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PSI Journal

International Magazine

For Promotional

Products

June 2022

Volume 61

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For Promotional
Products

June 2022

Volume 61

Seven years PSI Sustainability Awards

Happy winners and
glamorous galas

Product Guide

Wellness, cosmetics,
beauty
Drinks, drinkware,
tableware

Stilolinea

50 Years of writing
instrument elegance

“Plagiarius”

46th award of negative
prize
Against theft of ideas

**Quality assurance
and compliance
Weighing risks
and effort**

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the promotional products industry



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Editorial

Wild West on the market

Power banks, chargers, loudspeakers, dolls, toy cars, as well as e-scooters and drones, all arrive on the European market in thousands every day via platforms such as wish.com, amazon, ebay or alibaba, mostly all the way from Asia. It is not uncommon for the products to be defective; many even have massive deficiencies regarding product safety. This can go so far as to include health or even life-threatening defects.

Only a fraction of shipments is thoroughly tested. Customs and market surveillance authorities are massively overwhelmed. Countries appear to be helpless. One wonders why they are not investing more in these areas. It should be worth it, even from a purely financial standpoint. For it is time that the operators of these large platforms are asked to pay for defective wares themselves. So far, they have avoided this responsibility by simply referring to their guidelines. But even there – no surveillance. The cynical viewpoint is often that you are ready to act quickly when you become aware of the damage that has occurred.

There are, in contrast, strict requirements that suppliers and dealers of promotional products are confronted with on a daily basis, both on the part of the legislator and on the part of the customer. However, commercial distributors from the Far East also deliver promotional items to Europe via wish.com and friends. Where these products really come from and whether they meet the necessary criteria for quality and safety usually remains unknown. If smaller promoters – and also the larger ones – order these promotional items directly, untested and possibly unsafe goods can reach the market at any time without this being noticed by any supervisory incidence. Free market at its worst.

For the promotional products industry in Europe, product compliance is highly complicated and usually very expensive. It is, in any case, a major challenge in this time of rapidly changing legal requirements. It is easy to get into trouble with this, at least in the area of costs (please also see pages 10f and 38f). It is therefore time for the European states to become more active and protect citizens and markets from unequal competition and dangerous products. Those who enact laws also have the duty and obligation to monitor compliance. If this does not take place, trust in the state will decrease - and then the Wild West will break out on the market.

In this spirit

Manfred Schlösser | Editor-in-Chief PSI Journal

Your opinion: schloesser@edit-line.de

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MISTER BAGS®

Our Fair

new arrivals.

Is our **Hugo** the boss among Fairtrade cotton bags? It certainly has what it takes. With extra-long handles of 60 cm, it can be ideally used as a carrier or shoulder bag. Its high grammage of 390 g/m² promises maximum strength. A long-lasting companion that is on the one hand robust and comfortable to carry, and on the other hand offers plenty of space thanks to its size of 52 x 35 x 18 cm.

Bob is different - **Bob** is individual - **Bob** is perfect. It is made from 100% Fairtrade-certified cotton and, thanks to high quality grammage of 390 g/m² and overlock stitching, it is an extremely robust little helper. As a bottle bag measuring 16 x 27 / 8 cm, it can be used perfectly as a promotional gift - with or without contents.

www.misterbags.de

Hugo

N° 2325

In 4 different
Colours



Heavy Cotton



Bob

N° 2358

In 3 different
Colours



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



Compliance: Weighing risks and weighing up the effort

10

Manufacturers and importers must take responsibility for their products. But implementing product compliance can be complicated and expensive, especially for smaller companies. Therefore, the rule here is "as much as necessary, but as little as possible". Risk-based assurance concepts are practicable solutions.

PSI Sustainability Awards 2022

12

The PSI Sustainability Awards were presented for the first time in September 2015. They were launched as an exclusive distinction for the promotional product market, to enable the winners to set themselves apart from the competition. This exclusivity was always also reflected in the exclusive award ceremonies – as they will do again this year on 21 June.



Compliance and sustainability belong together

38



A product that is manufactured, properly tested and approved in accordance with current legislation is also sustainable. A conversation with Philipp Reusch, lawyer and expert in product liability, product safety and recall management, in which he explains the connection between sustainability and product compliance and shows ways to implement it.

Stilolinea: 50 Years of writing instrument elegance

52

2022 marks the 50th anniversary of the founding of the Italian writing instrument manufacturer Stilolinea. Founder Piero led the company, based in San Mauro Torinese near Turin, to become an internationally recognised manufacturer of elegantly designed promotional pens "Made in Italy", meeting the challenges of the times with a sustainable product line. A company portrait.



