

# PS1 EUROPE

**PSI Journal**

International Magazine

For Promotional  
Products

April 2022

Volume 61

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# Shiva PURA bottle

In times where hygiene is of the utmost importance for us and our family, we introduce the Tacx Shiva PURA antibacterial bottle.

This bottle is made of polyethylene containing a special additive. This releases silver ions that prevent bacteria from colonizing on the surface of the bottle. An appropriate promotional item in these challenging times.

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**European Directive  
on supply chains**

**Stricter  
regulations  
expected**

**New date for  
the PSI**

10 to 12 January 2023

**Product Guide**

Fashion, Workwear, Caps,  
Accessories  
Office, writing  
instruments, calendars

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This bottle is made of polyethylene containing a special additive. This releases silver ions that prevent bacteria from colonizing on the surface of the bottle. An appropriate promotional item in these challenging times.

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## Editorial

# Joining forces, regaining former strength

**T**he heading for my March comment at this spot had been Preparing for Normality. And now, what is left of this normality? There will be no PSI trade show in late April (interview with Petra Lassahn on page 16). In Ukraine, the ugly face of war is showing itself right on our doorstep. Coronavirus incidences everywhere are soaring to peaks we would never have imagined before. A German economy minister from the “Green” party is on a global search for fossil fuels. In supermarkets, shelves are empty again, people are carting bottles of gas home and quite a few are hoarding water in their basements, in case hackers bring the supply of electricity and hence water to a standstill.

Once again, we have to fear for supply chains. Never since World War Two have so many ships remained in and outside ports worldwide. Even the Chinese Silk Road, which was meant to end in Duisburg, is unlikely to be universally welcomed now, due to Putin’s “wake-up call”. Even though daily life is still proceeding according to its familiar rhythms, in actual fact, almost nothing is as it once was. The art of the feasible will define the months to come.

Once again, creativity and flexibility are going to be called on to an extensive degree, in order to get companies in the promotional products industry safely through these times. Equipment and footing, here, are offered by the fact that haptic promotion has nothing to fear from digital competition – there is none in sight so far, at least. But all of us will have to fight harder to get seen and heard. Two years without the big feature, the PSI trade show, are not making it any easier. Not by chance are we hearing more and more voices who are sorely missing this major promotional products showcase and are ardently hoping that the PSI trade show regains its mojo for January 2023.

I am optimistic that this will succeed. While the feasible is currently situated more in the microdetails, the hour for the promotional product’s big appearance will return again. Not only our industry needs it, the entire economy needs it. More than 16,000 visitors from 81 nations were at the PSI trade show in 2020. That is what the PSI can achieve and what has been drawing exhibitors and visitors to Düsseldorf for nearly 60 years. And we will arrive at that point again, if we all work on it. Within the EU, we are currently learning togetherness to an extensive degree and togetherness will restore the industry to former strength – I am certain on that point.

In this spirit

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

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

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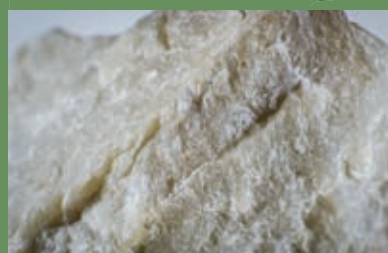
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## European Directive on supply chains

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On 23 February 2022, the EU Commission presented the long-awaited draft of the Proposal on Corporate Accountability. This provides for stricter corporate due diligence requirements in the supply chain and goes far beyond the German LkSG.

## Now date for the PSI

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In a good two weeks, the gates of the Messe Düsseldorf were supposed to open for this year's PSI. The rising incidence of corona, the international situation and ultimately the war in Ukraine have once again led to a postponement. Not until 10 to 12 January 2023 will another PSI take place in all its old glory. Petra Lassahn speaks a clear word.



## Product Guide: Fashionable qualities

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When it comes to clothing and accessories, the industry is constantly up to date, offering authentically fashionable qualities for work and leisure. Also suitable for work and leisure: writing instruments. Because: "Be a writer and leave a mark." Promoting is evidently about making an impression. And that also applies to office and calendars.



## Boosting sales with stories

80

Purely rational communication doesn't fill shopping carts anymore these days. Those who want to sell products need to tell stories. With pictures, films and in particular also with words. This applies to the promotional product industry too. Caroline Zöller, Managing Director of the agency Forteam Kommunikation, knows what matters most in story-telling.





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*Sustainable alternatives...*



The VW bus, commonly called “Bulli” in Germany, is celebrating the premiere of its **electronic version**: the **ID.Buzz**. The exterior reminds people of its oldest predecessor: the T1. It is expected to ring in the **future of automobiles** and will be able to drive partially semi-autonomously in Hamburg on a trial basis starting in 2025 (tagesschau.de, “Der ‘Bulli’ wird elektrisch”).

It remains to be seen if the sustainable **ID.Buzz** can take hold over the long term. The promotional product industry is also increasingly underscoring the message that **sustainable alternatives** of conventional products are prevailing and establishing themselves successfully in the market. The once normal trend of **sustainability** has long become a **mega trend**, which the Zukunftsinstitut (Future Institute) says is due to the fact that “mega trends are not only movements on the surface, they are **deep currents** of transformation”.

*...or sustainable without alternatives?*

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# Haptics Yesterday and Today

A person who is the **paragon of politeness**, is considered nothing less than an ideal example of a polite person. While the word **paragon** is commonly used in a figurative sense today, not everyone knows what the **original meaning** of the word is. It has been used in **German merchants'** lingo since the **16th century**, when it was associated with a product to be used for advertising purposes geared towards the public in contrast to packaged goods or bound goods.

Essentially, it was a commercial **sample for potential customers** to look at and was a flawless, prime example of a product – a so-called **paragon of quality**. (From: Versunkene Wortschätze. Dudenverlag, Berlin 2016). However, today, people refer to the **haptic experience** within the context of **advertising products** in terms of giving the consumer a full impression, including packaging. Nevertheless, what has stayed the same about the way the word is used is that there is an **expectation** for a product to be flawless, and therefore, a paragon of quality. The **PSI Product Finder** offers a whole series of prime examples. Our examples of **specifically selected products** are suitable for promotional purposes that you can see as well as touch.

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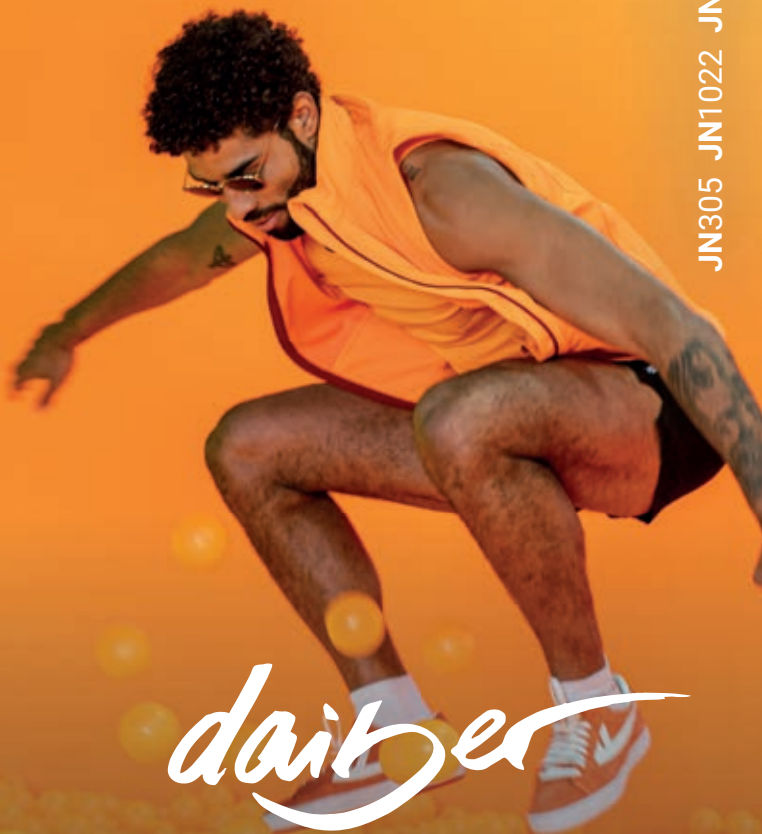
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global  
growth in  
promotional spending is expected in  
2022, according to Dentsu experts.  
They estimate the net promotional  
investment in Germany to be around  
five percent. [adzine.de](#)

**16%**  
.....  
of Germans who take part in customer loyalty programmes  
subsequently recommend the brand to others, according to a  
study by Yougov. [horizont.net](#)

**56 percent**  
.....

of Germans at the age of 18 to 44 years who  
were surveyed for a study by Agentur-Boomer  
think that brands should communicate using  
humour. [horizont.net](#)

**1st place**  
.....

among the topics dealt with by the market-  
ing and communications industry in 2022 is  
the shortage of skilled workers. The search  
for qualified personnel and junior staff is  
even more important than new sales chan-  
nels. This result emerges from a survey by  
Dmexco. [absatzwirtschaft.de](#)

**3 out of 4**  
.....

**economists** who were surveyed for the economist panel compiled jointly by the ifo  
Institute and the FAZ believe that the European Central Bank (Europäische Zentralbank,  
EZB) should start fighting inflation immediately. 69 percent consider an interest rate hike  
to be the most appropriate measure. [ifo.de](#)

**Two thirds**  
.....

of the companies surveyed (61 percent) see the development of proactive analytics in marketing  
as one of the most important strategic goals for 2022, according to an analysis by the Martech com-  
pany and data specialist Adverity. [adzine.de](#)

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On 23 February 2022, the EU Commission presented the long-awaited draft of the Proposal on Corporate Accountability. This provides for stricter corporate due diligence requirements in the supply chain and goes far beyond the German LkSG.

## European Directive on corporate sustainability due diligence

# Significantly stricter regulations expected



**I**n June 2021, Germany passed the Supply Chain Due Diligence Act (LkSG), which will come into force on 1 January 2023. The LkSG applies to companies across all sectors with 3,000 or more employees. From 1 January 2024, it will also affect companies with 1,000 or more employees. The companies concerned are obliged to observe human rights and en-

vironmental due diligence in their supply chains. This includes, among other things, setting up a risk management system, conducting regular risk analyses, issuing a policy statement on the company's human rights strategy, taking preventive or remedial measures and setting up a complaints procedure. Failure to comply with these due diligence obligations can result in heavy fines.



## Due diligence according to LkSG §§ 3–10

In June 2021, Germany passed the Supply Chain Due Diligence Act (LkSG), which will come into force on 1 January 2023. The EU Commission's draft proposal goes far beyond the German LkSG.

### Risk management

LkSG § 4 requires companies to set up a risk management system, which includes the appointment of a human rights officer. This risk management has to be appropriate and effective in order to meet the due diligence requirements of LkSG § 3 and also has to be anchored in all relevant business processes.

### Risk analysis

As part of this risk management, LkSG § 5 requires companies to carry out a risk analysis (at least once a year), the implementation of which requires, among other things, the weighting and prioritization of human rights and environmental risks.

### Preventive measures

In the event that a company identifies a risk during a risk analysis, LkSG § 6 requires the implementation of appropriate preventive measures. As a preventive measure, for example, § 2 mentions the submission of a human rights strategy, which describes the procedure the company will follow to fulfil its obligations.

### Remedial measures

If the company determines that a human rights-related or environmental obligation has been violated, it is obliged to take remedial measures according to LkSG § 7. In the event that the violation is committed by a direct supplier, going to the length of terminating the business relationship is a viable remedial measure, as a last resort.

### Complaints procedure

It is also the responsibility of the company to set up an internal complaints procedure that enables individuals to point out corresponding risks and violations (LkSG § 8). This complaints procedure must be designed in such a way that indications of risks and injuries that have arisen through the economic activities of an indirect supplier are also accepted.

### Documentation

Finally, LkSG § 10 requires companies to continuously document their responsibilities of due diligence and to submit an annual report on their fulfillment. The latter must be made publicly available on the company's website free of charge for a period of seven years.

Source: reuschlaw Legal Consultants

## The promotional industry is also affected

Preceding the German legislative initiative, the promotional products industry had already participated in lively discussions and taken a stand on this controversial law. As the LkSG is aimed at the entire value chain and thus indirectly covers companies of all sizes and every level of trade, it is feared that large companies will ultimately transfer their due diligence obligations to their smaller business partners, thereby placing an additional burden on medium-sized companies. The draft of a European due diligence law presented at the end of February 2022 now gives further cause for concern, as it goes beyond German legislation in many respects.

## Lengthy process

At the EU level, sector-specific due diligence obligations already apply to companies with regard to their suppliers, for example for the timber trade (EUTR) and for conflict minerals. In addition, the Commission and the European parliament have endeavoured for years to pass a due diligence law across the sectors, in the form of a directive. In March 2021, the European Parliament passed a draft initiative with demands and recommendations for the Commission, regarding a corresponding draft directive. This directive affects even small and medium-sized companies.

## Presentation of draft EU directive

The Commission's paper was a long time coming. As expected, the draft of the EU directive that has now been presented outlines a stricter application of the regulations, compared to the German LkSG. Specifically, it affects all EU companies that have at least 500 employees and a net turnover of at least EUR 150 million worldwide (group 1). The new regulations are also applicable to companies with more than 250 employees and a net turnover of more than EUR 40 million if they generate at least 50 percent of their net turnover in a resource-intensive industry (group >>



2). These include the sectors of agriculture, textiles and minerals. For this second group of companies, the regulations only apply two years later than for group 1. Companies from non-EU countries that are active in the EU and generate sales within the EU in the amount of group 1 and group 2 also fall under the directive. Small and medium-sized enterprises (SMEs) with fewer than 250 employees are not directly affected by the draft directive.

### Stricter regulations across the board

The draft directive is also stricter in broader areas of application. The proposal not only applies to the companies mentioned themselves, but also to their subsidiaries and the entire value chain. The substantial justification of companies' responsibility of due diligence is as follows: companies are held accountable for the negative effects of their business activities on human rights and the environment with the aim of identifying, avoiding, mitigating and eliminating such effects. In addition, companies are subject to an annual review of their risk assessment and measures as well as comprehensive reporting obligations. This is to ensure a database in order to early reveal risks, to counteract suitably and to assure positive developments.

### Indirect business partners are also included

The responsibility for compliance with due diligence lies with company management. Violations of due diligence in the supply chain result not only in fines but also in civil

liability. People who have been harmed by a company's operations have the opportunity to sue the company for damages in the relevant national courts. Companies can fulfill their responsibility of due diligence towards their indirect business partners by having the business partner contractually assure them that they will comply with the company's code of conduct and prevention plan. German law only applies to direct suppliers.

### SMEs fear disadvantages

The Commission's draft represents the first step in the legislative process in the EU. It will now be discussed in the European Parliament. A final decision on the European Due Diligence Law is not expected until 2023 or 2024 at the earliest. The reactions of European politicians vary: there is criticism, for example, that companies are faced with extensive reporting obligations, which burden SMEs in particular with unnecessary bureaucracy. There are also fears that global supply chains could be disrupted and poorer regions disadvantaged. On the other hand, the Europe-wide standardization of competitive conditions and the possible fight against human rights violations are seen as an opportunity for companies that value correct production conditions. <

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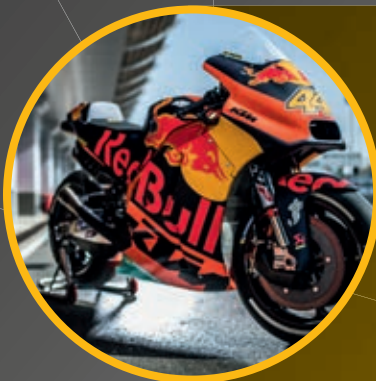
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In a good two weeks, the gates of the Messe Düsseldorf were supposed to open for this year's PSI. The rising incidence of corona, the international situation and ultimately the war in Ukraine have once again led to a postponement. Not until 10 to 12 January 2023 will another PSI take place in all its old glory.

**Petra Lassahn speaks a clear word**

# New date for the PSI

## 10 to 12 January 2023

**R**eading the interview in the March issue, it is hard to believe that there has been another postponement.

**PETRA LASSAHN:** I can only agree. It really hurts us deeply, when we've spent a whole year working towards this goal and then we have to postpone it again.

**But Covid-19 simply can't have been the main reason for the postponement.**

**PETRA LASSAHN:** It wasn't the only reason, that's true. But we shouldn't underestimate it. If you look around the streets, you see that many people are afraid because of the increased incidence, and politicians have maintained the measures in various German federal states, and other countries have reintroduced stricter measures.

**"I saw with great satisfaction that people want and need the PSI, and want to work with us on a successful PSI 2023."**

Petra Lassahn, Director PSI



**But there are big fairs that do take place.**

**PETRA LASSAHN:** Yes, but when you have a look, these are mainly technical fairs, for example for software and data technology, that are so innovative and highly regarded that they attract exhibitors and visitors from all over the world – and sometimes by chance take place during a dip in corona.

