

PS1 EUROPE

PSI Journal

International Magazine
For Promotional
Products

May 2022

Volume 61

**Health
Sports
Fitness**

**Fresh
promotional
appeal**

PSI Product Finder

Benefit for distributors

Touchmore

Exclusive distribution
of Promotional
Rubik's Cube®

emco

Bautechnik

Promotional floor mats

Marbo

Mediengruppe

Packers and
forward movers



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JUN

22

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Editorial

The order of the day

The past few weeks and months have shown us the importance and strength of community. Europe has banded together, many countries in the world are closer than ever before. Although the promotional product industry is not directly threatened by a virus or war, their consequences have hit it directly and at times hard.

Sales plummeted during the pandemic, and just as sales were on the path to recovery, Putin invaded Ukraine – a country whose population he himself refers to as “brothers.” And once again, parts of the economy slam on the brakes. The future seems too uncertain, and possible inflation is paralyzing us. Money is initially parked and not invested. In addition, you can’t buy everything you’d like to buy. Cargo ships are piling up on the high seas in front of almost all the ports in the world, including the European ones.

Since the war has raged in parts of Ukraine, railroads have become almost impassable. Many products cannot be fully assembled because an important component has been lost somewhere on the seven seas. In addition to this, there are personnel problems that are also aggravated by Corona and quarantine. This is certainly not a situation in which you can lean back as a promotional product manufacturer or supplier and let things take their course.

But what to do? Some people try to force products on the market, but this is not a successful style and will usually, at some point, rebound onto the originator. Others give up because they are tired of fighting or have already achieved their goals in life. Understandable, but if all followed this path, it would lead the entire industry into destruction.

Still others are seeking their future in closer, partnership-based cooperations with suppliers who match the demands and style of their own company – or they work together with colleagues who may have other priorities and therefore can contribute additional product know-how. One encounters the latter increasingly when speaking to manufacturers and importers, but also to suppliers and consultants.

Taken together, challenges that are difficult or even impossible for the individual to face in this crisis, seem to work. We should all try harder to understand this. Small differences of opinion should be thrown overboard, we must see the world through the eyes of others and work on something big together – on the success of the promotional product industry as a whole. Because only this success can be the success of all of us – the order of the day is togetherness.

In this spirit

Manfred Schlösser | Editor-in-Chief PSI Journal

Your opinion: schloesser@edit-line.de

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Our new arrivals

in the matter of jute.

Leon is a robust jute bag in portrait format that impresses with a few details. With a bright front pocket on both sides, it stands out from classic jute bags. Additional storage space is provided by the large main compartment measuring 31 x 35 x 10 cm and the practical side compartment, which is ideal for storing a water bottle or a coffee-to-go mug.

With its dimensions of 37 x 30 x 15 cm, **Noah** is a real miracle of space. The already large storage space is complemented by a practical side pocket. The trendy canvas fabric on the front and back of the bag is not only a visual highlight. It creates two additional pockets. The stylish **Noah** can be closed with a magnetic closure.

Henry is a true giant among the jute bags. With a size of 42 x 33 x 19 cm, it is not only suitable for shopping, but also for university or a visit to the gym. **Henry** has a total of four compartments. A magnetic closure ensures that the main compartment remains reliably closed.

All three jute bags are OEKO-TEX certified and have also been tested for food safety. In addition, the three bags have fashionable padded handles in a herringbone pattern.

Whether in the office, shopping or on holiday - our three new jute bags always cut a fine figure.

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Leon

N° 2363



Noah

N° 2362



Henry

N° 2364



Profitable sales tool

10

Promotional products distributors have more to offer than merely procuring promotional products. They are contact partners and consultants – and they live off innovative products. A targeted connection to suitable suppliers can lead to more sales. This is where the PSI Product Finder comes into play: an intelligent search engine that brings together providers and searchers.

All about sports

12

When it comes to sales promotion, brands and services advertised with promotional products reach wonderfully wide target audiences. Therefore, promotional products are the ideal sales enhancers in businesses' mix of marketing tools, even more with regard to sports. Within this range of products, the targeted use of "hapticals" gives your desired advertising message the necessary "swing" to thus make a lasting impression.



Timeless symbol

56



Touchmore GmbH, the haptic brand communication specialist, has taken on the exclusive distribution of Promotional Rubik's Cube® merchandise in Germany and Austria. The Rubik's Cube® combines design and symbolism in a special way and, thus, makes it a highly effective promotional product.

Customised eye-catchers

60

Think promotional products, and carpet mats are not necessarily the first thing to come to mind. In matters of promotional longevity, though, and the enduring presence of customer logos, they are virtually predestined. And a thoroughly successful business model on top of that, as the case of emco Bautechnik demonstrates.





Haptical slowing down

Promotional products – if not at first, then at **second or third sight** – have a few things in common with Polaroid pictures. They are something **haptic** through and through and are able, depending on product, to do their bit towards **slowing down**: whether **cuddly, creative, sustainable** or with **powerful symbolism**, yet always **inspiring** and **attention-grabbing**.



In calmness lies strength
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www.troika.de/business
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www.andapresent.com
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Physicist **Edwin Land** invented the **instant camera 75 years** ago. It revolutionised how people take **photographs** and triggers enormous **fascination around the world** to this day. This is also evident in the **sales figures of recent years**, which are still situated at around **half a million** devices sold annually. In this **digital age**, this method of photographing is **slackening pace**, say even professional **photographers**, who attest something very **haptic** to the pictures. (tagesschau.de, “Der Spaß entwickelt sich sofort”)

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“The future of retail is clearly phygital.” That is a finding of the **2022 consumer trends** compiled by market research institute GfK. But what is behind this **trend**? In the age of **smartphones, apps and the like**, consumers expect **distribution channels** to complement one another, in order to offer **cross-channel purchasing experiences** – including where **online world and offline world** come together in stationary trade. **Phygital strategies** go one step further, “since they bring together a **seamless purchasing experience** and the hyper-personalisation of one’s own range,” writes the e-commerce magazine, evoking the **“next evolutionary stage”** of customer approach. The boundary between the physical and digital dimensions of trading is allegedly being abolished, since **digital applications** interact with the **physical world**. (e-commerce-magazin.de, “Phygital Shopping: Wie Händler es schaffen, eine nahtlose Einkaufserfahrung zu bieten”)

This is the **successful interplay** between supposed opposites: **phygital – therefore physical and digital, mechanical and electronic**. Including in the haptic world of promotion.



A great decision for body and mind

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www.spm-marketing.de
PSI 46903

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PSI 60422



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33

per cent

of global sales is estimated to be accounted for by e-commerce in 2022 – a new record. This was calculated by Edge by Ascential.

horizont.net

3.6%

global economic growth is forecast by the International Monetary Fund this year, which represents a lowering of growth expectations. tagesschau.de

198%

more products that contained the search term "Wohlfühl" (well-being) were sold since the beginning of the pandemic compared to 2019. This is the outcome of a new study by Ebay Ads. horizont.net

7.5%

is the current inflation rate in the Eurozone. To keep up consumption despite this, wages would also need to rise, according to Marcel Fratzscher, President of the German Institute for Economic Research (DIW). Otherwise, unemployment and weak growth could be the consequences. tagesschau.de

Two out of three

respondents of a Utopia survey (62 per cent) indicated that they consciously refrain from choosing products that do not appear to be ecologically or ethically sound when shopping. horizont.net

9.2 per cent

growth in advertising expenditure is expected worldwide in 2022, according to an analysis by Dentsu experts. This is attributable largely to the Winter Olympics, the Paralympics in Beijing, the FIFA World Cup in Qatar and spending for the midterm elections in the USA. adzine.de

Five

impulses on the subject of circular economy have been put together by the magazine absatzwirtschaft: a potpourri of current studies on activities by brands in the field of circular economy right through to important policy frameworks. absatzwirtschaft.de

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10-12

JAN

23

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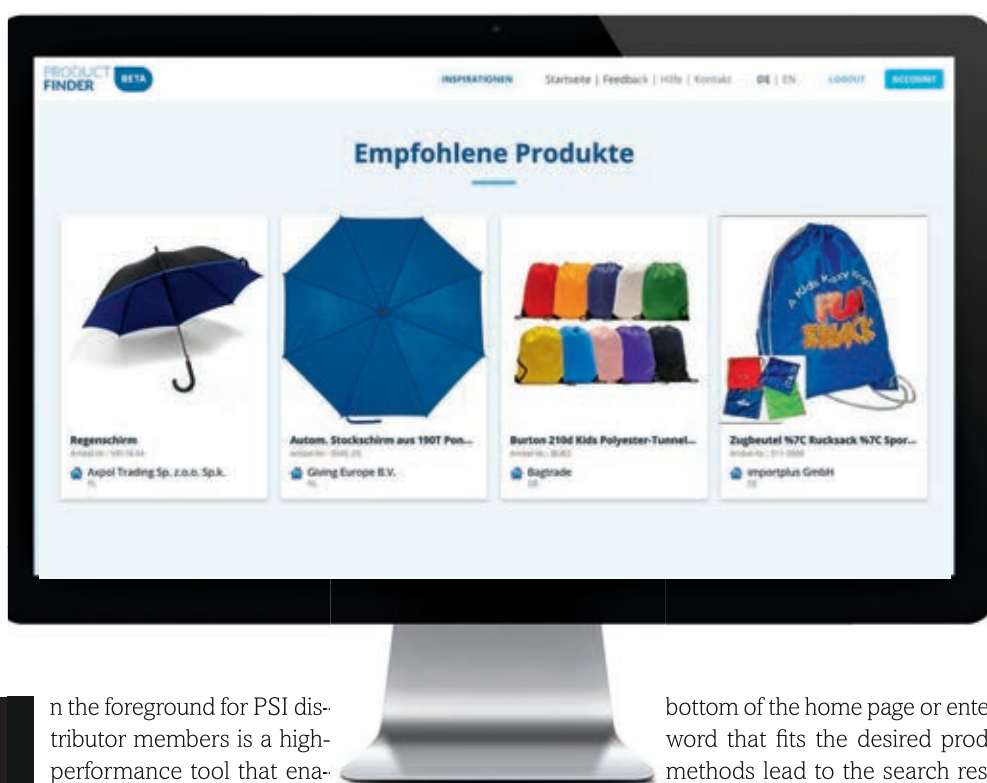


In the business of
building businesses

Promotional products distributors have more to offer than merely procuring promotional products. They are contact partners and consultants – and they live off innovative products. A targeted connection to suitable suppliers can lead to more sales. This is where the PSI Product Finder comes into play: an intelligent search engine that brings together providers and searchers.

How distributors and consultants profit by the PSI Product Finder

Profitable sales tool



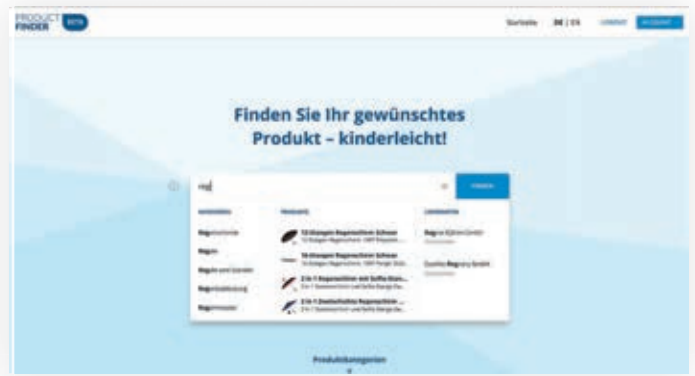
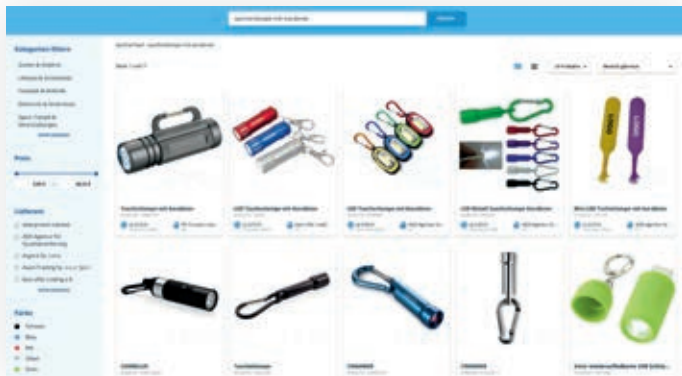
In the foreground for PSI distributor members is a high-performance tool that enables them to tune their search to their entirely specific needs.

All listed products are subject to a strict data quality standard and provide extensive additional information, such as finishing, manufacturers' non-binding price recommendations, price scales and much more.

Seek correctly and ye shall find

Searching in the PSI Product Finder is a breeze. For example, either select and click on a product category at the

bottom of the home page or enter a search word that fits the desired product. Both methods lead to the search results page. There, the found products can be viewed or the results further specified. Simplified filter navigation enables a search for preset attributes, such as colour, material, size, suppliers or certificates. Moreover, distributors and advisors can call up product details or directly send a request for an offer to the relevant supplier. They are equally able to complete this task from the product detail page, where the supplier's contact details are also displayed. Last but not least, the found products can be saved in a product list.



Multi-functional product lists

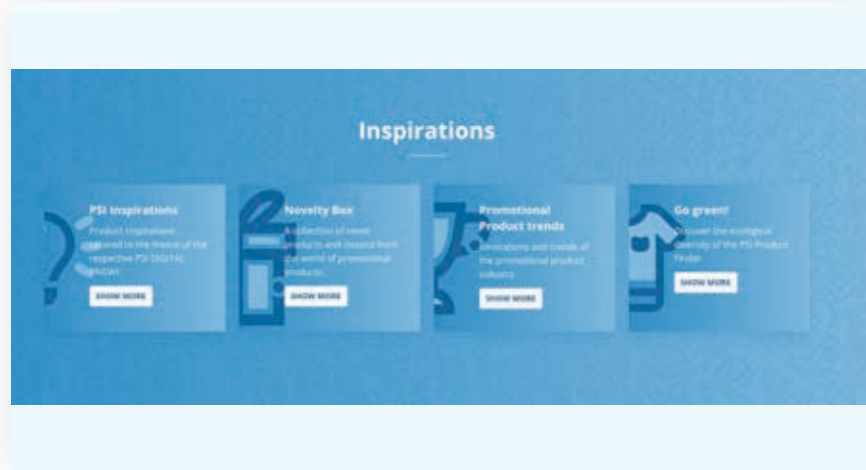
Basically, the product lists are expanded check lists that can be started in the backend as many times over as desired, according to topic or customer, for instance. Distributors and advisors can use the product lists to compile their own promotional pages (landing pages) and send them in link form to their customers, who can then address enquiries directly to their distributor straight from this page. Incidentally: product lists can be started in both German and English. Whatever way is used to launch the search query, one thing always needs to be kept in mind: The quality of the search results is dependent on the data that the suppliers upload.

