, inventors, innovations at PSI	42
PRODUCT GUIDE	
Bags, luggage, leather goods	44
COMPANY	
Mister Bags: Successful start-up with a clear vision	58
WAG Funktion + Design: Product protection with sustainable inner life	60
PRODUCT GUIDE	
Innovative Products	62
MYPSI	76
OPINION	78
PREVIEW - IMPRINT	80

Theo

N° 2330



Heavy Cotton

In four different colours



Linus

N° 2331

adjustable shoulder strap



Heavy Cotton

In four different colours



Focus: Inferior respirators

10

The trade in respirators has soared during the pandemic. High demand always leads to more counterfeits or substandard products masquerading as certified originals. A guide to dealing with suspected counterfeit or defective masks.

PSI Sustainability Awards 2022

16

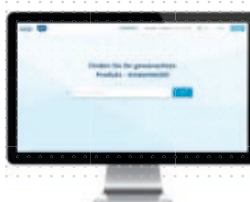
"Sustainability is one of the most important future drivers for the promotional products industry, which is why we are increasingly focusing on the topic at the trade show," says PSI Director Petra Lassahn. "With the optimised concept, we are now taking the PSI Sustainability Awards to the next level." The jury combines concentrated sustainable know-how. We introduce the jurors.



PSI Product Finder: Profitable sales tool

18

Reaching potential customers in a targeted way and getting in contact with those people who are looking for exactly the product that one offers as a promotional product supplier. The PSI Product Finder is a highly specialised platform that supports promotional product suppliers in precisely achieving this. Used correctly, it's therefore a helpful and profitable sales tool.



Stylish bags with a green conscience

58

About three years ago, the company Mister Bags was launched in Essen. 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.





Extended forecast: An Advertising High

Weather is a relevant economic factor. The success of nearly every industry is dependent on the **weather**. Estimates from the World Meteorological Organisation say that 80 per cent of the world's economy is dependent on the **weather**, and the **weather** has a big influence on people's consumption and leisure behaviour. Consequently the **weather data** can considerably increase the relevance of marketing messages. In other words, anyone who knows the degree to which their products are dependent on the **weather** can reach potential buyers better. The magic word is called weather targeting. The highlight with **weather targeting** is that people's purchasing behaviour for any type of product can be translated to a specific index for each type of weather, which automatically indicates how the sales of a product will develop during different **weather conditions**. (marketing-boerse.de, "Marketing-kampagnen mit Wetterdaten optimieren") If we take a look at the **PSI Product Finder** we can see that **weather** is also a relevant advertising factor because it has a variety of useful, stylish and smart promotional products, such as the four representative products we selected to showcase as examples.

PSI Journal 3/2022

www.psi-network.de



Vision Duomatic Umbrella

(Marquee made out of recycled PET, which is PFC-free and water and dirt repellent and is made from ecorepel®; handle, slider and top made completely out of biodegradable plastic from Trifilon; withstands wind speeds of up to 120 km/h and features duomatic-function for automatic opening and closing with a touch of a button; and comes in environmentally-friendly packaging)

Doppler H. Würflingsdobler GmbH

www.dopplerschirme.com

PSI 41752



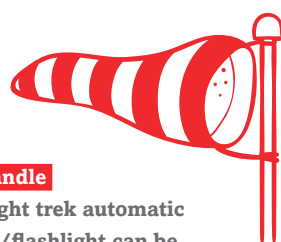
Foldable Sunglasses

(Anti-glare, 7-layer filter technology blocks 99 per cent of ultraviolet rays and comes with a round storage pouch)

Forty Four Promotions Co. Ltd

www.44promotions.co.uk

PSI 60422



Bright spot in the handle

Trekking umbrella light trek automatic flashlight (LED torch/flashlight can be unscrewed from the handle)

EuroSCHIRM

www.euroschirm.com

PSI 43420



Technoline Weather Station WS 9612

(Radio clock with manual settings option and temperature and indoor humidity display; forecasts weather conditions with a little "weather man" that is dressed appropriately; and features a sunrise or sundown display and can receive up to three outdoor transmitters)

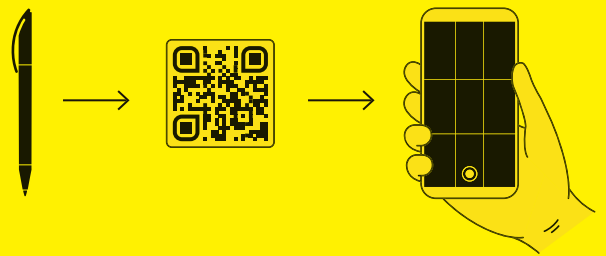
TechnoTrade

www.technotrade-berlin.de

PSI 43817

The cloud for your Cloud Pens is now free.

Prodir is a brand of Paganì Pens SA.



Cloud Pens let you track the performance of your haptic advertising, link it to digital campaigns, keep on reaching out to your target group through retargeting, place links to social media or online shops, and share videos, brochures, business cards and catalogues. Before writing instruments can do any of that, they'll need the web app. And, with Cloud Pens, you now get that thrown in.

Cloud Pens. Freedom, redefined.

Prodir Deutschland
Hotline +49 6762 4069 0

Prodir Schweiz
T +41 91 935 55 55

Prodir Österreich
T +43 7205 69480

www.prodir.com
open.prodir.com

Personality pens.
Swiss made.

prodir®

SMALL ITEMS

HUGE TREND

According to forecasts by the German federal toy retail association (BVS), Germans spent about 3.8 billion Euro on toys last year – more than ever before. The odd astonishing trend has been uncovered along the way: for example, Pop-Its, little silicon shapes comprising soft bubbles that you can push in with your fingers. Once all bubbles are pushed in, the shape is turned over and we start again. Other small items are also hugely on-trend: puzzles are booming and are not only a high-selling way of passing (leisure) time, but an attention-grabbing promotional product as well.



Playful, added-value promotion

96 piece clock puzzle (with clockwork)
Nürnberger-Spielkarten-Verlag GmbH

www.nsv.de

PSI 42719

Exciting message in puzzle form

16-piece puzzle with extensive
promotional surface

HEPLA-Kunststofftechnik GmbH & Co KG

www.hepla.de

PSI 41583



VEGAN PROMOTION

The confectionery industry is also booming, for the need for “nerve nourishment” is enormous in these times. There is a trend within a trend to be discerned here: vegan snacking. Manufacturers and suppliers of promotional products recognised this development long ago, as these examples demonstrate, and are offering products to match it – for (promotional-ly) impactful messaging.



A nutty mix

Organic fruit and nut mix in compostable,
hard cardboard Midi container, label
custom printable in 4C
myfitmix GmbH – Sweets&Snacks
www.myfitmix.de
PSI 47673



racoon chocolate

Bean-to-bar chocolate that
insists on Fairtrade organ vegan
ingredients, packaged in organic
film made of wood fibres,
100 percent plastic-free and
compostable at home, with fully
customisable sleeve – made of
FSC® certified paper
MAGNA sweets GmbH
www.magna-sweets.de
PSI 41617

Bachblüten®-pastilles

Raspberry-flavoured vegan fruit
pastilles, gum arabic and Dr. Bach's
Bachblüten® essence, gelatine-free, in
compostable promotional sachets
Kalfany Süße Werbung GmbH & Co. KG
www.ksw24.com
PSI 42706



JN793 JN746 JN036



JN797 JN040 MB012



JN797 JN040 MB012 JN207



color



JN793 JN746 JN036

HOTLINE 07432 7016-800 WWW.DAIBER.DE

myrtle
beach

JAMES &
NICHOLSON

daiber

89
per cent
of con-
sumers
in Ger-
many, Austria and Switzer-
land read printed customer
magazines. horizont.net

One in three

.....
respondents (34 per cent) of a recent survey by the
German e-commerce association bevh stated that
sustainable products are most likely to be found via
online sales channels. On the other hand, only 19.2
per cent feel well catered for in the sustainability seg-
ment by bricks-and-mortar stores. horizont.net

4 billion

.....
US dollars lower was the sales volume (-11 per cent) achieved by
Coca-Cola worldwide in 2021 compared to the previous year. This
development follows a reduction in advertising expenditure. Main
competitor PepsiCo, in contrast, invested significantly more in adver-
tising. Brand recognition rose by 26 per cent and sales by 4.6 per
cent. touchmore.de

One half

.....
of the people interviewed in an international
survey by YouGov (51 per cent) stated that they
trust brands from Germany to a high degree.
Consumers in 17 markets worldwide were asked
to rate how much they trust products from five
industrial nations (Great Britain, USA, Japan, Ger-
many and France) as well as the emerging market
China. yougov.de

1.8 billion

.....
EUR was the gross advertising expenditure by the consumer goods corporation Procter & Gamble in
2021 in Germany alone. Thus, the US company invested more than the Italian confectionery corporation
Ferrero and e-commerce giant Amazon. statista.com

46 per cent

.....
of the German management boards questioned as part of a study by the HR consultancy firm Rus-
sell Reynolds stated that sustainability measures are taken with marketing considerations in mind,
with the objective of being regarded as socially responsible and to set themselves apart from the
competition through a sustainable image. For the study, 9,500 management boards, young execu-
tives and employees were surveyed in eleven countries worldwide (in Germany 89 management
boards and 658 employees and young executives). zdf.de

Expo and Event logistics

Getting your show on the road

Worldwide event transport planning and coordination -
with local expertise.

→ www.kuehne-nagel.com





Trade in respirators has skyrocketed during the pandemic. High demand always leads to an increased number of counterfeit or inferior products masquerading as certified originals. A guide to dealing with suspected counterfeit or defective masks.



Inferior respirators

The cost of negligence

It's worth taking a close look: anyone who sells non-compliant products is liable to prosecution.



The Corona pandemic has presented most companies with unprecedented challenges. New marketing strategies, products and concepts were created in record time and implemented quickly and boldly. Creative and flexible as the promotional products industry is, it rightly recognized a gap in the market for protective and health products, and the opportunity to serve the increasing demand. Since very few companies had experience in this segment, they often had to resort to new, unknown suppliers, at least when they were unable to establish their own production. There can always be black sheep among suppliers who make quick money out of inferior goods,



With the mask requirement, the need for respiratory masks has grown enormously.

Safety through research: publicly accessible databases are a great help when assessing goods.



Copies or originals?
There is a high risk that inferior goods will be delivered.



and in such exceptional situations it is almost to be expected. All importers depend to some extent on the professionalism and integrity of their suppliers, but when it comes to PPE (personal protective equipment), compliance and quality are essential to ensure protection. Counterfeits must therefore be identified as quickly as possible before they are sold.

When in doubt, check the marking

In order for FFP2 masks to be placed on the market, they must have a CE marking with a four-digit number. The number allows you to trace the official testing centre. If

you are not sure whether the number on the mask is from an official testing centre, you can check it in the NANDO database on the EU Commission website. The Zentralstelle der Länder für Sicherheitstechnik (ZLS, Federal State Centre for Safety Technology) is responsible for monitoring the notified bodies in Germany. However, masks with other test numbers shown in the NANDO database are also valid in Germany, because the free movement of goods in the European internal market also applies to FFP2 masks.

>>

Extensive responsibility

With the CE marking, the manufacturer confirms that the FFP2 mask was manufactured in accordance with European regulations and meets the necessary product safety requirements in accordance with PPE Regulation 425/2016/EU. This stipulates that manufacturers are responsible for ensuring that the masks meet all requirements as part of the conformity assessment procedure. However, before the mask can be produced, the manufacturer must submit a test model to a notified body. The production must also be monitored and the product must be checked at least once a year - this is stipulated in the PPE Regulation. By giving the four-digit number of the certification body, the manufacturer confirms that this mask has been tested by a designated body for personal protective equip-

ment (PPE) and that it meets the technical requirements of the EN 149:2001+A1:2009 standard in particular. The manufacturer may only issue a corresponding EU declaration of conformity if the mask meets all legal and technical requirements, and all specifications are complied with. In the event of violations of this procedure, the market surveillance authorities of the respective federal states are responsible.

If necessary, stop sales immediately

During the last two years, large numbers of masks with EU declarations of conformity and CE markings were purchased, under the assumption that they had been properly tested and that the legal requirements had been met. But what to do if it turns out that this is not the case and the masks are faulty? First of all, the sale of defective masks must be stopped immediately. If the masks have already been sold, the Federal Ministry of Labor and Social Affairs (BMAS) recommends informing customers about a recall, for example. In addition, the BMAS advises calling in the technically and locally responsible market surveillance authorities and informing them about the defective goods.

Safety through database research

Two platforms offer assistance in assessing the goods: first, the Matching Platform for Protective Equipment (MAPS) of the Federal Ministry for Economic Affairs and Energy (BMWi), which lists compliant FFP2 masks. It was developed as an interface for manufacturers, public authorities, companies and other institutions with a need for protective masks. So if you want to order masks, you will find compliant products here that comply with EU standards for medical devices. In addition, the "Dangerous Products in Germany" database of the Federal Institute for Occupational Safety and Health (BAuA) offers an overview of defective FFP2 masks. This is where known product recalls, product warnings and prohibition orders are entered. Products listed here are taboo. Research in these databases helps in any case to assess a questionable delivery. The examples below are from recent case law and highlight different aspects of the problem. <

Mask compliance judgements

FFP2 masks without a type examination certificate and thus an incorrect EU declaration of conformity and CE marking are defective in accordance with § 434 BGB.

**Verden District Court,
judgement of 18 October 2021, AZ 9 O 59/20**

A buyer who purchases masks for resale does not have to check them for deficiencies in conformity assessment or CE documentation in the incoming goods department without any indication. A dealer who sells the masks under their own company as a manufacturer is acting fraudulently if they are aware that the PPE Regulation 425/2016/EU requirements are missing and sell the masks without authorization with an incorrect EU declaration of conformity and CE marking issued by themselves. The court upheld the lawsuit in full and awarded the plaintiff the repayment of the purchase price in exchange for the return of the deficient masks.

No claims due to defective FFP2 masks in the event of a breach of obligation to inspect

**District Court of Cologne,
judgement of 25 March 2021, AZ 91 O 17/20**

An FFP2 mask dealer has no claims against his supplier for (alleged) defects in the masks if he did not properly check upon delivery whether the best-before date has passed and whether the goods come from the right manufacturer. The district court of Cologne passed this judgement and dismissed the lawsuit.

PLConsultancy Matthias Arnold
info@plconsultancy.de · www.plconsultancy.de



INNOVATIVE WORKWEAR EST. 1892



THE NEW
Basecaps
COLLECTION 2022



TRUCKER MESH CAP

made from recycled plastic
full-length front panel
comfortable and breathable



BASEBALL CAP

made from recycled plastic
full-length front panel
integrated sweatband



PERFORMANCE CAP

washable up to 40 °C
comfortable and breathable
light weight & sporty look

DURABLE | STYLISH | SUSTAINABLE

WWW.KARLOWSKY.DE

The 26th to 28th April, that's the date that all PSI staff are working towards and eagerly awaiting. After two years of "deprivation", finally a trade show again with people, with exhibitors and visitors. Petra Lassahn, Director of the PSI, gives a look behind the scenes and explains how things stand.

Petra Lassahn speaking openly

Finally, a PSI Trade Show again in Düsseldorf



"We also know that 60 per cent of the exhibitors come from abroad, so not from Germany. And we now already have almost 50 newcomers among the exhibitors."

Petra Lassahn,
Director PSI

The preparations for the PSI 2022 are running at full speed?

PETRA LASSAHN: One could certainly put it that way. The PSI is just less than two months away. It will be a great feeling when the gates of the trade show are opened once again after a good two years. Because a trade show person needs people and the experience of an empty hall being transformed as more and more stands are gradually built up and new products make their way onto the shelves. It all slowly takes shape and when the trade show gates open, that's actually when the most wonderful moment occurs.

Now, the Corona pandemic put a spoke in the wheels of this exhilaration quite a few times.

PETRA LASSAHN: In the end, only one PSI was really cancelled so to speak, if one can't or doesn't want to compare the digital PSI to a PSI in halls. But I can't say how often we changed our plans. Always swaying between hope and opportunity, between incidence rates and high-risk areas, between smaller and larger trade show halls. All this while working from home and often only having phone contact with exhibitors and visitors.

But now it can go ahead. Nothing should stand in the way anymore at the end of April. There's already talk today of opening up and better conditions.

PETRA LASSAHN: Yes, it all looks good. We'll have a really wonderful trade show. After all, this date was discussed with many exhibitors in the advisory board and in personal discussions and was deemed to be suitable – everyone much preferred it over a date in March, because this would have entailed greater risks. And that was the right

decision, when one sees what has been and is being cancelled in the coming weeks.

But it appears that some in the market do find the date at the end of April to be a little late.