**So there were also other reasons?**

**PETRA LASSAHN:** Yes, we couldn't convince all the brands that usually make the PSI so unique and important to join. Some found the date too late, others had doubts that there would be enough international visitors in this corona situation. Budget pressure, a decline in export and sales came on top of that. The uncertain situation caused others to shy away from the investment, which of course is higher at a PSI than at regional trade shows, which have a different culture of exhibitor presence. The huge scale of a PSI can easily make it cost many times what a regional show does. That's why many comparisons are flawed. What normally pays off with a PSI is called into question in a crisis.

**But wasn't it possible to predict this well in advance?**

**PETRA LASSAHN:** The first doubts appeared in mid-March. When the war in Ukraine intensified, followed by concerns from some exhibitors from Poland, the Czech Republic and Turkey, the situation came

to a head. This was accompanied by emails from Finland, Sweden, the USA and other countries in which visitors and association representatives expressed their concerns about the war. When things add up, then at some point you have to act. After all, we have a special obligation to our exhibitors in this case. We had to consider that many large and medium-sized suppliers had signed up, and at some point they would have had to start building up their stands and planning their personnel. We could not leave a situation hanging that would have brought costs to customers.

#### **So there is not just one decisive reason for this postponement.**

**PETRA LASSAHN:** No, because we would also have looked forward to a much smaller PSI. It would have been smaller, but it would still have stirred up interest and created business. It was the sum of all of these reasons that made us decide this way, responsibly and in consultation with many decision-makers in the market. In the past few weeks, I have visited quite a few large exhibitors and opinion leaders in the industry and I saw with great satisfaction that people want and need the PSI, and want to work with us on a successful PSI 2023.

#### **What motivates the exhibitors, who are also PSI members, to continue focussing so heavily on the PSI after a two-year break?**

**PETRA LASSAHN:** I've heard many reasons for this: there's no other trade show for promotional items in Europe that has a similarly wide range of products and the high international popularity of the PSI. This applies to exhibitors and visitors. At the last PSI, which took place under normal conditions, a good 42 percent of our visitors and 53 percent of our exhibitors were international - a total of 16,367 visitors from 81 nations. That's the PSI we all need. We organisers, the exhibitors, the distributors, the entire industry all want and need to present ourselves to the promotional world as an important promotional tool.

#### **There's no competition at that level.**

**PETRA LASSAHN:** No, when you see how much the media reports about the PSI alone, you quickly get a feeling for how important this well-known platform is for the industry. In addition, there is all the word-of-mouth communication in agencies and industrial companies. The PSI radiates something very special. That is something that you can see so clearly when you look at politicians and other guests walking through this fair for the first time: their eyes light up with pure astonishment and appreciation.

#### **Now the focus is naturally on the days from 10 to 12 January 2023. Is there anything new to report there?**

**PETRA LASSAHN:** Clearly, these three PSI days will determine the work of the next eight or nine months. After the

repeated postponement, we did have to catch our breath for a few days, but now we are fully geared towards 2023. We are working on new concepts, new side shows, new incentives for international visitors – and for national ones too, of course.

#### **But there won't be a return to the "old" regulation for industrial customers?**

**PETRA LASSAHN:** No, we have understood the industry's signals, and we agree that only dealers and consultants – and no longer we ourselves – are allowed to invite industrial customers. Moreover, each person is only allowed to bring a maximum of 10 customers with them. At the moment, there are considerations to limit this only to the third day of the fair. We are currently discussing this with decision-makers in the industry. Many things that are being put to the test will be decided very promptly, so we can then put all our energy into acquisition.

**“Anyone who talks about keeping it small is either thinking purely pro domo or has not understood that an industry needs charisma if it wants to be successful.”**

#### **When will the industry find out what's new at the PSI 2023?**

**PETRA LASSAHN:** I can't give you an exact date yet. We have also postponed the Sustainability Awards. For this event, the new date has not been fixed yet, either, but the presentation will take place before the summer break. We'll take this as an opportunity to also present news about the PSI 2023. Kick-Off 2023, an awards and gala evening, will be the starting signal for the PSI 2023. Incidentally, a PSI as it always was and as we love it.

#### **No more fear of Covid-19 and possible restrictions?**

**PETRA LASSAHN:** If fear controls our actions, then we can give up right away. I am firmly convinced - and this is also confirmed by science and medicine - that the coming winter will be quite relaxed for many reasons. We will have to live with Corona as we have lived and are living with the flu. It, too, often has serious consequences for many, especially older people.

#### **You're off to an optimistic start!**

**PETRA LASSAHN:** Sure: on the whole, we are optimistic about the future. Incidentally, that has characterized all the market talks I've had over the past few weeks. And let me say it again: the industry needs and wants the PSI. Everyone misses this huge, unique fair. Anyone who talks about keeping it small is either thinking purely pro domo or has not understood that an industry needs charisma if it wants to be successful. <

The PSI Sustainability Awards were presented for the first time in September 2015. They were launched by the PSI as an exclusive distinction for the promotional product market, to enable the winners to set themselves apart from the competition. This exclusivity was always also reflected in the exclusive award ceremonies – and will be reflected this year, too.

## Seven years of the industry's sustainability award

# Presentation 2022 with kick-off-character



In the past few years, the evening galas took place at Wiesbaden Kurhaus.

**A**s the industry's sustainability prize, the PSI Sustainability Awards had a clear goal right from the very beginning: making sustainability measurable and developing the awards themselves into a sign of quality. That's why setting high standards was a priority from the outset, to ensure that the awards are highly recognised by the users of promotional products and thus represent value for the winners. "With this distinction we have over the years developed a trusted positioning feature, which offers agencies and marketeers on the one hand and distributors, suppliers and finishers on the other with orientation that they can rely upon," emphasises Michael Freter, who

"not only initiated the project but has also successfully drawn attention to the topic over the past six years," says PSI Director Petra Lassahn.

### Exclusive evening galas

The festive atmosphere for the premiere event in 2015 was provided by the ballroom of the Classic Remise, Düsseldorf, a heritage-listed roundhouse from the early 1930s. The exclusive evening gala moved from the ballroom of the Classic Remise to the neo-classical Kurhaus Wiesbaden, which gave the award ceremony a stylish ambience until 2019. In 2021, when the gala event was to kick off the trade show for the first time, the presentation of the PSI Sustainability Awards had to be moved to the digital realm in response to the pandemic. And, due to these circumstances, the evening event didn't take place coram publico on a big stage but was instead broadcast via live-stream from a studio. A premiere that was completely different to what was originally planned for this evening but indeed no less festive.

### Presentation 2022 to be postponed

Following this digital intermezzo, the PSI Sustainability Awards 2022 are returning to the exclusive live evening gala format. Even though the new date has not been fixed definitively yet, all guests can expect a festive evening with a varied programme. The presentation will take place before the summer break. The evening gala will be the starting signal for PSI 2023. According to the motto "Three in one", it will be the kick-off event for PSI 2023, the presentation of the PSI Sustainability Awards as well as an evening gala. This is what the industry can look forward to.

<



# 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 industry has long been proving that it can also do things in “chic”. When it comes to clothing and accessories, it is constantly **up to date**, offering authentically **fashionable** qualities for work and leisure.



## Universal & customizable wallets

It's the small, practical helpers that are usually the greatest support in everyday work. Karlowsky Fashion offers a variety of accessories for different purposes. Especially in the gastronomy, the hotel industry, in the flight service or for cab drivers, where it has to go fast, they are indispensable. With the new wallet (KZB 40), the well-established company from near Magdeburg has once again hit the "nail on the head". The practical and, on top of that, customizable wallet is optimized for quick and easy opening and closing with a press stud. The interior also convinces with 5 large bill compartments and a zippered compartment for the safe storage of large bills, coins or receipts. Matching the new multifunctional cashier's holster with belt pull-through (KZB 41) and the extra-large large cashier's holster with integrated belt harness (KZB 42) are the perfect additions for all service teams. Available now at Karlowsky Fashion GmbH.

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



### FOLDABLE SHOPPER

Convenient shopping bag including handy folding pouch stitched inside the bag. This bag, made from 3 recycled bottles, fits easily in any handbag, briefcase or pocket.



Stock Colors



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### ALL WEATHER BICYCLE BAG

This robust bicycle bag (± 20L) is completely waterproof due to the taped & welded seams and the practical roll top closure. Perfect for anyone cycling to work or school. **NEW: RPET Lining.**



Colors



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SL BAGS

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





PSI 47706 • NonvisioN Werbeproduktion  
Tel +49 651 2015678  
contact@nonvision.de  
www.nonvision.de

## Stylish headgear

The bucket hat, which is also known as a fisherman's hat, is making a comeback – and it is cooler than ever, as NonvisioN knows. The days when bucket hats with their wide brim and egghead shape were only worn by fishermen, hikers or German tourists are over. Today, the hats grace the heads of street style and fashion conscious consumers around the world. The bucket hats can be upgraded with a customised design for a minimum order of 150 units. For example, they can feature a double-sided, all-over sublimation imprint so it can be used as a reversible hat with two different designs. The vendor would be happy to assist you with the design and give advice about realising your design.

## Monstrous sewing fun

With the cuddly monsters from the “allrounder box – my first sewing set” from Franckh-Kosmos (EAN: 4002051604394), children six years and above can start sewing their first figures from strong felt step by step. Just follow the instructions and connect the pre-punched felt shapes with a blunt needle and thick yarn. Fill with fiberfill and then decorate with the self-adhesive felt decorations as you wish. With ten pre-cut monster shapes and all the accessories they need, little monster sewers can be creative and improve their fine motor skills at the same time.



PSI 47941 • KOSMOS  
Tel +49 711 2191457 • b2b@kosmos.de  
www.kosmos.de

-Advert-



stilolinea



## Perfectly staged

Nothing represents the visual personality of your company better than a well-designed and well-staged badge. With the plastic ColoBadge from Anda Present, the front of the badge can be personalised with a logo, slogan or customised graphics and the backside can feature a magnetic pin. The presentation can also be adapted to the shape of a customer's logo. As part of the Be Creative Collection from Anda, the ColoBadge is produced in Europe with the help of full colour printing technology.



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Tel +49 2872 92760 • info@herbalind.de  
www.herbalind.com

## Individual dreamy cushions

ASB Herbalind GmbH is a business that actively promotes the inclusion of people with disabilities and has made a name for itself with high-quality cushions and cushion fillings. Cotton fabric for heating cushions, cold packs and scented pillows as well as suitable and carefully selected natural filling materials are characteristic for the company's product range. The company's clients can select from cherry stones, various seeds and grains, or specially-selected fragrance compositions of blossoms and herbs for the filling. All products are produced and imprinted on-site. The products can be customised according to a customer's wishes for a minimum order of 250 units.



PSI 48898 • b + a Vertriebs GmbH  
Tel +49 7062 978910  
gauger@b-und-a.com  
www.promotionkicker.de

## Now doubly secure

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



INNOVATIVE WORKWEAR EST. 1892



THE NEW

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

## Workwear with logo on the inside

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

## Even more individual work clothes

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



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



## Light glasses for mechanics

During electrical work or 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](mailto:info@indexa.de)  
[www.indexa.de](http://www.indexa.de)



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Stephan Voepel, Head of Sales







## Fine yarn for shirts

High-quality t-shirt styles made of 100 per cent combed and ring-spun cotton from Fruit of the Loom will send out convincing advertising messages while welcoming the spring. The company is presenting two high-quality t-shirt series: Iconic T and Premium Ringspun T. The combed and ring-spun cotton gives the fabric surface a pleasant skin feeling. With the high-quality T-shirt series, Fruit of the Loom offers exactly the right styles for every company or personal taste with its large selection of fits, fabric weights, colours and sizes. And as always, the t-shirts also can be wonderfully decorated.

PSI 42743 • Fruit of the Loom  
c/o FOL International GmbH  
Tel +49 631 3531328 • service@fotlinc.com  
[www.fruitoftheloom.eu](http://www.fruitoftheloom.eu)



## Repair shop on a wristband

Anyone who is constantly looking for their tools when doing their work, will appreciate the latest creation from FreeWings®. The wristband FIBS® Craftsmen offers space for a pencil, measuring tape, screws, bits, knife and much more. This useful fashion item is inspired by lederhosen, the traditional German leather trousers. Inside, there is a zipper compartment for important items like cards, money or keys. This way, your valuables can also be kept safe when you go to a party or concert. A business can also stay connected to customers by placing their logo on this promotional tool kit.



PSI 60424 • FreeWings® / FIBS®  
Tel +43 6765 212866  
free@freewings.net • free@fi-bs.com  
[www.fi-bs.com](http://www.fi-bs.com)

Two great Ringspun T's from Fruit of the Loom – two ways to enjoy the premium quality and softness of 100% combed Ringspun cotton! Choose from our iconic 150 T (150gm/m<sup>2</sup>) with its tailored fit, or our heavier-weight Ringspun Premium T (195gm/m<sup>2</sup>), available in our classic fit. All our Ringspun T's are made entirely ethically by us and deliver exceptional decoration results.

See the difference – and feel the difference, too!



FRUIT OF THE LOOM®

Ringspun  
Premium T

Iconic 150 T

# It's Ringspun!

Premium quality

Feel the difference





PSI 48917 • Promo-House  
Tel +48 12 411 4242 • info1@krawaty.info  
www.krawaty.info

## Hand-stitched luxury fashion

Hand-stitched Venzo ties are a standard product produced by Promo-House. Venzo is going one step even further and is now selling hand-stitched ties with a visible outer stitch. Apart from the aesthetic value, this type of stitched tie is a perfectly bound luxury product. Only natural silk and wool fabric or blends are used to produce the ties. Combining customised colours and patterns according to a customer's wishes makes them a one-of-a-kind product.

## Bandanas made of bottles

The world is being flooded with plastic waste. From the Arctic to the Antarctic and from the surface to the bottom of the sea, millions of tonnes of plastic are lying or floating around just waiting to be used in a worthwhile manner. MEDIA Sp. has set out the task of developing promotional products, which are ecological and absolutely safe. To do so, it uses 100 per cent recycled material. Thanks to the sublimation process, any graphic can be applied to the new bandana. The company logo thus becomes an ambassador for recycling.

PSI 60161 • Media Sp. Z.o.o.  
Tel +48 50 9037400  
m.ostrowska@media.net.pl  
www.media.net.pl



-Advert-



stilolinea





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

## Ideal companion

HERKA Frottier is presenting the Waldviertler hammam towel: The extremely light travel towel made out of an ultra-light, double-face fabric, which features elegant stripes and subtle relief weaving, impresses people by the fact that it saves 30% of material compared to conventional terry cloth towels and it dries really quickly. This reduces washing and drying costs. The hammam towel is the ideal companion to take along with you to the beach, pool, sauna, sports activities or on trips. It can feature customised weaving for a minimum order of 40 units. The prizewinning towel can optionally be finished with a grass sleeve, it is made 100% from cotton, and it can be produced as an organic version in accordance with GOTS (Global Organic Textile Standard). This towel is a bestseller due to the short delivery time of 4 weeks and the fact that it is produced in HERKA Frottier's facilities in Austria.

# FACT

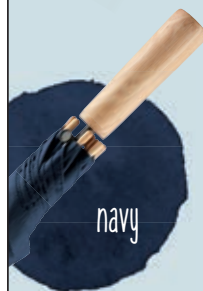
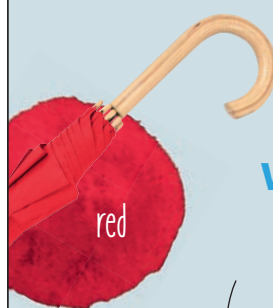
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... made of  
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plastics



» For more facts about waterSAVE® visit

[www.fare.de/feed](http://www.fare.de/feed)



## Shoulder bag for any occasion

The Bronson® Dimas from Kaldenbach is a practical shoulder bag that can be used for nearly any occasion. Thanks to its modern design, the shoulder bag will accentuate nearly any outfit. It is made out of polycanvas (600D) and features a front compartment, a zipper compartment on the side, an adjustable shoulder strap, a Velcro fastener and an open exterior compartment. The bag comes in grey and is approximately 37 × 39 centimetres in size.



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

## Embroidery ideas and service

The embroidery Klam stands for well-founded knowledge and all-round service from the request to the delivery. Whether high-quality workwear, individual caps, hats or textile accessories: you are sure to find the right products for every advertising company and refine them directly at the company's location in Germany. The service team supports customers with innovative ideas and many years of experience in order to realise uniquely finished textiles together.