Dynamic contact platform

The PSI Product Finder is a contact platform that is not connected to any web shop of any kind. Here, PSI distributors search for products and send their queries directly via the tool to the respective supplier, with whom they can communicate directly and in real time in the PSI Product Finder. This is made possible by the message centre that can be found in the backend of the online tool – that is, the place where users look after their product pages, among other tasks. Handling is really easy: Once a distributor finds an appealing product, they are able – as hitherto – to request an offer directly in the PSI Product Finder. The supplier is informed of the incoming request by e-mail and is able to view and reply to it directly in the backend. Distributors thus retain an overview of the offer and product requests they send out. In addition, suppliers have a direct view of who has requested which product from them. Various marking options and a filter function ensure even more manageability. Naturally, the message centre can also be used for communicating with another PSI member even without a product request. What is more: The message centre can be edited by several persons in a company at the same time. It is not linked to individual access details.

Help centre provides tips

Anyone wishing to learn more will find all the important information at <https://helpcenter-de.psiproductfinder.de/>. Beyond that, of course, the PSI Product Finder team also



provides support and advice, continuously working to optimise the PSI Product Finder itself and to improve data quality and currency. The commitment of the PSI supplier members is crucial at the same time, because: The tool can only ever be as effective as the suppliers allow, by regularly updating their details and uploading additional information.

<

All Benefits at a Glance

The advantages to distributors of the PSI Product Finder:

- ▶ New, innovative, and tried and trusted products are combined in a single database.
- ▶ Various search and sorting functions beneficially enhance the product search.
- ▶ Search results are increased by the intelligent semantic search.
- ▶ Draw up customised product lists and share them with your customers.
- ▶ Thanks to its responsive design, the PSI Product Finder can also be used effectively during customer meetings, via tablet or mobile phone.
- ▶ Customised and one-off collections can be put together and offered to customers.
- ▶ Customers exclusively see their distributor's or advisor's details in the process.
- ▶ Promotional products distributors and consultants can employ the customised product lists to make a targeted presentation to their customers that meets the respective requirements.
- ▶ The PSI Product Finder helps promotional products distributors and consultants to swiftly complete the business transaction in just a few steps.

When it comes to sales promotion, brands and services advertised with promotional products reach **wonderfully wide target audiences.**

Therefore, promotional products are the **ideal sales enhancers** in businesses' mix of marketing tools.





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

Successful ambassadors

With Staedtler, fans can show their true colours in the school and office: The German multi-colour pen grabs people's attention with the black, red and yellow-coloured accents as well as with the made in Germany quality. The pens catch the eye through the varnish in the national colours of Germany. Users can also show their national pride on paper with the three-coloured refill featuring black, red and yellow. The multi-colour pens come in a round and thin form, a triangle version and jumbo format. They can be customised in multiple colours, and they promote a fan spirit and quality awareness.



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

The excitement is increasing

The World Cup spirit is emerging: The small recipe booklet from Edition Michael Fischer (EMF-Verlag) is coordinated with the Football World Cup in November 2022 and is a great way to get customers talking about your own brand in a positive way. The recipes boost the World Cup spirit, are easy to prepare and will be enjoyed by the whole family. A logo can be integrated on the cover, and the editorial team of EMF-Verlag can incorporate your own products or services into the recipe texts. The number of pages, features and design can be adapted individually to your own company. Upon customer request, EMF-Verlag can develop customised print media with an all-inclusive guarantee, covering everything from conceptualisation to delivery.



CHCOLISSIMO



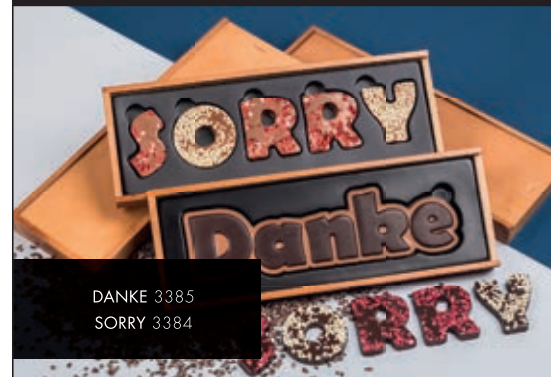
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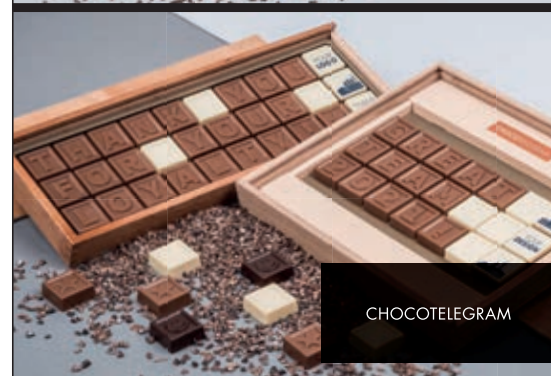
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B2B.CHCOLISSIMO.DE/KATALOGE



Comfortable seat

Visiting a bombastic concert, an eventful football game or another major event can create memories that last a lifetime: Anda Present's Fanseat stadium cushion is a stylish and comfortable accessory that is perfect for use at any type of event. The fleece material makes it durable, while its surface design can be fully adjusted to your company image. If you have the Fanseat stadium cushion with you, your event won't be spoiled by an uncomfortable chair.



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



Well-staged promotion

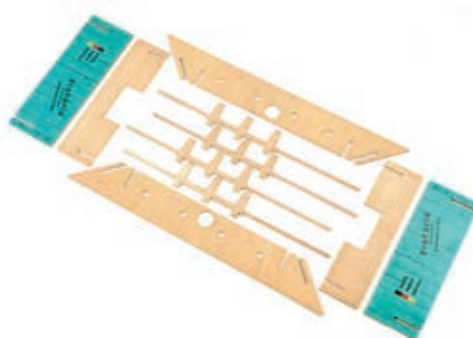
The individual Subdal RPET medals from Anda Present allow the perfect stage to express sympathy and commitment for favorite clubs or World Cup players. Subdal RPET is a customizable acrylic medal with an epoxy dome on a sublimation-printed RPET lanyard. Customization of the medal is a powerful way to feature the company's logo, while the recycled PET lanyard makes Subdal RPET an eco-friendly, sustainable choice. The price already includes sublimation and epoxy doming.

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

Award-winning table football

The plug-in table football from b+a Vertriebs GmbH was awarded the Focus Open International Design Prize by the state of Baden-Württemberg for innovation and design quality in 2021. It is made from just one material, sustainably and without metal or plastic. Due to the reduced playing area, 40 percent of the material could be saved compared to conventional construction. Personalization is no problem, even for small orders. This innovative table football complements the Promokick table football programme and is produced entirely in Germany. This enables quick delivery times. For many years, b&a has been producing 95 percent of the table football in Germany and Europe; this, in addition to their comprehensive spare parts warehouse, guarantees their after-sales service for many years to come.

PSI 48898 • b+a Vertriebs GmbH
Tel +49 7062 978910
gauger@promokick.de
www.promokick.de



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PSI 45974 • Multiflower GmbH
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www.multiflower.de

Football arena on a growth trajectory

The cultivation pot from Multiflower contains all the fixings for growing a plant: a soil tablet, seeds and a football pitch stencil. The simple user instructions for the growing pitch are explained on the backside of the slipcase that wraps around it. It does not take long for the green grass to start sprouting. There is space for an advertising imprint on the standard motif of the slipcase. However, the slipcase can feature a customised design for a minimum order of 250 units. Pad printing on the slipcase is available for a minimum order of 100 units and the pattern on the growing pitch can have its own motif for a minimum order of 1,000 units.



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

Perfect dose of nourishment for the nerves

Whether vegan fruit gummy in the shape of gym shoes, an edible football pitch or wintery and spicy mulled wine stars, the confectionary company Zuckerbäcker has the right dose of nourishment for the nerves to suit everyone's taste during the World Cup in winter, especially for the thrilling phases of the game. Zuckerbäcker offers a unique promotional product in the form of a snack box filled with sweets, which features a large advertising space and is available for a minimum order of 100 units. Wintery goodies or classic sweets for the wintertime, which feature a design adapted to the season, are very popular. The upgraded snack box filled by hand will delight fans and sport enthusiasts with a large, delicious treat. Upon request, the snack boxes can easily be filled with other variants of sweets.

Down-to-earth promotional ideas

Customised football mats are not only suited for the Football World Cup as a perfect gift to customers. They can be branded with the customer's own design and feature a logo, business name, website or slogan. The emco promotional mats are highly versatile and can be used in stores, during a business event, as a prize in a reward scheme or as an employee gift. Ideas can also be realised in the short-term. Advantages of these mats made in Germany are that they can be printed with bright colours, individual dimensions can be realised and sustainable, regenerated ECONYL® yarn is used to make them. The minimum order amount is one unit.



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



PSI 42706
Kalfany Süße Werbung GmbH & Co KG
Tel +49 7643 801-0 • info@ksw24.com
www.suesse-werbung.de

Sweet World Cup support

Just in time for this huge sporting event of 2022, Kalfany Süße Werbung is providing what football fans really want: colourful footballs, jerseys, sports shoes and whistles for every fruit gum flavour. The spontaneous football kick at the desk, the enthusiasm in the stadium, in front of the TV or under the pillow becomes a celebration for everyone with the promotional bags. Just tear open and bite into it. From orders of 3500 pieces, the 10, 15 or 20 gram promotional bags can be printed with a personal message, ideal for sports clubs, tour operators, boutiques or health studios. The different bag formats offer an optimal promotional space. And for those who decide on the spur of the moment, the football mix is also available as an overnight item: ordered today, delivered tomorrow.



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Double-sided transport helper

Whether it's a company anniversary, a road show or a festival: a special memento keeps any event alive longer. The lightweight Diamond backpack from Halfar® is practical and remains in use long after the event. It is suitable for both men and women. It is light, soft, foldable and also takes A4 formats, practical for use at trade fairs and conferences. Above all, however, it is extremely communicative and individual. Because the highlight of this backpack is that it can be carried and customized on both sides. Approximately two partner logos each have a side to themselves on the front and back. Or a fun question and answer game makes the viewer curious. Either way, you have the choice between the trendy diamond pattern in red, black, silver and blue and the new striped pattern in the colours of the rainbow.

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





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

Chic performance

As a manufacturer of fan and merchandise articles, NonvisioN Werbeproduktion works with many clubs and associations, both in professional and popular sports. Whether it's baseball caps, hats, fan scarves, pennants, flags, mugs, pins, towels, sweatbands, cups, key rings or even textiles such as T-shirts and hoodies: NonvisioN customizes the selected fan article according to your wishes and in your desired design. Depending on the article, editions of 20 or 30 pieces are also possible. A customized offer, adapted to your ideas and needs, is available on request.

PSI 46304 • The Brand Company
Tel +34 93 7915188
info@thebrandcompany.net
www.thebrandcompany.net



Spherical promotional bottles

The Brand Company presents its collection of sports water bottles in the shape of a ball. The products represent the four countries Spain, France, Germany and Italy. The bottles have a capacity of 330 milliliters, ideal for drinking during football games. The 333 ball bottles are also available in customizable versions, according to customer wishes.



die wertige
Bürokaraffe



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Egal ob wertige Bürokaraffe, clevere Glasflasche, oder praktisches Trinkset, finden Sie Ihr ideales Trinkprodukt. Wir freuen uns auf Ihre Anfrage!



E-Mail sales@drinkitnow.de
www.drinkitnow.de

Telefon +49 89 419 480 - 37
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Tailored timepiece

Intermedia Time creates customized watches to meet its customers' individual needs. Both classic and innovative customization techniques are used. Intermedia's experience and expertise in the watch industry enables them to create special watches with character, where all components harmonize with each other. The customer has the choice between different plating, straps, crowns and material. They can also choose the dial details, the shape and the size. Intermedia Time is available for further advice on processing, lasering, colours and shapes, in order to meet every customer need. All watches in the catalog can be adapted to individual wishes.



PSI 47758 • Intermedia Time SPA.
Tel +39 0421492111
Info@intermediatime.it
www.intermediatime.eu



Sporty pen

The pen from the Polish writing instrument specialists DreamPen with customised clips are perfect for depicting the emblem of sports clubs. After all, the 3D clip can be made in any possible shape, making the promotional pen a must-have club ambassador. The pens from DreamPen are a really great way for companies to communicate externally in a unique way.

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

Must-have in stadiums

The insulated Bronson® Isobag from Kaldenbach's product range is a must-have for every stadium visitor. After all, the innovative 3-in-1 bag wins people over as it can be used as a rucksack, cooler bag or seat cushion. The practical promotional product is made out of durable 210D polyester. What is more, the Bronson® Isobag is not made using child labour and it features an insulated inner lining and a draw string, which also serves as a carrying strap. The bag is available in the colours yellow, black, violet, dark blue, lime green, red, orange, pink and white. As part of the Bronson®-Colour-Concepts, the insulated bag can come in any special pantone colour for a minimum order of 2,000 units.



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

PSI 45973 • Hörsteler Interior Design GmbH
Tel +49 5459 805350
verkauf@hoersteler.de
www.hoersteler.de



Fans under foot

Doormats are a popular piece of merchandising because fans like to own their colours. Due to their durability, the floor mats from Hörsteler Interior Design GmbH are always in view. Colourful logo mats, but also printed coconut mats can be produced in small quantities at Hörsteler. Mats also support brand image at the point of sale.



Stadium feeling at home

micx media's Sound & Voice articles bring fan songs, trainer slogans and soccer anthems straight to your home. The bottle opener from the East Westphalian promotional specialist is the perfect tool to open the obligatory cold drinks during the game: it combines a soccer ball design with acoustic background music. When the bottle is opened, a sound is played via the built-in loudspeaker: with everything from stadium classics to goal euphoria, there are no limits to creativity. Thanks to the integrated magnet, it can also be used as a fridge magnet and is therefore always readily at hand. The sound buzzers offer a special promotional effect, which, in addition to a customized sound, can also be coloured to match the corporate design and printed with a logo.

PSI 45899
micx-media in concept gmbh & co. kg
Tel +49 5205 99-100 • info@micx.media
www.micx.media



PSI 43999 • Adoma GmbH
Tel +49 7522 9716-37 • pm@adoma.de
www.adoma.de

Sporty thirst-quenchers

Available in different sizes from one-third, one-half, and three-quarters of a litre, to the large 1 litre bottle, as well as versions in different shapes, Adoma sports bottles leave nothing to be desired. Custom printed, they are the perfect promotional medium for the upcoming World Cup. Specifically, the “ball” sports bottle is a real eye-catcher. Even after the World Cup, these sports bottles remain a practical companion and a “must have” for all occasions.

Classic noisemaker

The fan noisemaker from Hepla is a popular promotional product for any type of large event such as a match in a football stadium, indoor tournaments, at birthday parties, weddings or carnival celebrations; with this noisemaker people can make a lot of noise in a simple way to cheer on their favourite team really loudly. A loud rattle sound is generated by the noisemaker when quickly turned around the axis of the handle. The loud promotional product is made in Germany by Hepla and can be delivered at short notice. It comes in the standard colours of white, red and blue. The noisemaker has two components, which makes up to nine colour combinations possible. Special colours and finishing by means of pad printing can also be realised upon request.