PETRA LASSAHN: We'll never be able to please everyone. Certainly, a January date is always better, that's beyond all question. But the pandemic has surely taught us one thing, that one has to live with the situation and make the best of it. I hope that we'll be able to convince the doubters too. After all, the year after the PSI still has another full eight months ahead: the summer, autumn and Christmas business still lies ahead.

And the PSI will be the first trade show for our industry this year.

PETRA LASSAHN: It will definitely at least be the first large trade show this year and the first with international guests. We already know this from the enquiries from abroad. We also know that 60 per cent of the exhibitors come from abroad, so not from Germany. And we now already have almost 50 newcomers among the exhibitors. Important for all who are looking for new products and contacts. All international associations with guests will also be taking part again. And as we speak here right now, it's still another good two and a half months until the trade show kicks off. Speaking out of experience, a lot can happen in this time.

Are you pleased overall with the registration figures?

PETRA LASSAHN: If I were pleased with the figures, I'd surely be out of place in this role. We're fighting for exhibitors and visitors each and every day. The pandemic has demanded a great deal from us, but also from our exhibitors. They also needed to plan and then reschedule. They also had products ready to be showcased and couldn't present them. We share the same fate to a large extent. A few well-known companies won't be taking part in April – but others are planning a strong presence and are well aware of why they'll be on board again. That's just the way it is. Companies make their own decisions. It's certainly very disappointing and painful for us.

Who won't be taking part this time?

PETRA LASSAHN: I don't want to mention any names at this point, because the last word hasn't been spoken in all cases. Taking a look at the exhibitor list (online) will provide an overview. In any event, many renowned companies and many aspiring businesses will be in Düsseldorf. It's a common phenomenon in the trade show business. There are also some companies that come because others don't come. But I'd like to reinforce that all those who decided not to take part in Düsseldorf this time for a wide variety of reasons have personally assured us that they'll be back on board at the next PSI. On the whole,

there is overwhelming support for the PSI and its international standing. That's good to see in times like these.

What can the visitors expect in addition to products, contacts and networking?

PETRA LASSAHN: This time we're setting up a "My Community Café" and with free vouchers are inviting all members to take advantage of the networking aspect of the PSI under the slogan "Join, Drink, Link". This Community Café will also be a showroom for novelties of the "product presentations", for top-sellers and sustainable products. The fantastic and extremely creative exhibition by Cyberwear entitled "The Paris Club Art Experience" can also be seen. At the PSI 2020 it was only shown to a small group by invitation only. We are all delighted that this vernissage can now be enjoyed by all participants at the PSI. Steven Baumgärtner described it this way: "We want to show how much passion, attention to detail and commitment to quality goes into our daily work. Our industry deserves it". I can only say: thank you for this.

"As we speak here right now, it's still another good two months until the trade show kicks off. Speaking out of experience, a lot can happen in this time."

We haven't yet addressed the topic of sustainability.

PETRA LASSAHN: No, but it will be an important topic at the PSI. For example, the PSI Sustainability Awards will remain linked to the trade show, even after the rescheduling to April. Following a jury week, the winners are already known and they will be honoured at a festive evening gala. What's more, the key aspects of sustainability can be experienced at the "Textile Campus". Core topics are fair and ecological supply chains, ecodesign, circular fashion, recycling and upcycling as well as labels and standards.

There's always a lot on offer for the eyes at the PSI, is there also something for the mind?

PETRA LASSAHN: Yes, if you want to call it that way. Of course, we have a very high-quality supporting programme with presentations and discussions, as usual. We'll be announcing this shortly. But essentially every product at the trade show also gives food for thought. That's exactly why visitors take part: because the diversity offered by the PSI provides thousands of inspirational ideas that they can take to their customers. And on top of that, the PSI Product Finder will also be presented at the PSI, there's space for a "job market", for side events and much, much more. The rest is a surprise.

Thank you, Petra, also for speaking so openly.



“Sustainability is one of the most important drivers of the future for the promotional product industry, which is why we’re placing greater focus on the topic in the trade show,” says PSI Director Petra Lassahn. “With the enhanced concept, we’re now taking the PSI Sustainability Awards to the next level”.

Presenting the jury members

Concentrated sustainable know-how



Following a digital intermezzo last year, the PSI Sustainability Awards 2022 will be presented coram publico again as usual – though with some new features this time. For the first time, the only sustainability prize for the industry will be awarded as part of the trade show. On the second evening of the trade show, 27th April 2022, the “Rheinterrassen” in Düsseldorf will be turned into a stage. On this gala evening we’ll hear the words once more: “... and the winner is ...”. In 2022, the PSI Sustainability Awards will again be awarded in nine categories: Economic, Environmental and Social Excellence, Environment and Social Initiative, Sustainable Product, Sustainable Campaign, Innovator of the Year and Sustainable Company of the Year. The industry sustainability awards are sponsored by reuschlaw Legal Consultants, one of the leading business advisory law firms in the field of product liability law. The firm has been operating nationally and internationally since 2004, specialising in the areas of product safety law, product liability law, data protection & cybersecurity, recall management, insurance law, compliance management and contract law. What’s more, the PSI Sustainability Awards are becoming more international. The organisers have registered submissions from 16 countries. Whether the submissions meet the high standards of the awards was also assessed by an internationally represented jury, which included sustainability experts from neighbouring European countries for the first time. We present the individual jury members:


Lutz Gathmann, Designer

... is a state-certified design technician and industrial designer and also has expertise in the field of sustainability. Furthermore, he's a recognised expert in the area of product safety. With his comprehensive know-how, he has been supporting the PSI Sustainability Awards as a jury member for years.


Melissa Streif, Risk Management Consultant, Warth & Klein Grant Thornton

... works as a process specialist in the area of governance, risk, compliance & technology. Her focus lies upon advising well-known medium-sized businesses on sustainable digitalisation, optimisation and automation of processes.


Karsten Schmidt, Director Corporate Procurement, Facility and TQM, Bertrandt AG

... is responsible, together with the respective teams, for all strategic and operational issues in his area of responsibility within the Bertrandt Group.


Clemens Arnold, Partner 2bdifferent

... is an expert on sustainability in the event, trade show, convention and sports industry. He provides comprehensive advice to companies, associations, organisations, event organisers and agencies, particularly on social issues and questions related to communicating the sustainable development.


Joop van Veelen, Chairman PPP

... is Chairman of the Dutch association PPP (Promotional Products Professionals). During the last decade, he held executive management positions in the promotional product industry, in most cases as CEO. Today, he's still investor in several companies in our industry.


Kjell Harbom, former CEO and President SBPR

... was CEO and President of the Swedish trade association SBPR for the advertising industry for 12 years. Previously, he was also President of NAPA, the industry association for the Scandinavian countries.


Carey Trevill, CEO BPMA

... worked on the sustainable positioning of promotional products in the United Kingdom together with the BPMA management board and members and contributed to defining new goals for the industry, which also included conducting research activities and working groups.


Peter van Gestel, Chief Editor PromZ Vak and PromZ Magazine

... has gained extensive experience in marketing (communications), both on the customer and agency sides. Sustainability is one of the most important editorial spearheads of the magazines he is responsible for.

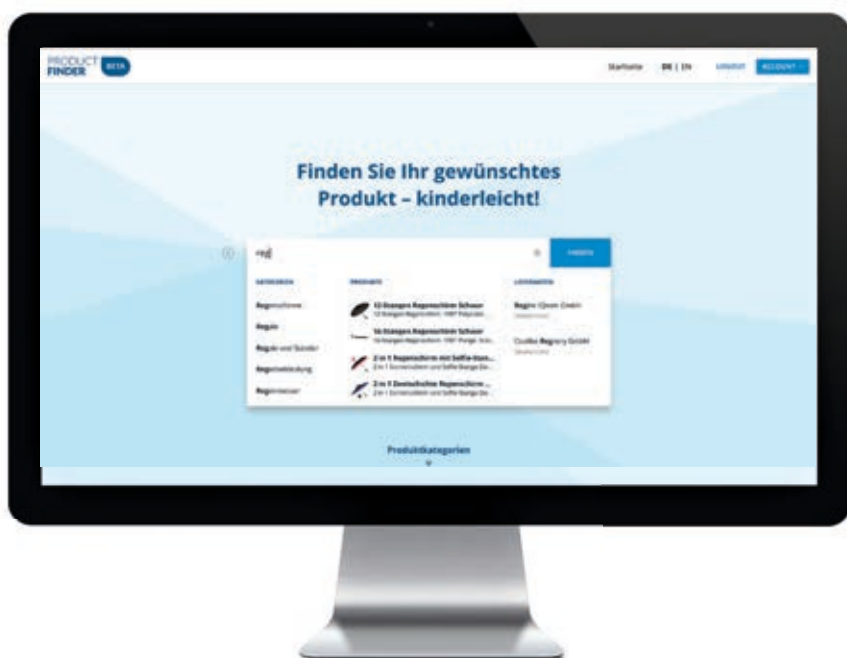

Hilke Lehmann, Public Relations/Sponsoring DB AG

... has been working in corporate marketing for a number of years. The graduate in business administration is responsible, among other things, for the promotional products of the DB Group as well as the bahnhof.de. An important orientation: the climate target set in the corporate strategy.

Reaching potential customers in a targeted way and getting in contact with those people who are looking for exactly the product that one offers as a promotional product supplier. The PSI Product Finder is a highly specialised platform that supports promotional product suppliers in precisely achieving this. Used correctly, it's therefore a helpful and profitable sales tool.

This is how suppliers optimally use the PSI Product Finder

Profitable sales tool



The principle of the PSI Product Finder, Europe's biggest promotional product database, is not only simple but also effective: all PSI supplier members have the possibility to list their products and thus present these to a good 4,000 certified PSI distributors at once – and without any extra costs, because this service is already included in the PSI membership. The only thing that promotional product suppliers need to do on their own initiative is to enter their product data and keep it constantly updated.

PSI Product Finder is not PSI Supplier Finder

Keeping the product data constantly updated is, incidentally, what distinguishes the PSI Product Finder from the PSI Supplier Finder. In the latter tool, promotional prod-

uct suppliers merely specify their product groups and certificates twice a year. The PSI Product Finder, however, advertises and works at the product level and offers promotional product suppliers the opportunity to present their product range all year round.

Dynamic contact platform

The PSI Product Finder is a contact platform, which isn't linked to any webshop. PSI distributors search here for products and send their enquiries directly via the tool to the respective supplier. In the process, promotional product suppliers and distributors can even communicate with each other in real time and directly in the PSI Product Finder. This is made possible by the news centre that's located in the backend of the online tool – i.e. in the same place where users maintain their product pages, among other things. The handling is straightforward: when a distributor finds an interesting product, they can – as usual – request an offer directly in the PSI Product Finder. The supplier is notified about the receipt of the enquiry via email.

Help centre gives tips

In order to make use of the PSI Product Finder, promotional product suppliers simply need to enter their product data in the tool. So that both new and experienced users can do so quickly and easily, a help centre is provided, which offers a wealth of information, tips and advice on filling and importing the data table, as well as on maintaining the product data in general. Of course, support and advice are also provided by the PSI Product Finder team. At the end of this piece, we have put together a number of useful navigation aids.

What are the advantages of listing products in the PSI Product Finder?

The PSI Product Finder ...

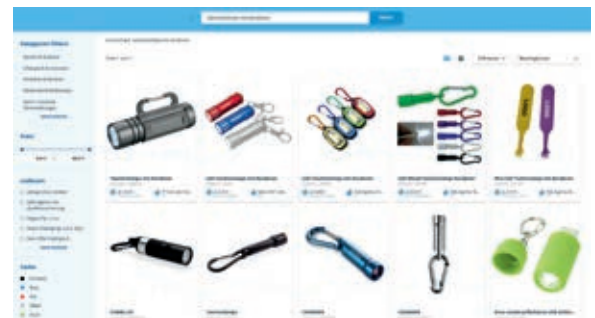
... is an additional sales channel and, at the same time, somewhat like an unpaid field sales representative.

... is available every day, around the clock.

... enjoys a high level of attention among PSI distributor members. On average, 250,000 visits and 2,450,000 page impressions are registered monthly.

... is straightforward when it comes to handling.

Not listing any products automatically means that the promotional product supplier isn't shown at all in the PSI Product Finder. Consequently, they are missed by promotional product distributors and consultants when they conduct research.



Real win-win situation

Not only PSI supplier members benefit from the PSI Product Finder. It's also an indispensable sales tool for PSI distributor members, which allows searches to be performed that are completely tailored to their individual needs. e will therefore present the PSI Product Finder and its benefits from the perspective of the promotional product distributors and consultants. <

helpcenter-de.psiproductfinder.de
importe-productfinder@reedexpo.de
Tel +49 211 90191-721
www.psiproductfinder.de

Why should products in the PSI Product Finder be updated regularly?

- **The attractiveness of the PSI Product Finder rises through up-to-date products.** Otherwise, it can happen that promotional product distributors and consultants make enquiries for outdated products, are disappointed and contact other suppliers. For this reason: the responsibility for the data entry and update of product data lies with the promotional product suppliers.
- **PSI Product Sourcing draws upon the PSI Product Finder for its research.** Therefore, the more up-to-date the product data in the PSI Product Finder is, the better the PSI Product Sourcing can make targeted recommendations and thus generate new customer contacts.
- **New Features** coming soon will ensure that search results can be filtered according to the newest products and that the date of last update is displayed on the details page.

Knowing where – knowing how

- **For all those who haven't yet entered any product data:** if only a small number of products are to be listed or a minor update is to be made later at short notice, this can be done quickly and simply using the online form:

<https://psiproductfinder.de/backend/products>

<https://helpcenter-de.psiproductfinder.de/article/Wie-nutze-ich-das-Onlineformular>

- **If a large number of products are to be imported or updated at once, this can be done via data table:**

https://cdn.psiproductfinder.de/psi-download/PSI_Datatable.xlsx

<https://helpcenter-de.psiproductfinder.de/article/Wie-nutze-ich-die-Datentabelle>

<https://helpcenter-de.psiproductfinder.de/article/Wie-funktioniert-der-Import-der-Datentabelle>

The code list is also needed for this purpose to be able to correctly enter colour groups, material groups, finishing processes, product certificates, countries of manufacture, product groups: https://cdn.psiproductfinder.de/psi-download/PSI_Codes.xlsx.



When it comes to **protection and hygiene**, regardless whether at work, during everyday life or at home (in the office), we have learned a lot over the last two years. This product segment also offers many great advertising opportunities.



PSI 41462 • Spranz GmbH
Tel +49 261 98488-0 • info@spranz.de
www.spranz.de

Energetic virus-killer

Metmaxx® Charge&CleanStation ProUV is safe, guards health, and enables inductive charging: The UV-C light neutralises viruses, germs and bacteria, specifically on the smartphone, but also on keys, wallet or mask, which can host millions of germs and viruses of various types. These objects are constantly touched and thus harbour risks of spreading and infection. It is therefore particularly important to clean these items, and especially the smartphone display, on a regular basis. The Charge&CleanStation ProUV disinfects objects and surfaces quickly, effectively and ecologically, without the addition of chemicals or any ozone release. The separation of disinfection and inductive charging enables mobile phones to be disinfected while they are being charged overnight, for instance – and other day-to-day objects can be disinfected simultaneously. When the lid – which also functions separately as a wireless charger – is lifted, the safety function prevents direct UV-C light-eye contact by automatically switching off the UV light, thus preventing damage to the eyes. Not a medical device. No PSA.

PSI 47464 • Karlowsky Fashion GmbH
Tel +49 39204 91280 • info@karlowsky.de
www.karlowsky.de



More work safety

Work clothing should not only look good and be fashionable, but also be appropriate and protect you from many hazards during everyday working life. As an innovative maker of modern workwear, Karlowsky® is launching the work shoe Next-Step BS 53 for the sector. Besides its modern, athletic low shoe optics, the shoe will also win you over with its exceptional wearing comfort. The shoes prevent stress on the foot and thus can be ideally worn in kitchens, in the service, medical, cleaning, care and spa sectors as well as in many other areas. The upper material is made of durable textile fabric and is breathable even in demanding and particularly warm working environments. The inner material is made of textile with an antibacterial lining. The soft, removable insole also adapts anatomically to the foot. The work shoe additionally has a fuel-resistant (FO), antistatic (A) and profiled PU rubber sole in accordance with EN ISO 20347:2012 O1, which provides for increased slip resistance on ceramic tiles, cleaning agents, steel plates and glycerin (SRC). The outsole provides relief even when you are on your feet for a long time. Machine washable at 30 °C.