ADVERTISING ON THE MOVE

50 years ago, the American **Bernard Sadow**, frustrated a having to carry heavy luggage, invented the **wheeled suitcase**. Sadow did not have any success with his **innovation**, however, because he took a **large suitcase**, attached **four small rollers** to the bottom and a **leather strap** to the top, with the result that the suitcase fell on its side when pulled. It took 15 years for **pilot Robert Plath** to come up with the crucial brainwave of putting the case on just **two wheels**, with an **extendable handle** to pull the luggage upright behind him. Many **trolley cases** now have four wheels again and can be pushed upright. Suitcases have long been used as **scooters** in **big terminals**, or even **motorized luggage** that follows its owner. (tagesschau.de: "50 Jahre Rollkoffer: Er rollt und rollt und rollt") However, you still have to pack the suitcase yourself. For the **security** of your case, there are **(promotional) aids**, as well as a few ideas for the content – **on this page and in the PSI Product Finder**.



Safety with a fingertip

MagLock "easy" padlock, with fingerprint scanner (records up to ten fingerprints, battery life: max. 9,000 unlocks, laser engraving finish, USB cable included)

Kreutz GmbH
www.kreutz-online.de
PSI 46591



Colourful accessory on a journey

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NonvisioN Werbefproduktion GmbH & Co. KG
www.NonvisioN.de
PSI 47706

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Rehms Druck GmbH
www.rehmsdruck.de
PSI 60233



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INFLATABLE FASHION

Balloon-like anoraks and sunglasses. Bags that call to mind water wings. These airy looks are in fact called “inflatable fashion”, meaning blow-up mode. This is by no means a short-lived trend, having been dominant in the fashion world for years. Accordingly, The Face magazine is also posing the question, “Why are we so obsessed with inflatable fashion?” (sueddeutsche.de, “Wieso blasen immer mehr Designer ihre Entwürfe mit Luft auf”)

One or the other promotional product is also inflatable, and at the same time an attention-grabbing (promotional) ambassador, as our and other examples in the PSI Product Finder demonstrate.

Chilling with a sportive feeling

Inflatable football chair “Coach” (with two practical cup holders)
elasto GmbH & Co. KG
www.elasto.de
PSI 41369



A big strike all around

Neoprene football (inflatable, waterproof American football, nylon textile upper, from a SEDEX certified production facility)

Ballprint GmbH
www.ballprint.de
PSI 48636

Timeless fashion yet always new: COLOURS

The experts from the Pantone Color Institute have once again tracked down the colour trends of the influential and style-defining fashion weeks. The top 10 are: Molten Lava, Dragon Fire, Meadow Violet, Abundant Green, Spicy Mustard, Lichen Blue, Strawberry Cream, Waterspout, Chicory Coffee and Cardamom Seed. According to experts, they can be combined with the versatile classics Tapioca, Iced Coffee, Peach Caramel, Blueberry and Quiet Shade. (designerinaction.de, “Trendfarben 2022 und 2023”) Be that as it may: (colour) beauty is in the eye of the beholder.





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WWW.KARLOWSKY.DE

302 billion Euro is the worth of the Amazon brand. This makes Amazon by far the world's most valuable trading concern.

horizont.net

Eight

in ten Germans (77 Prozent) are increasingly worried about the rising energy prices, a YouGov survey showed. Not only is the 55+ age group (82 percent) concerned, but more and more of Generation Z is as well (71 percent). yougov.de

2.97 bn

Euro is the gross sum invested by German companies in promotion in March 2022. Compared with the same time last year that is a drop of 1.9 percent. horizont.net

70 percent

of Germans catch up on news via offers in free newspapers or enclosed brochures. This was the finding of a survey by the Institut für Demoskopie Allensbach on behalf of the Bundesverband Deutscher Anzeigenblätter e.V. bvda.de

One third

of dispatched mailings were opened in B2B (28.3 percent) in 2021. This is revealed by the Inxmail E-Mail-Marketing-Benchmark. The best click rate was achieved by B2B mailings that were sent between 12 midnight and 3 a.m. marketing-boerse.de

-34.3 points

was the status of the **ZEW index** in May 2022. This indicated a slight improvement in economic expectations compared with the previous month. In March 2022, according to the ZEW's surveys, economic expectations dropped as sharply in one month as never before, provoked by the war in Ukraine and the economic sanctions against Russia. statista.com

Produktsicherheit, Regulatory Affairs und Umweltrecht

11.-12. Mai 2022
Taschenbergpalais Dresden

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

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

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

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

Weitere Informationen unter:

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

Veranstalter

Location

Manufacturers and importers must take responsibility for their products. However, implementing product compliance can be particularly complicated and expensive for smaller companies. This is why it makes sense for businesses to live by the motto “do as much as necessary but as little as possible”. Risk-based protection concepts are practical solutions.