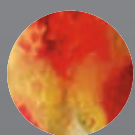
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Each BIC® lighter undergoes more than 50 quality and safety checks



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





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Kaldenbach GmbH  
Tel +49 9151 817850 • info@bronson.cc  
www.bronson.cc

## Comfortable around the neck

Bronson® LURA from Kaldenbach is a stylish, and at the same time, cuddly scarf made from imitation cashmere. The vendor assures that this material makes it especially comfortable to wear. Moreover, the 30 × 180 centimetre scarf has received Öko Tex Standard 100 certification. It comes in the colours white, cream, black, red, pink, hot pink, orange, dark orange, green, grey, yellow, brown, blue and dark blue.

## Starting spring in an active way

In keeping with the upcoming spring, Russell is focusing on t-shirts for active people. The 180M/B and 155M/F/B as well as t-shirts from the Pure Organic collection are must-haves. All models are made of 100 % cotton, as Russell places strong emphasis on ecological sustainability. As part of its ecological responsibility and strong commitment to sustainability, Russell has been a proud member of Better Cotton in addition to its membership in the Fair Labour Association FLA and amfori BSCI. Russell offers an unbounded selection of t-shirts. The supplier promises a suitable spring t-shirt to meet every demand.



PSI 42743  
Russell c/o FOL International GmbH  
Tel +49 631 3531328 • service@fotlinc.com  
www.fruitoftheloom.eu

-Advert-



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## A safe place for the start of summer

With the patented FingerBag® FIBS®, FreeWings® is introducing a stylish as well as useful fashion accessory for the summer. The wrist bag can keep important items like keys, money, (credit) cards, papers and even a mobile phone safe from thieves. The bag can be carried around your arm, leg, belt or anywhere else. FIBS® is available in different zip colours and materials – from bamboo, cotton and leather to Tyvec® and microfibre. The size of the wristlet is unisex and the size of the bag can vary depending on the customer's preference and the purpose for use.



PSI 60424 • FreeWings® / FIBS®  
Tel +43 6765 212866  
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www.pinsundmehr.de

## Six advertisements on one product

The TRIGGI®Premium is the refined version of the popular shopping companion TRIGGI® from Pins & more. The TR 218 model slips into a chic leather case. Customers can design it entirely as they like. The leather case offers sufficient space for individual wishes. Both the leather and the cast metal holder can be refined at your discretion. The product therefore offers six surfaces for individual advertisements. The shopping cart remover is available individually in a biodegradable bag or in a gift box.

## Elegance in your chest pocket

The experts at Tie Solution say that woven or imprinted chest pocket handkerchief made out of elegant Italian silk are not anything new, but they are experiencing a real revival in people's home office due to the corona pandemic. Chest pocket handkerchiefs are combined here with a dress shirt and sports coat. The handkerchiefs can be colourful or feature a company logo, which makes it quite an eye-catcher. The company from Wetzlar can realise individual designs with striking patterns and colours for a print run of 50 units. Upon request, the producer can wrap the hand-made handkerchiefs afterwards in silk paper and pack them inside an elegant box.



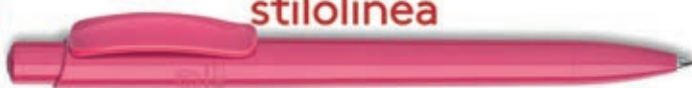
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PSI 46095 • Lumitoys-GmbH  
Tel +49 2331 3775450 • info@lumitoys.de  
www.lumitoys.de

## Luminous eye-catcher

With the individually manufactured, illuminated logo, the wearer of this shirt from Lumitoys is guaranteed to attract everyone's attention. And there is no need for large purchase quantities, because in the standard version (black or white material, rainbow LEDs) production with your own logo is possible in quantities of 50 and more. Other LED and fabric colours can also be realized in larger editions. In addition, the cotton fabric can be individually printed or flaked. The batteries are USB-chargeable and therefore do not need to be replaced.

„Begeistern mich nachhaltig:  
Taschen wie für meinen Alltag  
gemacht“



**Klimaneutral**  
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## Neu: der MODERN-CLASSIC Organizer XL

Man nehme den Gewinner des Promotional Gift Award 2021, gebe ihm mehr Volumen und einen Deckel oben-drauf: Voilà, der neue MODERNCLASSIC Organizer XL. Gemacht für das mobile Arbeiten, gefertigt mit recyceltem PET. **www.halfar.com**



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



## Well protected on a business trip

The soft laptop case from Interall is made of recycled felt. The light and environmentally friendly material protect the laptop and tablet from scratches and knocks. The front part of the laptop bag is covered with vegan leather made of apple waste. The elastic strap made of organic cotton and natural rubber and the beveled surface is an iconic part of the laptop bag and provides for some leeway in the case. This makes it possible to add additional accessories.

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

## Ultra-soft around the neck

Filanti is selling a special ultra-soft scarf made out of 100 percent soft twill silk from certified organic farming, which is woven in Italy and can feature digital imprints that are made using Oekotex-certified printing ink. Naturally, these scarves can be customised according to a customer's design. They subsequently can either be delivered machine-rolled or fully hand-rolled upon request. Various sizes are available and the manufacturer indicates that the minimum order quantity is 50 units.





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

## Advertise naturally

Anda Present offers you the opportunity to advertise your business with a natural and environmentally-friendly badge: the BooBadge. It is made out of bamboo and plywood and features a magnetic pin on the backside. The badge can come in various shapes: round, oval, rectangular or square. The company logo can be placed on the front side with the help of special pad printing and engraving technology. BooBadge is produced in Europe and is part of Anda's sustainable Go Green Collection.



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## cupit

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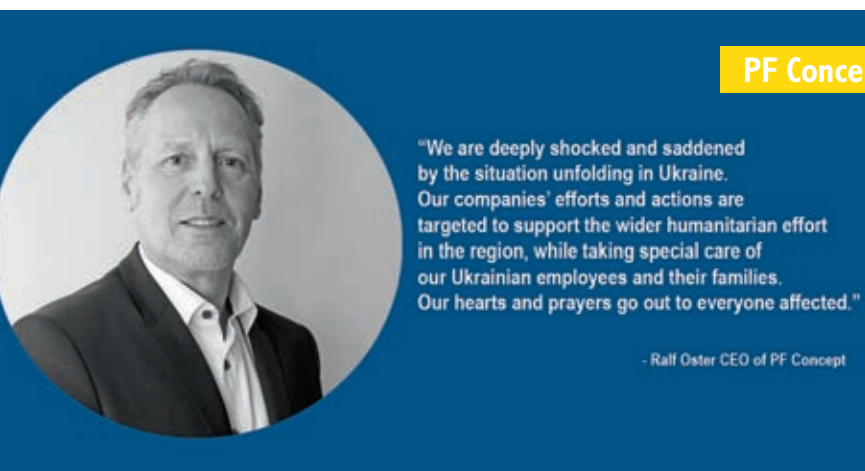


## PF Concept offers support for Ukraine

The renowned European promotional products supplier PF Concept is offering its support for Ukraine, which is currently suffering from the Russian war of aggression. A press release from the company states: "At PF Concept we have been following the invasion of Ukraine with grave concern and find it heart-breaking to see people needing to leave their safe home and seek refuge in neighbouring countries. To support those in need, PF Concept has decided to donate up to 1% of our March sales to the Red Cross Poland and other charities, enabling them to provide the much-needed humanitarian aid."

As an international company with locations and customers throughout Europe, we are working to provide concrete support to our Ukrainian team members and their families in our Poznan facility and East European Sales offices.

Next to financial support, we will also donate products. Being specialized in premium gifts, we have a big assortment of products like jackets, bottles, bags and powerbanks, that seem useful for refugees. We are therefore closely working with our Polish warehouse, to collect and coordinate the donation of these products. We will provide an update on this initiative at a later stage."



"We are deeply shocked and saddened by the situation unfolding in Ukraine, which has a tragic impact especially on Ukraine citizens across the region", say Ralf Oster, CEO of PF Concept: "Our companies' efforts and actions are targeted to support the wider humanitarian effort in the region, while taking special care of our Ukrainian employees and their families. Our hearts and prayers go out to everyone affected." Ralf Oster continues: "In addition we are very appreciative of the support we receive from Polyconcept, parent company to both Polyconcept North America (PCNA) and PF Concept. PCNA has joined us in donating up to 1% of their March turnover to support the relief efforts in our region. We are proud to be part of this group. We hope that further escalation can be prevented and that the war comes to an end soon." [www.pfconcept.com](http://www.pfconcept.com)

## Donations for Sport4Ukraine

Schildkröt/MTS Sportartikel is supporting Sport4Ukraine's appeal for donations "to alleviate the suffering of the people affected by the war in Ukraine and to set a sign of solidarity", according to an official statement from the owner-managed, internationally active distribution company from Wolfratshausen in Upper Bavaria. Sport4Ukraine is an association of associations, brands, retailers, publishers and other participants in the sports industry who support various organisations with donations. Schildkröt is also part of the core team of Sport4Ukraine, which doubles donations from third parties with its own funds. Commenting on his company's commitment, MTS Managing Director and company owner Jean-Marc von Keller says:

"This criminal war, which no one in Europe could have imagined, is bringing immeasurable suffering to the Ukrainian people and to the many refugees. We must not look the other way here, but stand together and help the people as much as we can." At the same time, he calls on people to join Schildkröt/MTS Sporting Goods, make a statement and donate. "100% of the funds provided will be used to match your donations," Sport4Ukraine promises. [www.mts-sport.de](http://www.mts-sport.de) • [www.sport4ukraine.de](http://www.sport4ukraine.de)

**Schildkröt MTS Sportartikel**



## Stricker Group opens 100 job positions to Ukrainian citizens

The wave of willingness to help and solidarity with the population in Ukraine suffering under Putin's war is now also increasingly affecting companies in the promotional products industry. In view of the great humanitarian challenge posed by the current influx of refugees, the board of the long-established, internationally active Stricker Group, headquartered in Coimbra/Portugal, has decided "to open 100 jobs in the production facility in Brno (Czech Republic) to interested Ukrainian citizens with immediate effect". According to the company, Stricker "will not require any prior knowledge or proficiency in English or Czech. In addition, the company will not discriminate on the basis of age or gender in this recruitment process. In addition, Stricker will offer full assistance in completing all formalities and booking accommodation, as well as full-time jobs on the same terms as current employees. Any interested party can send their CV or LinkedIn profile to [rh@stricker.pt](mailto:rh@stricker.pt)." Ricardo Stricker, CEO Paul Stricker S.A.: "We can all contribute with our individual actions. Together we will come back stronger." **[www.stricker-europe.com](http://www.stricker-europe.com)**

**Paul Stricker SA .**



## RÖMERFAMILIE organises Donations-in-kind for the Ukraine with local partners

The company RÖMERFAMILIE from Traben-Trarbach quickly organised a donation drive for donations-in-kind to assist the war refugees from the Ukraine together with local businesses. Sebastian Römer remarks, "Russia's war of aggression and the enormous suffering of innocent people in the Ukraine affects us all. We find it difficult to just go on with our normal daily lives. For this reason, we wanted to do something to help, and we quickly joined forces with other like-minded people and businesses". In the donation drive, Römerfamilie donated food and several pallets of products from their own assortment, including towels, blankets, hygiene and cosmetic products. Many employees and other businesses in the area also got involved. The donations were collected and sorted by a haulage firm from the same industrial estate where the company is located. Two lorry drivers offered to drive the goods to the Romanian border with the Ukraine at the beginning of last week. "Since most of the refugees have been going to the Polish border, most of the donations-in-kind have been going to this area. However, there are also many refugees fleeing to the Romanian/Ukrainian border and they have

only received a little assistance up until now", explains Sebastian Römer.

"We are delighted that we were able to make a small contribution so quickly and easily, and we are staying in contact with the authorities to find out how we can help the refugees here in our community. We are sure that the promotional product industry in particular can assist people quickly in an unbureaucratic way with their useful products, which is why we hope that many other businesses in our industry will follow our example".

**[www.roemerfamilie.de](http://www.roemerfamilie.de)**



**RÖMERFAMILIE**



## Powerful promotional reflexe Made in Germany

For more than 25 years, the company ReflAktive Thomas Wassmann has been an internationally renowned vendor of reflecting promotional products made in Germany, and it has been a partner of Orafol since 1994. Promotional product distributors who have customers that use customised mascots or sell one-of-a-kind products with prominent shapes and who would like to support a special campaign with high-quality and meaningful promotional products will find just what they need at the Northern German specialists from Esens. "We offer the opportunity to use these special contours as promotional products. We can realise your ideas in the best manner possible while offering relatively low tooling costs. With our products, their customers can not only make themselves stand out from standard finished promotional products, they also promote their customers' safety while in traffic and during their leisure activities in nature," says owner Thomas Wassmann. He adds, "As the most experienced manufacturer for reflecting promotional products, we rely on high-quality and certified materials, and by producing our products in Germany, we can also monitor all key processes. The Italian velours, reflecting foil from Orafol and a steel core made in Germany have guaranteed that our products have had top-notch quality for

the past several decades." Thomas Wassmann elaborates further: "Our labels, stickers or contoured slap wraps comply with all European standards in EN 13356 and, where applicable, EN 17353. All materials conform with REACH and

are certified regularly by the TÜV Rheinland.

As a result, our products are also permitted to be designated as personal protective equipment and thus can be placed in kids' hands with a good conscious. Thanks to the top quality of our products, they have a long use life and will always present your customers in the best light." More information is available under: [info@reflaktive.de](mailto:info@reflaktive.de) • [www.reflaktive.de](http://www.reflaktive.de)

### ReflAktive Thomas Wassmann



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## New Year – New Dual Leadership

At the start of the year, Ralf Stöckl was appointed managing director and therefore forms, jointly with founder and owner Tobias Bartenbach, the new management duo at the Mainz-based haptics specialist.

Stöckl, 41, has been with Bartenbach Werbemittel since 2017, initially as Key Account Manager, most recently as team leader Key Account Management and authorised representative. "From the business perspective, Ralf Stöckl's appointment to the management is our next logical step in setting up Bartenbach Werbemittel for the future," reports Tobias Bartenbach. "We celebrated our company's 20th anniversary last year. We have ambitious goals for the coming decade. First and foremost, Bartenbach Werbemittel intends to become one of the leading haptic specialists across Germany. And, with his market and industry expertise, Ralf Stöckl is exactly the right man for that."

A wholesaler in the promotional products and print production field, Bartenbach Werbemittel GmbH & CO. KG offers a full-service concept – consisting of the service elements consulting and concept, design and production along with packaging and picking including fulfilment. The company, with head office in Mainz, is a member of the Promotional Product Service Institute (PSI) and the Gesamtverband der Werbeartikel-Wirtschaft (GWV). [www.bartenbach-werbemittel.de](http://www.bartenbach-werbemittel.de)

### Bartenbach Werbemittel



Ralf Stöckl

## Innovation Tour 2022 succesful

All sections of society are gradually becoming gripped by a consciousness for ecologically responsible action. This is because, given climate change and associated catastrophic consequences, the question, “If not now, then when?!” is of crucial importance for a Planet Earth that continues to be worth living on. The “how” can be summarised in the keyword “sustainability”, which is evident in many facets in the promotional products business, too.

All sections of society are gradually becoming gripped by a consciousness for ecologically responsible action. This has long been evident in the promotional products business, too, where what can be summarised under the keyword “sustainability” is coming more and more to the fore at the product, production and corporate level.

Bartenbach Werbemittel GmbH & Co. KG, a wholesaler in the area of promotional products and print production, delivered a further contribution to this with its digital Innovation Tour 2022. The new managing director duo Ralf Stöckl and Tobias Bartenbach, founder and proprietor of the Mainz-based company, moderated the hour on the topics, “Sustainability: from Megatrend to Normality”, in which light was shed on the various aspects of the complex subject, and “Recruiting & Employer Branding: from Application to Anniversary”, where it was highlighted how promotional resources can help strengthen the company brand and employees thus become fans. The focus, however, lay on the sustainability part, in which various promotional products and their potential uses were presented as examples of sustainable promoting.

On 7 April, part 2 of the Bartenbach Innovation Tour will be devoted to the subject group “Trade Shows & Events: from Real to Virtual” and “Point of Sale: from First Look to Personal Contact”. [www.bartenbach-werbemittel.de](http://www.bartenbach-werbemittel.de)

### Bartenbach Werbemittel



Managing Directors Tobias Bartenbach and Ralf Stöckl (from left) moderated the digital event.

## Result Clothing donates blankets and fleece jackets in Bangladesh

English textile manufacturer Result Clothing is working with its production partners in Bangladesh to distribute blankets and fleece jackets to communities hit by icy temperatures. So far, 3,000 blankets and 5,500 clothing items have been distributed in impoverished areas around one of the factories near the city of Dhaka, where the products are made.