Plant-cube 2.0

... aus dem Schwarzwald
ef
emotion
factory

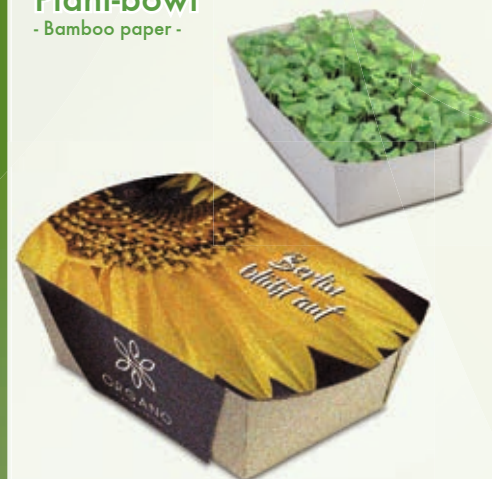


Seed-paper in special shapes



Plant-bowl

- Bamboo paper -



Fragrant sachet

- made in Germany -





High-tech drinking enjoyment

Metmaxx® GenerationRefill ProAntibak from Spranz is a double-walled, antibacterially effective high-tech stainless steel drinking bottle with a filling capacity of 500 millilitres. The smart product possesses an extremely robust, powder-coated surface and is based on modern copper coating technology, for extremely long-lasting hot and cold properties. The screw top of the dishwasher-safe vessel safeguards against leaking. Due to the anti-bacterial coating using silver ions, bacteria are reliably killed on the surface throughout the period of use.



PSI 41462 • Spranz GmbH
Tel +49 261 98488-0 • info@spranz.de
www.spranz.de



PSI 41853 • Frank Bürsten GmbH
Tel +49 7673 88865-0
info@frank-brushes.de
www.frank-brushes.de

Helmet off for brushing

With the helmet brush from Frank Bürsten, promoting companies stay on the safe side and simultaneously help their target group to make a clean appearance. Thanks to a clothes brush with synthetic bristles, the colourful, attention-grabbing promotional product in the shape of an original construction and safety helmet ensures clean clothes and thereby couples expediency with an original optic. In addition, the combination of brush and helmet means that the user associates positive qualities, such as safety and reliability, with the promoting company. The helmet brush is available in white, black, yellow, orange, red and blue. For the helmet brush, Frank Bürsten provides a gift box to perfectly complement the professional appearance. The helmet or gift box can be custom-finished with promotional messages or logos on request.



A sweet way to keep a distance

Untangle cords, knot them together and keep the minimum distance in a playful way: Once understood, the sweet fruit gum helpers from Der Zuckerbäcker can simply be nibbled on. The deliciously funny new product spreads your individual message in a tasty and light-hearted way and guarantees a happy smile. The fruit gum cords are available in the variations strawberry red, cola brown, apple green or colourfully mixed. In quantities of 250 or more the article can be printed all over in four colours. The distance-keeping fruit gums are also perfectly suitable as "nerve food" or as mailing items for co-workers, partners and customers working from home.

PSI 48449 • Der Zuckerbäcker GmbH
Tel +49 7131 8996146
psi@der-zuckerbaecker.de
www.der-zuckerbaecker.de





PSI 44531 • Indexa GmbH
Tel +49 7136 98100 • info@indexa.de
www.indexa.de



Stopping water leaks

When unnoticed, leaking wash machines, dishwashers or water pipes can quickly become a problem. In order to detect water in your home early enough, the WA03 water alarm from Indexa sends out a warning tone or melody as soon as its sensor comes into contact with water. This way leakages can be tracked down on time and quickly repaired. It also has a practical additional function: the WA03 can be used to monitor the filling volume of a bathtub. The device consists of a detector which can be placed down or hung up as well as a sensor, which is connected to a one-meter-long cable. Thanks to its suction cup, the sensor can be optimally positioned. The water detector is operated with a 9-volt monobloc battery, which is not included in the package. The case can be individually printed.



PROMOTIONAL GIFT
AWARD 2022



The biologically cleanest and most effective hygiene solution for writing instruments

 **clinic®**

protects against Coronaviren and multiresistent germs.

 **clinic®**

EU Registration

Active substance name
according to biocide regulation:
Free radicals generated in situ
from ambient air or water.



burger
swiss
pen.





PSI 42020 • mbw Vertriebsges. mbH
Tel +49 4606 94020 • info@mbw.sh
www.mbw.sh

Health and care-themed industry box

Existing and new customers can be supplied with exactly the right samples, with the tailored Branchenboxen from mbw. With these, the north German family-run company enables its customers to effortlessly present their collection's particular emotions and product benefits and generate customer proximity, even in times of the pandemic. Particularly popular is the Health & Care Branchenbox: little wonder, since, after all, the past months have proven to us how vital that sector is. Based on extensive research, surveys and industry know-how, a selection of the most popular gift and promotional products and top-sellers from that sector has been put together in one box. Attentive kindness allays fears and ensures positive memories once the dental or medical check-up is over and done with. The anti-stress products are simpatico and useful, and particularly suitable for blood donation appointments, where they promote blood flow and reduce anxiety and stress.

Protective masks constantly on hand

The plain, soft mask lanyard from Hepla is a practical everyday assistant for conveniently carrying a protective face covering. The protective mask's elastic straps are simply hung onto the two safety karabiners: the mask secured on the lanyard can then be put on at any time if needed. When it is taken off, it remains constantly on hand, its interior hygienically facing the body. The ribbon can be adjusted as often as required with the aid of the size controller and enables maximum wearing comfort. Ribbon and size controller are available in neutral black and thus suitable for any Corporate Identity and any clothing style. This practical promotional product can be screen printed at the in-house printers on request.



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



Viruses gone in one wipe

The individually packaged disinfection cloths and hygiene cloths from Frischtuch ensure hygiene and effective disinfection. The basis is rapid alcohol disinfection, which is also suitable for medical devices in all sectors. It is also appropriate for all kinds of wipe-clean surfaces on which there is an increased risk of infection and a heightened requirement for short application times. The ready to use, impregnated disinfection cloths are very broadly effective, within the shortest time, and additionally dry very quickly. Frischtuch offers a diverse selection of cloth and packaging sizes. The delivery time for these 100 percent biodegradable and recyclable promotional message bearers, which can be custom-printed, is 7 to 10 working days. Made in Germany.

Always welcome

Appealing, valuable everyday companions are available from experienced promotional products manufacturer Pins & mehr GmbH & Co. KG: shopping trolley tokens, pin badges, the shopping trolley releaser Triggi® and other products are custom-made from 100 ordered pieces. It is more vital than ever to deal with resources responsibly – and environmentally conscious promotion is really easy, with products that are reintroduced into technical circulation and can be reprocessed as technical nutrients multiple times. Metal thus becomes a recyclable raw material. With the option of repeated recycling, resources are conserved. Promotional products made of metal are robust promotional items, convincing delighted customers with their long-lasting promotional effect.

PSI 46925 • Pins & mehr GmbH & Co. KG
Tel +49 8233 793120 • info@pinsundmehr.de
www.pinsundmehr.de



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



A creative obligatory product

With the right covering, every face mask can become a stylish product. CreaMask Sleeve face mask covers are the ideal business card for face masks of the type FFP2 and KN95 and can help turn them into something truly stylish. Using sublimation printing from Anda, the entire surface of the cover can be decorated with your favourite colours, patterns or your own company logo. The polyester cover can be attached to the face mask by threading the ear loops through the cover slits. It is easy to use, comfortable to wear and perfectly matches any corporate identity.

Environmentally friendly safety vests

It is easy to select ecologically sustainable promotional products and promotional clothing nowadays: the quality of safety vests made of 100 per cent RPET and available from xiano from the Netherlands is the same and the environmental benefits are great. After all, less waste is the new normal. Xiano manufactures these safety vests from recycled PET bottles with reflective safety strips according to customers' individual wishes in every colour and with individual overprints. Further information is available at the website xiano.eu.



PSI 43523 • xiano
Tel +31 85 1304195 • info@xiano.eu
www.xiano.eu

Handy protection

The SaniStick from the cosmetics specialist KHK is equally perfectly suited for use at home or on the go, for quick hygienic cleansing and hand disinfection. Thanks to its handy size, it fits into every small bag, is leak-proof and easy to use with its pump dispenser. The SaniStick can be manufactured with a patented clip or with a cap as well. The hand disinfection spray has a virucidal effect in accordance with a recommendation from the Robert Koch Institute and EN 14476 and is very skin-compatible according to dermatological tests. The SaniStick can be personalised with an all-round label by means of 4C digital printing. With up to 200 pump sprays, the advertising message remains for a long time. The spray is available in quantities of 300 and more, and the delivery time is approximately four weeks.



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

Enlightening argumentations

The Troika Eco Car Knicklicht is a nifty pocket torch for the car, combining an interface for mobile electronic devices and a multi-option LED luminant. Perfect as a pocket torch with white LED front light, it is bendable up to 90 degrees for optimum illumination. Further, it has a work light on its side and can be securely affixed by its magnet. The titanium-coloured torch made of aluminium and plastic features four luminant functions and can be recharged ecologically on the vehicle's 12-Volt connector. With the supplied Troika Dreizack charging cable, up to three devices can be connected with the vehicle simultaneously. This makes it a home base for smartphones etc. Specially for emergencies: with its built-in Wolfram steel tip, the torch can break the windscreen in risky situations. The product is sustainable, durable and conserves the environment, due to its ecological recharging function.



PSI 46311 • Troika Germany GmbH
Tel +49 2662 9511-0 • troika@troika.de
<https://business.troika.de>



NEW



TIP



CD LUX

TIP



Sweet Giveaways with eye-catching guarantee!



NEW



NEW



NEW





PSI 45720 • DreamPen Producer of ballpens
Tel +48 68 477 22 34
sales7@dreampen.com
www.bestcover.eu

A useful medical product

The tourniquets available from DreamPen are a perfect hygiene product. The medical tourniquets serve as a ligating system, through which the flow of blood in the veins and arteries can be damned or completely stopped. They can also be completely branded, enabling unlimited possibilities for individualisation. The product can be used with one hand and is skin-friendly with a washable band. The tourniquets are entirely made in Poland.

PSI 60183 • Strickerchemie GmbH
Tel +49 4474 934020
info@stricker-wasserbetten.de
www.stricker-wasserbetten.de

Quickly deactivating germs

Stricker Hand and bottle disinfectant in accordance with WHO recommendations and gels protect against viruses such as corona and influenza, germs and bacteria. Particularly practical is the 10-milliliter disinfectant stick with a clip. No matter where your customer is, this useful promotional product with a high-quality and individual 4C logo printing is always with him or her. The private labels are available already in quantities of 100 or more and without extra costs. Diverse other sizes are also available (for example 10ml, 50ml, 100ml, 125ml, 500ml). The delivery time is approximately one week. Customers benefit from high flexibility and all-round service.



PSI 49623 • Industrierwerbung Promotia GmbH
Tel +43 1 4054615-19 • info@promotia.at
www.promotia.at

Safe on-piste

Safer skiing is the motto of Helmy, the perfect solution for all who do not want to miss out on safe on-piste fun, even in times of corona. The smart product, available from Promotia, can be easily suspended on the straps of FFP2 masks and tensed over the helmet like ski goggles. Helmy can be adjusted to any helmet size using an easily adjustable hook-and-eye fastener, and is durable, reusable and easy to clean. The Helmy band can also be supplied as a custom-made variant, in brand-specific CI colours and naturally with printed logo, which turns it into an ideal promotional message-bearer. Samples for trying out on request.





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

A fashionable multi-talent

The Bronson® Gosh from Kaldenbach is a true fashion multi-talent. As a protective mask, it protects you from viruses and dust. It also can be worn as a protective scarf when you have a hoarse throat or as a headscarf to protect you from the sun or from hair distracting your face. Since the cloth is embroidered all around and thus does not have a seam, it is particularly comfortable to wear. It is available in the colours black, navy blue, royal blue, red, yellow, green, orange, pink or marine blue.

Anti-bacterial pen

The anti-bacterial iPROTECT® pen with zinc ions from Stilolinea is equipped with bacteriostatic technology, which inhibits the growth of bacteria on the entire surface of the pen. The hand-to-hand spread of bacteria is thus prevented. The inorganic additive that makes the pen bacteriostatic uses no biocides or toxic substances. The effect is guaranteed for the whole of the product's lifetime. This therefore makes iPROTECT® the perfect pen for companies in healthcare or for use in schools, banks, retail markets and everywhere pens pass through many hands.



PSI 45328 • Stilolinea S.R.L.
Tel +39 11 2236350 • info@stilolinea.it
www.stilolinea.it

-Advert-


EN 13356


REFLOACTIVE®
Reflectors made in Europe

Refloactive specializes in manufacturing reflectors such as – reflective armbands, pendants, key rings, magnetic clips and many other items that make pedestrians and cyclists visible in traffic and improve their safety. We use certified reflective films with European compliance EN 13356 and EN17353. The light is reflected from several hundred meters at different angles. As a manufacturer, we recommend CMYK marking underneath the reflective film to preserve the reflective surface 100% while fully exposing the customer's logo on the product.

Many years of experience and extensive production allow us to produce large quantities of pieces in a short time.

We supply more than several hundred production molds to our customers; special molds are also ready at any time.

The portfolio of our articles is very extensive, you can find in our offer products like: reflective safety vests, articles for runners, cyclists, children and adults, all individually marked.

sales@refloactive.com










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



Certified hand disinfection

Sanders Imagetools offers its certified hand disinfectant both as a gel and a spray with many packaging possibilities. Highly effective against viruses, bacteria and yeasts, the hygienic hand disinfectant based on DIN EN 1500 eliminates coronaviruses as well when used for just 30 seconds. Special care components protect the skin even with frequent use and keep it smooth. The gel and spray are tested and certified according to the gold standard for hand disinfectants. The certificates in accordance with DIN EN 1500, 13727, 13624, 14476 ensure safety and trust. Every product bears the legally required "tactile warning sign" to warn blind or visually impaired people of a possible danger. In quantities of 100 or more, the hand disinfectant gel is also available in a new break-proof and refillable 250 milliliter dispenser. It is made of 100 percent recycled PET, free of Bisphenol-A and itself completely recyclable. The advertising message is conveyed by means of an individually printable label on the front and back side of the bottle. It is now also available in a sophisticated double pack in combination with either suntan lotion or hand balsam. Hand disinfectant gel and spray also come in a handy 50 milliliter bottle and as a bumper with a silicone loop in various colours. Individually printed in quantities of 250 and more.



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?

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

Good health in times of the virus

Using Interhealth Gel or Spray from Schäfer Promotion GmbH for promotional purposes protects customers and acquaintances to equal degrees. The product, suppliable also as in-stock goods, is naturally also available as a customisable promotional message bearer: from a minimum order quantity of 96 pieces, the certified 100 ml hand sanitiser arrives with the addressee complete with personalised customer label. The handy 100 ml spray is the ideal companion in the car, for example: a brief squirt is sufficient, leaving the steering wheel instantly touchable without any residue. Shipping is performed ex-works in Dautenbach.



PSI 46903 • Schäfer Promotion GmbH
Tel +49 2684 957011
info@schaefer-global.com
www.schaefer-global.com



Strong advertising safety signal mats

emco signal mats offer more occupational safety and information in buildings and at work facilities. Whether as a sign with hazard symbols, fire protection, first aid symbols or as a guidance system or escape route marking, emco safety signal mats can be designed individually with a company logo and used in various ways. Increased hygiene or safety requirements such as being flame retardant or subject to industrial washing can also easily be implemented. Among the benefits are production in Germany, the application of individual measurements, the strong absorption of dirt and moisture as well as the low risk of tripping or slipping on the mats. Available in quantities of one and more.

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

Bright repair work

During electrical work at the car repair shop the light glasses LB01 from Indexa provide for the necessary light and required safety. One particular advantage: your hands remain free when wearing them. The bright lights of the glasses are adjusted to eye level and always shine exactly in the line of vision. Eyeglass wearers can simply wear the work light glasses over their eyeglasses. The work light glasses operate on batteries and can be individually printed on request.



PSI 44531 • Indexa GmbH
Tel +49 7136 98100 • info@indexa.de
www.indexa.de



New management in the DACH region (Germany, Austria, Switzerland)

The corporate business area of Victorinox has been strengthened at management level in the DACH (German, Austrian, Swiss) market by André Fässler and Matthias Müllerschön. André Fässler as new Head of Sales and Matthias Müllerschön in the position of Area Manager Germany.

André Fässler was born in the Innerschwyz region and grew up not far from the Victorinox factory. The sales expert has gained more than 15 years of experience in the B2B area at both national and international level. Member of the Victorinox team since the end of 2018, he was responsible for the countries Switzerland and Germany as Senior Key Account Manager until now. During this time, he held leading roles in various projects in the area of sales, marketing and product. André Fässler was appointed as "Head of Sales Corporate Business DACH" on 1st October. "Victorinox manufactures unique and innovative products which are known throughout the entire world. We want to convey our enthusiasm for these products to the customer and provide them with the product that's tailored to their individual needs", André Fässler states.