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

PSI 48780 • Tiflo bv – We Provide Time!
Tel +31 76 5220192 • sales@tiflo.eu
www.tiflo.eu



Time for emotions

Customers or employees have the perfect way to support their favourite team during the FIFA Football World Cup in 2022 with a Nato watch set from the Dutch company Tiflo, which comes with two wristbands. The additional wristband ensures that the watches can continue to be used as an attractive useful product even after the World Cup is over. All team colours can be realised on the watch dial and on an imprinted case using customised printing. The minimum order required is 100 units.





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

Shirts with all-over prints

It is not currently easy to maintain a close connection to fans of sports clubs, social clubs and community groups. Since high-quality fan and campaign articles are helpful tools to reinforce connections and bridge the distance. The soft toys from mbw® with cool mini-shirts in ultimate fan outfit are the perfect support for clubs. These articles are popular eyecatchers both in fan shops and charity campaigns. Thanks to the special finishing process, there are endless options for its use. It is possible to produce original football jerseys and have them feature individual names, jersey numbers or titles for a print run of 50 units. You cannot get more customised than this: The smallest of fans are not the only ones who will have a sparkle in their eyes when the cuddly toy is wearing the jersey of their favourite football club with their own name on it. These shirts also are something really special at award ceremonies, city fairs, festivals, weddings and births, because they delight the recipient with their individuality, their direct connection to the event and their charm. Companies can delight customers or employees with the imitations of their work clothes for special occasions, such as anniversaries, passed examinations, weddings, retirement parties or as a present for a birth. The shirts are produced with all-over print and are made in Germany. Complex and striking designs as well as any colour imaginable are possible. A full-surface all-over print of the desired motif can be realised, whereby quality and design are given top priority as well as sustainability. The base material is made mostly from recycled plastic, including upcycled marine plastic from the world's oceans. Since the middle of 2021, mbw® has been supporting the Seaqual Initiative, which is working towards cleaning up our oceans together with NGOs, fishermen and government authorities.



hörsteler®
INTERIOR Design

LOGOMATS



Hörsteler Interior Design GmbH | Birkenweg 57 | 48477 Hörstel | Germany

Tel.: +49 (0) 54 59/ 80 53 8 - 10 | E-Mail: verkauf@hoersteler.de

PSI 43892
 Römer Lifestyle by Römer Wein und Sekt GmbH
 Tel +49 6541 8129-0
 info@roemer-lifestyle.de
 www.roemer-lifestyle.de

Multitool in athletic clothing

The practical Rominox© keychain multitool, available from Römer Lifestyle, is now also available for real football fans. The lifestyle specialist has an innovative keychain in its range to suit the 2022 World Cup: the jersey and football have a total of 18 useful functions, from a screwdriver to a bottle opener to a shopping trolley chip. Small, light and yet versatile, the mini helper made of hardened tool steel is useful in everyday life, in the office or when traveling, and is ideal for promotional mailings, trade fair giveaways or as an on-pack product used regularly and long-term by the recipient. The tools arrive at the customer in an environmentally friendly cardboard case with a description of their functions and are perfect for customized engraving. On request, the packaging can be individually designed for orders from 100 pieces.



Promotion with an immediate effect

Beer coasters are used in beer gardens, cafés and tourist restaurants, but also at garden parties, company events and summer festivals, and companies have always used these small coasters for an often humorous promotional message. New to the emotion factory from the “promote and grow” category is the seed paper beer mat. This drink coaster with an immediate promotional effect in a feel-good ambience also ensures that companies develop sustainable customer perception. A “disposable product” with ecological benefits: the self-decomposing paper contains seeds in the varieties flower mix, herb mix, poppy or thyme. Instead of ending up soggy in the trash, the seed paper coaster is laid out in the open and lightly covered with soil. Nature takes care of the rest. These heralds of spring and summer are available in round and square shapes, each of which can be printed individually as desired, either in black and white or in colour. Orders available from 500 pieces.



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



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

Fan articles with a special touch

The whistle with a neck cord from Hepla is a must for all fans. It is handy and practical, and fans will always have the whistle ready to support their favourite club thanks to the neck cord. The whistle is also a great tool for ensuring safety as it can be easily used in an emergency situation to catch people's attention. The classic promotional product comes in five standard colours and is suitable for advertising activities at large events, sports events and tradeshow. Upon request, the article can be finished with pad printing, which is realised in the in-house printing shop.



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

Snacks for the game

The vegan FamousFood® ChipsRoll from Kaldenbach is an ideal merchandising and fan article, which fits in perfectly with the Football World Cup this year. During an exciting World Cup game, people will discover that many snacks come in packaging that is too large and unpractical so that they quickly become stale and lose a lot of their flavour. The FamousFood® ChipsRoll solves this problem, because it has a practical fastener that preserves the aroma and keeps snacks fresh. It also features a high-quality sleeve that can feature 4c printing and is made in Germany.

Bottle
Promotions

Shiva Pura



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

This bottle is made of antibacterial 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.

Available in 500 ml; in the colours white, off-white and green pms 3308.

Please check our website for the complete range of bottles and colour options.



www.bottlepromotions.com
joy@tacx.nl | carl@tacx.nl

a **Tacx** company



The advertising world of sport

Lollies in a football jersey from B&B Promotional Sweets are not only the perfect small gadget for football fans; they can also be used for other types of sport, fitness and sport clubs as well as for health and lifestyle campaigns. The heart-shaped lollies are individually packed in a transparent foil bag placed inside a jersey-shaped box, which can feature a full colour print in CMKY or one to four pantone colours. As a standard, the lollies are available as a mix of four fruit flavours: lemon, orange, strawberry and apple. One flavour can be selected when larger quantities are ordered.



Fire and flame

Europe Match produces promotional matches in a wide variety of shapes and designs. In addition, the company markets Cricket lighters, which are mainly produced in the EU. The lighters are tested according to ISO 9001 and ISO 9994 as well as GS, have a self-regulating flame and user-friendly child lock. In addition to a smooth-running friction wheel ignition, models with reliable piezo ignition are available. For orders of above 500 pieces, the lighters can be customized with screen and pad printing on all four sides. Optionally, 360-degree motifs are also available with digital sleeves and wrap-around labels. Many current stock colours can be selected for the products with a modern, slim design. Special stock colours are available for orders from 50,000 pieces. Special colours for caps and pushers are available on request.



PSI 46887 • Römer Wellness Kundenpflege
Wellness & Care GmbH & Co. KG
Tel +49 6541 812950
info@roemer-wellness.de
www.roemer-wellness.de

Cheer booster

With the accessories from Römer Wellness, customers, employees or business partners become high-ranking fans of the German team, effectively accompanied, for example, with fan tattoos as a cheer booster. Each set contains 2 x 2 Germany hearts, 2 Germany flags, 2 x 3 black, red and gold stars and 2 Germany star bracelets. The tattoos are gentle on the skin, easy to remove and dermatologically tested. From an order of 500 pieces, you can also design the cardboard case yourself. Alternatively, a customized tattoo sheet can be designed, for example for other countries. And finally, if desired, a European Championship game plan can be included. The plaster set from Römer Wellness, including matching Germany fan plasters made in Europe, are a very popular purchase. Depending on the version, customization is possible for orders from 200 pieces.

Football fan bag

This advertising idea from Multiflower really gets fans' hearts beating faster: a set made up of fan makeup in the German national colours of black, red and gold, and two delicious footballs made out of fine milk chocolate in a transparent bag. The advertising medium offers a lot of space for a logo. It is also possible to custom design the map for a minimum order of 250 units. Alternatively, for the same minimum order requirement, the map can be custom designed in addition to digital printing of the inlay according to 1 to 4/4c euroscale using the data provided.



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



Eco-Edition



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E-mail: info@semo.de • www.semo.de

Kick-off in Munich after the lockdown

On 21st and 22nd March, the 'Werbemittelmesse München' (wmm), which was originally scheduled for January but then postponed again due to the pandemic restrictions, was able to go ahead at the MOC event centre in Munich after a two-year break.

The organiser Promo Event GmbH Veranstaltungsdienste together with the six hosting agencies – admixx, AmedeA, CD-Werbemittel, the Hagemann group and the newly joined promotional product partners SandS Promotional Products GmbH and Holfelder GmbH – as well as 96 exhibiting supplier partners representing all product areas of the industry were looking forward to a successful restart given the “surprisingly high level of visitor registrations (1,185)”.

“Unfortunately, one week before the wmm the number of cases rose very sharply, so that two exhibitors weren't able to travel to the event and three employees of exhibitors couldn't comply with the 2G rules and had to depart again. At that point, the first calls were also coming in from customers, notifying us that they weren't able to attend due to the high infection rates”, according to reports by the organiser. In the meantime, Promo Event had put appropriate safety measures in place: “the aisles were planned to be up to 4 m wide, the distancing rules were increased from 1.5 m to more than 2 m and the tables in the catering area were also more than 2 m apart”.

As Promo Event further reports, “the uncertainties related to Corona meant that only 50 per cent of the registered participants (684) attended in the end”. Nevertheless,

“very intensive discussions about ideas and implementation” took place with the suppliers, who ultimately received more than 9,000 enquiries according to the organiser. Summing up: “the traffic was ‘too low’ however the discussions were very intense and the quality of the visitors was described as

‘very good, as always’”. The three specialist

presentations held in the course of the trade show on the topics of sustainability, climate change and “secret weapons of communication” were also met with great interest. www.werbemittelmesse-muenchen.de



wmm 2022

A hopeful trade show re-start after a pandemic-related break

The first “little trade show plants” are again blooming this year in Thuringia too. After a two-year mandatory break, the managing directors Jürgen Rüppner and Steffen Thorhold launched a successful re-start to the traditional promotional products trade show of their firm together with their experienced team and 16 supplying partners. On 28 March, the customer event took place for the 13th time already. The guests had the opportunity to evaluate the newest promotionally effective “hapticals” on the familiar premises of the Leonardo Hotel, which is conveniently located along the Ilm Valley of the Goethe City of Weimar. Professionally supported by the product specialists behind the stands and the experienced Rüppner team, the customers appeared to be very interested in the products and many informative and promising talks were held during the day of the trade show. In advance, 45 firms indicated that they would participate. At the end of the day, the guests were delighted to accommodate over 50 firms and their concrete enquiries. “Rüppner's very own ‘spirit’ could be felt everywhere – the customers praised the highly interesting mix of exhibitors, the great family-like atmosphere and the wonderful feeling of togetherness. An extremely interesting trade show day which will encourage good business operations during the current year”, as Jürgen Rüppner sums up the “trade show revival” of the promotional products specialists with headquarters in Braunsbedra. www.rueppner.de



Werbemittel Rüppner

Advertising on the tip of the tongue

Since 2020, the young company by the name of MOUTH Propaganda has been creating advertising messages that leave a lasting impression. The two founders combine their passion in the areas of patisserie (Massimo Futschik, pastry chef and ice cream maker) and design (Antonia Westerwinter, communication designer) to deliver an unforgettable experience for the tastebuds that's also striking for the eye – because: food should be a feast for the eyes, too.

The talk is of a customised popsicle which can be fully tailored to suit the customer's preferences in terms of colour, shape, taste and packaging. "Every ice cream is carefully handcrafted and manufactured by us exclusively from natural ingredients", says managing director Massimo Futschik.

Starting at minimum orders of just 300 pieces, the Cologne-based business produces popsicles for events, festivals, company celebrations and much more. One of the first high-profile customers was a well-known aperitif brand, for which a matching popsicle was designed and produced. It's also possible to book the equipment and on-site brand ambassadors through the company.

In addition to the 3D popsicles, the company also offers its customers ice cream in a cup in premium quality as sorbet and dairy-based ice cream. Whether it's for restaurateurs as a clean label product in their own restaurant or for companies who want to give their employees a refreshment on a hot office day, this ice cream leaves a lasting impression.

Previous customer projects can be viewed at www.MOUTHpropaganda.com and @MOUTH-propaganda on Instagram, whetting the appetite for a hot summer with a uniquely personalised popsicle.



MOUTH Propaganda



Also on offer: ice cream in a cup in premium quality as sorbet and dairy-based ice cream.



Massimo Futschik, CEO and Founder and Antonia Westerwinter, Co-Founder and Head of Creative.



A feast for the eyes, while the tongue remembers the advertising: custom-made popsicles. Both ice cream and stick can be used for promotion.

WerbeWelt'm arks successful debut

On 23 March 2022, the new specialist promotional products trade show "WerbeWelt" experienced a successful première, amid the impressive setting of event location MOTORWORLD in Munich. The product show's focus lay on "sustainable promotional products", whereby WerbeWelt shone a major spotlight on one of the most important themes of the day. The five supporting agencies, EIDEX, DK Promotion, KICKS promotion, werbemax and w+i, had "planned and skilfully realised many features." These included a contemporary promotional presence with a fresh, clear CI, along with "Promotion Heroes" designed as comic book figures, who lent a cool touch to the trade show.

The 96 exhibiting supplier partners loved the location, organisation and the modern promotional concept, the hosts shared in a report. It continues: "The focus equally lay on the quality of contacts. To that end, the supporting agencies had developed some elaborate invitation mailing. A high number of hesitant customers, the present high incidence and sickness rates, and the outlook and budget stability that still lacks in many companies made it impossible to achieve the aspired goal of 1,000 visitors." In the end, of the approximately 750 registered people, 340 visitors came to the WerbeWelt premiere. This, however, did not dampen the excellent mood among supporting agencies, exhibitors and visitors. Quite the opposite: the exhibitors praised the quality of the contacts and enquiries, the supporters were delighted about the many face-to-face conversations, and visitors lauded the high commitment and focus shown by the trade show's motto.



WerbeWelt



The "WerbeWelt" experienced its premiere in the impressive ambience of the MOTORWORLD event location in Munich.



As also became apparent at WerbeWelt, demand for sustainable promotional products is continuing to gather strength overall: "Whether it's recycled materials, climate neutrality during production, or short supply routes and country of origin, customers are currently very open on these things and are virtually crying out to be convinced by the sustainable alternatives," says Thomas Gottschall, managing director EIDEX, who drew a positive balance after the trade show: "I thank all participants, supporting agencies and supplier partners for their great commitment and readiness to get involved! We made a joint effort and got the best out of it. Precisely the harmony and excellent dialogue among the supporters led to this fantastic première, despite all the pandemic-related setbacks. We have created new stimuli with this trade show and placed the sustainable promotional product at the focus for our customers. That was our aim and I am grateful that we have achieved it as a team. We are only as good as our supplier partners and the workflow with one another.

Now together we'll be tackling the planning for the next WerbeWelt, which will take place on 22 March 2023." Organiser EIDEX intends to carry the momentum from WerbeWelt into the already traditional autumn trade show "WerbeWiesn". This is scheduled for 14 September 2022 with 9 supporters and approx. 120 exhibitors at Munich's Zenith. www.eidex.de



SOCCKER FIRST celebrates 20 years

In March 2022, the ball supplier SOCCER FIRST based in Nuremberg was able to celebrate its 20th anniversary. The Franconian company has been designing and producing customised balls since 2002 and markets them in the areas of promotional products, Bundesliga football merchandising and club sports.