In parts of Bangladesh, temperatures fell to nearly zero degrees this year, and approximately one fifth of the population lives below the poverty line. The managing director of Result Clothing, David Sanders-Smith, said they were donating the products because they wanted to give something back to the communities in a country where the British clothing supplier has been active since 2005: “This year, there has been extremely cold weather in parts of Bangladesh so these blankets and fleeces have been a real life-saver for people living in poverty.” Distribution of blankets and fleece products is focused on the region around Dhaka, the capital of Bangladesh, where many people live in poverty. The donated products are made out of fabric that is not required for other purposes. The materials originate from the Result range, including R039 Polartherm fleece blankets and R033J Polartherm fleece jackets. Result Clothing is based in Colchester in Essex. In Mongla, Bangladesh’s second-biggest port city, the company just recently opened its sixth production site for the manufacture of clothing. [www.resultclothing.com](http://www.resultclothing.com)

### Result Clothing



Families in Bangladesh with their fleeces and blankets from Result Clothing.





FARE - Guenther Fassbender GmbH, a specialist for promotional umbrellas from Remscheid, was a recipient of the "ÖKOPROFIT operations" award. ÖKOPROFIT is a cooperation project sponsored by the state of North Rhine-Westphalia/Germany, which involves the large municipalities in the Bergisches Land region.

## FARE – Guenther Fassbender GmbH

# Award as an ÖKOPROFIT company

**F**ARE took part in the 11th project round along with 8 other companies. This project is focused on facilitating the sharing and distribution of information on the topic of environmental protection through on-site consulting, holding joint workshops and networking. The goal is to merge the economy and ecology, reduce expenses and therefore make a positive contribution to environmental protection and lowering operational costs. Within the scope of this project, FARE has developed its own environmental program and has implemented it over the duration of the project, which lasted a total of 13 months. The FARE environmental team, which is made up of employees from different departments, worked on the development and implementation of various measures. Finally at the end of 2021, it received the "ÖKOPROFIT operations" award after successfully passing inspection. The FARE environmental team also received support from the ÖKOPROFIT consultants during the project. They took a look at the operations at FARE and provided training to the employees in the environmental team. The environmental team was responsible for conveying and implementing improvement measures and for involving and motivating the rest of the staff.

### Numerous "green" measures

The measures carried out were recorded in an environmental timeline and the investment amount was compared to the savings or benefit. For example, switching to green electricity and green gas did not involve any costs but resulted in a savings of 740 euros and 144 t CO<sub>2</sub>. Other measures included the development of a sustainable procurement guidelines, switching to recycling paper with the "BLUE ANGEL" environmental seal, installation of water-saving buttons in lavatories, purchasing charging stations for e-cars and calculating corporate carbon footprints as well as compensating for unavoidable emissions through two different climate protection projects.

### Resources saved successfully

According to FARE's report, the following savings have been able to be achieved since introducing the environmental program: 1,394 euros, 113.4 m<sup>3</sup> of water, 5,780 kWh of energy and 365.1 tonnes of CO<sub>2</sub>. "This great achievement has motivated us to continue to expand the environmental program in the future," states FARE's Managing Director Volker Giesel. For example, at the beginning of the year, additional colours and models were added to the product portfolio of the umbrellas, which feature the waterSAVE® canopy material. The canopy material of the umbrellas with the waterSAVE® material is made from recycled plastic. The canopy material is dyed in a resource-saving process, which does not use water or chemicals. The company states that other projects are currently in the planning stage. The environmental team will also continue to be an idea provider and motivator even beyond the ÖKOPROFIT project and will remain responsible for the implementation of projects.



The FARE environmental team: Sebastian Hahn (Product Management & Logistics), Frank Schmidt (Occupational Safety, Fire Safety, Building & Vehicle Fleet Management), Sarah Vennwald (Marketing), Maria Forte (General Services) and Annika Beyersdorff (Quality Management).

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One month later than originally planned, the springtime TREND trade show by the Gesamtverband der Werbeartikel-Wirtschaft e.V. (GWW) took place in Cologne on 9 and 10 March 2022. To match their industry's haptic essence, participants' delight over being able to go about their profession directly again, after the forced break, was tangible straight away.



## GWW TREND

# Lively Springtime Trade Show Start

**A**fter the originally planned February date had to be dropped due to the Covid situation, the spring event GWW-TREND launched into the promotional year with a lively opener on its second attempt on 9 and 10 March. In Hall 10.2 of Koelnmesse, which also provided plenty of space for some larger-sized booths, GWW reports that 145 exhibitors presented their latest

product developments to more than 1,017 industry visitors, some of whom travelled in from neighbouring countries. The general tenor on supplier and distributor side alike was the joy of convening directly again after the long pandemic lean spell; being able literally to grasp the haptic promotional medium as such again and cultivate contacts in person. According to GWW, the quality of the conversations was "positively rated all round".





**Bustling aisles – enormous interest. Promotional products only work “live”, after all.**

### “Exceedingly satisfied”

As GWW managing director Ralf Samuel shares with us, “all exhibitors, without exception, declared themselves exceedingly satisfied with their participation.” Samuel continues: “In times when longer-term plans are rather difficult, outlays like these are associated with high entrepreneurial risks. It is all the more encouraging when these efforts are rewarded and the commitment and expense ultimately find the deserved success and are appreciated by the visitors. At this point, sincere thanks, once again, to all who collaborated on TREND – be it as exhibitor or visitor – and contributed to the trade show’s success! It is only regrettable that some were condemned to stay away by a coronavirus infection.”

### Confidence among exhibitors and visitors

A positive balance is also drawn by GWW board member Ronald Eckert, managing director of Döbler Werbeartikel: “We were incredibly keyed up over the TREND’s new setup as a 2-day trade show and travelled to Cologne full

of anticipation. Even despite current restrictions, organisation and everything that goes with it were very well done. In spite of all the global political problems, the mood among exhibitors and guests seemed to be positive and absolutely confident looking ahead. We felt the second trade show day had some room for improvement with regard to visitor numbers but, all in all, TREND was an excellent opener to 2022,” his impressions run.

### Emotionalising promotional products

The classic product sourcing of the professional visitor trade show received complementary support from a series of presentations on the themes “Emotionalising Promotional Products” and “Medical Devices”. Of note were the findings, presented in the first talk, of a qualitative survey that tested the implicit emotional effect of promotional products, which the Cologne-based market research institute september had conducted on behalf of GWW. This survey delivers validated proof that haptic promotion is eminently suitable for emotionalising promotional messages. All investigated objective promotional message bearers achieved top marks in terms of appeal, relevance and attraction and clearly left other promotional measures, such as online promotion and TV ads, standing. In times when the effectiveness of all promotional forms is under query, the survey proves that promotional products strengthen the emotional tie between target group and brand.





**“Be a writer, and leave your mark.”** Promoting is evidently about making an impression. Therefore, the topic on the following pages is writing instruments, complemented by office supply products along with the promotional classic, the calendar.



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## Colourful daily companions

Minimalist and simultaneously jazzily modern: pencil case Lazy by Gabriele Bühring and her team immediately banishes the winter blues and rings in spring and summer. The pleasing felt touch radiates warmth and cosiness. Like all products from Bühring, Lazy is made to order as well and lovingly sewn in Germany. Modifications and special productions are therefore not a challenge, but the order of the day. Blind embossing is recommend for the finishing. Available in merino wool felt, high quality mixed felt or recycled PET felt, in many colours according to the colour chart of the respective material manufacturer and deliverable at short notice. Packaged loose in the box, finished by means of blind embossing for not overly elaborate designs on PET felt, as well as by means of transfer screen printing or embroidery for all felt qualities.

## Freiraum 2023

Freiraum (free space) stands synonymously for vast and varied experiences in nature: it offers fresh air to breathe, the unlimited freedom to move and the incomparable tranquillity of secluded landscapes. The new art calendar by Ackermann Kalender provides relaxation for the eyes and soul when looking at the wide landscape panoramas and at the same time promises scope for the really big adventure. Month after month, the product holds new moments in store, in which the awe-inspiring nature arouses the viewer's explorer instinct. Just like all Ackermann calendars, it's produced entirely in Germany and climate-neutrally in cooperation with NatureOffice on paper from sustainable forestry. Promotional imprints are possible for orders starting at 50 pieces.



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## Slim and lasting ambassador

The stock of bleistifte.koeln's diverse range of products enables them to supply pencils in standard colours with and without erasers at extremely short notice. In the in-house print shop, these can be finished in one colour with a maximum print size of 80 × 18 millimetres from a quantity of 100 pieces. The company from Cologne thus combines premium pencils from China with a high-quality screen printing "made by CSW" and is able to offer customers an inexpensive package deal. Free samples are available on request. The entire programme and the practical configurator can be found on the website at [www.bleistifte.info](http://www.bleistifte.info), with the user name colonia and password handel.

## Transformable pressure ballpoint pen

The novel product Push from Klio-Eterna Schreibgeräte is a striking, dynamic and chic pressure ballpoint pen, which carries conviction due to modern design combined with a beautifully shaped clip top. Great colourful or metallic touches can be added with the discreet sleeve between barrel and upper section. Besides the all-plastic versions in high gloss and transparent, the promotional ballpoint pen is also available in models with a shiny metal tip. Obtainable in up to 14 standard colours, from an order quantity of 5,000 pieces but also realisable in custom corporate colours. Based on the flexible "mix 'n' match" principle, the components can be colour-combined as desired and at no additional charge. The results are special, unique writing instruments in countless colour combinations. When it comes to customisation, besides the familiar printing types there is also the option of XL printing on the barrel. In addition, the wide clip connected to the upper section offers lots of space for custom statements and targeted promotional imprints. Klio-Eterna bears the "climate-neutral site" seal and produces using photovoltaics and 100 percent green electricity in Germany. Alongside the modern Push, further innovative and high-quality branded writing instruments can be found in the online configurator.



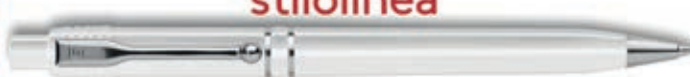
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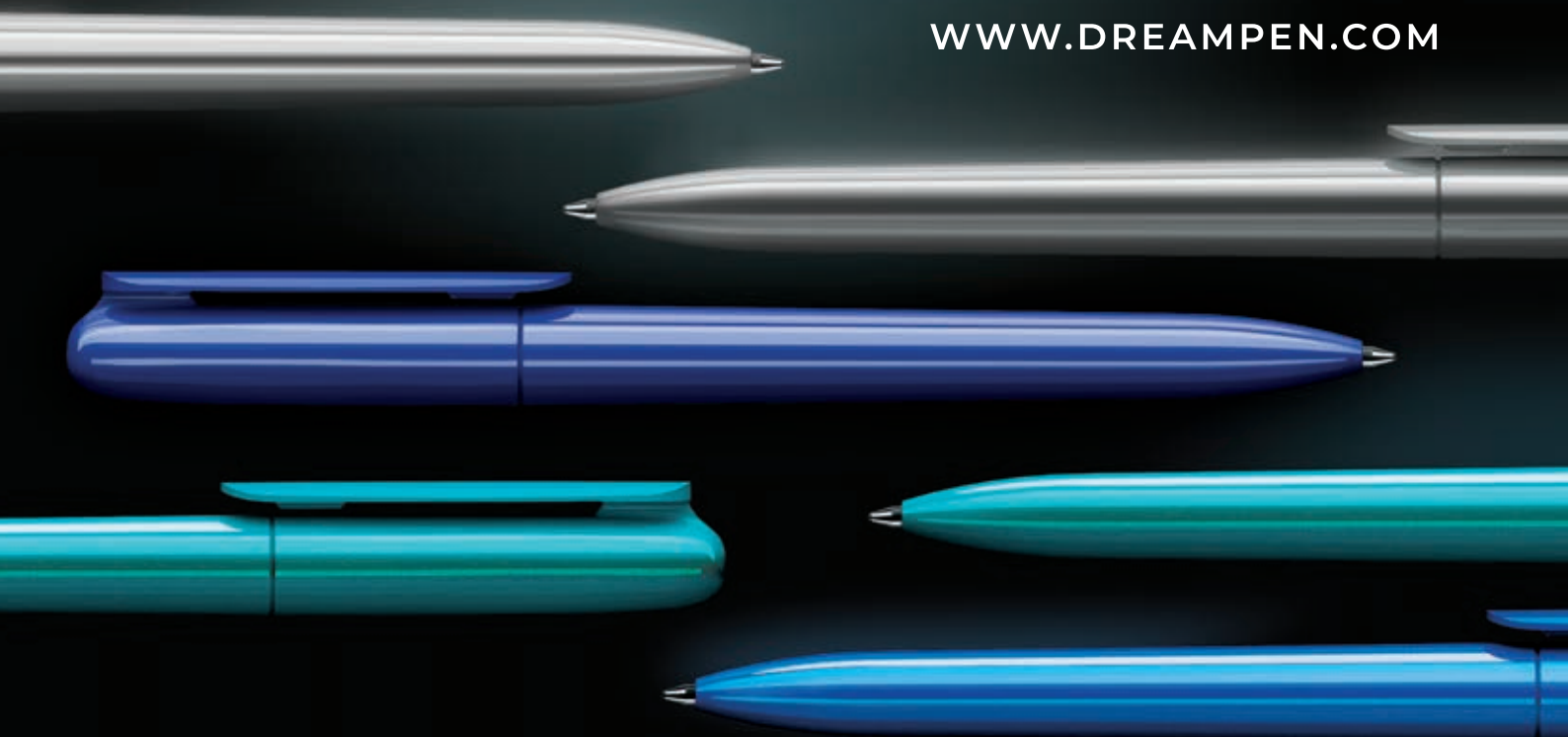
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## Multifunctional set

Rackpack by Römer Präsente stands for high-quality, sustainably produced gift boxes, which can live on with a further use after the wine bottle they originally contained is removed: the spruce wood office box filled by Römer Präsente transforms into a desk organizer with plenty of storage space and a recess for a cell phone charging cable in just a few simple steps after unpacking. In addition to a bottle of Cabernet Sauvignon, the set includes a writing set consisting of a wooden ruler, ballpoint pen, pencil, sharpener and eraser in a natural-coloured linen bag, as well as 1000 black and red paper clips each and a notepad. This makes this sustainable packaging ready to use right out of the box. The smart wine packaging with its double usages is also available without contents in the Römer Drinks range, so that it can be filled with your favourite regional wine, for example. The manufacturer can apply individual engraved or branded promotional messages.

## Climate-neutral all-rounder

The barrel and cap of the Multimark ink pen from A. W. Faber-Castell, with a 0.4 millimetre S-tip, are now made from 94 percent recycled plastic, making it a climate-neutral product "made in Germany". The black, permanent ink is particularly light resistant and is suitable for almost all surfaces. Whether on foil, wood, plastic, glass, stone or many other materials: with customized printing on the barrel, the promotional message on this writing instrument comes into its own effectively in a wide variety of applications. The green eraser removes the ink from almost all smooth surfaces. As of 5,000 pieces, customized products with other barrel or ink colours as well as other tip widths are possible. Faber-Castell's flexible and reliable delivery times are a further argument in favour of this attractively priced offer.

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## Clean and tidy

So that the pleasure of using a keyboard lasts a long time, Frank Bürsten offers a handy brush for keyboard cleaning. With this practical office helper, caring for the daily working tool is a real pleasure. Hard to reach areas can be quickly and efficiently cleaned of dust and crumbs with this special brush. The natural wooden body made of beechwood lies comfortably in the hand and is equipped with pure natural bristles. This ideal promotional gift has become a must for every computer workspace. A clean and tidy workspace increases wellbeing and efficiency. This little helper will soon find a firm spot on the desk next to pens and other essential items. In addition to its functionality, the item impresses through its suitability as a promotional tool: logos and advertising messages are printed in up to two colours.

## Striking and cost-effective

The sustainable inpoka® folding wall planners, available from Hanbückers Werbung, are now even more customised: the calendars are printed in any corporate colour and can be individually adapted. The smallest inpoka® is DIN A4 sized, the largest DIN C0. The latter corresponds to a surface area of 129.7 × 91.7 centimetres, but due to the special folding, it can nevertheless be sent as a letter to save postage. PSI distributor members can request the sales documents and personalised brochures for sending to customers by e-mail today, to info@dmfgw.de. Distribution is exclusively via resellers. Due to the difficult situation on the paper market, this year prices will not be determined until the second quarter. After Easter, all information will only be sent to distributors who have submitted a request by e-mail, along with special conditions for self-promotion.



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## Pivotal dates

The 2-year rotary calendar from Hepla can be set to the current date by simple turning. The two-part, printable housing is offered in four colour combinations and can thereby be harmonised with any customer corporate CI colours. A German calendar showing public holidays or a calendar in English is available as standard. Further languages can be realised on request. Three months at a time are presented to view. A detachable base on the back enhances stability. The rotary calendar is Made in Germany by Hepla and can be delivered at short notice, even in higher piece numbers. In-house production means that special colours are also possible on request. If desired, this practical promotional product can be finished in pad printing at the supplier's own printers. It will then go on generate many new contacts as an enduring promotional message bearer.