Photo shows (from left): Matthias Müllerschön and André Fässler.

Matthias Müllerschön lives in southern Germany and is the new "Area Manager Corporate Business Germany". With this newly created position, Victorinox seeks to expand the German corporate business market further. Müllerschön has been working for the company since 2015 and has many years of retailing experience in the area of glass, porcelain and ceramics. Drawing on 16 years of trading experience, he optimally complements the sales team with his expertise. "The products from the family-owned company Victorinox consistently impress in everyday use through their highest quality at best prices. My constant motivation is to create the perfect product together with my customers and thus achieve maximum customer satisfaction", says Matthias Müllerschön. **www.victorinox.com**

New Sales Manager Co-Branding

In early 2022, Tanja Damrath, Sales Manager Co-Branding, was recruited to the team at SIGG Deutschland GmbH, a 100% subsidiary of SIGG Switzerland Bottles AG. SIGG has been producing drinking bottles in aluminium at its works in Frauenfeld, Switzerland, since 1908, and achieved full climate neutrality in 2022. The iconic Traveller drinking bottle recently became available in 100% recycled aluminium as the MyPlanet edition. The range is being expanded by further imported bottles and mugs in glass, Tritan and stainless steel. "Sustainability, design and production in Europe are particularly important to me," reports Tanja Damrath. The 49-year-old is backed by many years of experience at industry service provider PSI and is an established interlocutor in the promotional products industry as a field sales person. "We are delighted to have Tanja Damrath join our team as an experienced industry professional, enabling us to advise promotional products distributors in Germany even more actively out in the field in future," reports Dominik Holzer, managing director at SIGG Deutschland GmbH. Contact details: Tel. +49 151 23262247 · tanja.damrath@sigg.com · **www.sigg.com**



Tanja Damrath

Cloud Pens – the digital dimension of haptic promotion

From today, the digital dimension of haptic promotion comes included at Prodir: the Swiss writing instrument makers now offer their customers free access to the Cloud Pen web app. The “communicative added value is huge”, Prodir announces.

The whole thing works in an extremely easy way: A QR code on the writing instrument brings users to a personalised landing page. The sole deciders for what awaits them there are specific corporate communication goals: design, functions and content can be changed effortlessly at any time with a few clicks.

Courtesy of Analytics, the performance of the haptic promotion can be measured in the Admin area of the Cloud Pens app and content optimised accordingly. Target groups can be repeatedly re-addressed in retargeting campaigns on Facebook, Google or LinkedIn. And those wishing to bring users to their social media or online shop place the appropriate links and buttons. Videos, photos, brochures or catalogues can be shared with equal ease. Promoters seeking personal contact install a phone call function or ensure that contact details are downloaded straight to the user's mobile phone via a click. The possibilities are endless – and inclusive with all Cloud Pens. “Digital thus becomes sensory and the haptic virtual, borders vanish, new freedoms are created,” comments Prodir CMO Eckhard Sohns. sales@prodir.de · sales@prodir.ch · www.prodir.com



New production manager completes the senior management team

Since February 2022 Enrico Klötzsch has assumed responsibility for the management of production and supply chain management at Senator GmbH. He was previously employed by Döhler GmbH and is considered an execution-driven manager with more than 18 years of professional and management experience in production and assembly, which he gained while working for national and internationally operating companies. “I look forward to new design possibilities and exciting challenges in a future-oriented family business. Senator GmbH convinced me with their innovative solutions, versatile products and very high quality standards. For this reason, it was not hard for me to decide to accept this new position. I would like to thank senior management for putting their trust in me.”



Senator

Thus, Enrico Klötzsch is rounding off the senior management team, which is made up by Daniel Jeschonowski (Managing Partner), Judith Fröhlich (Sales and Marketing), Börries Harms (Accounting and Finance) and Ismail Eligül, who has more than 25 years of experience at Senator and is using his expertise in the area of quality and processes. www.senator.com

In the photo (L-R): Ismail Eligül, Börries Harms, Judith Fröhlich, Enrico Klötzsch, Daniel Jeschonowski.

Well positioned for the future

Plan Concept GmbH has had a new management team since December 2021. Stephan Speckbruck has left the management at his own request after more than 20 years, but will remain with Plan Concept GmbH as senior sales manager. In addition to Christoph Ruhrmann as CEO, Ulf Paschwitz has been appointed to the management as commercial director. Arian Reimann as authorised signatory completes the management team.

Plan Concept



The new management team (from left): Arian Reimann, Christoph Ruhrmann, Ulf Paschwitz.

In addition, the sales

team of the Essen-based advertising media service provider has grown: In the south with industry specialist Oliver Becker, in the north with product nerd Dennis Scheuing. Both have known the industry for almost 20 years and the industry knows them. "Stephan Speckbruck, Antje Ruhrmann, Markus Rensmann and Tina Grossmann are pleased about the addition to the Plan Concept Family," says the company. www.werbeartikel.tv

A strong team (from left): Stephan Speckbruck, Markus Rensmann, Tina Grossman, Dennis Scheuing, Oliver Becker, Antje Ruhrmann.



Sales team strengthened

On time for the start of the new year, Senator GmbH has appointed Judith Fröhlich as member of the management. "With this promotion the company honours Judith Fröhlich's many years of outstanding work, through which she has contributed significantly to the successful development of recent years", according to an announcement from the company's headquarters in Groß-Bierbrau. Daniel Jeschonowski, Managing Partner at Senator GmbH: "Judith Fröhlich enriches our management team with her professional expertise, strategic foresight and reliability. We look forward to working together to keep the positive momentum going". In addition to heading the sales division, Judith Fröhlich will now also be responsible for the area of marketing. Judith Fröhlich: "For more than six years now I've been part of this family business, which is among the leading and most innovative businesses in its industry and which exports its high-quality products across the globe. I'm very much looking forward to contributing my work, my heart and soul and my vision to Senator GmbH as a member of the management and am grateful for the trust placed in me. Together with our strong team, I aim to drive the company's growth course forward consistently with passion and joy".

The Key Account Management team has gained a new member, Tobias Meurer, who assumes responsibility for the retail area. He has also been promoted to the position of Customer Service Team Leader. Tobias Meurer has already been working in the promotional product industry for ten years and "through his continuous development during the last two years has contributed substantially to the success of Senator GmbH", according to company sources. www.senator.com



Senator

Tobias Meurer, Judith Fröhlich, Daniel Jeschonowski (from left).

Interall Group becomes part of Clipper B.V.

The Interall Group (Amsterdam/NL) has sold its company including the entire WoW Sustainable Collection, that's known for its sustainability credentials, to Clipper Gifts (Helmond/NL).

Managing director Maurice G. Stoevenbeld acquired Interall 17 years ago together with his partner Karin. Back then, the company predominantly supplied the promotional product industry with the well-known Wuppies. "We worked hard to expand the range to include all kinds of products for the European promotional product industry, including a wide assortment of mobile phone accessories, bicycle accessories and fun tattoos. In the last 4 years we've focussed entirely on sustainable, practical products with a green story. Products which are manufactured from waste, recycled material, biobased and natural materials. After just 4 years our product portfolio was 98 % sustainable – with a story that's not only original but also authentic. That attracted attention in our market, above all among the big European players in the sector who weren't yet sure which direction to take in terms of sustainability", Stoevenbeld explains.

"We then got in contact with the Plato Group and it 'clicked' right away. Their subsidiary Clipper, which exclusively supplies promotional product distributors (just like the Interall Group), also wanted to become more sustainable and of course in the right way. Our mission was (and is) to make the entire promotional product industry in Europe sustainable 'in the right and proper way'. And now that Clipper has taken over our company, we can achieve this goal even faster. They have the necessary people, resources and network", says Stoevenbeld.

The Interall Group will remain as a brand on the market and will continue to serve its customers. Clipper Gifts will also offer the WoW Sustainable Products range to its distribution partners (from March 2022 onwards).

www.interallgroup.com • www.clippergifts.com



Interall Group / Clipper

A glass to a new, sustainable future at the Interall Group headquarters (from left): Ruben van 't Loo (Clipper), Maurice Stoevenbeld, Karin Stoevenbeld-Kreber (Interall Group), Ton Lobker (Plato Group).

Goldstar reinforcing its team in Germany

Goldstar Europe is continuing its ongoing growth in the European market this year as well. To continue the further development of promoting this market, the company has appointed Duncan Christie as the new country manager for the Germany/Austria/Switzerland region. He has extensive experience in sales and commerce. Prior to his start at Goldstar in January 2022, he worked as Commercial Director at Infopro Digital.

Howard Cubberly, General Manager of Goldstar Global, remarks "I am delighted that Duncan has joined our Goldstar team. With his experience and professionalism, he will be a great addition to the team. Duncan will actively support our goals of expanding our important commercial partnerships in the Germany/Austria/Switzerland region and reaching our growth targets, and will reinforce our current reputation as a top-notch supplier of writing instruments in Europe." Contact: Tel. +49 1520 130 1816 • Duncan.Christie@goldstar-europe.com • **www.goldstareurope.com**



Goldstar Europe

Duncan Christie



Nicole Rafael

Sales Team Grows

WER GmbH welcomes Nicole Rafael, a new employee who is set to actively support the sales team at the full-service promotional products specialist in Peine from now on. Born and raised in Pinneberg, Rafael's professional career began straight out of high school with an apprenticeship to become a wholesale- and foreign trade specialist in the promotional products sector. Due to a move to Hanover she changed her professional focus too, passionately supporting sales at BEST Marketing. From that company, three years later, she followed her managing director into independence at pluspol. After just under 20 years there, she decided to embark on new paths and join the team at WER GmbH, where its members are looking forward to some "great work together". www.wer-gmbh.de

WER GmbH

New process manager Jan Mitko

The mbw® Vertriebsges. mbH, known for its popular promotional ambassadors, introduces its new process manager Jan Mitko. The native of Flensburg completed a Bachelor in Logistics Management following his apprenticeship as a forwarding agent. He subsequently gained four years of practical experience as a process coordinator at a renowned retailer. Since the beginning of June 2021, Jan Mitko has been responsible for the analysis and optimisation of existing business processes at the northernmost manufacturer of gifts and toys mbw® and is actively contributing to the development and enhancement of the merchandise management system.

The mbw® Vertriebsges. mbH has been operating from premises in Wanderup in Schleswig-Holstein since 1980. The owner-managed family business has trade relationships to suppliers across the globe, which it has established with great care and trust. The product range includes the quality brands "MiniFeet®", "Schnabels®", "Squeezies®" as well as the cult figure "Mr. Bert®". The novel products from Wanderup bring a smile to recipients' faces time and again. For these moments to be created, it requires not only the products alone but also efficient business processes and a smooth technical ordering process. "We don't want to keep step with the market, we strive to be one step ahead at all times", says Jan Mitko, process manager at mbw®. www.mbw.sh



Jan Mitko

mbw



Ronny Schurink

More manpower in the DACH area

As of 15 January, promotional product software specialist Promidata GmbH welcomes a new face to its sales team, Ronny Schurink. According to Promidata, he will concentrate on customer visits and product presentations in the field, a response to the increasing number of customers. "In 2021 alone, 63 new customer projects were added," says Key Account Manager Frank Hansen, who expects a further increase in demand for shops selling promotional products, merchandise management systems, sourcing, full service solutions, work clothes manager, OMS and Web2Print in 2022. Ronny Schurink, previously over 15 years with The Buttonboss Group / Promocorp as Operations Manager at The Peppermint Company, is an experienced industry expert and therefore a perfect fit for the Promidata team www.promidata.com

Promidata

Aka-Tex issues its first common good balance sheet

The Academy for Textile Finishing (Aka-Tex), a subsidiary of the company Aka Merch & Textil GmbH, drafted its first sustainability report in accordance with the reporting standard of the Gemeinwohlökonomie (GWÖ) [Common Good Economy] organization, which uses a non-financial reporting standard for sustainability in accordance with EU regulation EU COM 2013/207. The Gemeinwohlökonomie organization, which means “economy for the common good” in English, promotes an ethical economic model which prioritises the welfare of human beings and the environment. Now that Aka-Tex has released its sustainability report, it can officially be referred to as a business that follows an economic model for the common good.

Since 2020, Aka Merch & Textil GmbH has been a member of the common good movement, and it is at the beginning of its common good process. “I have already implemented a lot of measures that are in the interest of the economy for common good, because I have always placed the common good over striving for profits. There are many small aspects of sustainability, which we want to improve step by step in the future concerning orienting the company’s development towards the common good,” explains Stefan Roller-Aßfalg, Managing Director of Aka Merch & Textil GmbH.

While the company may not be obliged to disclose non-financial information under applicable EU law, it compiled the common good balance sheet on a voluntary basis and intends to renew it every two years according to the GWÖ rules. Roller-Aßfalg states, “I have selected the GWÖ reporting standard recognized by the EU for our sustainability report, because in my opinion, it is the best tool to scrutinise businesses. The findings in the balance sheet are in essence a new business plan, which is oriented towards cooperation and fair and transparent ways of dealing with suppliers, employees, customers and commercial activities with respect to ethical aspects, such as human dignity, solidarity, ecological sustainability, social justice and democratic co-determination. The GWÖ balance sheet is an ideal instrument for bringing about viable and sustainable business development which is oriented towards the common-good.” Aka-Tex’s common good balance sheet was prepared in a peer group of businesses from Cologne under the direction of GWÖ consultant Martina Dietrich (Sinnovation, Cologne). Additional members of the peer group included Karsten Geisler (design/IT trainings) and Oliver Kirchhof (strategy/change management/coaching). The peer group met in seven, four-hour workshops for the reporting process during the period from March to November 2021. www.aka-tex.de



Senator

New Key Account Manager

Since January 2022, the sales expert Lars Leppert has been strengthening the Key Account Management department at Senator GmbH. After he discovered his passion for the promotional product industry, he gained many years of experience in the industry, particularly in the area of exports Germany, Switzerland and Austria. He is assuming responsibility for customers in southern Germany, Austria and Switzerland for Senator GmbH. “I look forward to working for an innovative and long-established company. It is important for customers to have a reliable partner especially today. After all, success is always shared success.” www.senator.com

Lars Leppert

For the second time now, Corona prevented the partner companies of the Welcome Home Tour from holding an “analogue” get-together with their customers. But that didn’t stop the industry representatives from confidently kicking off the new year and once again welcoming their guests into their homes online under the slogan “WELCOME HOME – The best.Digital.”

WELCOME HOME – The best.Digital.

Successful online start to the new year



At the beginning of 2022, it's difficult to predict how much longer larger “analogue” meetings at industry level will continue be on hold. But that didn't prevent industry representatives from confidently kicking off the new year and at least being close to their customers online. The first to take this opportunity were the hosting partner companies of the Welcome Home Tour: Aditan, Daiber, FARE, Geiger-Notes, Halfar, JUNG, Koziol, mbw, Reflects, SND and uma. True to the motto “WELCOME HOME – The best.Digital.”, the promotional product manufacturers and suppliers presented their new products in

week 2 for the second time via video stream. In the live broadcasts on three consecutive days, the companies offered informative insights and outlooks on their current collections and innovations in compact one-hour sessions.

Hunger for new products

The high number of visitors registered on the different digital communication channels of the tour highlights the unabated “hunger” for new, high-impact, haptic promotional products and shows that this type of presentation was very well received. “Following the previous online



Annika Lorenzen (left) and Vanessa Stark from mbw kicked off the tour with the company's new industry boxes.



Günter Schmitt reported on sustainable promotional umbrella novelties from the company's climate neutral premises in Remscheid.

formats, we were rather cautiously optimistic about the possible frequency and viewer numbers. However, we're actually able to report RECORD figures", the group sums up. The summary goes on further: "One each of the three days we had between 480 and 560 viewers on YouTube alone. In total on the three days, we reached – shortly after the broadcasts – more than 82,791 people (clicks) on the YouTube, Facebook and twitch channels. On top of that we registered approx. 2,258 live viewers and more than 3,457 video views of the livestreams on the YouTube channel. These numbers will continue to rise in the coming days, as the streams can still be watched on the YouTube channel".

Sending positive signals

The company mbw from Wanderup near Flensburg assumed responsibility for the organisation of the event. It had set up a "broadcast studio" in one of its own offices. The company Flair & Sound ensured that the technical



The live broadcasts were organised and managed from the mbw premises in Wanderup, where the experts from the company Flair & Sound took care of the technical implementation in an ad-hoc studio.