The founder and company owner, Axel Fraunholz, is indeed a little proud: “At the beginning, few people probably thought that we would even be able to survive one year”, says the entrepreneur. But over the years SOCCER FIRST has developed into one of the leading suppliers of customised balls in the market.

“The most important features are quality, good value for money and optimal customer service”, Fraunholz explains. What’s more, SOCCER FIRST plays particular attention to product design as well as innovativeness. The impressive 3D presentation of the designs enables professional showcasing of products and facilitates customer decision making. Continuous improvements in terms of ball styles and materials ensure that a market-oriented range is offered.

With its team of many years, the Nuremberg-based ball specialist was and is also well-positioned in trying times. “Several restructuring measures in the company organisation during the last two years have further increased our efficiency”, is how the entrepreneur describes the current situation. Apart from that, upcoming events like the Football World Cup at the end of the year and the European Championship 2024 in Germany are expected to positively impact business performance.

In addition to the extensive portfolio of customised sports balls, SOCCER FIRST now also offers jerseys, caps or products in the fitness/workout category such as boxing gloves. Furthermore, orders from neighbouring European countries in the promotional product segment are also growing – further good reasons for SOCCER FIRST to look forward to a successful future. **Contact:**
Tel. +49 911 3773390 · info@soccerfirst.de · www.soccerfirst.de



The three minds behind the balls (from left): Axel Fraunholz (owner), Jennifer Gross (sales), Daniele Romano (design).



Jack Nadel becomes Nadel

Branded merchandise agency, Jack Nadel International, headquartered in Los Angeles with offices around the world, has rebranded as Nadel. With a refreshed identity, Nadel emphasizes focus on quality, global expertise, and the next generation of brand consultants. The name change and rebrand reflect the evolution from promotional marketing company to a complete, in house agency of talent and brand promotion.

“The world is changing and we’re positioned not only to stay ahead but truly bend the industry into what is has always needed to become. Our elevated brand, new headquarters, and positioning is just the beginning of our vision”, says Debbie Abergel, Nadel’s Chief Strategy Officer.

Nadel was one of the first companies in the world to focus exclusively on branded merchandise. Since it’s founding in 1953, they have expanded into custom product development, digital storefronts, fulfillment, global distribution, and more. Their impressive client roster includes household names such as Meta, Netflix, and Tesla. Partnering with Ludlow Kingsley, a boutique branding agency also based in Los Angeles, Nadel sought to balance their industry leadership with a refined and re-energized look to stand out in an increasingly competitive field.

“The space of branded merchandise stands at a cross roads, our eyes are focused on a future that meets our internal beliefs and pushes past boundaries. Made with Nadel never held more promise than it does at this moment”, Abergel says.

See Nadel’s new branding in practice at: www.nadel.com

Nadel

Rebranding

New addition to customer service



Global Innovations Germany

Anne Couraud

An additional new staff member will be strengthening the expansion course of Global Innovations Germany. Since the beginning of past December, Anne Couraud has been supporting the staff of the company based in Longuich near Trier on the Moselle River as an account manager. As an experienced account manager for existing customers with a background in business management, Anne Couraud will be supporting commercial and promotional products customers, while effectively coordinating and taking advantage

of synergies between both customer segments. As stated in a press release, Couraud’s focus is on active new commercial developments (supermarkets, do-it-yourself stores, etc.) as well as ecologically sustainable promotional products. www.globalinnovations.de

Now also PEFC-certified

The firm e+m Holzprodukte GmbH & Co. KG is now also PEFC-certified. “Since its foundation, our company has been very close to the origins of sustainability in forestry and has inevitably dealt with this issue. In the current era of climate change, it is our ‘obligation’ to put the very simple but wonderful basic idea of ‘only using as much as can grow back’ into practice”, says Matthias Bellan, the owner and managing director. “Through the exchange with and information from the PEFC, we have opportunities and suggestions time and time again to approach the issue of sustainability from different angles and take advantage of new synergies for our company. Since the beginning of this year, e+m Holzprodukte (wood products) has

been PEFC-certified for the first time in order to provide our customers even more monitored and sustainable products”, adds Bellan. info@em-holzprodukte.de • www.shop.em-holzprodukte.de

Logotype © e+m Holzprodukte



e+m Holzprodukte

Relief effort for the people of Ukraine continues

“At first it was a spontaneous relief effort, but it has since become part of our daily lives: We support Ukraine!”, says Marco Wiesemann, managing director of the Berlin-based promotional product specialist DIE Werbeartikler W&H, about the early days at the beginning of the war in Ukraine. On 3rd March, the 4 friends and colleagues Andre Hoffmann, Hajo Rakow, Stephanie and Marco Wiesemann drove to the Ukrainian border for the first time in two 9-seater buses to deliver aid supplies to the refugees. Wiesemann reports: “We received support from friends, family, suppliers and customers in the form of material and monetary donations. The first-hand impressions on site were overwhelming. We spontaneously brought back 2 refugee families with us to Berlin. On the way back we already organised long-term accommodation with friends and acquaintances.

After we had recovered somewhat from the truly distressing impressions at the border, we immediately began to organise a further initiative. We again collected goods and monetary donations via the network that we had built up in the meantime. In addition to the donations, our network also organises accommodation for refugees, which is provided for an unlimited period”.

Medicine, baby food and other food items

On 14th March, the helpers once again headed in the direction of Przemysl/Ukraine, this time with three minibuses packed full with more than 3 tonnes of relief goods including medicine, baby food and other food items. Wiesemann continues: “Whilst we were on the way to the Ukrainian border, we received a phone call from a Polish aid or-

Medyka, Poland:
Several thousand
war refugees arrive
at a former shopping
centre each day.



Unloading the aid supplies in Przemysl/Ukraine.

ganisation which had heard about us via social media. They asked us to pick up a Ukrainian family (grandmother, mother and her two children) in Krakow, in order to take them to Berlin. Of course, we agreed and arranged to meet in Krakow on the way back to Berlin. After a ten-hour drive, we arrived in Przemysl. There we handed over the aid supplies to a local organisation of volunteers that operates a ‘temporary storage facility’ at the Ukrainian border. From there, the aid supplies are transported daily in small vans to towns near Kyiv which have been cut off from regular supply channels”.

Transfer and accommodation

After the group had unloaded all relief goods in Przemysl, they travelled on to Medyka in Poland, to a former Tesco shopping centre where several thousand war refugees arrive each day, hoping for an opportunity to travel to other parts of Europe. “We registered ourselves as transfer drivers and looked for families who wanted to travel to Germany and also needed long-term accommodation. We brought a total of 19 people back with us to Berlin”, Wiesemann explains. After around 9 hours’ drive, all refugee families arrived safely in Berlin and could be accommodated there and in Brandenburg with families, friends and acquaintances. Even though DIE Werbeartikler W&H is only a small company of 4 people. Nevertheless, with the help of countless supporters, they were able to provide 27 people with a little hope within a short period of time.

www.die-werbeartikler.de

After being rescheduled several times, the 15th promotional product trade show of Plan Concept GmbH took place in Dortmund's Signal Iduna Arena on 4th April 2022. For managing director Christoph Ruhrmann, the successful trade show outcome also stands for the success of the company's restructuring.

Plan Concept: promotional product trade show and restructuring

Restart has proved completely successful



Stage set for a new beginning: Plan Concept's 15th promotional product trade show in April.

Uhe "Auswärtsspiel" (away game), in allusion to the location, which was already planned at the time of the last European Championship, also needed to respond to the ever-changing pandemic situation and was now able to be held with some delay. Despite or perhaps because of this, the event was met with a spirit of optimism and enthusiasm by all involved, managing director Christoph Ruhrmann observed: "Our team was highly motivated and the sales department was finally able to provide in-person advice again. Haptic products simply need to be seen and experienced live. The last two years have highlighted this". With 51 suppliers and 241 visitors, the trade show was indeed smaller than in past years but

that was to be expected in current times. However, those who made their way to Dortmund were not only able to dive into the world of promotional products but could also take a look behind the scenes of professional sports during a tour of the Arena. Ruhrmann was particularly pleased to see that 30 per cent of attendees were new customers: "We made use of the time and focussed intensively on the acquisition of new customers. That has paid off".

Forward-looking restructuring

Christoph Ruhrmann makes no secret about the fact that Plan Concept had experienced difficulties for some time. But what's most important is that the company has over-



Successful “Auswärtsspiel” (away game): Plan Concept’s 15th promotional product trade show in Dortmund’s Signal Iduna Arena was to the organizer’s satisfaction.



come the difficulties and is back on a promising track for the future following changes in the management and the sales department. Back in December 2021, Plan Concept had already presented its new management team: Stephan Speckbruck voluntarily resigned from the management after more than 20 years but remains part of Plan Concept GmbH as senior sales manager. In addition to Christoph Ruhrmann as CEO, Ulf Paschwitz was appointed to the management as commercial director. Arian Reimann completes the management team as authorised representative. What’s more, the sales team was expanded with the new members Oliver Becker and Dennis Scheuing, who have both been at home in the industry for nearly 20 years. “We have tackled the restructuring process creatively and with a view to the future and are now excellently positioned,” Ruhrmann is pleased to announce. The restructuring has also allowed the first step to be taken to prepare for the company succession, with the baton to be passed to Arian Reimann in due course.

Promotional products also indispensable during the crisis

When asking the Plan Concept team how it assesses the current market situation, Ruhrmann has a clear answer: “In light of the corona crisis, energy crisis and the Ukraine war with massive price increases and availability problems, the trends towards sustainability, ‘Made in Europe’ and quality instead of quantity are intensifying”. He antic-



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

ipates that the focus will shift more strongly to long-lasting products made from sustainable materials (in addition to rPET this also includes steel, glass, porcelain) which tell a story and are possibly also enhanced by apps or QR codes. Especially given the unreliable supply chains, it will be increasingly difficult to coordinate supply and demand in future. A rethink is taking place here, which requires a great deal of flexibility on both the customer and industry sides, as well as the willingness to plan earlier. “Our customers have signalled that promotional products are really being taken seriously right now and are genuinely wanted – a good sign for the industry,” Ruhrmann sums up. <



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www.herbalind.com

Naturally restful

Inclusion company ASB Herbalind gGmbH is synonymous with fine PSI products. Its range of high-quality cotton fabrics for warming, cooling and scented cushions, and carefully selected filling materials, are characteristic of its product array. Customers can choose cherry stones, various seeds and grains, or select scent compositions of blossoms and herbs. All products are made and imprinted on site. Custom manufacturing to customer wishes from a piece number of 250 – exquisitely by hand and naturally Made in Germany.

High-End matchball by Nonvision

As a manufacturer of footballs, Nonvision works in partnership with many clubs and associations, both in professional and grassroots sport. The company produces the High-End Matchball in various shapes. It can also print on it according to customer wishes from a run of just 50 pieces. This ball is produced according to international match ball standards and is BSCI certified.



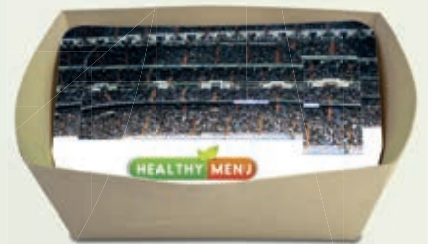
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Fit throughout the year

Be it as motivation for the next corporate run, as a gift for newbies to fitness or on the birthday of a real sporting ace, the Fitness Comfort gift box from Hansen Obst ensures double the fun for the next sports session. Post-exercise, the delicious organic crunchy muesli and protein bar supply the muscles with protein, while fresh fruit and fruity shots swiftly deliver energy and support the regeneration process. Loop band and massage balls complete the set. The boxes can be custom configured and personalised with greetings cards as well as promotional means.

Optimal canvas for refinement

Thanks to the fine yarn quality, T-shirts made of 100 combed, ring-spun cotton provide the optimal basis for textile finishing. With two amazing premium ring-spun lines, Fruit of the Loom offers true variety in terms of colour, cut and size. The high-quality T-shirt series stands for quality, durability and pleasant wearing comfort. By the way, Fruit of the Loom is starting an exclusive sampling campaign for the Ringspun Premium T in May 2022.

PSI 42743 • FOL International GmbH
Tel +49 631 3531328 • service@fotlinc.com
www.fruitoftheloom.eu/ringspun-ts





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

Effective training

An extra training session for the muscles is promised by the CreaTrain exercise band from Anda. It increases tension during training and provides some resistance to basic movements: more muscles are worked as a result. It is the ideal tool for effective fitness training and a great accessory for promoting general health. As part of the Be Creative collection from Anda, the entire surface of the CreaTrain can be adapted to the design of the promoting company.

DIY snack

High-quality ingredients like flaxseed, sunflower seeds, sesame and different types of oats as a DIY baking mix in a premium quality glass. This product offered by Der Zuckerbäcker sounds delicious and encourages snacking. Further ingredients like dried fruits, nuts or chocolate can be added as desired. This allows a new and unique favourite snack to be created with ease! The contents are sufficient for up to twelve bars. The bottles, which are filled by hand, are finished with a customised label for orders starting at just 100 pieces.



PSI 48449 • Der Zuckerbäcker GmbH
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werbeartikel@der-zuckerbaecker.de
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Tel +49 2162 9184970
info@multibrands-shop.com
www.multibrands-shop.com



Always all items to hand

The Schwarzwolf outdoor sports belt bag, model Mafadi, from Multibrands makes sure that all personal items are always to hand during sport. The belt bag comprises a large front pocket for a sports bottle, a small front pocket with zipper for credit cards etc. and a rear zipped pocket, dimensions 19 × 10 cm, for a mobile phone. The belt bag can also be worn as a shoulder bag. It comes to the recipient packaged in a poly bag with a paper tag.



Delicious water for on the move

Infused Water from Römer Präsente ensures a feeling of freshness and wellbeing among employees and customers day after day. Healthy water is given a boost with fruit and vegetables, and ensures the necessary shot of vitamins even on the move. The Infused Water 2 Go gift set represents the ideal equipment for this trendy drink. It consists of the ROMINOX® Calida insulated bottle (350 ml), which has a removable retention sieve for fruits, tea and herbs. It also contains six colourful, reusable ice cubes and a recipe leaflet.



PSI 43892
Römer Wein und Sekt GmbH – Römer Präsente
Tel +49 6541 81290
info@roemer-praesente.de
www.roemer-praesente.de

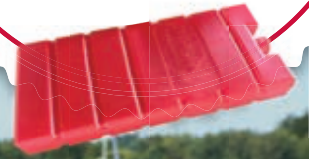
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cooler-backpack



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The cooler bag season is upon us again and trips to the countryside and outdoor activities are more popular than ever. **Our gift for you:** with every thermo bag you get a reisen^{thel} coolpack red for free.

reisen^{thel} cooler bags are not only the perfect individual promotional gift, but also more sustainable than ever before! The outer material of many products are made from recycled PET bottles, because we all bear responsibility for our environment.