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## Advantageous triangular tip

From today, triangle meets soft shapes and in ten gleaming colours. The Senator Evoxx Polished Recycled, now available in ten colours, unites the pleasure of writing with a triangular tip with the advantages of a round barrel, which is soft to hold and offers lots of space in matters of printable surfaces. The Evoxx is a rotary ballpen whose visible parts are made of recycled material. Senator uses an ABS recompond that consists of more than 95 percent recycled material. Industrial production remnants and waste, returns and everyday products thereby find a new use. The Evoxx is equipped with a Senator magic glow refill, which offers up to 5,000 metres of writing comfort. For worn-out refills, the manufacturer offers a replacement, free of charge: this conserves the environment and prolongs the lifetime of the ballpoint pen, which is 100 percent produced using green electricity in Germany, from design and injection moulding via assembly through to printers and logistics. The refill also originates from site-internal German production. All sustainable writing instruments in the Recycled and Bio lines are additionally fully climate-neutral.

## For trend-conscious characters

With the Modern Flow, Stabilo Promotion Products brings a new companion onto the market for all creatives, influencers or trend-conscious characters. Thanks to an ergonomic gripping zone, the on-trend design is a pleasure to hold. Promotional surfaces for custom messages are available on both the cap and barrel. With a stroke width of 0.5 millimetres, the rollerball's stable gel refill ensures maximum comfort in the tried and trusted Stabilo quality. An additional personal note can be provided with the choice of ink colour, either blue or black. The Stabile Modern Flow is available in the trendy colours classic black & white, pearl black & white, silver & celeste blue, silver & white, along with peridot gold & white.

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

## Green office companion

Although the professional world is becoming increasingly digital and saving important resources, writing instruments are still indispensable today. The first choice for responsibly sustainable companies remains the pencil, available as a pure natural product at Reidinger. Made in the EU, FSC certified and produced at Reidinger in a 100 percent climate-neutral manner, the pencils are notable for their wonderful feel and warm appearance. They offer an impressive promotional space along their entire length for full-surface printing. Decorative and useful options such as erasers, magnetic caps, elegant crystal tips or metal crowns provide the finishing touch to this promotional classic. Pencils write up to eight times longer than ballpoint pens, and they produce virtually no residual waste. Thanks to their different degrees of hardness and their eraser, they are perfect companions throughout the creative process. The pencil ambassador can be designed conveniently and quickly in the online configurator at [www.reidinger.de](http://www.reidinger.de).

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Rolf Egbert, Key Account Manager



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www.mbw.sh



## Building customer relationships with 'hapticals'

Even though digitalisation is progressing steadily, many things remain the same; this includes the personal conversations with advisors on banking and insurance matters. When it comes to retaining customers or expanding target groups, the haptic promotional gifts offered by mbw make ideal tools and are a welcome alternative in the digital advertising jungle. The popular products of the family-owned company are pleasant, useful and personal: they can be used as amusing giveaways during consultations, conferences and seminars, as mailing items, employee motivators and company ambassadors or as an amusing sales item. The products in the mbw® industry boxes make connecting with customers child's play, thus leaving a lasting impression. Keen for even more inspiration in the area of creative and certified gift and promotional products of the delightful kind? Then it's worth browsing the webshop at [www.mbw.sh](http://www.mbw.sh) or obtaining personal advice – creative, competent and targeted.



PSI 45899  
micx-media in concept GmbH & Co. KG  
Tel +49 5205 99-100  
besser@micx-media.de  
www.micx-media.de



## Power and individuality

The Wireless Charger Metal from micx-media in concept has become a bestseller in the East Westphalian area due to its sleek design and the practical fast charging function for Qi-enabled devices. Many mobile devices can now recharge their own batteries with increasing power and speed. Therefore, this chic 15-watt promotional item is now offered in addition to the 10-watt model, perfect for extra-fast charging. In addition, the charger can be printed full-surface in 4c, which gives customers completely new possibilities for promotional design: photo-realistic motifs instead of single-colour logos.

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



## Packaging with a plus

Packaging a product optimally is an art in itself. From Leser Packaging & More, you can expect all-round coherent packaging concepts that present a brand impressively and can strengthen their corporate image in the long term. Under the label GreenPack by Leser, the company produces high-quality, environmentally friendly packaging for writing instruments of all kinds, bringing individual customer wishes into line with existing requirements for sustainable packaging. Made from 100 percent recycled material, the 0150 Recycle series cardboard boxes are FSC® certified and offer an environmentally friendly packaging alternative for a strong statement of the company's own corporate values. The colour design and logo represent the company's corporate design.



PSI 45753 • Anda Present Ltd.  
Tel +36 1 2100758  
[export@andapresent.com](mailto:export@andapresent.com)  
[www.andapresent.com](http://www.andapresent.com)

## Creative note

CreaNote from the range by Anda Present is the perfect accessory for notes in the classroom, during a presentation, at an office meeting or simply for jotting down one's own thoughts. As part of the Be Creative collection from Anda, the binding's pattern can be completely adapted to the design of the promoting company. CreaNote is available in A5 and A6 formats and with 32 blank pages. Both formats are also available in an environmentally friendly kraft paper version.

## A big catch

A surprising life cycle: on the basis of old, discontinued fishing nets, Siplast creates, for example, binders, folders, flap files and clipboards that add colourful touches at the work place in ten maritime tones. Space is also accorded to the green concept in the Kreuztal company's range – with even more colour choice: the company offers an additional recycled film that is reclaimed from industrial waste and is available in the desired colour from certain piece numbers. Both post-maritime and post-industrial office assistants are the result, able to be designed, printed on and even recycled exactly like those made of new material. Siplast now also offers a recycled alternative for sophisticated presentation products made of acrylic glass, including clipboards and displays or even workstation dividers.

PSI 46405  
Siplast Siegerländer Plastik GmbH  
Tel +49 2732 59220 • [info@siplast.de](mailto:info@siplast.de)  
[www.siplast.de](http://www.siplast.de)



## Innovative writing utensils series

The fully ecologically sustainable Recycled PET Pen Pro Line from uma is made from 100 per cent PET bottles and is completely climate-neutral and environmentally friendly. PET is the foundation of the entire model series. Chic metal applications also go along with the ecologically sustainable case: ten valuable matt metal tips are made from a recycled aluminum beverage can. It is an ideal solution for ecologically sustainable and climate-neutral advertising, which also guarantees an appropriate appearance for every CI. The recycled PET material is offered in 14 standard colours and can also be dyed in PMS colours. With a ballpoint pen, rollerball, fineliner and highlighter, the new PET Pen Pro SI series includes four writing talents which each write in their own individual way, regardless of whether with the time-tested uma TEC refill or the new liquid ink control system from uma, which was designated with the 2021 German Innovation Award in Gold. Additional innovative and high-quality uma models can be found in the uma product configurator: [www.uma-pen-konfigurator.com](http://www.uma-pen-konfigurator.com). At the new My uma portal, distributors have full access to uma's range of products with images, brochures and additional sale support and can directly use the offer of the writing utensil manufacturer for their own web appearance as well.



PSI 41848  
uma Schreibgeräte Ullmann GmbH  
Tel +49 7832 797-0 • [info@uma-pen.com](mailto:info@uma-pen.com)  
[www.uma-pen.com](http://www.uma-pen.com)

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Fabrik • Import • Druckerei



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Fixe : + 33 9865 67165  
E-Mail : [katja.jerschau@hepla.com](mailto:katja.jerschau@hepla.com)  
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## Many interesting novelties

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

**Chip 1€ recycling**  
art.no. 3217FRC/3217KFRC  
see on page 6 and 74  
in the catalogue 2022  
or on [www.hepla.com](http://www.hepla.com)

**Ball-point pen bamboo**  
art.no. 8209  
see on page 34 in the catalogue 2022  
or on [www.hepla.com](http://www.hepla.com)

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

**Bicycle saddle cover PET**  
art.no. 8650  
see on page 155  
in the catalogue 2022  
or on [www.hepla.com](http://www.hepla.com)

**Card game cardboard**  
art.no. 8560  
see on page 140  
in the catalogue 2022  
or on [www.hepla.com](http://www.hepla.com)





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



## Natural promoters

With the right products from the Living range by Condedi, untidiness at the workplace and the time-waster of searching are things of the past. The Roundabout pen holder along with Quadro are practical and stylish. Roundabout, a sustainable product made of attractive natural wood, is captivating with its eminently beautiful haptics and is the ideal container of favourite pens for young and old. The pen holder Quadro offers space in a square practical design and stands out due to its exquisite pinewood grain. Further wooden products are, for example, treasure chests, jewellery boxes, storage containers and many more. The sustainably produced products, Made in EU, equally carry conviction due to their robust workmanship, functionality and, especially, their looks. The latter are lent by the respective promotional message, which can be printed or engraved. The goods are deliverable ex-works even from smaller order quantities. Further exciting promotional products, not only in wood, can additionally be found on the website, in the manufacturer's current catalogue or conveniently in the PSI Product Finder.



## A pleasure to hold

It is always good to have a pen to hand: the aluminium ballpoint pen Boorly from Anda Present is an equally stylish and natural choice, comprising a bamboo grip and rubberised surface that can be colour-matched with the special engraving on the touchpen. Now, whether the task is to jot down notes or quickly sketch something on glossy paper, it can be completed reliably with the Boorly. The surface can be custom designed, with the recommendation to use the specific technique of mirror engraving, which will allow the name of one's company to be realised with high promotional impact in a choice of eight different colours.

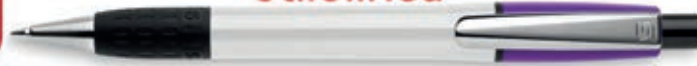


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PSI 42200 • e+m Holzprodukte GmbH & Co. KG  
Tel +49 9181 297575  
mara.bellan@em-holzprodukte.de  
www.em-holzprodukte.de

## Happy home office

A beautiful and useful set for working at home is the new Home-Box from e+m Holzprodukte. In sustainable quality, it contains the most important analog work tools needed in the home office. These include a cell phone holder, a ballpoint pen, a ruler, and a clutch pencil with yellow dry-erase highlighter ink, as well as a cup for storing these utensils. All parts are made in Germany from FSC®-certified domestic wood. With its warm appearance, wood creates a positive and natural atmosphere at the desk and can also be personalized for companies by means of printing or laser engraving.

## Notes with “alternating effect”

The new TreeMinder® Z by tobra combines sustainability, practical everyday functionality and creativity in one unique product. The “alternating effect” when peeling off the sticky notes makes the item special, because it not only allows a logo to be applied but also a matching promotional message or slogan. In the standard version, the practical helper is supplied individually packed together with a Z-Note pad. The colours blue, green, yellow and pink are available from stock. The pads have been awarded the “Blue Angel” ecolabel but that’s not all. The TreeMinder® Z is a real sustainability talent: cutting and finishing is carried out using 100 per cent green energy from the company’s own solar power system or from hydropower.



PSI 47317 • tobra GmbH & Co. KG  
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**reflects.com**





PSI 2043  
Heimrich1904® c/o Kaldenbach GmbH  
Tel +49 9151 81785-0  
info@heimrich1904.de  
www.heimrich1904.de

## Distinctive design

The Heimrich1904® Textus from Kaldenbach, a heavy metal ballpoint pen made of steel mesh with a metal clip and a large-capacity metal blue fine-line refill, provides a very special writing experience. The special properties of the steel mesh come into their own, especially when the pen is clicked: then, the steel mesh adapts to the click of the pen. The stylish pen is delivered in a high-quality gift case. The Heimrich1904® Textus can naturally also be individualized with a laser engraving on the clip.



PSI 6268  
NOVIDARTE Welt der Werbeatikel AG  
Tel +41 628 366030 • info@novidarte.ch  
www.novidarte.ch

## Compact briefcase

NOVIDARTE presents the SUISSE WINNER conference folder with a plus point. Produced from smooth faux leather, it has the dimensions 37 × 22.6 × 2.5 cm. The writing folder possesses disappearing handles, which makes it useable as a folder on the one hand and as a compact briefcase on the other. As a multifunctional folder it contains numerous compartments, a ring mechanism and a writing pad (DIN A4).



## Personalized message

DreamPen, a Polish manufacturer of ballpoint pens, presents its new pen model: Fusion. This novelty product combines all positive and practical features that a modern pen requires and is the perfect reflection of new technologies. Fusion can be effectively personalized in many different ways, making these pens the perfect choice for anyone who wants to promote their business in a unique way.

PSI 45720 • DreamPen Producer of ballpens  
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## Climate neutral organizer

The most important things for a business meeting fit into the two organizers Modernclassic from bag expert Halfar®. The two felt bags are formatted to carry keyboards, thermos flasks and telephones. At the same time, they are sustainably made from recycled PES felt and have been climate-neutral products since 2022. The new, roomy XL version also has a lid. Even large computer keyboards fit into this space wonder and thanks to the lid, transporting is a bit more discreet. The ingenious compartment system is optimally adapted to the office. A thermos flask or a coffee mug fits into the side compartments. In the zippered and open slip-in compartments and via fixation loops, laptop, tablet, smartphone, notebooks, cables and more can be neatly stowed. The main compartment is large enough for keyboard, file folders and more. A special feature is that the bag can be securely strapped to the passenger seat via a strap. The organizers can be turned into a promotional bag, for example by means of embroidery on the large surface.

## Bookmark with a message

The magnetic bookmark from Global Innovations Germany, embedded in a card, is a popular and effective promotional tool. The card provides advertising opportunities on a large surface and on both sides, for example for an invitation or product presentation. A separate brand message can be applied to the actual bookmark. As it's used many times, the message attracts attention again and again. The magnetic bookmark is simply peeled off the card, whilst transparent film protects it from breaking off prematurely. Magnets on the bookmark hold the specific spot in the book. The uniqueness of the product is secured by property rights. Hassle-free postage of the card is possible using an ordinary envelope. The minimum order quantity is 1,000 pieces.

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## Pleasure and usefulness

Whoever is on tenterhooks to distribute trendy promotional products to his or her customers should focus on the unbeatable combination of pleasure and usefulness. The new calendar "Grillzeit" (barbecue time) from the company Walter Medien will really heat things up. The delicious recipes spanning from a hearty steak to a tender fish and sweet dessert, the note calendar and the modern design with a wire comb binding ensure a successful customer relationship. At the end of the year, the calendar can be separated, leaving behind a small recipe booklet.



PSI 40753 • WALTER Medien GmbH  
 Tel. +49 7135 104100 • kalender@walter.de  
 www.walter.de

## The long-distance writer

The Troika Construction Endless redefines pencil technology: no more sharpening ever again, no more broken graphite leads. Instead, a sustainable endless writing tip in HB for up to 20 kilometres writing length – replaceable, erasable and unbreakable. The multitasking writing utensil features the typical Construction look with centimetre and inch ruler as well as 1:20 and 1:50 scale. The talented long-distance performer comes in aluminium and metal matt, dyed in black, dark blue, red, silver and yellow. Ideal for all tradespeople, carpenters, bricklayers, concrete and reinforced concrete workers.

PSI 46311 • Troika Germany GmbH  
 Tel +49 2662 9511505 • business@troika.de  
<https://business.troika.de>

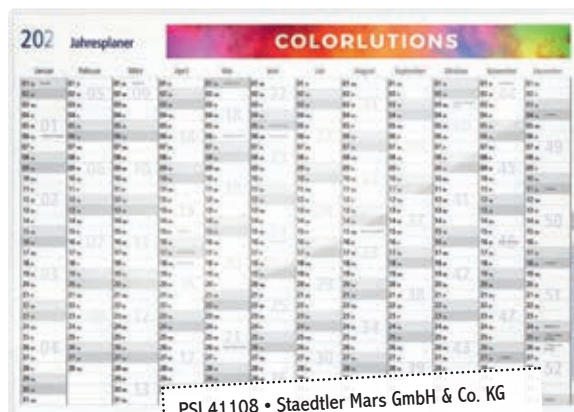






## Practical scheduler

The Lumocolor® year planner mini offered by Staedtler is an extremely flexible office assistant, which takes care of the organisation in the office for twelve months at a time. The rewritable wall calendar in DIN A3 format has a residue-free and dry wipeable surface made of rigid PVC, thus allowing flexible scheduling. Always on display at the same time: logo and advertising message, which are applied on a space of 30 × 2.5 centimetres using digital printing. The product comes supplied with a Staedtler Lumocolor correctable pen as well as a self-adhesive pen holder. Thanks to the digital printing technology, the specialist for writing instruments and office supplies offers its yearly planner for minimum orders of 50 pieces without additional preproduction and prepress costs.