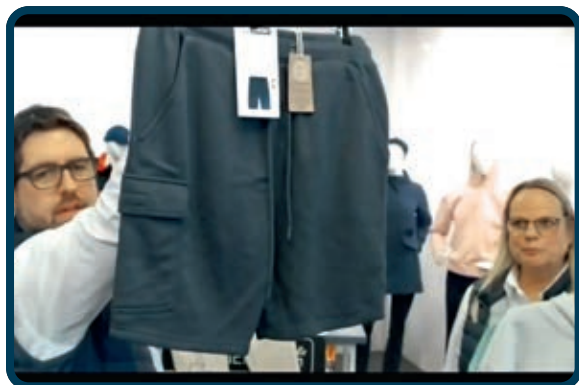


Nadine Bischof and Patrick Breuer from koziol showcased sustainable product innovations and custom design solutions.

aspects ran smoothly. "In addition to the contact, we also sent a positive signal to the market. The WELCOME HOME group presents itself as innovative, open to new forms of media and, as always, focused on quality and professionalism when it comes to the implementation. Thus, we were also able to positively stand apart from the competition in this area", the group concludes. Alexander Ullmann, managing director of uma Schreibgeräte Ullmann GmbH, adds: "I personally believe that this is also the secret of the success and the high viewing figures. The event has real substance, works well, informs in an entertaining way and allows the often 'dry' information and images to be reinforced with some moving images/videos and additional information for a change".

"Sales boosters" for distributors

The digital session was opened by Annika Lorenzen and Vanessa Stark from mbw with the company's new industry boxes, so-called "sales boosters" for distributors. Each box contains a selection of the most popular mbw products, sorted according to the industries "garden and crafts", "banking and insurance" as well as "medical and health care". – Günter Schmitt reported on sustainable promotional umbrella novelties from the climate neutral prem-



Kai Gminder and Bärbel Kröhmer presented an overview of the new collection of the Daiber brands.



Bags for a wide variety of purposes made of sustainable materials were presented by Ulf Schrader from the promotional bag specialist Halfar System.

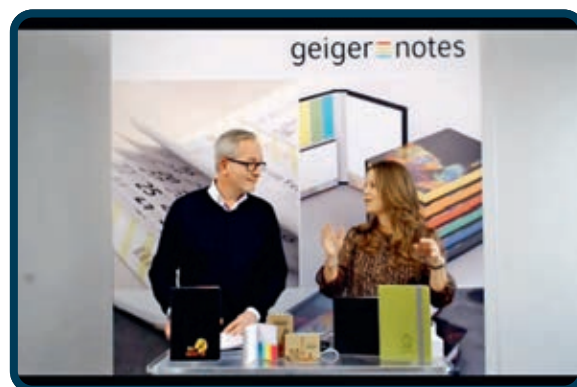
ises in Remscheid and informed about the achievements in the area of waterSAVE®, a cover material that's not only offered for the ÖkoBrella family, but also for a growing number of other items in the standard range. – Third to take the stage were Nadine Bischof and Patrick Breuer, who demonstrated sustainable product innovations and custom design solutions offered by koziol, the renowned manufacturer of high-quality household goods featuring unmistakable design from the Odenwald region. The company now also offers all items as CO² neutral products, thus turning the “customers into climate ambassadors”. The range includes products in fresh, nature inspired colours with raised “luxury print”, many new ideas for the Easter season and an “innovation box” for distributors.

Sustainability on all fronts

Day two was kicked off by Kai Gminder and Bärbel Kröhmer from the Daiber headquarters in Albstadt, who provided a concise overview of the fashionable promotional textiles from the new collection of the Daiber brands JAMES & NICHOLSON and myrtle beach. New additions were also showcased in the healthcare range for the medical



The presentation by SND featuring Silke Eckstein and Markus Freisberg provided interesting facts from the world of promotional porcelain and gave an insight into the production process.



Barbara Röser and Sven Weiß created a suitable virtual stage for the new recycling range from Geiger-Notes.

profession. – The presentation by SND PorzellanManufaktur featuring Silke Eckstein and Markus Freisberg provided interesting facts from the world of promotional porcelain and gave an insight into the professional production process at the company's factory in Zeulenoda. Specifically targeted at distributors, SND offers presentation videos as advisory tools for customers, as well as a complementary flyer entitled “Eine kleine Materialkunde” which gives a brief overview of the materials used. – Bags for a wide variety of purposes made of sustainable materials were presented by Ulf Schrader from the promotional bag specialist Halfar System. Fashion-conscious, up-to-date and stylish: these are the characteristics of the new collection from the company that has been taking a sustainable approach on many levels for quite some time now. – Barbara Röser and Sven Weiß subsequently provided a suitable virtual stage for the new recycling product range from Geiger-Notes. Showcased products included the “green



Dirk Haynberg appeared in front of the camera to present Aditan and its new products in the area of acrylic name badges and sunglasses.



Peter Leseberg expertly presented numerous innovations from the product portfolio of REFLECTS.



Alexander Ullmann spoke about uma's sustainability-inspired novelties and new accents when it comes to promotional finishing options for writing instruments.



Last but not least, the presentation by Bernd Berg (left) and David Dreier with fresh and clever product ideas from the current programme of JUNG since 1828 rounded off the digital tour.

and blue" recycling range, new notebooks, book and appointment calendars, wall calendars, note boxes, a Christmas and greeting card assortment, newly offered with optional design in 3D look.

Many new ideas for promotion

On the final day, Dirk Haynberg appeared in front of the camera to present Aditan and its new products in the area of acrylic name badges and sunglasses. The company is celebrating its 30th anniversary this year with a wealth of clever product varieties in its specialised range, for example with ski pass holders for different purposes as well as sunglasses and protective glasses including printed cases. – At the same location, Peter Leseberg from the parent company REFLECTS® based in Cologne then took over, presenting numerous innovations from the extensive product portfolio of the multi-specialist. The professional videos shown provided inspiring food for thought. – Next in line, Alexander Ullmann greeted the guests on screen from the home of the writing instrument manufacturer uma in Fischerbach. Ullmann reported on fur-

ther investments in new modern workspaces and the machinery, spoke about sustainability-inspired novelties in the rPET-Pen, Pyra and Trinity series and the associated new accents when it comes to promotional finishing options. A useful tool for distributors: the uma newsflyer and the uma natural flyer, each with news box. – Last but not least, the presentation by Bernd Berg (left) and David Dreier with fresh and clever product ideas from the current programme of JUNG since 1828 rounded off the digital tour. Worth noting here is not only the XS calendar, but also the Zonama bars, full-flavoured promotional cards, refreshing summer drinks in PET bottles, cookie spoons or tubes with fruity filling, just to name a few. – Those who missed the varied and diverse demos hosted by the Welcome Home partners can watch the presentations again at their own convenience. They can be accessed on the tour homepage under the link "Livestream". <

The INNOVATIONS-FORUM and the PSI have revived their long-standing cooperation. At the stand participants can see and experience first-hand the advisory platform behind the magazine which brings inventors and idea seekers together.

Impetus, ideas and inventions for new products with xxx

Ideas, inventors, innovations at the PSI

The FRASHTRAY® was awarded the gold medal at the International Inventors' Show IENA in November 2021.

Advertising thrives on new impetus, ideas and inventions, and so does the promotional product industry. Inventions are created in order to make people's lives easier, more beautiful and better. For years now, technology has been advancing in leaps and bounds in many areas and not only digitalisation is making things that were still laborious a few years ago easy or at least easier. When aspects like practicality, environmental protection and sustainability also come into play and when the product offers a wide range of advertising possibilities, then a promising novelty for the promotional product industry is born.

Highlight: smart standing ashtray

An excellent example of an intelligent high-end product that shows a great deal of ingenuity is the innovative FRASHTRAY® standing ashtray, which will be presented for the first time at the PSI and which unites all of the characteristics described above. The cigarette leftovers in, adjacent to and in front of large standing ashtrays are unfortunately a common but unpleasant sight. This is what triggered the idea of the product developers at Studimus and drove them to find a solution. But the waste in smoking areas isn't just an aesthetic problem, it's far more an environmental problem too, given that up to 4,000 harmful substances can be found in a cigarette butt, which in turn become hazardous waste. Because one cigarette

butt, whose contaminants end up in the ground, can pollute 40 litres of clean groundwater. FRASHTRAY®, the smart container for cigarette waste, is a clever invention which solves this problem and is therefore sustainable and useful – and makes economic sense: the high-quality tool to promote customer loyalty can be refinanced through digital display advertising.

Experts for everything related to innovations

At the PSI, Hall 1 Stand H77, one can meet experts for novelties, protection, research and marketing. The starting point for a collaboration with creative minds can be developed in direct discussions. The Innovations-Forum team gives PSI participants access to their ideas and offers free advice. <

The standing ashtray "Frashtay Phoenix Advertisement" can do all this

- sucks away and safely stores burning cigarette butts and smaller pieces of waste
- sucks in smoke and ensures better indoor air quality
- is only activated when people are in close proximity (sensor technology)
- fill levels and other information can be tracked via the Frashtray App
- can be used as a Hotspot
- Info and entertainment system – can provide information or display advertising
- can be recorded wirelessly via WLAN using a smartphone or computer

Frashtay sucks in burning cigarette butts, smaller litter and even smoke. It also offers a variety of digital advertising options.



Produktsicherheit, Regulatory Affairs und Umweltrecht

11.-12. Mai 2022
Taschenbergpalais Dresden

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

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

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

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

Weitere Informationen unter:

[Productcompliance-dialog.de](https://productcompliance-dialog.de)

Veranstalter

Location

The history of humanity is a history of constant mobility. And the products from this thematic segment are constantly present as **beautiful and/or practical companions** – and therefore tremendously effective as advertising mediums.





PSI 47996 • Multibrands Viersen GmbH
Tel +49 2162 9184970
info@multibrands-shop.com
www.multibrands-shop.com

Keeping Things in Place Inside Luggage

Schwarzwolf Outdoor, the experts for outdoor and travel accessories, has put a new practical travel bag set called Kiotari on the market. This practical set consisting of three black garment bags and is made out of sustainable recycling material. It includes a shoe bag, compression bag for underwear, and a bag for clothes, dress shirts or t-shirts with two compartments for separating clean and dirty clothes. The material is durable and washable 3000 RPET, and screen printing is recommended for the finishing method.



Freedom for the trade

At NIHAO GmbH, the promotional products trade determines the final price of bag models themselves. Distributors determine the scope of features, format and materials and thus have the price in their own hands. This is complemented by a high degree of design diversity. Unusual designs are not only possible, but expressly desired. All productions of the Swabian-Chinese bag maker, which was founded in 2003, are implemented, packaged and delivered completely neutrally. NIHAO GmbH focuses exclusively on custom-made bags.

PSI 46356 • NIHAO GmbH
Tel +49 711 6336541
stuttgart@nihao-bags.com
www.nihao-bags.com



SL BAGS

CREATOR OF BAGS

RB BASIC BACKPACK

The most popular and common backpack, but now made in a sustainable version! Outer fabric, lining fabric, zipper tape and webbing are all made from RPET, in total 17 recycled plastic bottles.



RECYCLE
BAGS

Colors



WWW.RECYCLEBAGS.EU

ALL WEATHER BACKPACK

A modern, robust and practical backpack with rolltop closing. The waterproof material, coarse zipper, metal buckle and the reflective VASAD printing ensure a sturdy appearance. NEW: RPET Lining.



Colors

VASAD
EST. 1923



WWW.VASAD.EU

SL BAGS

+31 (0) 575 51 00 77 | info@slbags.com

PSI 43523 • xiano
Tel +31 85 1304195 • info@xiano.eu
www.xiano.eu



Sustainable and safe

More and more retailers are making the decision to use sustainable promotional items, and are therefore right in line with the current trend. This also applies to the xiano luggage straps, which are made from 100 percent RPET, i.e. recycled PET bottles. The quality does not deviate from conventional production, but the environmental benefits are significantly greater. The luggage straps are available in any colour, with an individual promotional message.

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



Lots of room in a small space

Folded up, the Troika Trekpack Roll Top backpack can be compactly stored in its inner compartment. But when you unpack it, it's there! With a volume of 15 litres, a load capacity of 10 kg, spacious compartments on the inside, practical mesh pockets on the outside, shoulder straps and an additional carrying handle, it's your partner for the next outdoor activity. The backpack is made of water-repellent polyester with an additional coating on the base and reflective strips on the outside. It is available in dark grey and red as well as yellow and orange.



Flexible storage space while out and about

The collapsible rucksack Bronson® Plega from Kaldenbach makes it even easier to travel flexibly now. You will be perfectly equipped for hikes or walks with this rucksack with a modern design. If it is no longer needed, it can be folded up really easily so that it barely takes any space. The rucksack has a size of 40 × 27 × 12 centimetres when open and 15 × 12 × 4 centimetres when folded up. It comes in grey with a choice of red, blue or white applications.

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





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

Travel accessories for our four-legged friends

Our four-legged family members look forward to trips out into nature, not only in the warm rays of the spring sunshine. Condedi's practical foldable Bernie drinking bottles, the foldable Coco travel bowl or the water-repellent Freddy snack bag are practical promotional take-alongs. All products come with a carry clasp or cord, allowing for easy attachment to clothing. They can be customised with a promotional print.



Beautiful memories

Whether it's for a backpacking, wellness or family holiday – the Michael Fischer Edition Scrapbook is a great option for anyone who wants to keep the most beautiful memories of their travels and adventures alive. With plenty of individual space for entries, and helpful lists and travel tips, the book can be used to start a positive conversation with customers about the brand. On request, custom-made special editions can be chosen out of the diverse publishing program. The palette ranges from placing the logo on the front page to a completely customised book in the CI of the promotional company, with a flexible number of pages.

PSI 49982
Edition Michael Fischer GmbH – EMF Verlag
Tel +49 89 21231744
tatjana.bleiler@emf-verlag.de
www.emf-verlag.de

Everyday chic

Carrying loads elegantly: with Kaldenbach's Bronson® Negru backpack, the new owner has a modern bag made of high-quality nylon and measuring 42 × 33 × 13 centimetres. The backpack is 100 percent climate-neutral and produced free of child labor. From quantities above 2000 pieces, it can be supplied in any special Pantone colour, under the name Bronson®-Colour-Concept.



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

Coolness already in the bag

With the CreaDraw Cork cord pouch from Anda, customers will find exactly the style that they are looking for, whether they need it for school, the fitness studio or at work. The lower part is made out of cork and the upper part features recycled PET polyester: the materials are 100 per cent environmentally-friendly and give the bag a natural look. The bags can be designed with one-of-a-kind colours and patterns according to customer's wishes. As part of the Be Creative collection from Anda, CreaDraw Cork is made in Europe and is imprinted with full colour sublimation printing technology at no extra charge.



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





Car papers attractively stored

With their Quadro series, leather goods manufacturer Zito Lifestyle offers a highlight in vehicle document cases. The attractive metal clip leaves a lasting impression and is an eye-catcher for your logo. Due to the special coating, both light and dark lasering is possible. The models are available in different material qualities ranging from imitation leather to nappa. With numerous options for customising coloured upholstery fabrics, blind embossing and custom-made products, they can react flexibly to customer specifications.

Vegan leather

Although it looks like leather, feels like leather and is as durable as leather, this material from Green Earth Products is not of animal origin and is therefore vegan. Vegan leather is made from a formula of polymers using a production process with a significantly lower environmental impact than real leather. This low impact results in a lower carbon footprint, lower energy consumption and less chemical waste. Available in many different products and colours, customisation is possible through embossing.



„Begeistern mich nachhaltig:
Taschen aus Recycl-Material“



Neu: die DAILY Serie aus recyceltem PET

Echte Lieblingsfarben, klares Design, durchdachte Funktionen – und das alles aus recyceltem PET. Mit ihren Rucksäcken, Shoppers und den smarten Kleinen für alle Fälle macht diese Serie wirklich nachhaltig Spaß. Mehr auf www.halfar.com



Vertrieb über den Werbemittelhandel
Halfar System GmbH D-33719 Bielefeld | Germany
Telefon: +49 (0) 521 / 98 244-0
www.halfar.com

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



Out of your chair, into the world

Troika presents a very special keychain for backpackers, globetrotters and adventurers. Pendants in the form of a compass and rucksack are attached to a decorative climbing rope, along with a small carabiner clip – it couldn't be any more outdoorsy. The materials used are enamel, aluminium and cast metal; the pendant is multicoloured. Thanks to the strong carabiner clip, it can also be easily attached to backpacks or bags.