Quality Assurance and Compliance

Weighing the Risks, Costs and Effort



Minimising the costs and effort for product compliance: Although laboratory testing is not always necessary, registration in the relevant databases is mandatory.

The progress reports of PSI member companies have repeatedly made it clear that product compliance is a huge challenge for businesses. Even well-informed businesses often reach their limits given the swiftly changing legal requirements and obligations in private contracts affecting the B2B business. Anyone who wants to use a quality seal to position themselves better in the market must prepare themselves for the fact that the stipulations for using these types of seals will likely increase every year. The various rules concerning chemi-

cal substances often result in uncertainty. Small and medium-sized businesses usually have to cope without the support of compliance experts, even though they are just as heavily reliant on expert knowledge as large companies. The only remedy here is to collaborate with consultants or laboratories in order to develop a protection concept, which is individually tailored to the company's situation. While this is not available for free, it can save a lot of money by targeting the use of resources and it can protect a distributing company from serious damage and legal consequences.

Avoiding unnecessary testing costs

Companies with a deep sense of responsibility want to do everything right, but they often end up in a situation where they overshoot the mark. Any business which has had bad experiences with things like a supplier's documents having incorrect values is also at risk here, because the extensive tests required and certifications for product safety and chemical ingredients can quickly become so expensive that a project is no longer profitable. When a full assessment of all relevant laws, regulations and standards is undertaken at testing labs, it can lead to tens of thousands of euros in costs. These expenses plus the numerous documentation and registration efforts required can then make the project's profit calculation slide into negative territory.

Risk analysis as the first step

A risk-oriented process can make a business profitable even with small quantities. In line with the principle that product compliance is not a defined target level but rather a journey that is supposed to be taken over a period of time, product compliance should be approached by moving along the hierarchy of risks. The primary question should be whether the product is even considered safe in the target country and whether it can thus be sold over the long term. The answer is given by making a simple risk analysis using a product sample and all technical documents available, which should incorporate both legal requirements as well as the years of experience gained in the various product categories. Afterwards, the focus should be placed on the most transparent and obvious properties of the product. The promotional presentation with the product features being promised, the legally compliant product description, and the packaging play an important role.

Registration is obligatory

Non-food products and their packaging, such as electronic devices, batteries and products that contain dangerous substances, are subject to strict registration and reporting duties in publicly accessible registers. If a company responsible for a product is not registered in the appropriate register, they run the risk of receiving warning notices from competitors or competent authorities. Product inspection and fulfilling the registration duty is therefore a mandatory measure that must be taken first.

Laboratory tests are not always necessary

Only when the previously mentioned steps have been completed, should a decision be made about selective laboratory testing with the aid of the knowledge obtained

and the product's technical documents and/or the component's technical documentation from the supplier. Examination of the product's properties and ingredients can be assigned in a hierarchical manner according to relevance criteria. The experience from testing institutes shows, however, that the technical documents available are often so extensive and informative that additional tests are often not needed. To be able to assess this, it is absolutely essential to involve experts in the assessment of a product. What really matters is not the issue of all the different things that can be tested, but instead what specific testing must be done using a budget and risk-oriented approach so that the product can be put on the market. Anyone who has justifiable doubts about the documents of their suppliers must also classify this as a risk and become proactive while taking the additional costs into account.

Weighing the costs, effort and risks

Even the German Product Safety Act mentions a risk-based approach. In section 6, paragraph 3, it stipulates the additional requirements for placing consumer products on the market: "The manufacturer, its authorised representative and importer must take samples. The type of samples taken depends on the level of risk that is associated with the products". If the company is not aware of these risks and cannot adapt its costs for compliance and quality assurance, it will face a substantial risk that it will spend too much money unnecessarily, it will not target the expenditures precisely, or it will not meet the legal requirements. The amount of expense and effort that is required and economically justifiable for product assurance should already be decided while the product is being developed or during the purchasing process. Any company that can prove they have taken a systematic, fact-based approach will make a professional impression with their clients. When dealing with the market surveillance authorities responsible (trade supervisory centre, administrative district office), this work approach will also reinforce the impression that the company is complying with their due diligence obligations and is a reliable market player.