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



## Award-winning quality ambassador

The Reco ballpoint pen by Schneider Schreibgeräte stands for brand quality 'Made in Germany' and is now available in two additional new designs. The existing Basic model has been joined by Line with colour contrast line in the barrel and Max with a wider clip and more space on the barrel for even bigger prints. Reco unites highest quality, innovative strength and a clear commitment to sustainability. It was the first ballpoint pen ever to be awarded the recognised "Blue Angel" ecolabel. What's more, it was honoured with the PSI Sustainability Award, the PBS Report Green Award and the German Design Award 2021. The dynamic, streamlined design has a shimmering surface and creates a subtle but elegant appearance. The individual components like tip, barrel, clip, barrel extension and push button can be combined in many different colour combinations according to taste or company colours. The ballpoint pen's housing is made of 92 per cent environmentally friendly and resource saving plastic. The body of the giant refill Eco 725 M is made of 95 per cent recycled plastic as well. Refilling is also possible. An added bonus for advertisers is that Schneider can provide "Blue Angel" compliant finishing using pad printing for an eco-conscious advertising message. Available in the writing colours black or blue, the inks are indelible according to ISO 12757-2. As of this year, all Schneider promotional products are produced in a CO<sub>2</sub> neutral manner.

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www.bottlepromotions.com

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## A welcome addition to the desk

Besides folding holders for office items and rulers, the company 12M also offers various kinds of mousepads and desk underlays. One new product in the range of the promotional products specialist from Poland are pads with sublimation printing, which can be used on any desk, both in the office and at home. The full-colour sublimation printing across the surface is abrasion-proof and the colours are very intense. Further info on request.

## For the sake of the environment

Badge4u offers name badges and buttons made of paper in any desired shape. The products are made from environmentally friendly materials and can be recycled. All sizes and shapes with UV print are possible. Two choices of thickness, 1.2 and 3 millimetres, are offered. The brand image can be effectively boosted with the use of this eco-friendly solution.



## Ballpoint pen Reco



www.blauer-engel.de/uz200

\*Pen body made of 92% recycled plastic

Made in Germany



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Tel +49 7643 8010 • info@ksw24.com  
www.ksw24.com



## Sweet superstar

A box of sweets is always more than welcome in meetings, on reception desks, at trade shows or in factories. And when the contents are as tasty and high-quality as in the Meeting Stars by Kalfany Süße Werbung, it is a sure-fire hit. The slogan "Nice to MEET you!", for example, suggests itself as a promotional motto. The boxes fit in well in company lobbies, on individual conference tables or even at trade show booths. Once the lid is opened, the lower part of the box unfolds into a serving dish, presenting the delicious contents to view. Five different filling varieties are available for selection: chocolate hearts and Easter Bunny or Santa Claus, Milka Zarte Momente, Dextro Energy Bonbons or Dextro Energy dextrose bars in the standard design. Kalfany Süße Werbung produces the Meeting Star in its own IFS-certified establishment and will send it, six pieces per box, to any event or company.



## Versatile planning tool

With three new trend colours, the Troika Construction multitasking ballpoint pens stand out in every environment. Orchid Flower is intense, inspiring and positive, Olive Oil reflects the trend towards soft natural and earth colours, whilst Atlantic Blue stands for serenity, reliability and wellbeing. The multifunctional ballpoint pens feature centimetre and inch ruler, 1:20 and 1:50 scale, spirit level as well as slotted and Phillips screwdriver. For making notes, as a stylus, for measuring and screwing: the talented allrounder is available in many other colours, with a black refill in line thickness M and a writing capacity of 1,600 to 1,800 metres. It's perfectly suitable as a beautiful gift for any occasion. Also ideal for architects, building planners, technical draughtspersons and engineers.

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

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PSI 49982 • Edition Michael Fischer GmbH  
Tel +49 89 2123107-50  
tatjana.bleiler@emf-verlag.de  
www.emf-verlag.de

## Plan using the bullet method

The attractively designed weekly overviews by Edition Michael Fischer simply need to be filled in. Goals can be reached with the help of a future log, important project and wish lists as well as habit trackers. The weekly overviews are more than just calendars, they can be used irrespective of the calendar year and make great constant companions. Companies can use the appealing content to get customers thinking and talking positively about their brand. The special edition from the publisher's diverse portfolio can, for example, be individually tailored through the incorporation of one's own logo on the book cover or the integration of products and services in recipe texts and instructions. This creates a fully customised book with flexible number of pages, special features and own corporate design.

## Comfortable workspace

The Claptop laptop stand from the product range of DNS raises the laptop position in the simplest way and also brings the camera into a position that gives the meeting participant in videoconferences an upright and therefore much more present, relaxed posture. Ideal for preventing neck pain and headaches, because laptop monitors and keyboards are often much too low. Folded together, the clever product is only as big as an A4 page and only three millimetres thick. This means it fits easily in the case alongside the laptop. And the Claptop also provides an attractive promotional space for all types of messages, making it an innovative giveaway for the modern communication society. The product made of 100 per cent recycled cardboard or waste paper can be coloured, printed or embossed as desired. Made in Germany.

PSI 46519 • DNS Kai-Uwe Neth  
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The Magic Cube is the trademark product of importer e!xact, who introduced this 3D puzzle as a promotional item at the end of the 1990s. Now, for the first time, e!xact is offering Magic Cubes from their own production. On top of this, they have experienced specialists responsible for customer advice, as well as many customer benefits.

## e!xact now producing Magic Cubes

# Cubes straight from the specialist



Christiane Nemetz and Angela Guckes, Managing Directors of e!xact, support customers with competent advice and years of experience.

**M**agic Cubes inspire young and old and have made a name for themselves as versatile promotional items. The promotional product importer e!xact is inextricably linked to the success story of the Magic Cube and has established its success in the promotional product market. After more than 20 years, the distribution agreement for the Magic Cube was surprisingly terminated at short notice by the supplier in Hong Kong.

### Certified quality, competent advice

e!xact Managing Directors Christiane Nemetz and Angela Guckes took this as an opportunity to take the production of Magic Cubes into their own hands. "We have repeatedly tested other magic cubes and finally discovered a cube that is in no way inferior to the Magic Cube in terms of quality," says the qualified engineer Nemetz, who is quite sure of her judgment after two decades of experience with Magic Cubes. As expected, the material quality was confirmed by a German test institute: the



Among others, e!xact's portfolio includes a broad range of high quality microfiber products. All promotional products can be printed in photo quality.

certificates are now available. Members of the trade can therefore continue to purchase high-quality and particularly smooth-running Magic Cubes from e!xact and create the perfect, customized cube, thanks to increased consulting and professional competence.

### Low costs thanks to in-house production

The customer benefits are clear: "Without license fees and trader margins, we are able to offer a tangible price advantage. In addition, the customer has more leeway for creative layouts, as the need to approve designs is no longer an issue. This also leads to more data security." e!xact has also reintroduced its tried and true collapsible cube, another product that scores with an excellent cost-benefit ratio.

### New website

To find out more, you can have a look at the e!xact cube world, the broad range of their microfiber portfolio and many other cool promotional items on the new website [www.e-xact.de](http://www.e-xact.de). All promotional products from e!xact can be printed in photo quality.

The new Cubes from e!xact's production.





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Intos Electronic AG from Gießen, manufacturer and distributor of EDP accessories with a special focus on cables, is modifying its range of customisable technical gadgets in the woodline series - smart products made of walnut wood, whose individual branding gives them the appearance of being especially valued.

## The woodline series – smart walnut wood products with finishing

# That makes a lasting impression!



Speakers, pens, charging stations or mouse pads made of wood convey appreciation.

**P**roducts made of wood exude both warmth and value and meet our wish for sustainability. Companies looking for promotional gifts for Christmas or a thoughtful greeting for the home office will find a wooden charging station, loudspeaker, pen or mouse pad to be a long-lasting gesture of their appreciation. And having the company name on these items gives them a unique touch. With promotional products dealers particularly in mind, EDP distributor and manufacturer Intos Electronic is modifying its range of customisable technical products in the woodline series. More details on dealer-specific branding can be found directly at [www.intos.de/branding](http://www.intos.de/branding).

### Ideal for both customers and employees

The four highlights of the walnut wood range are available ready to ship in a neutral, logo-free version - and can also be ordered in small quantities. You can order any quantity and then have the articles branded by a service provider you trust. For those who prefer everything from

one source, Intos provides promotional embossing for orders of ten items or more. With quantities of one hundred, the total costs per item, including shipping and handling, are reduced.

### The four woodline favourites

The square Qi charging station Qi woodcharge made of walnut, blends in perfectly to the ambience in your home. As a lightweight, it also invites you to take it in your bag, in this way, the charger carries your own brand with it wherever you go - it is finished with embossing. The high-quality woodpen stylus pen is a pleasure to hold - and the cable specialist offers customisation at a lower price. The semicircular, nut-brown woodwoom Bluetooth speaker - the coconut among the speakers - works classically via Bluetooth. And finally, with the woodpad, the aesthetic-conscious can bring a natural interior design to their desks. Computer mice glide smoothly over the pad's finely structured surface with great precision. Intos is happy to inform you directly about the various options and prices.

### About the company

Intos Electronic AG, based in Gießen, Germany, is a manufacturer and distributor of EDP accessories with a special focus on cables. Its own brand InLine comprises more than 4,500 products; the entire range has more than 6,000 products, with an availability of 95 %. Chairman Wolfgang Isenberg founded the company, which employs 80 people, in 1991 and launched the InLine brand in 2003. Six sales offices in Germany and one in Italy further strengthen the sales network. Any questions are answered on an individual basis via live support and the chat feature. <

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



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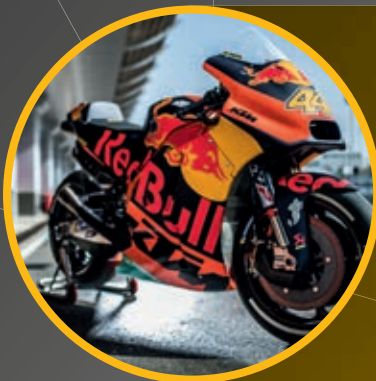
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Packaging specialist Karl Knauer from Biberach has been honoured by the South Baden Association of Paper, Printing and Media (Verband Papier, Druck und Medien Südbaden, vpdm) for its 10-year membership in the CO2 climate initiative. More good news for the environment: on behalf of the Federal Association of Print and Media (Bundesverband Druck und Medien), the test institute Arktik GmbH has confirmed that Karl Knauer fully offset the energy-related emissions for the Biberach facility in 2020.

## 10-year membership in the CO2 climate initiative

# Climate neutrality achieved

Karl Knauer honoured for 10-year membership in the CO2 climate initiative. From left to right: Dr. Axel Ritter (Director IMS Karl Knauer KG), Britta Oswald-Brügel (vpdm), Michael Deronja (Managing Director Karl Knauer KG) (Source: Karl Knauer KG)

**S**een from the perspective of Germany's path towards becoming a climate-neutral nation, the achievements of Karl Knauer, a company that has received numerous awards for its sustainability policy, can be seen as exemplary: "For the next generations, credible, sustainable business will play an even greater role in personal and economic decisions. We are committed to impressing our customers, employees and partners by already being 100 percent climate neutral. This means that we are already completely offsetting our energy balance," emphasizes Stefanie Wieckenberg, Managing Associate of Karl Knauer, underlining the company's sustainability strategy. The packaging expert advocates the resource-saving use of materials in the development of innovative, ecological cardboard materials and the minimization of material usage.

The aim is to achieve the same or even better functionality of the end packaging product.

### Project to offset CO2 emissions in Malawi

As an important part of offsetting emissions, Karl Knauer KG has supported a new, complex project since June 2021. Thereby, they are acquiring CO2 reduction certificates for the "Water

Wells in East Africa" project, which is "Gold Standard" certified. The Technical Inspection Association (TÜV-Nord) seal guarantees that 100% of the reported CO2 emissions are offset. The repair of damaged wells helps to improve people's living conditions sustainably. Having access to clean water eliminates the need to make contaminated water drinkable by laboriously boiling it. This saves large amounts of wood and avoids the release of climate-damaging CO2.

### Many further positive effects

"In addition to climate protection, the project contributes to the achievement of the 17 Sustainable Development Goals (SDGs). These global goals for sustainable development were established by the UN and take into account all three dimensions of sustainability: social justice, environmental protection and sustainable management. As part of this project, the health of the local population is improved, access to clean drinking water is granted and, through the preservation of the forest, the local environment is protected as an important habitat for animals and plants," explains Project Management Arktik GmbH, underlining the advantages of the project.

### Sustainability in all respects

"Wherever possible, we reduce and avoid CO2 emissions," emphasizes the multi-award-winning company in its recently-published Sustainability Report 2020. The company offsets those CO2 emissions that are unavoidable by supporting international climate protection projects, with which CO2 is compensated elsewhere. <





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Bursting with ideas, uma Schreibgeräte Ullmann GmbH from Fischerbach decisively clinched the 29th round of the TOP 100 contest and took receipt of the TOP 100 seal 2022 in return. uma Schreibgeräte Ullmann GmbH impressively stood its ground in a competition arena of 436 medium-sized enterprises.

## Prizewinning Innovation

# uma receives TOP 100 seal

**F**ollowing the elation over the awarding of the TOP 100 seal, uma will have further occasion to celebrate on 24 June this year: That is when 2022's top innovators are set to convene in Frankfurt am Main for the award ceremony at the Deutscher Mittelstands Summit, to receive congratulations from Ranga Yogeshwar. The science journalist has been supporting the innovation contrast as a mentor for eleven years. The core of the TOP

100 innovation contest is a scientific selection procedure, which participants are required to go through. On behalf of compamedia, the organiser of the line-up, innovation researcher Prof. Dr. Nikolaus Franke and his team investigated on the basis of more than 100 innovation indicators from five categories: innovation-promoting top management,

innovation climate, innovative process and organisation, outward focus/open innovation and innovation success.

### Popular and innovative

uma Schreibgeräte Ullmann GmbH joins the ranks of top innovators for the second time. As a manufacturer from Fischerbach in the Black Forest, the company has garnered international renown for unusual, innovative and sustainable promotional writing instruments. The business has primarily established itself through the use of alternative, sustainable raw materials in the area of promotional

writing instruments, where it is a pioneering trendsetter. Not only major companies, but also increasingly medium-sized enterprises too, have recognised the impact of haptic promotional message-bearers. The writing instrument continues to be one of the most popular promotional means, and among them are the numerous new designs and variants from uma. With around 170 employees at the head office in Fischerbach, uma is among the renowned manufacturers of promotional message-bearers that "do the writing". "We repeatedly clad the uma quality refill in a new, suitable outfit and are adept at optimally showcasing the customer's promotional message," explains managing director Alexander Ullmann. Even though it "is only a writing instrument, we will never tire of always being one step ahead of the market's demands by employing new materials and production processes," adds managing director Jochen Ullmann.

### Into the future, sustainably

uma developed the first and currently still unique writing instrument series made of recycled PET bottles, fully produced, climate-neutrally, in Europe. As the development progresses, the Black Forest innovators are pairing a recycled PET bottle ballpoint pen barrel with a high-quality metal nib made from aluminium drinks cans. In a writing instrument, the "Recycled<sup>2</sup>" concept conveys long-lasting promotional communication and tangible sustainability. "We have been a climate-neutral company since 2019 and are committed to sustainability when developing new models as well. It makes us proud that we as a family company, in its third generation, now have the privilege of wearing the TOP 100 seal for the second time. It gives backing to our innovative and future-oriented conduct," explains managing director Peter Ullmann. <



Elation over the award among the management (l. to r.): Jochen, Peter and Alexander Ullmann.



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Purely rational communication doesn't fill shopping carts anymore these days. Those who want to sell products need to tell stories. With pictures, films and in particular also with words. This applies to the promotional product industry too. Caroline Zöller, Managing Director of the agency Forteam Kommunikation, knows what matters most in storytelling.

## Storytelling in the promotional product industry

# Boosting sales with stories



**W**ords can convey more than mere information. They can bring back memories, stir emotions, appeal to the senses and tell stories. Provided that the words are well chosen and orchestrated to create a captivating story. But what makes a "good story" from a stylistic point of view? What types of texts can be used strategically to communicate most effectively? And which (digital) media maximise the sales potential?

### The three second rule

The pressure on writers is immense. "The reader decides in just three seconds whether a text is gripping, thus en-

ticing them to keep reading or not", says communication expert Caroline Zöller. "I need to arouse curiosity right from the first word and provide clarity on the content of the text. I need a compelling, vivid text idea and highly expressive vocabulary in order to trigger emotions in my target group. And the text must be structured in a logical and coherent way to carry the story line".