Travel organiser as backup

Despite the invention of PDF travel documents, online check-in and digital entry registrations, every traveller wants to have their documents close at hand, and in the event that their smartphone breaks down, a backup copy with them. The travel organiser Trustie from Gabriele Bühring can be adapted easily to people's needs in terms of its size, partitions and design. One popular version of this model is the front compartment spanning across the entire width, which has a filling height of up to 4 cm. It is enough space for all travel documents, extra passports or even small bottles of disinfectants. The ticket bag can be made out of the leather of your choice or a high-quality imitation leather.



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

Rustic key in the handle

Fans of the rustic leather look will find a new favourite with the high-quality real leather keychain from happy-ROSS. The design consists of specially buffed and waxed grain leather. The surface has a lovely feel and develops an individual sheen, or patina, over time. The logo is embossed deeply on the front side of the keychain and a metallic rivet holds the leather strap together. The size and accessories can be adapted to customer's wishes. Other styles are also possible, such as leather lanyards or designs made out of artificial leather.



PSI 44954 • happyROSS GmbH
Tel +49 4532 28050 • info@happyross.de
www.happyross.de



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

Perfect day at the beach

The new beach bags from Malgrado guarantee a stylish and sunny holiday at the beach. The combination of tote bag and shoulder bag makes every day at the beach perfect. Of course, the bags are also suitable for giving you the holiday feeling when at home. All materials are of natural origin, such as cotton and jute. Anyone who wants even more sustainability can also have the bags come in GOTS cotton. As always, the bags are finished according to a customer's wishes.

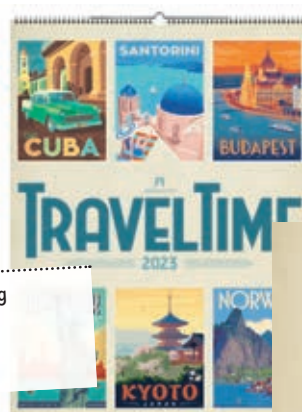
Mirror, mirror in the hand

The modern mirror for handbags with matching case from Römer Wellness, which is ideal to have handy while out and about; it is made especially for women and the fashion and cosmetics industries. This elegant stainless-steel mirror was created in the shape and size of a credit card, so it can fit inside nearly any wallet or credit card slot inside a smartphone slipcase. The shiny PU leather case protects the mirror from scratches or dust and lends it a particularly elegant look. The case comes in the standard colours of silver, gold and rosé. The mirror and case can be individually engraved or embossed for promotional purposes.



PSI 46887 • Römer Wellness
Tel +49 6541 812950
info@roemer-wellness.de
www.roemer-wellness.de





PSI 40604 • Ackermann Kunstverlag
Tel +49 89 4512549273
b2b@ackermann-kalender.de
www.ackermann-kalender.de

Anticipation with each calendar sheet

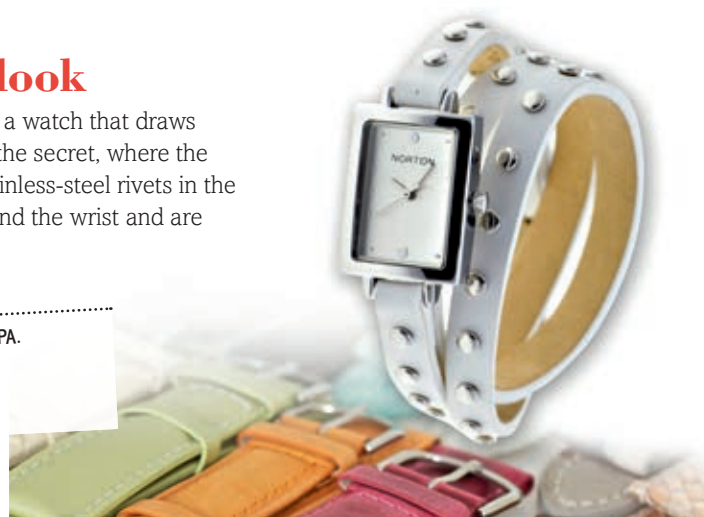
Places around the world where people long to be always had a magnetic effect on travelling, even when it was considerably costlier and more uncomfortable to travel than it is today. The illustrator collective known as the Anderson Design Group from Nashville creates a new form of poster art with modern new interpretations that have a historic touch. With lots of feeling for typography, colour and composition, the artists have been able to convey the love of travelling in both the past and future at the same time. The great decorative poster calendar from Ackermann also makes you want to discover the world while in your own four walls every day.



Timekeeper with a leather look

With Etno Rock model, Intermedia Time is introducing a watch that draws people's attention with its design. Leather on leather is the secret, where the white, moon-coloured leather is trimmed with shiny, stainless-steel rivets in the form of small dots. Bon Ton and Rock wrap nicely around the wrist and are guaranteed not to go unnoticed.

PSI 47758 • INTERMEDIA TIME SPA.
Tel +39 421 492106
info@intermediatime.it
www.intermediatime.com



PSI 46918 • Filanti S.R.L.
Tel +39 031 563668 • info@filanti.com
renate.hoess@filanti.com
www.filanti.com

Stylish weekend companion

With this stylish bag, the customer's wishes can come true before a weekend trip: Filanti uses digital printing to realise the design on high-quality cotton canvas according to the customer's specifications, and it guarantees exclusive workmanship "Made in Italy". The company produces high-quality ties, scarves and accessories (including these bags), while focusing on corporate fashion, uniforms and its private label.



KOMPLETT AUS
PAPIER



Lindt
SCHWEIZER MÄTRES CHOCOLATIER
SEIT 1845

JAHRESKALENDER

mit Lindt Naps Adventskalender

*Der erste Jahreskalender
mit kombiniertem Adventskalender.*

- Zwei Produkte - nur einmal Versandkosten
- Praktisches, faltbares Design, was einen Versand als Großbrief ermöglicht
- Kalender mit praktischer 3-Monatsaufteilung
- Abtrennbarer Adventskalender
- Füllung mit hochwertiger Lindt Naps Vollmilchschokolade
- Lange Sichtbarkeit und Markenpräsenz in der Zielgruppe (mehr als 365 Tage)

Komplett vollflächig individuell veredelbar.
Bestellbar bereits ab 250 Stück.

Frühbucher
RABATT

ENDE MAI - 4%

(bei Auftrag und Druckdatenfreigabe bis 31.05.2022)

ENDE JUNI - 3%

(bei Auftrag und Druckdatenfreigabe bis 30.06.2022)

ENDE JULI - 2%

(bei Auftrag und Druckdatenfreigabe bis 29.07.2022)



MAGNA sweets GmbH
info@magna-sweets.de · www.magna-sweets.de





PSI 48301 • Vasad (By SL Bags)
 Tel +31 575 510077 • info@slbags.com
www.slbags.com
www.vasad.eu

The rucksack for any kind of weather

Vasad by SL Bags is selling a modern, robust and practical rucksack with a practical roll closure. The waterproof material, big zipper and metal buckle give it a rough look. The rucksack is now equipped with lining made out of recycled PET bottles. The laptop or tablet can be stored in the padded RPET slipcase. The reflecting VASAD printing makes the rucksack visible at night. The VASAD label stands for a collection of unisex bags, which people like to be seen carrying around.

Impressive travel companion

Klam offers exactly the right bag for any purpose, ranging from the elegant leather bag with an embroidered patch to functional travel trolleys with an unmistakable 3-D stitch or a high-quality customized cosmetic bag. Whether for travelling or for your everyday routine, the leather bag is highly functional and visually impressive. When upgraded with finishing, the bags are perfect presents for employees or customers. You can always find a way to realise your customization wishes together with the design and service team.

PSI 49110 • Stickerei Klam
 Tel +49 7129 928690 • mail@klam.de
www.stickerei-klam.com



PSI 43714
 Römer Lifestyle – ROMINOX GmbH
 Tel +49 654 181290
 info@roemer-lifestyle.de
 www.roemer-lifestyle.de



On the safe side

People who are on the go a lot will be on the safe side with the practical travel companion ROMINOX Card Tool Travel Tag from Römer Lifestyle, which comes in a credit card format. The luggage tag has 30 (tool) functions, comes inside a high-quality case to protect the address information, and features a practical rubberised steel strap. The tag enclosed can be filled out and placed flexibly. It has a number of functions such as bottle opener, 4 turnscrews, various hexagon keys and much more.



PSI 41462 • Spranz GmbH
 Tel +49 261 984880 • info@spranz.de
 www.spranz.de

Emergency helpers on the go

Spranz presents a particularly helpful travel tool for mobile globetrotters and business travelers with their Metmaxx® TheTravelBank luggage strap. The tool is very versatile with a backlit luggage scale, a powerful LED flashlight and a built-in lithium-ion battery with a power bank function to charge your mobile phone. With 2600 mAh, the battery offers enough power for a mobile phone and can also supply some tablets. A micro-USB cable is included.

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

Transport bottles in style

Whether for a barbecue with friends, for shopping or for storing at home: beer, wine or water bottles are in good hands with this stylish bottle carrier from Global Innovations. The haptically pleasant felt protects the bottles, and the material is safe even when fully loaded. The felt basket is stabilized with attractive borders on the edges. With a logo print or embroidered promotion, this item is an attractively rustic eye-catcher. Product properties such as size, felt colour, print or packaging can be customised. The minimum order quantity is 1,000 pieces.





Close your eyes and drop off

Hepla's eye mask with a promotional message is a good option for frequent travellers, commuters, or for people seeking peace in noisy surroundings. The eye mask comes as a set with two soft ear-plugs. The sleep mask rests lightly on the eyes, without pressure, excludes light reliably, adapts to almost any head shape and provides good support thanks to the double elastic band. The eye mask is available in black, the two earplugs in yellow.

Climate-neutral Promotional Bags

The climate-neutral series EUROPE from the bag experts HALFAR® is perfect for short distances and has long-term benefits. With the EUROPE series, the experts from Bielefeld are selling a "family" of bags "made in Europe" directly from stock. This saves time and resources and just makes more things possible. The storage series will win you over due to production sites being close which also makes it an example of sustainability. The outer material of all six EUROPE bags is made from rPET, a material produced from recycled PET bottles. It also leaves a lasting impression with its straight cuts and delicately blended tones of colour that are full of character, ranging from light grey to green. Depending on the model of bag, selected details such as magnetic closures, metallic accessories, padding, extra handles, trolley loops and hidden zipper compartments give the minimalistic design a special highlight. The EUROPE series consists of three notebook rucksacks with different closure and compartment solutions, a notebook bag, a bag with zipper and a sport/travel bag. Together they stand for a thorough and through premium business collection with a dash of Scandinavian design. The series is climate-neutral and available directly from stock.



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



PSI 44668
R. Cermak -Penlights (Made in Germany)
Tel +49 7231 106105
info@richard-cermak.de
www.richard-cermak.de

Mini flashlight lighting the way

Richard Cermak's practical mini flashlight fits in any bag, as well as luggage. The Spotlight mini flashlight is made in Germany and sports an attractive painted metal housing. It produces a bright white light with high luminosity. The lamp can be custom-printed and comes with the necessary two AAA batteries included.

Key organizer

Calverley's orbitkey key organizer turns almost any bunch of keys into a beautiful, quiet and organized stack. The Key organizer puts an end to jingling keys, scratches and the bulkiness of traditional bunches of keys. It leaves a lasting impression with its blind embossed leather straps, ideal for presenting logos or promotional messages. Further promotional adaptations are possible with personalised covers.



PSI 49153 • Calverley Ltd
Tel +44 1892 500065 • hello@calverley.com
www.calverleygroup.com

Baggage security

With the thanxx® TSATravel luggage strap in silver/black, Spranz ensures that suitcases and other pieces of luggage remain securely locked when travelling. The patented TSA luggage strap with a numeric code also serves to ensure security when luggage is checked on flights, especially to the USA. The pieces of luggage secured in this way are no longer broken into and can be opened by the Transportation Security Administration (TSA) thanks to the official key access.



PSI 41462 • Spranz GmbH
Tel +49 261 984880 • info@spranz.de
www.spranz.de

The company Mister Bags commenced operations in Essen roughly three years ago. Since then, the ambitious start-up has been impressing not only with its wide-ranging selection of printable bags made of organic cotton and from fair trade sources, but also through its sustainable philosophy that's consistently followed.

Successful start-up with a clear vision

Stylish bags with green conscience



Individual right down to the last detail: custom-made products from Mister Bags.

In a conversation with Tobias Gottwald, founder of the now well-established bag specialist and his experienced employees Peter Backes and Lisa Sieverding, we take a look back at the PSI 2019, which can be seen as the kick-off for Mister Bags. "At this PSI we presented our new concept, our special bags and our vision of ethical and sustainable trade for the first time – and were literally overrun by interested customers". That the idea would be such a resounding success, not even the experienced businessman Gottwald had expected this and initially focussed on stepping up production in order to meet the demand.

Pandemic period used productively for development

During the subsequent pandemic Mister Bags also suffered a downturn but made it through this challenging period well on the whole and with only limited short-time work (Kurzarbeit), as Tobias Gottwald reports. However, he used the time for further development of the promising young business. This includes the expansion of the in-house printing facility in Essen, which was well utilised most of the time. The printery has proven to be an important mainstay of the company. Goods are finished here using transfer and screen printing; this results in delivery times of two to three weeks, but also leads to a high level of flexibility due to short distances and the benefit of independence by not being reliant on service providers. But most importantly, thanks to Mister Bags' own, also GOTS-certified printing plant it can offer completely sustainable products.

Consistently sustainable

So, what's so special about Mister Bags? Certainly, the consistently implemented and practised sustainability concept, which Tobias Gottwald describes: "We manufacture in India exclusively in production facilities that we're familiar with, where workers receive fair wages and we pay attention to transparency across all aspects. We offer a comprehensive selection of printable bags and sacs made of eco-friendly organic cotton and produced under fair trade conditions. All products are certified according to the OEKO-TEX Standard 100. In addition, customers can choose from the GOTS, FAIRTRADE and LFGB certifications". The truly extraordinary range, which can be designed in a flexible way, is based on two pillars:



Sustainability also consistently practised at the premises in Essen.



Even the own printing plant is GOTS-certified. Here, organic colours are used.



on the one hand there's an extensive range of standard bags, which aren't just available in many sizes, colours and varieties, but optionally also with various certificates. Thus, the customer can decide piece by piece which sustainability level is preferred or required for a specific project.

Comprehensive information is essential

The second pillar of the company's business is project-specific custom-made products. The customer also has maximum freedom of choice in this area and can rely on the professional advice and support of the Mister Bags team in the process. "Firstly, we explain the official seals to see what makes sense in the individual case. Many other questions also need to be clarified in order to create

a product that's ideally suited to the intended purpose. For example, what topic or message is to be conveyed, etc.", says Lisa Sieverding, who provides comprehensive advice in the area of custom-made products as well as sales.

Customers committed to sustainability

With the combination of sustainability and cotton bags, Mister Bags is even more in line with the present trend than at the time of the company's foundation. "We're currently noticing that the topic of sustainability is gaining increasing importance on the customer side", that's the experience of Peter Backes, who has contributed decisively to the development of the company from the onset. "Corporations are also showing a stronger commitment to sustainability in their public communications and are conveying this message through promotional products accordingly". The shift away from plastic bags and the current paper shortage are fuelling the demand further. "We are starting to see our customers again in person, the number of specific enquires is rising again and we have already executed great projects".

Specialist for custom-made products

Peter Backes also emphasises how important explanatory work has been with distributors and consultants during the past three years. "The interest in certified products from sustainable manufacturing is immense. It's our role to inform distributors about what's possible, because they need this information to be able to convince industry customers". Mister Bags is now well on its way to becoming a known brand that's specifically sought after – a trend which is particularly pleasing for all involved. One of the key tasks identified by the team is to position Mister Bags as a strong and capable specialist for custom-made products in the area of sustainable textile products. "We offer far more than stock goods from the catalogue", Peter Backes emphatically states. "We cater to the individual wishes of the customer and can implement many and varied details. In addition to colour, size, type and grammage of the material, this includes details such as extra zippers and of course the various certifications that can be selected as well as the finishing". The team at Mister Bags had a confident start into the year 2022 and is looking optimistically ahead to the future.



Tobias Gottwald, founder and CEO of Mister Bags.



Lisa Sieverding and Peter Backes from the Mister Bags team do intensive educational work.



The Mister Bags team provides detailed information and clarification. The customer can choose which official seal the desired product will bear.

Case manufacturer W.AG from Geisa in the Rhön mountains region (Germany) is expanding its portfolio with resource-saving inlays. Thanks to the successful development of environmentally-friendly foam materials, W.AG can now produce cases in its ORGANICLINE range that are completely sustainable.

Portfolio expanded by resource-saving inlays

Product protection with a sustainable interior



The biopolymer Arboblend® enables an inlay production of precise, solid, sterile and water-repellent foam inserts.