*Please quote the coupon code COOLPACK22PSI when placing your order. Promotion period 3.5.-31.5.2022, while stocks last.



Trainer in handbag format

The publisher EMF (Edition Michael Fischer) surprises with a personal trainer in practical handbag format. The publisher produces a fully customised fitness planner as a promotional product. The customer specifies the content and design and can choose from a wide range of different exercises by fitness experts and models. EMF's editorial team develops matching training plans for every target group – including checklists, weekly schedules and nutrition tips. Shopping lists, healthy recipes, advertisements or discretely placed products and an integrated logo attract even greater attention.

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



Bottle and cup in one

The new MultiBev from 2had is a versatile 2-in-1 vessel for every day. Its body in double-walled vacuum stainless steel keeps the drink at the perfect temperature for hours. The silicon roll and fold lid, snacks or other small items can be stowed in the leakproof Pak Cap. Cap, lid and the vessel itself are dishwasher-safe, while a tea filter can be obtained as an accessory. The set is available in numerous up-to-date colour combos.

PSI 49279 • 2had GmbH
Tel +49 96029 423013 • verkauf@2sport.de
www.2sport.de





Keeping cool at all times

The Cooling Towel by Troika Germany provides refreshing coolness in a natural way. The fitness towel with natural cooling effect impresses through the special honeycomb structure of the microfibre material, which directly transforms the absorbed moisture into activating coolness. The extra-large zipped pocket enables smartphone, keys, cards and money to be stored safely. Furthermore, the towel can also be used as a headscarf or face mask.



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Expanded yoga range

Following the success of the Feel good yoga mat from Gabriele Bühring & Team, the range has now been expanded by a yoga block and a yoga roller made of 100% natural cork. Available in three sizes (30 × 12 cm & 33 × 12 cm & 30 × 15 cm), the fascia roller provides support during training and can be additionally used for loosening exercises and targeted massages. A welcome promotional means for the health and fitness industry. The natural cork comes from Portugal and is carefully processed by hand in Europe without unnecessary transport routes.



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

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



Football cup with a difference

Multiflower presents a football cup of a different kind – a cup filled with delicious chocolate footballs. A welcome giveaway for sports enthusiasts and chocolate fans. The band provides space for promotional print or alternatively a personalised design can be implemented for minimum orders of 250 pieces. The cup is filled with three chocolate footballs, each 30 millimetres in diameter, made of finest quality milk chocolate.

Packaged to current trends

For table-tennis fans, b & a Vertriebs GmbH has brought out a set of table tennis tournament paddles. These feature laser-engraved logos and the set contains five analogue-printed balls in a contour-embossed brown kraft tube with no plastic wrapping. Alternatively, an individual paddle can be ordered with one ball in a B5 cardboard box. At a height of 47mm, both can be shipped as a maxi letter. Complemented by the universal net, which transforms any conventional kitchen table or pub bench into a table tennis top, it offers fun for the whole family without the need to use a big, bulky table-tennis table.

PSI 48898 • b & a Vertriebs GmbH
Tel +49 7062 978910
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When the battery's drained

Power spent, battery more than run down? Then once again it is time to replenish the body's energy. Original Dextro Energy from Kalfany Süße Werbung is ideal for this. The dextrose reliably supplies sufficient power to bring every plan to fruition. Kalfany flow-packs the 5.75 g mini dextrose slabs with personalised film or pure paper in line with top-level IFS guidelines. Those hungry for more than a mini slab can also grab the two-pack in paper or the stick with promotional banderole.

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



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

Certifiably clean disinfection

Sanders Imagetools offers its certified hand sanitiser both in gel form and as a spray in various packaging options. Due to their composition, the products possess broad spectrum efficacy against viruses (including Covid), bacteria and yeasts. They are suitable for "hygienic hand disinfection" in accordance with DIN EN 1500 when applied for just 30 seconds. They are available with custom printing in various sizes as bottles, sprays, bump dispensers, or also the new 250ml dispenser made of 100% recycled PET.

Sustainable and deposit-free

Here is a nifty idea for ecologically focused customers: the personalised water carton from The Brand Company. Part of the sustainable deposit-free product range, it is on offer from a run of just 48 pieces. The carton consists of more than 70 percent plant-based materials and thus cuts plastic waste. Mineralised, purified water takes care of taste with a cooling effect.



PSI 46304 • The Brand Company
Tel +34 93 7915188
info@thebrandcompany.net
www.thebrandcompany.net



PSI 50967

Römer Drinks by Römer Wein und Sekt GmbH
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 www.roemer-drinks.de

Natural thirst-quencher

High quality, low-sodium mineral water from beverages specialist Römer Drinks takes care of the necessary refreshment among business partners, customers or employees. The water gushes from a source in the Hunsrück-Hochwald national park. Römer Drinks offers the 0.33 and 0.5 litre variants from just 264 bottles with a film label. Customers have a free choice of either white or transparent film in glossy or matt. The bottles conserve the environment thanks to the 0.25 Euro DPG single-use deposit in Germany.

Hike-friendly and climate-neutral

Anyone who loves nature and trekking outdoors will like these rucksacks from Halfar. For one thing, they are genuine specialists for the short or somewhat longer hiking tour; for another, they are climate-neutral products at the same time. For comfortable, ergonomic wearing, both outdoor rucksacks feature an innovative honeycomb system on the back, which cushions and ensures excellent ventilation. In addition, both have versatile adjustable straps. The option to build in a drinking system with tube, and various loops and compartments for stowing equipment, make the rucksacks complete.



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



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

Never out of fashion

Some things simply never go out of fashion. The CreaWaist Run bag from Anda Present is a good example. Not only on journeys is it an ideal companion. It is also welcome on shopping trips, during the daily workout or on a picnic in the park. A roomy zipped compartment and an adjustable rubber strap ensure comfort and functionality. Sublimation printing technology can be used for the customisation.



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

Sporty and mobile

The Bronson® Morenu by Kaldenbach is a modern and practical sports bag made of high-quality nylon. The black structured bag is also extremely mobile thanks to the convenient shoulder strap. It offers ample storage space for the equipment and is available in any Pantone special colour for minimum orders of 2,000 pieces. Just like all Bronson® products, Morenu is also guaranteed free of child labour.

Always one step ahead

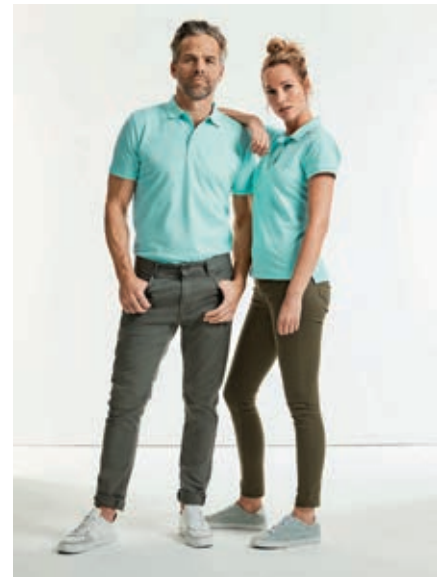
In customised (sport) shoes from Klam, which convey the promoting company's brand outdoors, wearers race ahead of the competition. Whether leather, plastic or textile, Klam finishes even sophisticated materials with high-value yarns and guarantees maximum quality. However, the embroidering ensures not only outstanding optics. A variety of functions, be it fluorescence or heat-resistance, can be achieved by using the right yarn.

PSI 49110 • Stickerei Klam
Tel +49 7129 92869-0 • mail@klam.de
www.stickerei-klam.com





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



Athleticism meets elegance

It's no coincidence that the polo shirt is a sports classic and a core element of corporate fashion. It's pleasantly light but durable at the same time and always conveys just the right amount of elegance. The polo shirt range by Russell Europe is just as diverse as the polo shirt itself: an impressive selection ranging from modern to classic with a wide choice of colours and sizes. Fitted cuts and the fine piqué structure are particularly well suited to finishing with embroidery and print. With its comprehensive polo shirt range, Russell Europe offers smart and timeless allrounders for every team and every occasion.

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Transporting drinks in style

The drink bottles offered by Global Innovations are perfect for the fitness studio, office, school or travels. The colour design can be individually customised in Pantone colours. A matt or transparent look can be chosen for the bottle. The bottle can be very conveniently carried using the handle or alternatively attached to carabiner hook. The integrated straw has an additional cap. Finishing with a logo is possible on the bottle. The minimum order quantity is 3,000 pieces.

Sporty equine grooming bag

When the riding lessons begin, it's time to get the necessary equipment ready. This also includes an equine grooming bag, which provides space for all items needed to care for the horse or pony. This horse care bag by IGRO is particularly practical, as it's equipped with many pockets for keeping hoof picks, dandy brushes, coarse grooming brushes and other grooming tools well organised. Sufficient space for a riding helmet is provided in the spacious interior. The material is sturdy and long-lasting. The bag can either be carried in the hand or over the shoulder.



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www.igro.com

Belstar

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Promoda Tekstil is a manufacturer / exporter company located in Denizli / Turkey, dealing with sublimation printing and specializing in the design and production of promotional items. Company was established in 2009. Annual capacity is 1,5 million pcs, under 2500 m² covered area.

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► **PS**

Healthy taste sensation

Healthy cooking made easy is the name of the game in a custom-made cookbook by publisher EMF. The diverse recipes combine culinary pleasure and a healthy lifestyle, are quickly and simply prepared and will delight the tastebuds of the entire family. Depending on the desired scope, the publisher puts together the cookbook from an extensive range of delicious recipes. The editorial team is also pleased to place own products or services in the instructions. A logo can also be incorporated on the book cover.

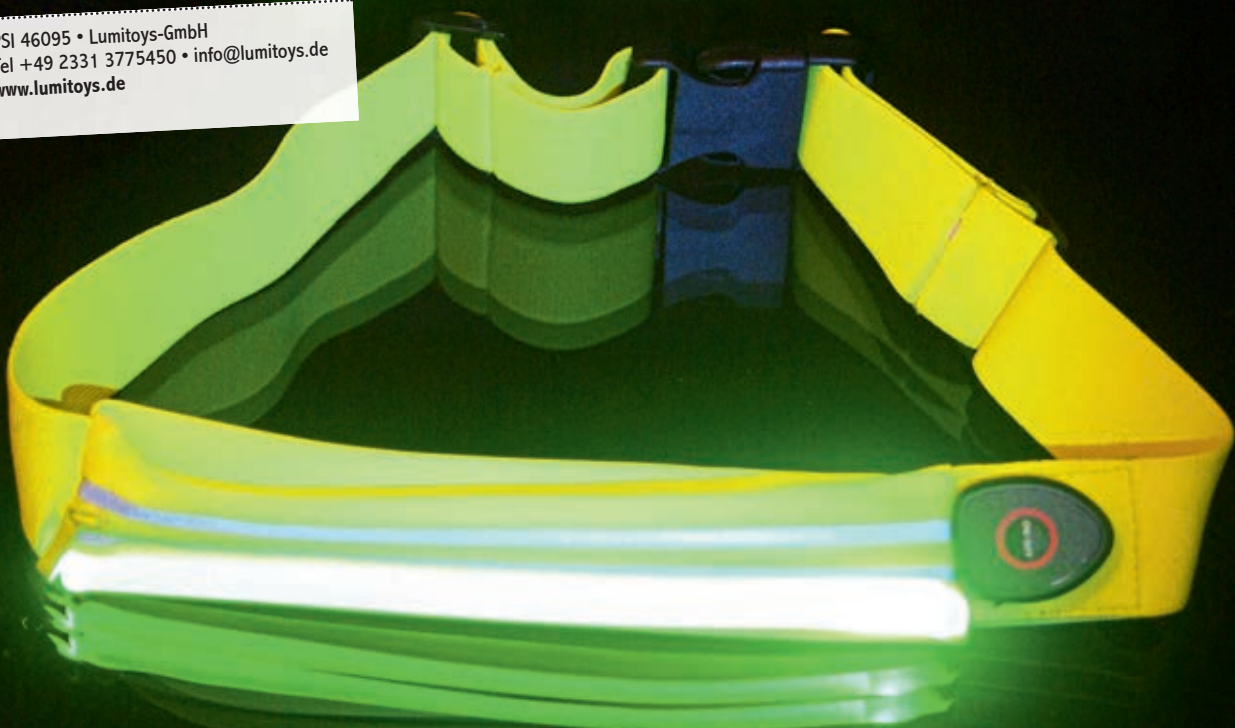


PSI 49982 • Edition Michael Fischer GmbH
Tel +49 89 2123107-50
tatjana.bleiler@emf-verlag.de
www.emf-verlag.de

Bag with added security

The ultra-light belt bag with LEDs and additional reflective strips from Lumitoys is particularly suitable for (outdoor) sportspeople thanks to its high level of wearing comfort. Despite the slim cut, it offers ample space to store keys or money securely behind the zip. For added safety, especially in the dark, it comes with LEDs in the integrated illuminated strip. The integrated battery is charged via USB. The bag is available in various material and LED colours. Customisation is, of course, possible.

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



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



Multi-activity lighting

The battery-operated, compact Metmaxx®MultiActivityLED light by Spranz provides added safety out and about when jogging or going for a walk as well as in modern communication as a mobile phone or tablet light. The lamp features three brightness levels and a 55 mAh battery for 30 to 40 minutes of illumination. It comes supplied in a designer cardboard box.



PSI 48971 • Promo-House
Tel +48 12 4114242 • biuru@promohouse.pl
www.krawaty.info

A fun route to multi-functional

The Fun-Set from Promo-House consists of a multifunctional neck scarf, socks, hat and headband for professional athletes and everyone on the go. The user's inventiveness determines how the product is utilised. Due to its utility and functionality, it is frequently employed as a promotional message bearer. Many companies make use of its relatively small surface to promote products, businesses or logos. Sublimation or digital inkjet can be the printing method on a neck scarf of this kind. In the spirit of sustainability, the products are made from recycled polyester microfibres.

PSI 41853 • Frank Bürsten GmbH
Tel +49 7673 888650
info@frank-brushes.de
www.frank-brushes.de



Safety first when climbing high

With the Boulder Brush, Frank Bürsten GmbH has a promotional product in its range for those who have their sights set high. The handy brush handle with hanger hole lies comfortably in the hand and can be attached to a chalk bag. The brush is made from regional, high-quality beech wood. The tightly arranged natural bristles are excellent for thorough and gentle cleaning of heavily used hand and foot holds in indoor halls and on boulders. "This valuable companion is a must in every climbing gear set", the manufacturer says.



Refreshing upcycling

The camarc® ecoBOTTLE by Kaldenbach is upcycling at its best. The environmentally friendly drink bottle is made of recycled PET bottles and is equipped with a stainless-steel lid and a practical hand strap. The bottle has a fill volume of approx. 500 millilitres. Its handy size makes it ideal for sporting activities like cycling, running or hiking. Available in the colours red, blue, light blue, orange, green, grey and white.