### Text optimisation: creating one's own lists as a guide

Copywriters benefit from checklists. Not only as an effective organisational tool but also importantly as an intermediary personal editor that scrutinises the quality of

one's own work. Caroline Zöller shares her wealth of experience: "When I began working in this area, I always had a list of criteria next to my computer with which I critically reviewed my texts. That was ideal practice that allowed me to directly check whether I had made a stylistic blunder or not before submission. And with time I was able to do without the list because I had internalised my criteria – just like the process of memorizing".

### Tips for the text structure

Inflated style, clichés, stating the obvious, nominalisation, synonyms, redundancies – stylistically good stories do without all this. Instead, they are written in an active voice and are characterised by impeccable grammar and spelling. Stories that pay off also impress through their real informative value, specific examples, emotive language and deliberately chosen adjectives. Technical terms and abbreviations used are explained vividly wherever possible. What's more, Caroline Zöller recommends: "To ensure that the content remains comprehensible for the readers, a copywriter should only write what they truly understand. It also helps to carefully consider in advance how to address readers authentically and in a way that's appropriate to the target group. In this context, gendering in the German language also needs to be strategically considered and implemented". On the other hand, advertising language is taboo according to Caroline Zöller – even though storytelling falls under the category of Content Marketing.

### Making use of a variety of text types

The range of text types is vast but they only unleash the full potential of a content strategy and the technique of storytelling in interplay with one another. Thus, it's well worth taking the time to critically examine the textual possibilities in order to generate maximum interest for the brand or product – whether it's journalistic classics like the report, announcement, commentary, feature, portrait, interview, editorial, opinion piece, review, squib, essay and feuilleton or the text forms found in the digital world like blog posts, newsletters and social media postings. Particularly the latter group needs to get straight to the point – not only in terms of content but also in formal terms.



Caroline Zöller

### Blog post: offering added value, expressing opinions

Getting straight to the point in blog posts means: the headline must arouse curiosity and the story angle needs to be relevant for the target group. Directly in the first paragraph the topic is broken down compactly into the most important elements, before it's described in greater detail further on and current statistics or forecasts are woven in where applicable. Only then, towards the end, does it move to the product level. According to Caroline Zöller, product recommendations in combination with specific examples of use, references to special prices or a link to suitable products in the range work well here.

### Newsletter: content in bite-sized portions

To ensure that the electronic newsletter generates sustained interest and significant traffic for the actual website, Caroline Zöller recommends a maximum of three topics including boilerplate per edition. "A newsletter shouldn't overwhelm the reader", the communication expert warns. That's why she recommends a snappy introduction and short texts. These should invite the reader to dive deeper into the respective topic, whereas (only) the boilerplate is dedicated to a specific product.

### Social media postings: adapting to suit the channel is the key

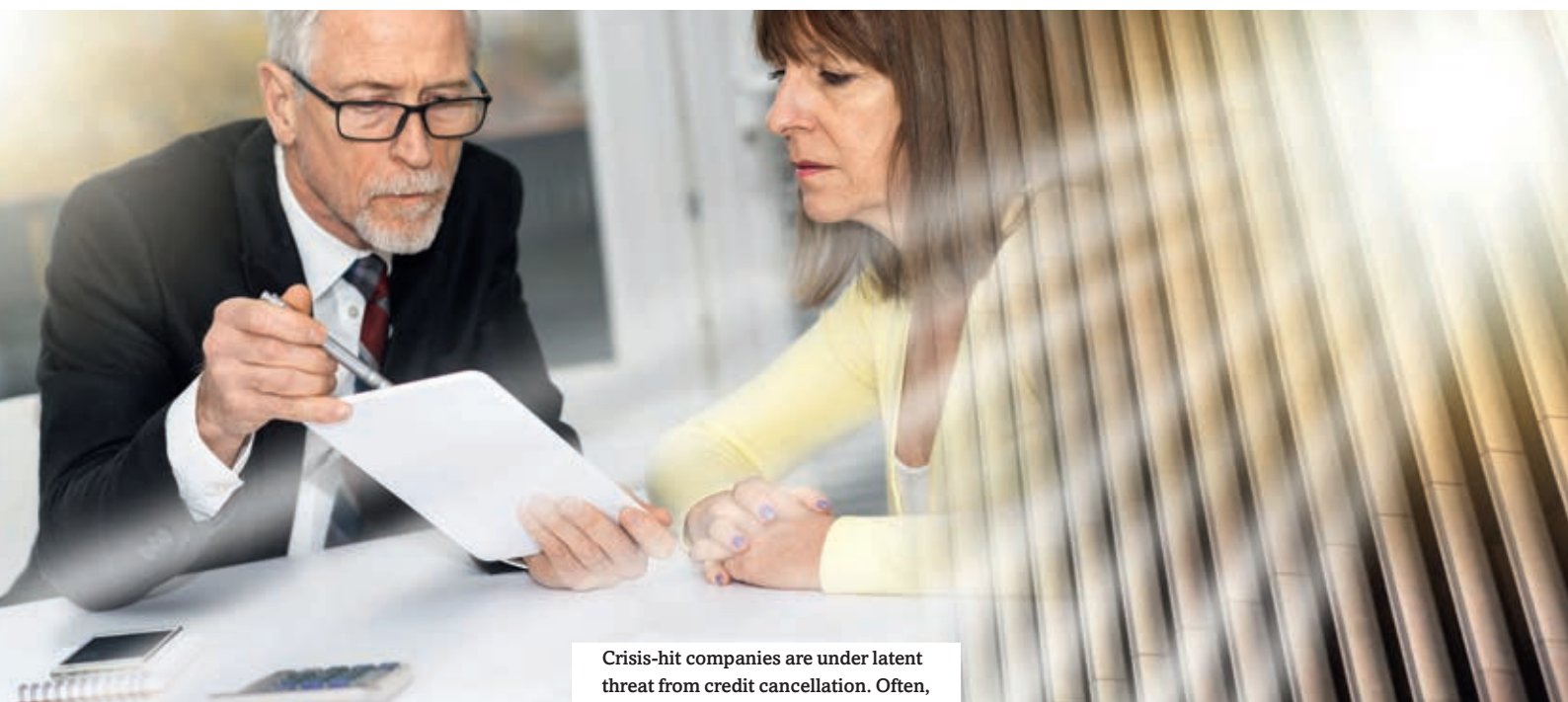
The relevance of social media is undisputed. Social media platforms, microblogs, blogging services, video and live streaming platforms therefore play a crucial role for the success of a content strategy based on storytelling. However, the users as well as the specifications and presentation formats (for example in the case of visible characters) often differ considerably. For this reason, text production needs to be tailored to the channel and target group in all cases, says Caroline Zöller. Mobile internet has changed media usage and established social media as a news source. This has led to new reading habits which require an attention-grabbing "catchy" teaser. <



A bank must apply the strictest requirements if it is to supply crisis-hit companies with new loans. Generally, these companies are closely monitored through the setting up of credit consulting, special credit, or distressed debt departments in accordance with MaRisk. This is an opportunity that they are advised to use..

## Cancellation of bank loans in crisis-hit companies

# It pays to act smartly



Crisis-hit companies are under latent threat from credit cancellation. Often, in partnership with banks' special department or in-house advisors, the cancellation can be deflected in time.

**U**nder the Banking Act and the granting of credit provisions in accordance with MaRisk greatly encroach on the latitude of banks and savings banks when it comes to granting loans in a crisis. A bank or savings bank must apply the strictest requirements if it is to supply crisis-hit companies with new loans in the first place. Usually, these companies are very closely monitored through the setting up of credit consulting, special credit, or distressed debt departments in accordance with MaRisk. As a result, instead of the "swift" credit cancellations that were customary in the 80s, consistent monitoring by the

banks' specialists takes effect. The Banking Act, combined with banks' Ts & Cs, grants financing institutions the option to cancel on extraordinary grounds in the event of clear economic deterioration on the borrower's side. In most cases, there is no great disparity between ordinary and extraordinary cancellation of the credit commitment.

### Special right of cancellation

Generally speaking, in banks' Ts & Cs, so-called "tacit overdrafts", respectively "tolerated claims" on lines of credit that go beyond the contractually agreed overdrafts, have

a special right of cancellation imposed on them. Therefore, in any financial recovery process, it is vital that the liabilities at the bank are also examined with an eye to their prior contractual agreement and, if applicable, made legal by means of negotiation with the banks. The ordinary right of cancellation ensues – unless expressly set down in the credit agreement – for loans already paid out from § 488 III German Civil Code, BGB; the notice period is 3 months. For loans agreed to in writing, but not yet granted, the bank is entitled to a right of cancellation from § 490 BGB. Customarily, in that case the bank also backs its cancellation with its corresponding terms of business.

### Extraordinary cancellation

In defiance of any agreement to the contrary, banks are always entitled to an extraordinary right of cancellation concerning any company that is proven to have been under crisis for a lengthy period, if pressing grounds prevail. Pressing grounds can be, among other reasons, incorrect or untrue information provided by the borrower concerning its assets, or its assets undergo significant deterioration or are otherwise in jeopardy. Crisis-hit companies are also obliged to value securities by a considerably stricter benchmark. If the entrepreneur, respectively managing director of a crisis-hit company fails to meet these requirements within an appropriate period, then the bank again has a special right of cancellation in this case as well.



### Manipulation of business documents

The special right of cancellation also arises when, during audits and revisions at the bank, it comes to light that the company's actual economic situation is different to or poorer than the situation apparent in the business documents and statements. If the suspicion prevails that a company's decision-maker has manipulated documents that have been presented for the granting or request of credits and loans, the bank will also immediately fulfil its obligation in accordance with the Credit Services Act in this case and cancel on extraordinary grounds.

### No arbitrary right of cancellation

The judiciary generally acknowledges the permissibility of these grounds for cancellation and their accordingly swift implementation. However, there is no possibility for

the bank to exercise the right of cancellation arbitrarily. As a result, there are repeated disputes over whether financing institutions are also able to pronounce cancellations "at an inopportune moment". If it can be proven that an avoidable and unjustified disadvantage accrues to the customer, the bank is not permitted to exercise its right of cancellation simply without taking this into consideration. Excluded from this are the grounds for cancellation already mentioned above: for example, payment of due interest and amortisation is not possible, existing overdrafts are exceeded by the tolerated claim, or the bank's request to order additional securities is not met. Incorrect or, respectively, non-omitted information on existing pecuniary circumstances are also not up for debate.

### "Tolerated claim" cannot be called in

Another major point of debate is the permanent overdraw of credit lines which were influenced by various judiciaries with a different direction of focus and decision-making. The bank is not under obligation to accept a "tolerated claim". The issue here is basically just an "accommodation" by the bank, in order to get through cash flow bottlenecks, for example. The legal situation looks different when the bank unquestioningly accepts overdrafts on the credit line on a frequent or regular basis. If it does, it is then unable to simply take a renewed account overdraft as an occasion for cancellation. Rather, the bank must alert the customer in advance. However, it can and will seize incoming funds for recovery of the tolerated claim, meaning that a crisis-hit company may find itself unable to meet payments. The credit line, necessary for all companies these days, can likewise be cancelled without notice by the bank if objective circumstances justify the assumption that the borrower is at risk of imminent insolvency, for instance due to constraints and enforcement measures by a third party (garnishee order, account attachment, seizures). Since bank-internal rating and scoring can have a strong influence on the customer's creditworthiness, credit cancellations are also effective here, if it can be proven that the economic circumstances of the borrowing company have considerably deteriorated as a result of the rating or scoring.

### Securities reduced in value

Credit cancellation may also be imminent if it is established during the auditing of securities that the se- >>



curities handed over in the past have suffered a considerable loss in value. If subsequent securing by the borrower is not possible in the demanded amount, a recovery of credit lines will be demanded by the banks, or corresponding cancellations may occur (one clear indicator that securities are being re-evaluated is the auditing of commercial real estate for so-called “suitability for secondary use”). The evaluation of securities varies widely among the financing institutions that are based in Germany. A cancellation is not to be anticipated, for the time being, if the bank holds full-value securities from the company and there is no fear of impaired recoverability if the cancellation is delayed. Of course, this also includes the customer's compliance with the contract hitherto and its maintenance of interest and amortisement payments.

### Defence against “arbitrary” cancellation

In any event, debtors have the opportunity to defend themselves against cancellation. However, this means that they must oppose the grounds for cancellation enumerated by the credit institution, in order to defuse, or neutralise, them provably. A dispute of that kind may result in the customer's being found to be in the right at the last instance. If appropriate, if the process runs on for years, the customer can also draw rights from § 826 BGB in the form of damage compensation, although until that point the company is factually no longer viable without a supply of credit.

### Banks usually wait and see

Banks' usual conduct when a customer is crisis-hit is basically to sit still and wait!/. It can be assumed that the specialist departments have long since performed partial or even individual value adjustments to the credit management in-house. When the deterioration of the borrowing company's economic situation takes an expected course, banks are not under obligation to accelerate loans accordingly and force the borrower into applying for insolvency as a result. This only applies, however, if no criminal acts are at hand: If these can be proven in the form of balance sheet manipulations or other “beautifications” of business documents, the credit institutions will be sure to carry out extraordinary cancellation and submit the proceedings to the prosecution service. Banks and lending institutions are not under obligation to issue applications for insolvency against their customers themselves. The bank is under no obligation to take interested third parties into considera-

tion when deciding whether to keep still or cancel its credit commitment. Banks and savings banks regard themselves as independent creditors and will therefore not place their own interests behind other creditors' concerns.

### Bank interventions in corporate management

The principles described above are only legally valid if the financing institutions behave entirely passively. This includes choosing not to exercise any ordinary or extraordinary cancellation of rights. It likewise includes choosing not to recover claims that have fallen due without cancellation and that exceed the tolerated claim of an as yet unexhausted credit range or exceed a tolerated claim beyond contractually agreed credit lines. Neutral conduct

on the part of the bank, or “keeping still”, no longer prevails if the financing institutions actively get involved in their borrower's corporate management or exercise considerable influence over the latter's contract partners. Liability for damages in respect of third-party creditors accrues to a bank if it practically disempowers, neutralises the management of the debtor company to its advantage and to the detriment of all other creditors and has it taken over by ombudsmen, or exercises influence over it such that, for example, any disposal over assets is associated with its pri-

or agreement (see on this subject BGH WM 1964, 673).

### Stricter controls on customers

According to prevailing opinion, the debtor must expect to be subject to stricter inspection by banks' specialist departments, in accordance with MaRisk in respect of crisis-hit companies. This only applies, however, as long as the entrepreneur still has sufficient economic latitude and is also capable of satisfying other creditors within the economically possible and appropriate scope. The Banking Act gives the bank the right to examine all business and economic documents associated with the loan on a regular basis. This is only, however, if the bank has granted significant loans and accepted sufficiently securities for this, if applicable, Unethical action can be assumed if the bank makes the debtor's management its “strawman” in the event of a corporate crisis. This is always the case if a company's managing director outwardly appears to be competent to make decisions and acts accordingly too, but, in reality, only has the position of a dependent administrator in respect of the bank – and in such a way that the



profits of the business or transactions go to the secured party (that is, the financing institutions).

### Financing institutions' duty to inform

Financing institutes are not permitted to supply unsolicited information about the customer's economic difficulties to the customer's business partners. A bank must also not jeopardise, in its own self-interest, remedial measures and efforts to get the company in economic difficulties "afloat" again. This is because there has been repeated evidence in the past of "loan sharks" being on hand inside banks to snap up certain investments and real estate assigned as collateral. It also applies when business partners of the company in difficulties are themselves borrowers from the same bank and might come into difficulties due to potential bad debts. Even here, the bank has no right and no obligation to pass on corresponding information about afflicted customers to third parties. Basically, the duty to inform only exists in respect of persons who wish to enter into, or are in, a business association with the ailing company. These persons must regularly obtain instruction about the risks via credit agencies.

### Exemption from liability for damages

There is an exception in this context however, according to which the credit institution's liability for damages in respect of other creditors of its borrower can be triggered: if the bank, which as the main lender to the crisis-hit company has an economic interest in its financial recovery, actively gets involved – including via external third parties – in the company's efforts to find new backers (investors) by, itself, approaching potential backers and endorsing their commitment (BGH [Federal Supreme Court] WM 1978, 897). A similar case takes effect if the bank dispatches an ombudsman, in most cases an employee of a specialist corporate consultancy or an auditor or tax advisor specialising in corporate recovery, to the company, who then motivates business partners to keep still (BHG WM 1984, 1017). A claim to damages is then also possible if the bank acts on instructions to execute a payment order by its borrower under threat of insolvency for the satisfaction of a due claim by a contract partner. As a result, this latter may be motivated to perform new deliveries and services to the customer with term of payment (supplier credit) (OLG [Higher Regional Court] Zweibrücken WM 1985, 86).