After W.AG Funktion + Design GmbH concentrated large areas of their production last year on manufacturing suitcase housings from the biopolymer Arboblend®, the company has now further expanded its inlay production to include the use of precisely fitting foam inserts made from this resource-saving material.

Innovative pioneer

Since the introduction of the biopolymer Arboblend® for the series production of front and back shells for the suitcases in its ORGANICLINE product range, W.AG has been a pioneer in the field of green packaging. It was, therefore,

no surprise that the German company then took the next logical step towards sustainable production: the presentation of high-quality foam inserts made from this multi-award-winning compound. W.AG customers now have the opportunity to upgrade their products with entirely sustainable packaging that makes a significant contribution to improving the ecological balance of the entire product life cycle. "Our ORGANICLINE range drew crowds at the Fachpack trade show. Numerous manufacturers from all the key industrial sectors showed great interest in these environmentally-friendly cases and the new inlays made from resource-saving foam materials," reports W.AG Development Manager Björn Ullrich. The biopolymer Arboblend® was developed by Tecnaro, a company from Ils-

All pictures: W.AG Funktion + Design GmbH

feld, Germany, and consists of up to 93 percent renewable raw materials. It is an innovative mix of materials made from glucose, natural waxes, minerals and natural fibers, which can be processed using established plastics technology. In 2020, the material received, among other things, the seal of approval from the international brand evaluation organization Green Brands.

Precise and water-repellent

Arboblend® not only gives the housings, as well as the front and back shells, of the ORGANICLINE suitcases and boxes a robustness comparable to that of polypropylene: it also enables an inlay production of precise, solid, sterile and water-repellent foam inserts. According to Björn Ullrich, "These are in no way inferior to conventional inlays in terms of quality and reliability and can be manufactured on machines with identical settings. In addition, our new ORGANICLINE foam is recyclable and is produced using the extrusion process - a technology that works with low levels of pollutants in a closed CO₂ cycle and does not require any chemical additives." W.AG currently offers sustainable inlays in four different colours.

Broad range

With the production of inlays made from the biopolymer Arboblend®, W.AG is expanding its existing portfolio of foams. Conventional PU soft foams and PR rigid foams are still available, which enables the suitcase manufacturer to meet the highest requirements in terms of design, precision, usability and product protection. Among the products manufactured from these are high-precision case inlays made of acoustic and plate foams, which protect sensitive measuring instruments or filigree tools and at the same time enable easy removal. "It is already foreseeable, however, that many customers will prefer our ORGANICLINE inlays even for demanding uses," says Björn Ullrich. In order to shape their foam inserts to customer and product specifications, W.AG uses numerous modern processes - from precision punching and engraving, water-jet and laser cutting, to CNC milling.

Unmixed alternative

W.AG currently manufactures around 100 sizes of its well-known product lines TEKNO, TWIST, JAZZ, SWING, BEAT and HEAVY out of Arboblend®. All suitcase collections are simultaneously offered as unmixed polypropylene solutions under the PURELINE brand. The granulate processed here is characterized by a high degree of purity, is free of pollutants such as lead, cadmium or polycyclic aromatic hydrocarbons (PAH) and is 100 percent recyclable. Source: ms / Graf & Creative PR



In order to shape their foam inserts to customer and product specifications, W.AG uses numerous modern processes.

W.AG Development Manager
Björn Ullrich



The highest quality among these is IML technology, in which the labelling takes place right in the injection moulding system.

Excellent print quality

The W.AG portfolio also includes numerous processes for decorating, printing and labelling the inner and outer surfaces of the cases. The highest quality among these is in-mould-labelling (IML) technology, which is currently probably the most innovative technology for the optical refinement of injection-molded suitcase and box housings. In contrast to traditional printing and labelling methods, the labelling takes place right in the injection moulding system. Here, PP foil previously printed using offset technology is inserted automatically into the injection mold and connected to the case shell simultaneously with each form closure. The result is a brilliant, scratch-resistant, four-colour photo print that, after cooling, forms a solid unit with the case. An IML print is not sensitive to moisture or temperature and is highly resistant to UV radiation and mechanical abrasion. IML is considered the ideal solution for high-quality product branding. Brand and advertising messages are strong, with intense colours and sharp contrast; safety notices and directions for use are inextricably linked to the case.



Super light and sustainable

Relaxation with a clear conscience is guaranteed by the robust and 100 percent sustainable OceanTowel Waver from Alta Seta. Whether comfortably at home on the veranda, traveling or camping, in the park or at the lake: this hammock is light, compact, can be used regardless of soil conditions, is clean, space-saving, sustainable and durable. It is produced from **super-light, extremely hard-wearing and, above all, recycled nylon**, in accordance with the textile specialist's credo of not using any newly manufactured raw materials at all and replacing them with recycled fabrics. The focus is on the goal of keeping nylon from going to landfill and instead producing with yarn made of 100 percent recycled nylon. In the course of upcycling, fishing nets and PET bottles are also processed into new polyamide yarn. Keeping environmental protection in mind. The OceanTowel Waver is attached using snap hooks. Stored in its small fabric bag, the hammock can be attached to any backpack or simply stowed in a beach bag. It is available in different colours and has the possibility to use the entire hammock as a large promotional space.

PSI 45461 • Alta Seta GmbH & Co. KG
Tel +49 5031 7036-27 • info@alta-seta.de
www.alta-seta.de • www.oceantowel.de



Green snack garden

Delicious bowls with vegan superfoods, fresh salads with herb toppings or fresh vegetables with aromatic finishes: the trend in cooking is towards freshness and a healthy lifestyle. The emotion factory is riding this modern green wave. The plant pot and the microgreens garden are based on a **completely ecological pot** made of bamboo paper. In just a few steps, the user transforms the small pots into a snack garden for chives, marjoran and other Mediterranean herbs with the help of seeds, a substrate tablet for soil and some water. Organic quality superfoods such as cress, rocket salad or China Rose radish are added to the microgreens garden. And the harvest is impressive, enabling the recipient to perceive the promotional company as environmentally conscious and sustainable. The promotional message is conveyed perfectly via the colourful, printable grass paper banderole.

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



Chocolate in a paper flow pack

Promotional bags made of more than 99 percent FSC®-certified, food-safe paper, filled with sweets and delicious fresheners are available from Kalfany Süße Werbung. At the beginning of the year, the manufacturer from Herbolzheim presented the first promotional bag highlight for all those who wish to turn their backs on plastic films and demonstrate their ecological correctness in the long-term use of promotional bags. And every year, new fillings are added. The paper bags made from over 99 percent paper **can be 100 percent recycled**. In IFS-certified production and on conventional packaging systems, paper is turned into small promotional bags in various sizes and formats. Filled with delicious and refreshing content such as chewing gum, mentos, tic tacs, tic tac gum and

Dextro Energy. Also available: chocolate in midi, maxi or super maxi format, sugar, peppermint, cool ice, Lindor mini Easter eggs and much more. They can also be ordered online in small quantities and with a variety of fillings. The super maxi chocolate bar in paper, of course with Fairtrade cocoa, also automatically donates to World Vision and is climate-neutral.

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





Promotional messengers for the senses

With a sweet Easter greeting from CD-Lux for customers and employees, businesses can start the new advertising year nicely with a promotional product that has great sentimental value. How about a personalised Lindt gold bunny for employees or a premium Easter basket for important customers? With these messengers, it is practically guaranteed that everyone will be talking about the businesses being promoted. After sending a layout proposal with logo and personalised text idea for free, the CD-LUX team will send an unbinding design proposal for your printing approval. Distributors can profit from their full individual mailing service or their mailing list distribution service. This way, **every present is guaranteed to arrive at the customers reliably**, even during these times of limited social contact. The new Spring & Easter 2022 catalogue is now available as print and online versions.

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



A cup full of herbs

A natural cup, in the true sense of the word, for growing organic basil is available at Multiflower; it is a nice, and at the same time, sustainable give-away for valued customers. The basil leaves are perfect for tomato-based dishes. There is **enough space on the standard motif** available for a customised promotional print. Alternatively, the motif can be customised for a minimum order of 250 units. The contents include organic basil soil tablets and seeds. A personalised design for the sleeve can be realised in 1-4/0c using the printing data provided.

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



© Koelnmesse GmbH

NEUER TERMIN!

GWW TREND



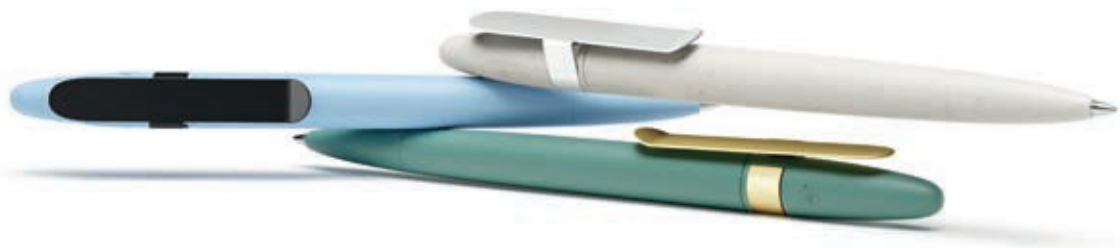
09. & 10. März
Koelnmesse | Halle 10.2



- > Nur für Fachbesucher <
- > 200 Aussteller <
- > Professionelle Auftritte <
- > 10.000 m² Ausstellungsfläche <
- > Exklusives Catering <
- > Eintritt kostenfrei <
- > Anmeldung erforderlich <

www.gww-trend.de





A real gem

Taking an existing product to the next level through sheer attention to detail – this is what Prodir has achieved with its new DS5 Metal Clip, an exclusive writing instrument with high-quality details made from innovative, sustainable materials. In its “shell” design, the new DS5 Metal Clip comes with a casing made from a plastic enriched with recycled seashells. The natural material shapes the user's haptic and visual experience of the writing instrument. The untreated natural surface exudes sustainability, while the pen lies with a comfortable weight in the hand as well as being especially tough and very long-lasting. The surface is made from 30% recycled seashells. The remaining 70% comes from plastic, half of which has been recycled or regenerated from internal waste. With its high-impact colours, the fine yet very sturdy metal clip sets a striking tone against the natural casing. The holder slides over the cap like a precious ring and allows the **clip to float above the casing with elegant ease.**

Besides the “Shell” version, the DS5 Metal Clip is also available with traditional plastic casings. From 2022 onwards, all of Prodir's coloured writing instruments will be injection-moulded from 50% recycled and regenerated plastic. The company now makes its black and white casings – its most popular – from 100% recycled or regenerated plastic. The visual highlight of the new writing instrument is clearly its organically shaped clip, which looks as if it has been formed from a single piece. It offers an exclusive printing surface for showcasing logos with minimal effort but maximum value. It is available in four versions – charcoal, gold, black and silver – and always with a satin matt finish. This means your brand message goes precisely where it belongs: on a real gem.

Christoph Schnug, who created the original DS5 with his company Studio C, has this to say about the new design: “We asked ourselves how we could take the shape of the now-classic DS5 and develop it further in a Metal Clip pen. It was a challenge – not just for us as designers but also for the development department and production team at Prodir. I'm very happy with the result: we've been able to create an exclusive Metal Clip that's distinctive enough to stand alone without losing the succinct character of the DS5.” The DS5 Metal Clip from Prodir comes in eight select matt colours, including a stylish black Soft touch. Special colours are available from upwards of 10,000 units.

PSI 42332 • Prodir
Tel +41 91 9355555 • sales@prodir.de • sales@prodir.ch
www.prodir.com



Easter tea present

An Easter-inspired break can really be enjoyed with the tea and rock sugar stick set from Multiflower, which is perfectly rounded off with a delicious cookie. The **stainless-steel tea stick** has enough tea for a lovely cup. The card can be furnished with a logo or individually designed for a minimum order of 250 units. The set includes the stainless-steel tea stick with around 30 grams of an Easter-inspired rooibos/lemon love tea as well as a brown rock candy stick and a heart-shaped cookie. Digital printing on the card comes included and is realised according to the data provided using the 1-4/Oc euroscale.

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



BLICKEN SIE MIT UNSEREN ZEITSCHRIFTEN ÜBER DEN BRANCHENRAND

Bei Fragen stehen wir gerne zur Verfügung:

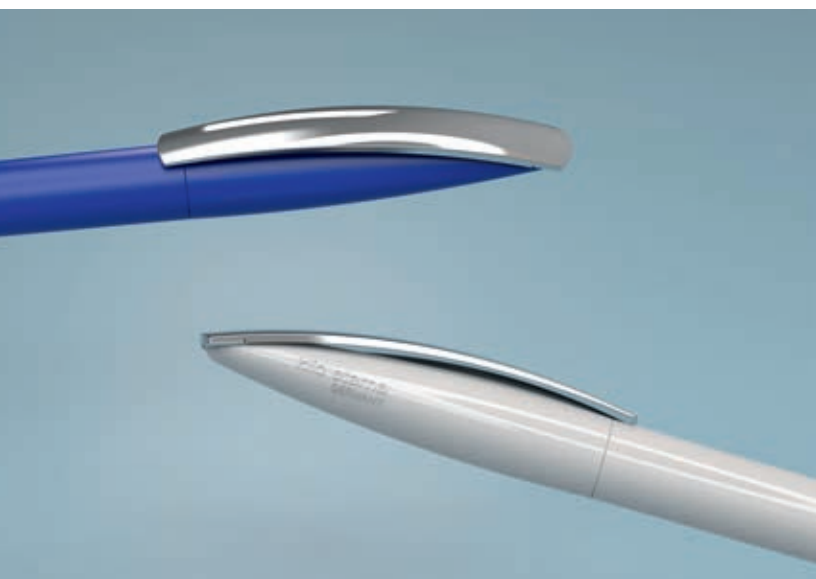
Werner Stark (Chefredaktion)
0611-36098-19
werner.stark@pbs-business.de

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

Seat protection for bike-riders

The seat cover RPET is a smart and useful way to protect a bike seat from dirt and moisture. It is made 100 per cent **out of recycled PET bottles** and is part of the WoW Sustainable collection by the Interall Group, which is known in the industry for its sustainable and original products. As is the case with all of the other snazzy products in this series, this useful tool for bicycles can be customised with all-over print. More information is available on the Dutch company's website.

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



A classic with style

Arca is one of the classics in the Klio-Eterna product range. The chic twist ballpoint pen with a dynamic design and shiny metal elements is available in the standard versions of high gloss and transparent, and also with a pleasant soft-touch or soft-frost surface, or in a shiny metallic look. It is available in up to 14 standard colours and, for above 5,000 pieces, the versatile writing instrument can also **be customised with individual corporate colours**. Company logos and other promotional messages can be elegantly presented on the Arca, both as an imprint and in the form of a permanent laser engraving on the clip. The extended XL barrel print on the plastic varieties opens up additional possibilities for creative customisation ideas. Klio-Eterna carries the seal "climate-neutral location" and its production runs on photovoltaics and 100 percent green electricity in Germany. In addition to the modern Arca, other innovative and high-quality Klio-Eterna branded writing instruments can be found in the online configurator.

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



AUS LIEBE ZUM PFERD

07. – 13. APRIL 2022
MESSEGELÄNDE ESSEN



**JETZT ONLINE
TICKETS SICHERN**



Built by



In the business of
building businesses

EQUITANA
WELTMESSE DES PFERDESORTS
2022

EQUITANA.COM

Events 2022

Reed Exhibitions Austria & Germany

Wiener Immobilien Messe¹

Der Marktplatz für
Wohnimmobilien

19.03. – 20.03.2022

Messe Wien
immobilien-messe.at

FIBO¹

International Leitmesse
für Fitness, Wellness und
Gesundheit

07.04. – 10.04.2022

Messegelände Köln
fibo.com

EQUITANA¹

Weltmesse des Pferdesports

07.04. – 13.04.2022

Messe Essen
equitana.com

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 Hotelle-
rie

05.11. – 09.11.2022
Messezentrum Salzburg
gastmesse.at

Bauen+Wohnen Wien ¹
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.