PSI 2043
camarc® design group c/o Kaldenbach GmbH
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www.camarc.de



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



Pill management made easy

The Alpha pill box by HEPLA with four compartments for morning, midday, evening and night creates order and clarity when managing the daily intake of pills. The compartments are separated by dividers and are large enough for different types of pills. The use of pictograms on the inner side of the lid allows the prescribed intake times to be understood without the use of language. The very easy to open lid is especially suitable for people with limited motor function or impaired dexterity. A bicoloured design of the lid and base allows the CI to be reflected in various advertising campaigns. The product can be finished using screen or digital printing upon request.



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



Four-legged fitness fun

Warm sunny days are perfect for exercise in the leafy outdoors. Leisure frisbees Jane and Flyto from Condedi are the right companions in this context for owner and pet. Frisbee Jane enables conventional promotion, both haptic and memorable, for immense canine fun for young and old. Frisbee Flyto is made out of a special plastic that warps, which makes the product more flexible to pick up – a clear bonus for Fido and friends. Both products are winners due to their robust workmanship, handiness and functionality.

Touchmore GmbH, the haptic brand communication specialist, has taken on the exclusive distribution of Promotional Rubik's Cube® merchandise in Germany and Austria. The fascinating Rubik's Cube combines design and symbolism in a special way.

Promotional Rubik's Cube®: Exclusive distribution at Touchmore

Timeless symbol of know-how and creativity



VW Rubik's: Haptical from a crossmedia campaign.



UNO Rubik's: Communicates sustainability goals.

Since February 2022, Touchmore GmbH has been distributing the Promotional Rubik's Cube exclusively as a promotional means in Germany and Austria. The Rubik's Cube from Spin Master, one of the global leaders in children's entertainment, is the world's most successful mental game, sensationalising generations of young people, scientists and creatives for more than 40 years. It is a pop culture superstar and timeless symbol of inventor spirit, know-how and creativity. "We are delighted over this great new addition and excited about the creative projects we're going to realise with our partners from agencies and promotional products distribution. As a su-

perbrand that is loved by all generations, the Rubik's Cube is a highly effective promotional product that fits perfectly into our array of playful media," explains Sven Scharf, managing director and the person responsible for distribution at Touchmore.

From learning aid to design icon

Architect Ernő Rubik invented the magic cube in the early 70s. His aim was to demonstrate to his students the principle of a body moving completely around its own axis. Once he had twisted the cube, though, he very soon noticed that he was having trouble resetting it to its original



“The Rubik’s Cube is a highly effective promotional product,” explains Sven Scharr, managing director and the person responsible for distribution at Touchmore.



Carhartt Rubik's: Merchandising.



Dior Rubik's: On-pack premium for a product launch.

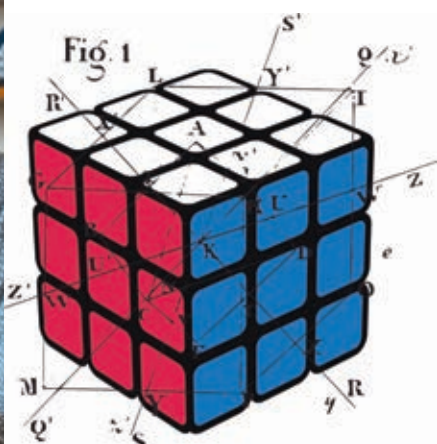
state. “It was like a secret code I’d invented myself, but was now unable to decipher,” he recalled. When he finally managed it after eight days, he felt an intense sensation of release. This affirmed his instinct that his cube would be a lot more than just a learning aid. However, at that moment in time, Rubik could have no idea he had created a design icon that would become a sales hit worldwide. Meanwhile, mathematicians are writing dissertations on the cube, engineers are developing puzzle-solving robots and the Rubik’s Cube is the object of countless anecdotes and tales that have amassed over the course of its long success story.

Global conquest

First available in Germany in 1981, the Rubik’s Cube broke all records in the years after that. More than 200 million were sold globally between 1981 and 1983. The book, “The Simple Solution to Rubik’s Cube” achieved a print run of 6 million. The Museum of Modern Art dedicated an entire exhibition to it and in 2020, a Mona Lisa made up of 330 magic cubes by street artist Invader was auctioned in Paris for 480,000 Euro. In 1982, the cube celebrated its film début in Steven Spielberg’s E.T. To this day, the magic cube makes regular cameo appearances in major Hollywood productions and popular TV series, such



Inventor of the Rubik's Cube: Architect and civil engineer Ernő Rubik.

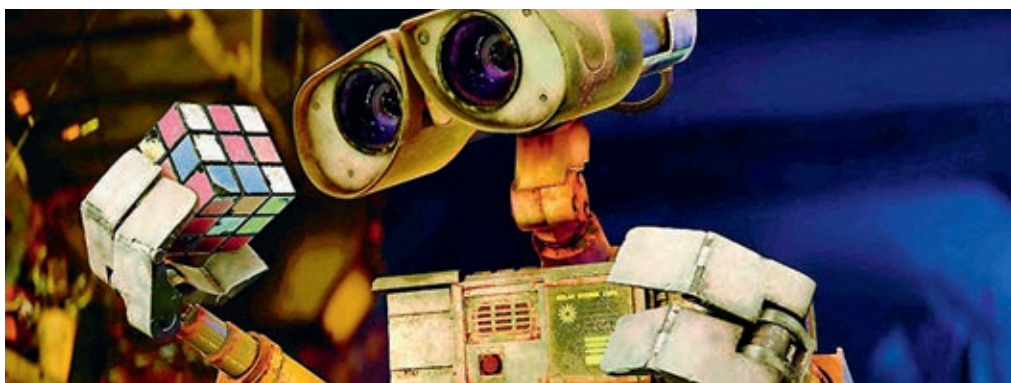


Rubik's Cube drawing from the patent application.

as “The Big Bang Theory”, “The Simpsons” or Disney’s “Wall-E”. Edward Snowden used it to smuggle secret data out of a CIA bunker and the singer Adam Green wrote a song about wanting to be buried with it.

Big promotional impact for big brands

Loved by many and guaranteed scandal-free, the Rubik's Cube also scores points as a haptic testimonial. Its charisma is appreciated by technology brands such as Google, Siemens, and the like, as well as car makers such as Volkswagen or Mercedes and even major luxury labels. For example, Dior made a gift of a mini Rubik's Cube to purchasers of its B21 and B22 designer sneakers. Fashion labels such as Carhartt, Moncler and Chanel are selling the original Rubik's Cube in a limited edition, and Lacoste is using it in the relaunch promotion of its 80s polo collection.



Rubik's Cube in the Disney film Wall-E.

Sustainability included

“Who’s going to solve the climate puzzle?” asked the Frankfurter Allgemeine Sonntagszeitung newspaper in October 2020, alongside an illustration of the Rubik's Cube. The UN had been on the lookout for a haptical for all age groups, which could make its sustainability goals easy to understand. They opted for the Rubik's Cube as a symbol of a task that can be solved only with know-how, concentration and hard work. The cube itself is also an example of sustainability and the sensible use of plastic waste: it has been produced out of third-generation post-consumer recycled (PCR) plastic for more than 20 years.

Design tool for quick mock-ups

At touchmore.de, there is a design tool for quick mock-ups, which can even be used for puzzling. Its star attraction: If you click on the “Solve” button, it will reset all by itself. The real-life cube does not offer this function (yet). <



touchmore

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Think promotional products, and carpet mats are not necessarily the first thing to come to mind. In matters of promotional longevity, though, and the enduring presence of customer logos, they are virtually predestined. And a thoroughly successful business model on top of that, as the case of emco Bautechnik demonstrates.

Out of the ordinary: Promotional floor mats

Customised eye-catchers for promotional success



Real eye-catcher:
Promotional mats
can be produced in
almost any shape
using state-of-the-
art technology.



ut of the ordinary. That is the title of a brochure about promotional and campaign mats by emco Bau. What represents, in the specific case, an overview of customised eye-catchers for entrances can also be understood quite generally. Amid the wide product diversity of the haptically promoting world, mats are certainly not part of the mainstream, but they do have heaps of potential. emco Bau swiftly recognised that custom-designed doormats make outstanding promotional message bearers to strengthen corporate image. This is because, besides their functional properties, the uptake of dirt and moisture for instance, printed mats make an impact due to the enduring presence of the customer logo. As a re-

sult, they can be perfectly incorporated into promotional campaigns, the company emphasises. Whether as professional brand presentation, floor protection, for greeting or guiding, as eye-catcher or way-marker – the realm of ideas is virtually boundless.

More than 75 years of family tradition

It is true that the promotional doormats branch of the carpets division was only set up in summer 2019, in the course of strategic restructuring. However, the emco Group itself already has more than three quarters of a century of corporate history behind it. In 1945, Erwin Müller laid the foundation stone of the family business in Lingen, near the

Netherlands border. Today, the internationally active medium-sized company has more than 1,200 employees in Germany and abroad. The emco Group comprises emco Bad, emco Bau, emco Roller as well as the office brand Novus Dahle, whose origins go back to the “Novus 53” stapler invented by Erwin Müller in 1953. Nowadays, this long-since expanded division covers office technology, multi-desk systems and fixture technology. One by one, production facilities were built: stamping, tool construction, paint shop and electroplating. In order to utilise the machines to capacity, plumbing fixtures were included in the range. Bathroom accessories such as holders for cups, paper and towels developed into the company’s secondary mainstay and are combined today under emco Bad. The environmentally friendly emco E-rollers have been supplementing the emco Group’s assortment since 2011.

The initial spark: (im)practical experience

The success story of emco front door mats begins in 1959. That year saw the beginning, initiated Erwin Müller, of the manufacturing that made the company the self-declared market leader of today. The prompt was his dislike of the basic grille coverings for the floor convectors in his home at the time. He came up with a design for walk-on rolling grates as well as, subsequently, stable metal grates. The floor mats, initially laid in a recess at the front door, evolved into entrance mat systems, carpet mats, and swimming pool and rolling grates and are contained in the emco Bau division today. Precisely the carpet mats area steadily evolved, due to the rising need for printed and non-printed dirt-trappers – and the aforementioned promotional floor mats branch also grew out of it.

The right product for every purpose

emco Bau is pursuing a clear goal with the still young branch: a stronger presence in the promotional market and target-oriented support. To that end, the product range has been overhauled too, in order to be able to position the “printed floor mat” even more effectively as promotional product, give-away, PoS item or customer gift. The assortment currently comprises high-quality logo mats for effective dirt-trapping, which can be ordered from just one piece; promotional mats for larger runs, plus long promotional carpets for events, trade shows and corridors. “The right product for every purpose and project,” the saying goes. That means: All products are flexible in dimensions, shape and printing. In addition, special shapes such as round or logo-shaped mats, with or without anti-tripping edge, and also anti-inflammatory, can be produced. On production of higher piece numbers, a sample mat is also manufactured so that it can be examined in advance.



The right product for every purpose and project: “Made in Germany”.



Printed floor mats are very effective – as promotional product or PoS item.



Sustainable advertising: Floor mats equipped with environmentally friendly ECONYL® yarn.

‘Touch and feel’ makes the difference

The responsible persons for the promotional floor mats division are Markus Hummeldorf as Key Account Manager along with Nicole Rudau as Sales Manager Promotion. “Coming together in conversation, developing ideas jointly with customers, providing support and advice and thus finding the perfect solution,” says Nicole Rudau, describing her day-to-day business, adding: “What thrills me most is when I’m able to familiarise new and existing customers alike with the ‘printed floor mat’ promotional message bearer concept.” And sometimes that is not quite so easy, this experienced specialist is aware. Whether door-mat, dirt trap, floor mat, runner or printed carpet – it is



Environmental concerns play important role

In addition to customer orientation, flexibility and top quality, emco Bau takes environmental matters particularly to heart. And these concerns are reflected in the products as well. In the past year, for instance, the best-selling LogoMat Business has been equipped with environmentally friendly ECONYL® yarn. “We offer an absolute unique selling proposition with this product line,” Nicole Rudau assures, going on to explain this material’s very particular merits: “ECONYL® yarn is made out of

nylon waste, certain discarded fishing nets, for example, or carpet and fabric remnants. These are collected and transformed back into new yarn. This creates endless recycling – from carpet mat to carpet mat. And the thing that makes it all even much more sustainable: Once ECONYL® fibres have been regenerated exclusively through recycled materials, an enormous quantity of production steps have been dispensed with that are normally required for manufacturing a conventional yarn. This way, we conserve resources and put this money to better use, gathering up fishing nets instead of purchasing and processing crude oil. And savings in CO2 emissions are made alongside.”

A clear nod to Location Germany

The company sees affirmation in the strategic reorientation of its promotional mat division. “It’s fantastic to see the great projects we’ve already had the pleasure to realise with our customers and I am certain that many more will follow. Our investment in environmentally friendly ECONYL® yarn was also the right decision and is one hundred percent supported by the market,” reports Nicole Rudau. To sustain the presence of the carpet division of emco Bau on the promotional market, its products undergo continuous quality checks, tests and product development with an open eye to the future. In order to meet the rising demand for textile products in the future, mat production was relocated from the Lingen site to eastern Germany in summer 2021. This is a clear nod to Location Germany. “It was important to us to offer ‘Made in Germany’ in future as well. We did have one or two challenges to overcome during the move, but now we are all set and ready to go again,” is the confident statement by Key Account Manager Markus Hummeldorf with regard to the years to come.

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Successful trio: (from left) Kai Determann (Head of Internal Sales Carpet Mats), Markus Hummeldorf (Key Account Manager), Nicole Rudau (Sales Manager Promotion)

not always straightforward for distributors to tell them apart. After all, “basically, mats all look the same initially. Pile, printed with logo or photo-realistic, bit thicker, bit thinner, with or without edge, large or small,” even the expert admits, although she does have answers to her customers’ questions. “Since this is a

haptic promotional product, the differences need to be ‘touched and felt’. This is why we have devised a sales folder that’s specially tailored to the promotional market, containing all textile qualities, that we can provide to prospective customers.” And for many, touch and feel turns out to be a revelation. Even though Nicole Rudau does a lot of the preparatory work, she sees herself entirely as a team player. “We always operate as a team. Without the back office – the round-the-clock contact partner for order completion – the team in shipping and, last but not least, the employees in production, our extremely customer-oriented focus would not be possible. Effective contact with one another plays a crucial role, especially when custom-made products or rush orders are involved.”



BLICKEN SIE MIT UNSEREN ZEITSCHRIFTEN ÜBER DEN BRANCHENRAND

Bei Fragen stehen wir gerne zur Verfügung:

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

Torsten Wessel (Anzeigenleitung)
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In 1972, Norbert Bokel laid the foundation of the Marbo-Mediengruppe as „Marbo-Werbung“. Within five decades, the company developed into a consistently reliable, trustworthy and high-performance specialist in the areas of promotional material production, offset printing and direct marketing/lettershop.

Serving customers for five decades

Packers and forward movers



Left: giant notepad produced using screen printing.

Right: memo boxes produced using digital printing.