### Expert advice is necessary

If, for any reason, the bank cancels a company's commitment, there is generally the short-term option to apply to open insolvency proceedings in accordance with § 17 para. 2 German Insolvency Statute (inability to pay). Cancellations by the financing institutions are not always effective or indeed appropriate. What is important is that advisors are able to talk to and negotiate with banks and savings banks "as equals". The acting persons in intensive support, financial recovery department and legal department generally have a considerably easier job if the customer is represented by advisors with experience in financial recovery and insolvency. On recognising a nascent corporate crisis, corporate directors and owners are advised to get appropriate specialists in financial recovery and insolvency law involved, possibly in addition to their regular tax advisor or auditor.

### Free choice of advisors

In the event that the company is crisis-hit and the commitment within the savings bank/bank has been transferred into intensive support or the financial recovery department by market/market succession, the financing institutions are under obligation to demand either positive continua-

tion forecasts or financial recovery concepts straight away, based on IDW Standard 6. For this purpose, savings banks and banks generally have recommendations or financial recovery specialists whom the savings bank/bank already knows and who have already garnered reputations as financial recovery specialists. The customer may follow its bank's recommendation with regard to service provider, but is under no obligation to do so. Contractual freedom continues to be guaranteed in this context. However, it should be clarified in advance whether the credit institution is going to accept the consultancy/lawyers' office/tax consultancy chosen by the management or company owner.

Thomas Uppenbrink · [www.uppenbrink.de](http://www.uppenbrink.de)





## Easter tea break

Right on time for the Easter season, Multiflower provides what's needed for an Easter break with tea and rock candy stick. Perfectly complemented by a delicious cookie and a stainless steel tea infuser to create **a delightful cuppa**. The accompanying card can be adorned with a logo for orders of at least 250 pieces or can be completely custom designed. Easter taste sensations are created with 30 grams of Easter tea (Redbush Lemon Love), a brown rock candy stick and a cookie heart.

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## Protection with felt leaves

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





## Promotion through sense of smell

The smell of hay on a walk, of freshly-cut twigs or wild herbs in the forest. **These awaken childhood memories.** The emotion factory from the Black Forest uses the human olfactory sense for a new promotional product in 2022. Each sachet with its lavender or herb mixture is a truly fragrant promotional messenger. This small talisman will definitely be used, whether underway, beneath a pillow or as moth protection for a cupboard, and it is an ideal product, without chemistry or artificial aromas.

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

## Sharp slice with cherrywood handle

The range of fine knives from the company Schwertkrone will be complemented in future by a selection of **high quality knives with Sanboku blade** and attractive cherrywood handle. In addition to paring and breakfast knives, it now also includes a chef's knife. This doubles the fun of cooking. A customer logo can be applied to the blades for minimum orders of 50 pieces. The product assortment includes an entire range of breakfast and table knives with wooden but also plastic handles. Further kitchen helpers complete the range.

PSI 60446 • Schwertkrone  
Tel +49 212 88072110 • vertrieb@schwertkrone.de  
www.schwertkrone.de



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E-mail: info@semo.de • www.semo.de



## Baking fun in a glass jar

The reusable preserving jar with the Easter-themed cookie cutters from Multiflower is **an attractive advertising medium in the Easter season**. A baking recipe can be found on the inlay card. Advertising is applied on the standard design. A customised design is also possible for minimum orders of 250 pieces. The glass jar contains three cookie cutters (rabbit, egg, lamb, each approx. 5 cm), vanilla sugar, baking powder and a recipe on the inlay card.

PSI 45974 • Multiflower GmbH  
Tel +49 6226 927980 • info@multiflower.de  
[www.multiflower.de](http://www.multiflower.de)



## Something personal for any occasion

Dankebox offers high quality and sustainably produced all-in-one gift boxes with a customizable greeting card, made in Germany. Customers can choose the box **content from a range of delicatessen specialties**, such as handmade chocolates or the Rhineland Barbecue Set from a Cologne-based sauce manufacturer. The boxes are assembled by regional integrative workshops. If desired, individual worldwide shipping, directly to the recipient, is also possible. In addition to the familiar design with the inscription, "Thank you", three new designs are now available, which can be selected thematically to match any celebration - or even "just because".

PSI 60068 • DANKEBOX  
Tel +49 211 17446416 • info@dankebox.de  
[www.dankebox.de](http://www.dankebox.de)





## Hearty clip helper

Hepla's heart-shaped paper clip sends its promotional message **straight to the customer's heart**. Available in six standard colours and readily available, the heart-shaped paper clip offers many possibilities for inexpensive and attractive promotional ideas and customer wishes. The clip is also ideal for postal campaigns, thanks to its lightweight and flat design. This heart-shaped promotional medium can be finished on request in the in-house print shop using pad printing or effective digital printing.

PSI 41583 • HEPLA-Kunststofftechnik GmbH & Co. KG  
Tel +49 5681 9966 • info@hepla.de  
[www.hepla.de](http://www.hepla.de)

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## Innovative and sustainable

With quality made in Germany, Porzellanmanufaktur Kahla/Thüringen GmbH stands for sustainability as well as **functional and innovative design**. For more than 175 years, hard porcelain has been produced at this site in Thuringia. With the reusable porcelain cup, Kahla is making an active contribution to sustainability. The To-Go concept is available in 15 standard colours as well as various sizes. Thanks to numerous finishing methods, it can be specially adapted to customer wishes and individually designed.

PSI 41838 • Porzellanmanufaktur Kahla/Thüringen GmbH  
Tel +49 36424 79-200 • [contact-kahla@kahlaporzellan.com](mailto:contact-kahla@kahlaporzellan.com)  
[www.kahlaporzellan.com](http://www.kahlaporzellan.com)



## Rethinking waste paper

The new product group at fides Druck und Medien bears the name "Altpapier neu gedacht" (rethinking waste paper) and so far consists of two different folding cardboard boxes featuring striking design. According to the manufacturer, they can be adapted to **suit any industry**, are constructed of German recycled cardboard and are produced in Germany. The packaging can be filled with any preferred type of sweets. Customised imprint is available for orders of 100 pieces or more.

PSI 47123 • fides Druck und Medien GmbH  
Tel +49 7807 9579990 • [info@fides-druck.de](mailto:info@fides-druck.de)  
[www.fides-druck.de](http://www.fides-druck.de)

-Advert-



stilolinea





## Seeds for biodiversity

Miniscule and yet so unspeakably important for our ecosystem and the biodiversity of our flora and fauna – plant seeds. These real flyweights are offered in huge variety by emotion factory based in Fischbach in the Black Forest. They combine environmental protection benefits and the **sustainable philosophy** that many promoting companies embrace in the decision-making process. The classic in the seed paper range in DIN formats for a print mailing campaign or as a giveaway is just one of the products of emotion factory's think tank. It's complemented by even more sustainable seed bags and packaging made of grass paper or recycled material. Special bee-shaped varieties already take up important issues like species extinction in the design.

PSI 41016 • Heri-Rigoni GmbH  
Tel +49 7725-93930 • armin.rigoni@heri.de  
[www.heri.de](http://www.heri.de) • [www.emotion-factory.com](http://www.emotion-factory.com)



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## Brainfood in a glass

What you see is what you get: Brainfood, the nut/fruit combination in a design glass being sold by Logolini, is fully in tune with this motto. Brainfood is **a perfect mix** of crunchy nuts and dried pieces of fruit. The sleeve around the glass can be imprinted upon request. The present is especially suitable for employees in the office or as a delicious give-away for customers. The minimum order quantity is 100 units.

PSI 46104 • logolini Präsente  
Tel +49 9251 8509589 • ff@logolini.de  
[www.logolini.com](http://www.logolini.com)



## Fruit gums with Bach flowers

In the 1930s, the Englishman Edward Bach developed the well-known mixture of five original essences to form the Bach Flower Remedies®: Star of Bethlehem, Rock Rose, Clematis, Impatiens and Cherry Plum. From this, Kalfany Süße Werbung's product developers created the new Bachblüten® pastilles in 2022 with exactly this mixture. The base is a vegan recipe with gum arabic, so that a fruit gum becomes a lozenge. The small red fruit gum pastille flowers end up in a customised 85 × 60 mm promotional bag made of conventional or compostable foil.

PSI 42706 • Kalfany Süße Werbung GmbH & Co. KG  
Tel +49 7643 8010 • [info@ksw24.com](mailto:info@ksw24.com)  
[www.suesse-werbung.de](http://www.suesse-werbung.de)



## Versatility in the form of felt

The recycled felt material of this toiletry bag by Interall makes the pouch unique in the company's WoW Sustainable Collection. The bag can not only be used as a toiletry bag or pencil case, but also as a bag-in-bag and much more. Recycled felt is a strong yet flexible material and, what's more, is also extremely light. This makes it perfect for taking the bag to the office or packing it into the schoolbag. The product contains a label with a clear QR code that links to the REMOkey website, which transparently shows where the materials come from and where they are produced.

PSI 41727 • INTERALL GROUP B.V.  
Tel +31 20 5203850 • info@interall.nl  
[www.interallgroup.com](http://www.interallgroup.com)



## Advertising power of attraction

The Troika Plus & Minus key ring consists of two magnetically connected individual parts, which enable you to **easily arrange your keys**. Two key rings, two magnets, one click: this way, keys can easily be added, separated or attached to metal everywhere. The key ring has a power of attraction of two kilograms and quickly releases your house or car key so that your keys are always perfectly organized. It is available in the colours silver or gun metal and made completely of metal.

PSI 46311 • TROIKA Germany GmbH  
Tel +49 2662 9511505 • troika@troika.de  
[www.troika.de](http://www.troika.de)



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# TOP PRODUCT TOPICS IN PSI JOURNAL

With the sweet smell of spring in the air, we're already ready for more! We look forward to the Mai issue of the *PSI Journal*, which will feature merchandising, fan articles and health, sports & fitness.



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

Issue  
**8/9**  
2022

**ECOLOGICAL AND SUSTAINABLE PRODUCTS, VEGAN PRODUCTS and CHOCOLATE AND SWEETS**

Copy deadline:

24.6.2022

Deadline for ads:

10.8.2022

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](mailto:publishing@psi-network.de)

**PSI**



## PSI Novelty Box | Exclusive tool for suppliers and distributors



Promotional articles are quintessentially tangible products, small power packs that can be used alone for highly effective promotion. If they also have a certain novelty value to them – all the better! That is why PSI created the PSI Novelty Box some time ago. This tool combines product innovations in a compact and exclusive framework. The advantages of the articles are experienced haptically – at first glance and touch. The PSI Novelty Box thus creates a win-win situation for manufacturers and suppliers on the one hand and for promotional product distributors and consultants on the other.

### Suppliers and distributors profit

The eye-catching PSI Novelty Box is an ideal way for manufacturers and suppliers to present distributors with all the promotional power of their products in an attractively priced way - and thus generate new, successful business. Especially in these difficult times for the industry, the PSI Novelty Box is an attractive way of presenting new products to promotional product distributors and consultants in a literally “tangible” way. And in turn, it offers them convincing sales arguments for their customers and is therefore valuable and exclusive support in this area.

### Easy participation



PSI manufacturers and suppliers who want to present their new products in this exclusive setting can do so very easily. All they have to do is send their products and the associated information to PSI. PSI then takes on the packaging, shipping and production of the enclosed booklet. This booklet makes it clear once again what the product can do and what makes it so special: starting with a short product description and delivery times, to finishing options.

### Novelty Box products also in the PSI Product Finder

By the way: all the products in the PSI Novelty Box are also listed in the PSI Product Finder. The PSI Novelty Box is sent to German, Austrian, French, Belgian and Dutch promotional product distributors. The next PSI Novelty Box is scheduled to be sent out in September 2022.



### The advantages of the PSI Novelty Box at a glance

- Increased attention and awareness of products among distributors and their customers
- Increased awareness of PSI manufacturers and suppliers
- Support for PSI distributors in their sales activities
- Less time and logistical effort
- Favorable contact price

Interested PSI members who would like to learn more about the PSI Novelty Box should write an e-mail to [crossmedia.germany@rxglobal.com](mailto:crossmedia.germany@rxglobal.com) or call: +49 211 90191-125.

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# The power within us



he incidence of corona is reaching new record heights every day. In Eastern Europe, on our neighbours' borders, a brutal war is raging. I simply don't have words to describe the current world situation, not only here and now. Please forgive me if I focus on what drives us, our industry and myself personally.

When it became clear that the next PSI would not take place until January of next year, I was disappointed, frustrated and at first simply motionless with shock. All the work, discussions, planning, anticipation – in vain. But feelings, no matter how understandable they are, do not change anything in the concrete world: the pandemic, a military conflict, budget pressure, falling sales and reluctance among our international visitors: each of these problems on its own would be a big enough challenge for a trade fair organizer. Taken together, however, they forced us to make decisions that we never wanted to make.

There are things that give me courage again: in many intensive discussions, multipliers and representatives from the German and international trade have assured me of their regret, but also of their support for 2023. They have confirmed, almost without exception, that they are sorely missing their PSI. There is now no big stage for promotional items, no internationality and product variety, no encounters, professional exchange, or input of ideas and innovations – there is, simply put, no great PSI.

These conversations spark the optimism that has reawakened in my team and in me. They motivate us to spit on our hands and get back to work with all our strength over the next few months, to ensure that the PSI 2023 is once again the kind of trade fair that we all need. We are fine-tuning the concept, developing new side-shows and creating attractive incentives for national and international visitors. The Sustainability Awards, which will take place before the summer break, will also be the information kick-off for the upcoming PSI.

Worries and fears may be justified, but they have never been good counsellors. Over the past two years, the promotional product industry has shown that it has a great deal of creativity, flexibility and resistance. It is the people: you, our members, who have made this happen. Who would have thought, in the "good old days" that we all had this much strength, patience, resilience and confidence? Tomorrow, we will be proud of ourselves, and today we will work on it – with you and for you.

Yours,

Petra Lassahn  
Director PSI



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## Healthy promotional power

Health is your trump card. In its service, sport and fitness go hand-in-hand. With the decline of physically demanding labour, the necessity of compensation in leisure time is growing. Sport and fitness hold a constantly rising status in this context. And because people are more open and receptive during their leisure time, a whole lot of high-impact opportunities for the promotional products sector open up here. Characterised by diversity and imaginativeness, it is offering a richly varied selection of products which – tailored to the various target groups – lend the desired promotional message bearer the necessary momentum and thereby powerful memorability. Under the keywords “Merchandising and Fan Articles”, our second product theme exhibits further top-notch promotion boosters.

**Please give some thought today to your product presentations in the June 2022 issue of PSI Journal, which will be devoted to the thematic groups “Wellness, Cosmetics, Beauty” as well as “Drinks, Drink Vessels, Table Culture”, and sent your proposed products (image and text) by 20 April 2022 to: Edit Line GmbH, Redaktion PSI Journal, e-mail: hoechemer@edit-line.de**

## Touchmore: Exclusive distributor of promotional Rubik's Cube®

Since February 2022, Touchmore GmbH from Remscheid has been distributing the Promotional Rubik's Cube exclusively as a promotional means in Germany and Austria. “The Rubik's Cube is a highly effective

promotional product that perfectly fits our range of playful media,” explains Sven Scharr, managing director and distribution manager at Touchmore. You can read the details of this assortment expansion in the May issue.



## Clipy: Ecological production competences



Since 1987, Madrid-based company Clipy has been manufacturing sun shields and winter protection shields for every kind of vehicle, and has a presence with these in more than 25 countries on all continents. High print quality and the use of special dyes offer maximum resistance to sunlight and ice, along with large-area and above all sustainable promotional power.

## Imprint

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**EQUITANA<sup>1</sup>**  
Weltmesse des Pferdesports

**07.04. – 13.04.2022**  
Messe Essen  
equitana.com

**Intertool Wels**  
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**10.05. – 13.05.2022**  
Messe Wels  
intertool.at

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**18.05. – 19.05.2022**  
Messezentrum Salzburg  
power-days.at

**EQUITANA Open Air<sup>1</sup>**  
Festival des Pferdesports

**12.08. – 14.08.2022**  
Maimarktgelände Mannheim  
equitana.com/mannheim

**Elektrofachhandelstage**  
Branchentreff in Österreich

**23.09. – 24.09.2022**  
Design Center Linz  
elektrofachhandelstage.at

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Weltmesse und Kongress

**27.09. – 29.09.2022**  
Messegelände Düsseldorf  
aluminium-exhibition.com

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**10.10. – 12.10.2022**  
Messegelände Berlin  
barconvent.com

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für die gesamte  
Gastronomie und Hotellerie

**05.11. – 09.11.2022**  
Messezentrum Salzburg  
gastmesse.at

**Bauen+Wohnen Wien<sup>1</sup>**  
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für Bauen, Wohnen und  
Energiesparen

**10.11. – 13.11.2022**  
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bauenwohnenwien.at

<sup>1</sup> Publikumsoffene Messen. Alle anderen Messen sind nur für Fachbesucher zugänglich.



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