BRIEF MESSAGE, LOW PRICES, BIG IMPACT+++THE PSI CLASSIFIEDS MARKET+++NOW NEW EVERY MONTH+++EXCLUSIVE IN THE PSI JOURNAL+++BOOK NOW FOR THE NEXT ISSUE+++ TEL.: +49(0)211-90 191-114/-315+++FAX: +49(0)211-90 191-180+++MAIL: PUBLISHING@PSI-NETWORK.DE

EINKAUFSWAGENAUSLÖSER / KEY CHAIN

TRIGGI®
Der Einkaufswagen-Auslöser

TRIGGI®
ist Produkt des Jahres:

Unser nachhaltiger Kundenliebling
Schont Ressourcen und den Geldbeutel

Tel.: +49 (0)8233 - 79312-0
info@pinsundmehr.de
TRIGGI.de

ab 300 Stück

Pins & mehr

PSI No. 46925

www.pinsundmehr.de

PSI JOBBÖRSE / JOB EXCHANGE

PSI
Job
exchange

www.planetadvertising.com/job

KUNSTSTOFFERZEUGNISSE / PLASTIC PRODUCTS

PROMOWOLSCH®
The customer factory

Art-Nr. 343/345
Thermo Mug Costa Rica

Wolfgang Schmidt e.K.
Grüner Weg 23-25
D-59590 Geseke
T +49 2942 570 201
F +49 2942 570 035
info@promowolsch.de
www.promowolsch.de

PSI No. 44724

www.promowolsch.de

STELLENANGEBOTE / JOB OFFERS

Jetzt bewerben!

reflects.

THE MULTISPECIALIST

Wir sind auf der Suche nach:

**(Senior) Sales Manager
D-A-CH (m/w/d)**

in unserem Vertriebsbereich in Köln

Sind Sie voller frischer Ideen und bereit, unsere
Branche zu revolutionieren?

Werden Sie Teil der REFLECTS Familie!



<https://www.reflects.com/de/ueber-reflects/arbeiten-bei-reflects/offene-stellen/>

LESEZEICHENLUPE / BOOKMARK MAGNIFIER

Vergrößern
Sie Ihren Erfolg
mit unserer
Lupenmaxx
im Scheckkartenformat

- 3-fache Vergrößerung
- nur 2 Gramm
- kurze Lieferzeit

Made in Germany

lupenmaxx®
...wir machen's größer!
www.lupenmaxx.de

PSI No. 47814

www.lupenmaxx.de



vertriebskick'

Werbeartikel für gezielte Verkaufsanstöße.

WIR SUCHEN DICH!

Mitarbeiter mit dem Schwerpunkt Angebotsmanagement

– m/w/d –

(Vertriebsinnendienst)

Dein Profil:

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

Deine Aufgaben:

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

Mitarbeiter mit dem Schwerpunkt Auftrags- und Sachbearbeitung

– m/w/d –

(Vertriebsinnendienst)

Dein Profil:

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

Deine Aufgaben:

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

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

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

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

vertriebskick' GmbH · Zum Steigerhaus 12 · 46117 Oberhausen

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

vertriebskick'

Werbeartikel für gezielte Verkaufsanstöße.

Jobbörse Job exchange



Die Jobbörse für Spezialisten

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

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

The job exchange for specialists

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

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



Built by



In the business of
building businesses

INSERENTEN-VERZEICHNIS / LIST OF ADVERTISERS

PSI No.	Inserent / Advertiser	Seite / Page		
45956	burger pen AG	023	60235	REFLOACTIVE Sp. z o.o. 029
45452	CD-LUX GmbH	027		Reuschlaw 043
42819	Gustav Daiber GmbH	007	48301	SL Lederwaren B.V. 045
	EQUITANA – Reed Exhibitions Deutschland GmbH	069		STANDout GmbH U2/IFC
	FIBO – Reed Exhibitions Deutschland GmbH	U3/IBC		vertriebskick* gmbh 073
	GWV e.V.	065		
45666	Halfar System GmbH Rucksäcke und Taschen	049		Beilage/Insert (*Teilaufage/Partial Circulation)
41016	Heri-Rigoni GmbH emotion factory	021	49467	Einkaufswagenlöser.de PiNkey AG *
42706	Kalfany Süße Werbung GmbH & Co. KG	U1/Cover Page		
47464	Karlowsky Fashion GmbH	013		
	Kühne & Nagel GmbH	009		
47814	Lupenmaxx GmbH	02		
41617	MAGNA sweets GmbH	053		
43410	Mister Bags GmbH	002+003		
	PBS	067		
46925	Pins & mehr GmbH & Co. KG	072		
42332	Prodir Pagani Pens SA	001, 005		
	Reed Exhibitions Deutschland GmbH	070+071		
47182	Reisenthel Accessoires GmbH & Co. KG	U4/OBC		

TOP PRODUCT TOPICS IN PSI JOURNAL

Is apparel your specialty? Or are ballpoint pens, pencils and calendars closer to your heart? We recommend that you present your articles in the April issue of the *PSI Journal*. You are perfectly positioned between the trade fair innovations.



Issue **04** 2022
FASHION, WORKWEAR, CAPS & ACCESSORIES and OFFICE SUPPLIES, WRITING INSTRUMENTS & CALENDARS
 Copy deadline: 18.2.2022
 Deadline for ads: 9.3.2022
 + TRADE SHOW INNOVATIONS

Issue **05** 2022
MERCHANDISING & FAN ARTICLES and HEALTH, SPORTS & FITNESS
 Copy deadline: 18.3.2022
 Deadline for ads: 6.4.2022

Issue **06** 2022
WELLNESS, COSMETICS & BEAUTY and BEVERAGES, DRINKING VESSELS & TABLEWARE
 Copy deadline: 20.4.2022
 Deadline for ads: 6.5.2022

Issue **07** 2022
CHRISTMAS, GIFT SETS & CUSTOM-MADE PRODUCTS and TOYS & SOFT TOYS
 Copy deadline: 20.5.2022
 Deadline for ads: 8.6.2022

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

PSI

PSI Supplier Finder 1/22 | Register now



The **PSI Supplier Finder** is a medium that offers real **win-win benefits** – for PSI suppliers and PSI distributors. It's an **important tool** for PSI distributors in their **search for the right PSI supplier** to suit their individual needs. In addition to product groups with source information for the procurement of products and services, the PSI Supplier Finder also contains a certificate directory with a selection of responsible suppliers in the PSI network, the TOP 150 suppliers in the PSI network, as well as interesting texts in the "Good to know" section. PSI distributors receive a **comprehensive overview of all relevant information which eases their daily work**, consolidated in one medium. PSI suppliers listed in the PSI Supplier Finder can be found easily and quickly by PSI distributors. In order to pave the way for successful cooperation for both groups, particular attention is paid to keeping the details in this directory up-to-date. The new edition 1/2022 is currently in the works. Now is the ideal opportunity for all interested **PSI suppliers** to **update** their **profiles** simply and conveniently via the Online Service Center. The **early-bird rates with 5 percent discount apply until 31 March 2022**. Regular deadline for entries is the 13 May 2022. <https://supplierfinder.psi-network.de/>

Messe Düsseldorf | No trade shows until the end of March



The trade shows EuroCIS (original date 15 to 17 February), BEAUTY, TOP HAIR, ProWein, wire and Tube (originally planned in February and March) have been postponed to dates in early May and early summer. Wolfram N. Diener, CEO of Messe Düsseldorf, commented: "We want and need the **leading Düsseldorf trade shows** and **at a time that promises the greatest possible prospects of success.**" The **PSI Trade Show** was also faced with the decision to move to March or to a date at the end of April. In agreement with the exhibitors' advisory board and after many discussions with promotional products distributors and consultants in the market, the **decision was already made at the beginning of December for the very late April date** (26-28 April 2022). Certainly, a wise decision in view of the current incidence figures and their course. Certainly, also a wise decision in view of international developments. By the end of April,

early summer conditions are likely to prevail, especially in the southern countries, and the incidence rates will be on the decline. By then, however, the corona waves in many European countries will have more than broken. Petra Lassahn, Director PSI, commented: "I am very pleased that our partners voted almost unanimously for the later April date. With our date, we are then two months after the predicted peak of the wave. We know from experience that a lot will be possible again then. Maybe we will have almost normal conditions

then. Exhibitors and visitors will be very happy about this and we are **looking forward to a** not quite 'normal', but **very good PSI 2022** in Düsseldorf."



Good prospects | Neighbours relax Covid measures

The closer the PSI date at the end of April gets (26 to 28 April), the more European countries are relaxing their corona restrictions. Many neighbouring countries of the trade show venue in Germany even want to abolish the restrictions altogether. They justify it with the fact that with a good vaccination coverage of the population and the significantly less dangerous variant Omikron Corona has largely lost its terror.

Concrete European measures



Denmark has abolished national restrictions such as compulsory health passports, compulsory masks and shortened opening hours for the catering trade. This makes Denmark the first country in Europe to lift such far-reaching restrictions.



Sweden wants to move swiftly to relax measures.



In the **Netherlands**, restaurants and cafés are allowed to reopen, and cinemas and theatres are also open again for culture lovers.



In **Austria**, the lockdown for the unvaccinated has ended, and at the same time the general vaccination obligation for over 18-year-olds came into force on 4 February. Experts assume that almost all citizens will have been vaccinated by mid-March, because from then on fines of up to 3,600 euros may be imposed.



Italy is introducing compulsory vaccination for people over 50 and is counting on rapid vaccination coverage. It is expected that by the end of March at the latest, far-reaching relaxations up to normality will be possible.



France also holds out the prospect of further relaxation if the rules are not so strict. President Macron deliberately wants to open a perspective towards more normality, but mainly for those who have been vaccinated. Further relaxations are announced for the end of March.



In **Great Britain**, almost all Corona measures will be dropped. No more mandatory masks indoors, and the health passport only has to be shown very rarely. For those entering the country from abroad, the previously necessary test obligation has been dropped.



The **Spanish government** is also striving for a fluisation of the Corona pandemic. The idea is to treat Corona as a recurrent disease, like influenza. A change of strategy towards recommending further openings is being prepared.



Looking forward to a good PSI with international participation

All good reasons and confirmations for PSI's decision to move the fair to late April. If the situation around Corona develops in a semi-linear fashion, as experts from the most diverse sciences assume, then we can look forward to a good trade fair with international

Participation. That PSI will be successful is supported by a recent report from the American PSI partner ASI (Advertising Speciality Institute) on the latest ASI show in Orlando. Michele Bell, Vice President of Editorial, wrote to PSI: "Yes, it was very successful. Our visitors and exhibitors were thrilled to be there. Sure, the show was smaller than usual, but enthusiasm and business were fantastic." This may also be predicted for PSI, as many distributors and suppliers report that business is picking up very well in 2022. PSI will be the first major and European show to see the market's new products for the year.

Moving ahead

Admittedly, you wouldn't want to change places with our politicians right now. While structures are reaching their limits in the face of the constantly changing pandemic situation, not every decision can be the right one or one that remains expedient in the long term. But for someone like me, who is in close contact with many people every day, who perceives hope and uncertainty every day, but above all determination and a spirit of optimism, a key question for politicians has to be posed: do you still actually talk to one another?

While many countries in the EU and around the world are acting more and more moderately and prudently, a veritable labyrinth of rules, regulations and measures is growing in this country, which are often passed, changed and overturned overnight. Keyword planning security: the spring PSI will take place from 26 to 28 April in Düsseldorf, if the official regulations in any way allow it.

As a professional trade show organizer and the industry's largest network in Europe, we are responsible only to the market and our members, exhibitors and visitors. The promotional products industry is our business, our mission and our passion. Yes, this spring PSI may be different from the PSI we are used to. But we now have decades of solid trade show experience. We are perfectly prepared to make the PSI a complete success for everyone involved, and we are flexible enough to adapt to the applicable rules at short notice. In other words: we are ready.

And if the politicians who are responsible for these decisions have trouble finding a way, then our industry is setting them a good example. With a lively, optimistic spring PSI full of energy and innovations our entire industry can not only look forward to but also be justifiably proud of. This is our way of doing it.

Yours,



Petra Lassahn
Director PSI



Exhibition Centre Düsseldorf

26-28

APR

22

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



The industry's
big reunion.

Order your
tickets now.
psi-messe.com

The leading European trade show for
the promotional products industry

PSI

Built by



In the business of
building businesses



Lasting values

They are the quintessential promotional item: writing implements have always been timeless classics in the field of promotion. They pass on the promoting company's message with every note they write. When asked what they consider a typical promotional item, nine out of ten passers-by will definitely answer "ballpoint pen." Ballpoint pens are, thus, very much "something to write home about." As, indeed, are those who use them for promotion. This is why writing implements are one of the themes in the April issue, supplemented by office supply products and the classical promotional calendar. The second theme presents articles from the areas of "fashion, workwear, caps and accessories," supplemented by "trade show innovations" at the PSI in April.

Please begin considering the product presentations in the May 2022 issue of the PSI Journal, which are dedicated to "merchandising and fan articles [WM]" and "health, sport and fitness" now, and send your product suggestions (image and text) no later than **18 March 2022** to: **Edit Line GmbH**, editors PSI Journal, e-mail: hoechemer@edit-line.de

PSI 2022: Worth the wait



Petra Lassahn, Director PSI, can definitely say: the spring PSI is worth the wait! After all, innovations and trends will also be shaping the market, convincing decision-makers and advancing the entire promotional products industry in April. The PSI Journal takes a look ahead to this trade show, which is so important for high-quality and unusual promotional items in Europe, and to the long-awaited large live event for producers, importers, distributors and buyers: the meeting point of the PSI network.

Positioning through awards

The PSI Sustainability Awards honour real sustainability in players within the promotional products industry, and have long been a trustworthy positioning marker. With Philipp Reusch, lawyer and expert in the areas of product liability and product safety, the PSI Sustainability Awards 2022 have a supporter who is as prominent as he is competent. In an interview with the PSI Journal, he explains why and how he would like to advance the industry on the path to sustainability.



Imprint

Published exclusively for the promotional products industry by PSI Promotional Product Service Institute,
Reed Exhibitions Deutschland GmbH
Völklinger Straße 4, D-40219 Düsseldorf
Tel.: +49 211 90191-0
Fax: +49 211 90191-180
Internet: www.psi-network.de

Publisher: Michael Freter

Management: Benedikt Binder-Kriegelstein, Ronald Herzog, Michael Köhler, Barbara Leithner

Editing: Edit Line Verlags- und Produktions-GmbH
Dekan-Laist-Straße 17, 55129 Mainz
by order of PSI Promotional Product Service Institute –
Reed Exhibitions Deutschland GmbH

Editor-in-chief: Manfred Schlösser

Deputy Chief Editor: Ursula Geppert

Editors: Martin Höchemer, Anke Zimmermann, Christian Jacob, Jutta Menzel, Christoph Zimmermann

Duty Editor: Martin Höchemer

Head of Media Solutions: Anja Späker

Advertising Sales Manager: Lars Kessler

Cross Media Sales

Senior Sales Manager: Senija Menzel,
senija.menzel@reedexpo.de

Sales Manager:
Martin Metz,
martin.metz@reedexpo.de
Anna Oikonomou,
anna.oikonomou@reedexpo.de

Regional contacts

Belgium and France: Reed Exhibitions
ISG Belgien und Frankreich
Bryan Piscou,
bpiscou@reed-export.fr

Italy: Reed Exhibitions ISG Italy s.r.l.
Erika Poleggi
erika.poleggi@reedexpo.it

Spain: Reed Exhibitions Italia Srl
Malvina Tralli
malvina.tralli@reedexpo.it

Turkey: Istexpo
Sevinc Abdullayeva,
sevinc@istexpo.com

UK: Reed Exhibitions ISG UK
Daniel Cordock,
daniel.cordock@reedexpo.co.uk

Design: Edit Line GmbH, Mainz
by order of PSI Promotional Product Service Institute,
Reed Exhibitions Deutschland GmbH

Layout: Stephan Weiß, Nina Bertsch, Stephan Flommersfeld

Photos: Lars Behrendt, Ursula Geppert, Martin Höchemer, Anke Zimmermann. Title theme: Adobe Stock. The editorial content include the use of photos from Adobe Stock.

Translations: Translanguage, D-40885 Ratingen

Printing: Kössinger AG
D-84069 Schierling

Advertisement price list no. 53 of 1 September 2020 applies.
ISSN number 1436-6193

Signed articles reflect only the opinion of the author. The publisher shall assume no liability for unsolicited manuscripts, photos and other documents. Return only if return postage has been paid (likewise no liability). For members of the PSI, the subscription price is included in the membership fee.

RELX produced according RELX Sustainable Paper Policy

RX Austria & Germany

7 – 10 APR 22 Exhibition Centre Cologne

The background of the poster is a dark blue-grey color. It is filled with numerous abstract, 3D-rendered shapes in various colors including purple, yellow, orange, red, pink, teal, and light blue. These shapes are of different sizes and forms, some resembling teardrops, spheres, and organic blobs, creating a dynamic and energetic visual field.

FIBO

GLOBAL FITNESS

For a strong and healthy society.

Built by



In the business of
building businesses

get your ticket: fibo.com

PRESENT YOUR BRAND TO THE WORLD



LOOPSHOPPER L FRAME TWIST SKY ROSE & BERRY



carrybag frame
twist sky rose



shopper M twist sky rose



allrounder L twist berry



allrounder R twist berry

reisensthe!®