Wether 50 years young or 50 years old? This question does not arise for the Marbo-Mediengruppe in Lippstadt/Germany. Our time is becoming increasingly fast-paced, and the effects of globalization are clearly noticeable in all areas. Therefore, the Marbo-Mediengruppe is happy and proud that it has been able to work so successfully with its customers from the promotional products trade for more than half a century. During 2022, Marbo-Mediengruppe customers can accompany them on their journey through the last 50 years. Exciting and interesting information from half a century of company history awaits you on the homepage, via Facebook and Instagram (marbo_mediengruppe).

Foundation and rapid growth

It all started when Norbert Bokel founded the company Marbo-Werbung in 1972 as a screen printer specializing in the manufacture and sale of self-adhesive films, plastic panels and outdoor promotion. In the following 15 years, production expanded many times over. The production of giant notepads and the printing of memo boxes made of plastic and cardboard, as well as many other promotional items, expanded the portfolio. In addition, local printers Harlinghausen-Druck were acquired, including their machinery and staff, and a separate production hall was built for this purpose.

Passing the baton from father to daughter

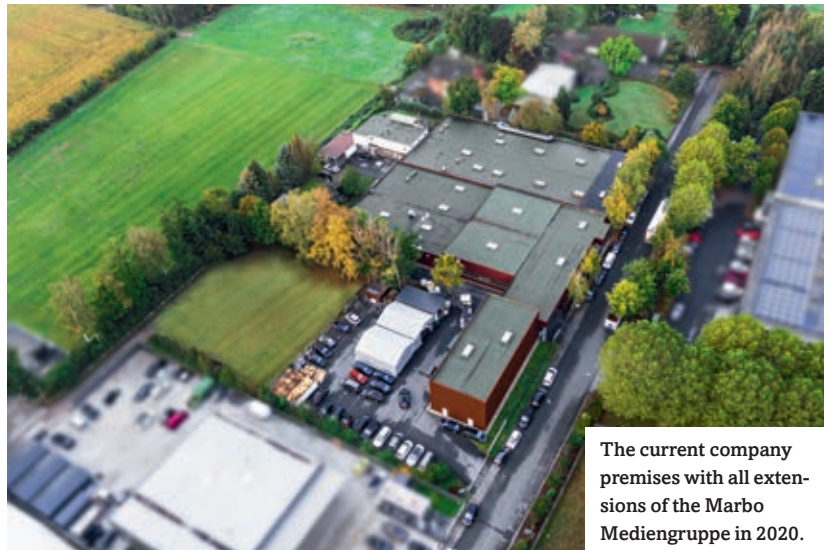
With the handover to his daughter, Petra Becker-Tod, in 2005, Norbert Bokel heralded the all-encompassing modernization and expansion of the machinery at Marbo-Werbung. Not only investments in several offset machines, but also new CTP systems and plate exposures directly from the computer supplemented and improved, among other things, the pre-press and work preparation.

Reconstruction after fire

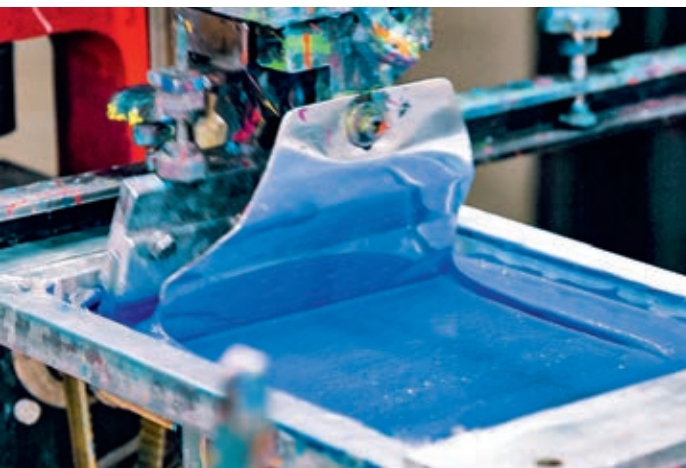
Then came the shock in 2010! On the night of 6 December, a large part of the production hall caught fire due to a technical defect. Through a joint effort by management and staff, however, a new production facility was



The Marbo-Werbung production building in 1979 before the hall extension and the acquisition of the local print shop Harlinghausen-Druck.



The current company premises with all extensions of the Marbo Mediengruppe in 2020.



The giant notepads and memo boxes can be made multicoloured using special colours and screen printing.

set up in just a few weeks, so company was able to continue providing its customers with reliable service. The complete reconstruction was completed in just half a year. In the course of this, a new high-bay warehouse was also built.

Focus on progress and modernization

In spite of all the ups and downs, progress and modernization continued to be important in the years that followed: all areas of Marbo-Werbung are becoming more digital. Thanks to these investments in the future technology of digital printing, the printing of notepads and memo boxes has reached a new level of quality and cost-

effectiveness. And with the largest single investment in the company's history, Marbo-Werbung acquired a new sheetfed offset press from the manufacturer KBA in 2019, in order to increase its flexibility and print quality to a new level of production.

Going strong throughout the pandemic

In 2020, despite the first year of the pandemic, Marbo-Werbung took over VDSK Lettershop and integrated their production into the existing production halls. Marbo-Werbung became the Marbo-Mediengruppe, and since then has been a powerful specialist in the areas of offset printing, promotional material production and direct marketing lettershop for its customers. Regardless of all the difficulties, Marbo-Mediengruppe manages to assert itself in the highly competitive market and will continue to invest its capital in production machines for digital printing in 2021.

Thanks to the customers

Arriving in 2022, everyone involved in Marbo-Mediengruppe is looking forward to its 50th anniversary. "We would like to thank all our customers and business partners from the bottom of our hearts for the partnership we have enjoyed over half a century. Take part in this anniversary, get your 'seasons' notepad – the 'adhesive' store of ideas for the whole year – as a small gift," says managing director Petra Becker-Tod, and adds: "Write an e-mail with the subject anniversary and your address to aktion@marbo-mediengruppe.de and the delivery will reach you promptly."

<

Since 1987, the company Clipy has been manufacturing sunshades and winter shields for any type of vehicle, in more than 25 countries on all continents of the world. Their products provide maximum protection against sunlight and ice, as well as large-scale and, above all, sustainable advertising due to their high print quality, as well as their use of special colours.

Ecological manufacturing

“Green” protection from sun and ice



Sustainable and responsible

Clipy has been actively committed to the environment for a long time and manifests this in a product line geared specifically towards this particularly important factor in today's promotional products market. For this reason, the Spanish company has long been investing in the production of ecological car window shields. In doing so, Clipy uses a high percentage of recycled material as a basis for product manufacture. This reduces the harmful effects of waste to a minimum and makes production processes more sustainable and responsible.

High recycling content

The aluminum models – such as the Wintershield®, Jumbo, Chip Plain, Steering Wheel Cover and Chip Fold – are made from 85% recycled material. In the case of the cardboard models – such as the Maxi, Compact and Super Compact – the recycled content reaches around 98%. With the aim of achieving the greatest “green impact,” the company's managers are guided by two fundamental criteria: “Sustainability, which makes it possible to serve the needs of the present without jeopardizing the ability of future generations to satisfy their own needs, and longevity through the use of high-quality materials.” This results in products that convey not only a strong advertising message, but also the sustainable attitude of the advertising company. What gives these aspects lasting effectiveness, in addition to specializing in one product group, is the great printing and media expertise of the Clipy team, which is based on diverse, latest-generation techniques. The company will be glad to provide more information directly. <

he Clipy has now enjoyed a high reputation in the industry for 35 years. Their range is a source of inspiration for many customers worldwide. Clipy designs and manufactures all of their models in Spain. Behind their over 20 different models of sunshades and winter shields are many years of experience, as well as the latest technological qualifications. This enables the company to meet almost every technical and, above all, environmentally conscious requirement. This wide range naturally also includes the complete customization of the product to the customer's wishes.



LIVE EVENT

Conception – Planning – Visualization – Implementation

Exhibitions

Congresses

Events

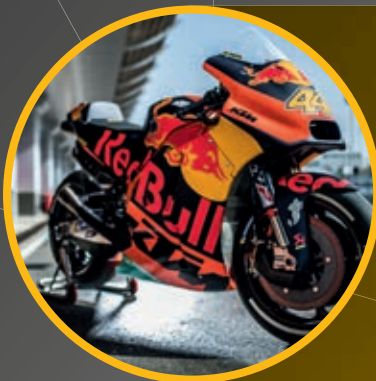
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POS

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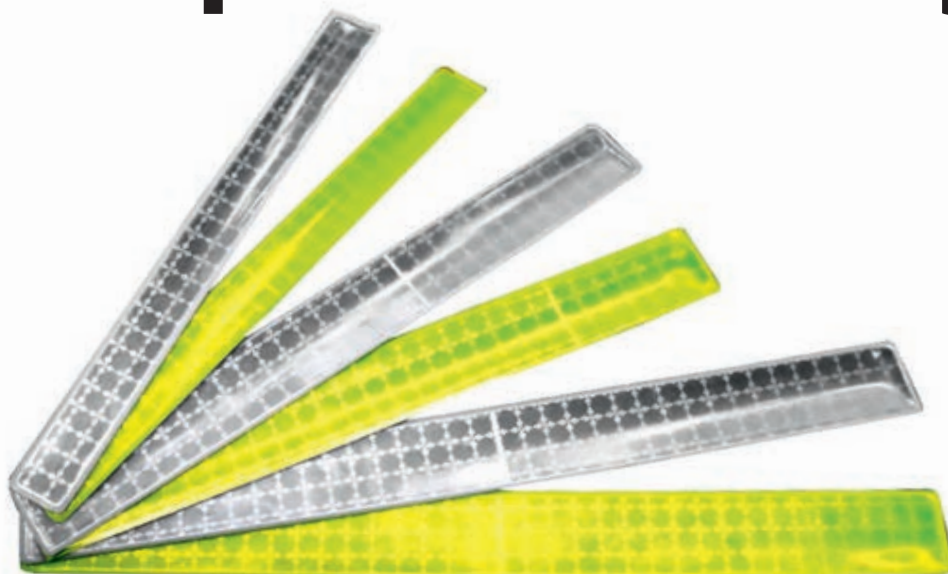


In the business of
building businesses

In the PSI Journal, we regularly report on current regulations related to product compliance and product safety. But when it comes to implementation, even well-informed and motivated companies can quickly find themselves faced with unforeseen difficulties – particularly when unknown foreign suppliers come into play.

Caution when it comes to foreign manufacturer documents

No compromising on product safety



The EU regulation on chemicals “REACH” requires the declaration of Substances of Very High Concern – so-called SVHCs – for articles of all kinds by the manufacturers, importers and distributors. Around one year ago, the new SCIP database was established for this purpose, in which manufacturers are required to enter whether their articles contain substances of concern. High penalties apply in case of non-compliance. That’s why companies that import products or even just their components need to very carefully check whether the supplied documents actually confirm the absence of harmful substances or simply falsify the facts. Because it’s also possible that SVHCs are identified in own tests, although the documents provided by the supplier give the green light. A report based on own experience by Thomas Wassmann, safeReflex GmbH.

Change of supplier due to price pressure

safeReflex GmbH has been marketing reflective snap wraps under the reflAktive brand as promotional products for many years. The versatile product has a reflective foil on the outside, whilst the inner side consists of a velour material. As the velour comes into contact with the skin, particularly strict requirements apply to this part of the product, which had previously been consistently adhered to and also documented by the tried-and-tested European suppliers. “When we received an enquiry from an international trading company which involved large order quantities, we saw ourselves under enormous price pressure. Due to the sharp rise in prices of raw materials we tried, in consultation with the customer, to optimise the price of the back of the snap wraps (velour) through a change of supplier. In the end, we decided to replace our reliable

European suppliers in this case with suppliers from China,” Wassmann explains.

Disappointing test results

Disappointment was quick to follow: because the customer insists upon the presentation of proof of compliance with the legal regulations in the EU for every order. Therefore, the product was tested again here and, although the supplier's documents appeared to be in order, the tests were anything but. Because the chemical test performed at TÜV Rheinland revealed that the velour from China contained formaldehyde in a concentration of 435mg/kg, which is significantly higher than the content limit of 75mg/kg (despite the manufacturer's REACH conformity declaration). Furthermore, there were anomalies in the alkylphenols. “We didn't conduct any further individual tests on this, as they cost EUR 375 per substance and the results would not have taken us forward. After recently changing back to our tried-and-tested European supplier, the additional costs for this order were in the 5-digit range”, Wassmann sums up.

Documentation requirements and right to information for greater security

“Another point to mention in this context is the obligation to submit a SCIP notification for all articles which are offered on the EU market and contain a Substance of Very High Concern on the Candidate List in a concentration above 0.1 per cent weight by weight. Since 5th January 2021, this information must be reported to the European Chemicals Agency ECHA*,” adds Thomas Wassmann, who takes his obligations as a distributor and the relevant documentation requirements seriously. That's why he's also in support of consumers and other market participants having the opportunity to ask the manufac-



Thomas Wassmann, managing director of safeReflex GmbH.

turer, importer or distributor whether goods contain hazardous substances. The Federal Environment Agency (UBA) has made a relevant application form available on the website <http://www.reach-info.de/auskunftsrecht.htm>. An answer needs to be provided within 45 days. This right to information is granted by the EU regulation on chemicals REACH. It applies irrespective of the purchase of the product.

Price battle not at the expense of safety

“As a manufacturer of traffic safety products ‘Made in Germany’ we are committed to offering our customers products that meet the current quality standards. Even though price often wins against quality in the promotional product industry, a good business deal can ultimately end up being an expensive mistake if regulations aren't adhered to. Based on my own experience, I can only advise all colleagues to comply with the requirements and be cautious when it comes to external documents,” is his summary. <

* Applicable in this case is the list of substances (SVHC) as per Annex XIV of the REACH Regulation (EC) No 1907/2006. Substances are not permitted to be present in concentrations above 0.1 per cent. Other relevant legislation includes the RoHS (restriction of hazardous substances) Directive 2011/65/EU and Regulation (EU) 2019/1021 on organic pollutants. Compliance with these regulations is guaranteed by the manufacturers/suppliers for both the raw material (velour) and the final product (e.g. snap wraps), generally due to their own obligation. Test results aren't usually received.

Information on the level of harmful substances in products: www.reach-info.de/auskunftsrecht.htm



reflAktive

safeReflex GmbH has been marketing reflective snap wraps under the reflAktive brand as promotional products for many years. Particularly strict requirements apply to the back of the product, as the velour comes into contact with the skin.



A bold statement

The Symbio Media Group is introducing the first two-sided electrostatic sticker for promotional campaigns. This latest generation of **electrostatic mediums** can be used in pharmacies, businesses, shopping centres or even hospitals. When the product is produced, up to 98 per cent less raw materials are used compared to other widely used products. Due to the paper shortage, the company is mindful of their own CO₂ footprint during production and makes an effort to considerably reduce paper waste. The sticker, which can be imprinted on both sides, can be used for up to three months or longer than average. The product can be recycled 100 per cent, it is PVC free and non-sticky, and it does not leave any residue when removed so surfaces will not have to be cleaned after removal. It is easy to attach, move or remove. There are twice as much print area available as one-sided variants.

PSI 43512 • Symbio Media Group Sp. z o.o.
Tel +48 602515509 • ptaterka@symbiomedie.eu
www.symbiomedie.eu • <https://lab98.eu>

Keeping nature conservation in mind

The **promotional pens Tropic and Kamal are iconic** and were inspired by the mythical models which shaped the history of the writing instrument manufacturer Stilolinea between the eighties and nineties. The versatile Tropic, which provides the right colours for a brand in terms of corporate image, offers a selection of five ring combinations on the body of the pen. The elegant and monochrome Kamal is suited more for institutional communication and advertising. The pen features a modern design, comes in a wide range of young and hip colours, and is always perfectly tailored to the needs of the advertising. Customers who buy Tropic and Kamal will also be making a contribution to a reforestation project: Stilolinea supports this initiative for the wellbeing of our planet in collaboration with Treedom, and it is continuing its support of the neediest population groups. More information about the reforestation project is available in the internet under www.stilolinea.com.

PSI 45328 • Stilolinea srl.
Tel +39 011 2236350 • info@stilolinea.it
www.stilolinea.it



Hygienic and sustainable workwear

It can be hard to find work clothes for cleaning staff that are fashionable and comfortable as well as sustainable and hygienic. Karlowsky Fashion, known for the latest trends in innovative workwear, has recognised the signs. With the modern throw-over tunic KS 64 from their "Essential" line, they have bridged the gap between functionality, style and the latest "green" efforts. Karlowsky® is presenting a one-of-a-kind product as it comes in 11 cool colours, ranging from classic white and royal blue to modern aubergine, fuchsia or emerald green; it features fine details and cool styles; and can be washed at high temperatures up to 95 °C. All "Essential" products can be used in the medicine, nursing, wellness, cleaning and cosmetic sectors. They are made out of a uniform material composition and can be combined with each other in any desired way (mix & match) thanks to the variety of colours available. The polyester used is made 100% out of recycled plastic. The products have been awarded the state-sponsored test seal Grüner Knopf (Green Button) as well as the international product seal GRS (Global Recycled Standard). The material mix is perfect for finishing the product by means of embroidery or printing.

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



Versatile writing talent

Elegant, sophisticated and 100 percent "made in Germany" quality: The modern retractable ballpoint pen Zeno from Klio-Eterna is equipped with the waterproof Klio-Eterna Silktech L refill and 3000 metres of writing capacity. This multi-talent features **large advertising spaces**, the special shape of the Zeno MMn model variants, a shiny metal tip and a wide metal clip spring made out of steel. In addition to the standard variants in high gloss and transparent, the options of soft-touch or soft-frost can be selected for the finishing of the surface, which ensure the pen has a soft feel. Klio-Eterna has obtained the "climate-neutral site" seal and produces the product in Germany with photovoltaics and 100 per cent green energy. With the Zeno MMn models, customers have the options of using permanent laser engraving on the stylish metal clip or the standard printing methods of silk screen and pad printing. The XL shaft also gives them an additional opportunity for creative customisation ideas. The pen is available in 14 intensive standard colours or can come in special individual colours for a minimum order of 5,000 units. The "Mix it, match it" building block system gives customers creative leeway and numerous possible combinations.

PSI 40823 • Klio-Eterna Schreibgeräte GmbH & Co KG
Tel +49 7834 973152 • klio@klio.com
www.klio.com





Attractive sun protection

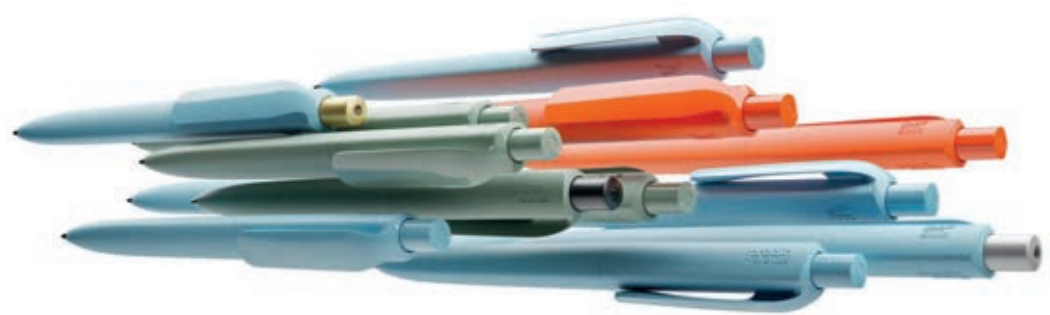
Fare sunshades are available in sizes XS, S, M, L and XL, with a diameter of 160 to 240 centimetres. In this way, Fare can flexibly supply customers with the size they need. Whether it's a large beer garden, a bakery with a small outdoor restaurant, hotel, tennis club, concert organizer or camping outfitter: thanks to the modern design in **five sizes and the five available colours** of apricot, grey, night blue, natural and white, everyone can find the model they need. The sunshades can be used with a fillable stand that can be ordered separately, or fixed in the ground with the spike. The two-piece pole is infinitely variable in height and has a folding mechanism for tilting the umbrella. Thanks to a comfortable carrying case, the parasol can be easily transported. The wedge offers a large promotional space where logos, brands and messages are clearly visible.

PSI 43144 • Fare – Guenther Fassbender GmbH
Tel +49 2191 60915-134 • a.schumann@fare.de
www.fare.de

Natural statement

Prodir is the only vendor worldwide that produces writing instruments made out of biopolymers, PHA. The material of the new DS8 True Biotic is setting new standards in terms of sustainability and is certified by TÜV Austria. In addition to the advantages of its biodegradability in natural settings like the ocean, fresh water and soil, biopolymers also solve problems that are created during farming and while using plant-based bio-plastic. Their use means land does not have to be used for its production instead of for food production, polluting fertilizers do not end up in the ground water, no water is consumed, and no particulate emissions arise. The new DS8 True Biotic combines sustainability, innovation and design to make a **strong brand ambassador**. It is built to last, and as a standard, it features a Floating Ball® 1.0 refill with a lead-free tip. Used refills can be replaced. As is the case with all writing instruments from Prodir, the DS8 True Biotic is exclusively produced in Switzerland using only locally-produced hydro-electrical energy. Fitting for the writing instrument, it can come with an insert case that is made out of CO₂-neutral FSC paper mixed with invasive algae from the lagoon of Venice. The combination communicates a genuine statement for a sustainable business that is making the greatest effort possible to conserve nature. The case can be customised with a company logo.

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sales@prodir.de • www.prodir.com





Attractive and charming

In times of the pandemic, the travel and tourism branch, as well as hotel and gastronomy, were especially missed. mbw® trade boxes are ideal **for quick and personal contact** with potential customers and to strengthen customer loyalty. Developed on the basis of extensive research, surveys and industry know-how, mbw® has put together a selection of popular gift and promotional items. These charming articles from the collection of this northern German company can develop and lastingly strengthen customer relations. The various possibilities for use include, for instance, a present upon the reservation of a vacation, cooking course or wedding location, a charming welcome to a hotel room, or a bonus for a renewed reservation. The products are attractive, personal and stay in the customer's possession for a long time, conjuring up a smile on the faces of customers, co-workers and partners alike. If desired, the trade boxes can also be mailed directly to the customer.

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

Bright combination

Promotional multi-specialist Reflects® is adding another self-developed and designed configurable product to the range of its Reeves® Smart Electronics brand. The rechargeable Reeves®-myFlash 700 LED flashlight impresses with a powerful, original Osram LED with 700 lumens and a maximum light range of 376 metres. myFlash is available with **colour configuration options** for the ring and handle sleeves, and all parts can be refined and assembled from the Cologne warehouse. 648 colour combinations are available for the high-quality aluminium flashlight, which is available

in anodised silver and black and can be configured with coloured silicone components. A soft silicone grip sleeve and ring in 17 different colours can be added to the flashlight. In this way, the customer's corporate design is visually emphasized. The product is delivered including a charging cable in a black, lockable plastic box and in a cardboard gift box. The lamp becomes a promotional ambassador with a high-quality laser engraving, with a UV and pad printing finish. Custom-made products and special colours are also possible on request.

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TOP PRODUCT TOPICS IN PSI JOURNAL

Are beauty and relaxation your line of business? Or are you more at home in the drinks and spirits market? Your products from both sectors will attract attention in an important customer segment with an advertisement in the June issue of the *PSI Journal*.



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

Issue
10
2022

OUTDOOR, UMBRELLAS, TOOLS & KNIVES and HEALTH AND HYGIENE

Copy deadline: 19.8.2022
Deadline for ads: 9.9.2022

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

PSI

PSI Product Finder | Individual advice

Since the beginning of the year, members of PSI Suppliers have been able to obtain individual advice all about the PSI Product Finder. Martina Lipp, Manager of PSI E-Business, is at members' disposal for personal online appointments for this purpose. These appointments can take place on Microsoft Teams or Zoom: it is only important that the screen can be shared. „We pick up our members exactly where they are,“ says Martina Lipp, explaining PSI's new range of services. Suppliers who have not yet transferred any data to the PSI Product Finder receive an introduction to the system. „It's easy to respond to the customer's individual needs and questions, for example how to fill out the online form or im-



port data using a table,“ says Martina Lipp, listing the two most important options for newcomers to the PSI Product Finder. Support is, naturally, also available for users needing to update their data. In addition, Martina Lipp welcomes suppliers wishing to optimize their data quality and thus increase both the sales potential of their products as well as the benefits for retailers. **Just send an e-mail to importe-productfinder@reedexpo.de or phone +49 211 90191-721.**

PSI Journal | Stay in touch with each other

Insightful know-how for the promotional products business, current information on markets and companies as well as topics that move the industry. The PSI Journal is a reliable source of information, a practical advisor, and an ideal platform to keep in touch with each other. Whether it be news of any kind about which members want to inform the industry, or the latest products to be presented to the market: The PSI Journal transmits (not only promotional) messages. Thus, the message to all PSI members to use

the varied opportunities to effectively introduce your company, best practices, and product novelties in the PSI Journal.

Please send your corporate and product information to the **PSI Journal's editorial staff: Ursula Geppert (geppert@edit-line.de), Martin Höchemer (hoechemer@edit-line.de) or Anke Zimmermann (zimmermann@edit-line.de).**

For those who would like to take out an ad, please contact the **PSI Media consultants: Senija Menzel (senija.menzel@rxglobal.com) or Martin Metz (martin.metz@rxglobal.com).**



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The time is coming



Have you noticed it, too? Things are moving in the world again – privately and professionally as well as in society and in the economy. What can we do right now and what do we have to think about today so that the future goes smoothly? It looks like we are slowly finding answers to these questions. We are beginning to understand that we can only overcome crises successfully if we keep our eyes on the period that comes afterwards. For Reed Exhibitions, the FIBO in Cologne was a strong start to the trade show year 2022. The trade shows being held in Dusseldorf are also a clear sign of just how important it is to see and speak with each other in person again, to do business with each other and broadened our horizons again.

Would we have liked to have experienced this at the PSI as well? Of course. Would we have been able to justify the investments and efforts that our exhibitors would have had to make given the circumstances at the time with the global and economic situation? No. Every industry is positioned differently, experiences disruptions differently, and can cope structurally with fluctuations related to geography, logistics or resources better than others. The promotional product industry is particularly affected by the current situation in terms of supply chains, the economic situation that many businesses are facing, the reluctance of international visitors to travel and in terms of the situation that our Eastern European neighbours are dealing with – just to name a few of the current challenges.

However, it is also true that everyone is on high alert and is trying to make long-term decisions based on the current status quo – and we have often had to discover in the past just how fast things can change. We can neither predict nor stop the upheavals that are currently taking place in world markets. Taking aimless action will not help, but prudence and far-sightedness will.

After all, these changes have always existed, and in the end, we have always managed to overcome them even more invigorated. Therefore, let's use the time to prepare ourselves optimally for a 2023 where PSI will be more courageous, resilient and innovative than ever before. You can count on that. While discussing the situation with many market players in the past few weeks, one of the things I have learned is that we all need PSI because it is the large international market place that a strong industry needs to stay strong and become even stronger in the future.

Kind regards,

Petra Lassahn
Director PSI



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Promotional Products Geared Towards Wellness

The first product topic for the July issue will be the perfectly in-tune promotional trio: wellness, cosmetics and beauty. The word wellness, as we understand it today, is a portmanteau, a made-up word coined from the combination of wellbeing and fitness; it laid the foundation for the US-American wellness movement at the end of the 1950s. A huge industry has long since developed behind this (not legally protected) word, encompassing various sectors that promise health and well-being. This also includes cosmetic products and products that are used for beauty. The product selection for our second topic area covering beverages, beverage containers and dining culture is also dedicated to promotional products that are geared towards enjoyment and wellbeing.

Please start thinking now about the product presentations for the July 2022 issue of the PSI Journal, which focuses on the topic areas "Christmas, gift sets and special custom-made products" as well as "toys and plush products". Please send your product suggestions (picture and text) by 20 May 2022 to Edit Line GmbH, Editorial Dept. of PSI Journal, Email: hoechemer@edit-line.de

Stilolinea: 50 Years of Elegant Writing Instruments



The Italian writing instrument manufacturer Stilolinea is celebrating its 50th anniversary in 2022. Founder Piero has led the company based in San Mauro Torinese near Turin into becoming an internationally renowned producer of elegantly designed, promotional ballpoint pens made in Italy. Stilolinea is currently meeting the challenges of our times with a sustainable product-line.

Russell Celebrating Its 120th Anniversary



In March 1902, 26-year-old Benjamin Russell founded the Russell Manufacturing Company in Alexander City, Alabama, marking the birth of the traditional brand for Team Wear, Russell Athletic. With the campaign WE ARE THE ORIGINAL, Russell Europe is celebrating 120 years of know-how with high-quality, long-lasting and customisable textiles.

Imprint

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

Publisher: Michael Freter

Management: Benedikt Binder-Kriegelstein, Michael Köhler, Barbara Leithner, Ivo Sklenitzka

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

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

Layout: Stephan Weiß, Nina Bertsch, Stephan Flommersfeld

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

Translations: Translanguage, D-40885 Ratingen

Printing: Kössinger AG
D-84069 Schierling

Advertisement price list no. 54 of 1 November 2021 applies.

ISSN number 1436-6193

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

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immobilien-messe.at

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International Leitmesse
für Fitness, Wellness und
Gesundheit

07.04. – 10.04.2022
Messegelände Köln
fibo.com

EQUITANA¹
Weltmesse des Pferdesports

07.04. – 13.04.2022
Messe Essen
equitana.com

Intertool Wels
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10.05. – 13.05.2022
Messe Wels
intertool.at

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für Elektro-, Licht-, Haus- und
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18.05. – 19.05.2022
Messezentrum Salzburg
power-days.at

EQUITANA Open Air¹
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12.08. – 14.08.2022
Maimarktgelände Mannheim
equitana.com/mannheim

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23.09. – 24.09.2022
Design Center Linz
elektrofachhandelstage.at

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

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