Additional information:

trade-e-bility GmbH
www.trade-e-bility.de
beratung@trade-e-bility.de

Workshops and consulting on the topic:

Dr. Siegfried Schwarzer, Consulting Agency BBS
 in Cooperation with PLConsultancy
www.plconsultancy.de
info@plconsultancy.de

The PSI Sustainability Awards were presented for the first time in September 2015. They were launched as an exclusive distinction for the promotional product market, to enable the winners to set themselves apart from the competition. This exclusivity was always also reflected in the exclusive award ceremonies – as they will do again this year on 21 June.

Seven years of the industry's sustainability award

Happy winners, glamorous galas



As the industry's sustainability prize, the PSI Sustainability Awards had a clear goal right from the very beginning: making sustainability measurable and developing the awards themselves into a sign of quality. That's why setting high standards was a priority from the outset, to ensure that the awards are highly recognised by the users of promotional products and thus represent value for the winners. "For seven years now, the PSI Sustainability Awards are the most important indicator for ecological, economical and social sustainability within

the European promotional products industry", says PSI Director Petra Lassahn.

Exclusive evening galas

The festive atmosphere for the premiere event in 2015 was provided by the ballroom of the Classic Remise, Düsseldorf, a heritage-listed roundhouse from the early 1930s. The exclusive evening gala moved from the ballroom of the Classic Remise to the neo-classical Kurhaus Wiesbaden, which gave the award ceremony a stylish ambi-



From 2016 to 2019 the PSI Sustainability Awards were presented in the Wiesbaden Kurhaus.

Illustrious guests, a laid-back atmosphere and a wonderfully festive ambience have been and are the ingredients for a dazzling award ceremony.



Extensive networking and exchanging about sustainability – that also distinguishes the PSI Sustainability Awards ceremony.



A successful gala event also includes music. In 2019, Alexandra Kruijt and Viola Proietti from the PSI team delivered a brilliant performance.



ence until 2019. In 2021, when the gala event was to kick off the trade show for the first time, the presentation of the PSI Sustainability Awards had to be moved to the digital realm in response to the pandemic. Thus, the evening event didn't take place coram publico on a big stage but was broadcast via livestream from a studio.

In 2022, Düsseldorf will be the place to be

Following this digital intermezzo, the PSI Sustainability Awards 2022 are returning to the exclusive live evening gala format

on Tuesday, 21 June 2022, in Düsseldorf Rheinterrassen. The festive evening gala will also be the kick-off for the PSI Trade Show 2023, which will take place from 10 to 12 January 2023 in Düsseldorf. "We are so much delighted that we finally can return to a festive 'live event' again this year and that we can meet again in person to celebrate the industry's commitment to sustainability," affirms Petra Lassahn. <



The PSI Sustainability Awards appreciate the protagonists of the promotional products industry for real sustainability and want to take a stand against greenwashing. In 2022, the industry's sustainable prize will again be awarded in the renowned categories. A new aspect of this year has been the selection procedure.

Overview of categories and nominees

Excellence, initiative, product, campaign

The economic, environmental and social commitment of the promotional product industry is reflected in the first three categories of the industry's sustainability award. The categories of environment initiative, sustainable product, and sustainable campaign involve social and ecological initiatives, individual products, product sets, product lines and campaigns. The submissions are evaluated by a jury. The overall winner is determined by adding the points reached in the individual

categories. The newly organised selection procedure began with a virtual kick-off meeting, and then the jury members had one week to evaluate the submissions based on the criteria using the new award software platform. The results were discussed again and the plausibility checked at the final meeting. The winners calculated by the new software were then unambiguously and transparently confirmed by the jury.

Category Economic Excellence

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

The nominees are:

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

Category Environmental Excellence

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

The nominees are:

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

Category Social Excellence

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

The nominees are:

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

Category Environment Initiative

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



The nominees are:

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

Category Sustainable Product

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

The nominees are:

- Arpe
- AVAT Stoneware Factory
- Beppy
- BIC Graphic Europe
- Blooms Out Of The Box

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

Category Sustainable Campaign

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

The nominees are:

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

Category Sustainable Company of the Year

The winner in this category is determined by adding all the points scored in the individual categories.

Advertising and feeling good – the products which we present in this category can make it happen. Wellness, cosmetics and beauty are an advertising trio which go together in perfect harmony. After all, what appeals to the senses will be remembered pleasantly.



PSI 46131 • KHK GmbH
Tel +49 221 9854730 • sales@lipcare.de
www.lipcare.de

Sustainable care

Sustainable “Made in Germany” care products are at the focus at cosmetics specialist KHK GmbH. In the in-house laboratory, care is developed “by the bar” for body or hands, getting by without tube or jar and packaged merely in an FSC-certified collapsible box. For soft and palpably cared-for skin, the creme bar is simply stroked over the skin as the body heat allows the delicate glaze to be absorbed with ease. Both the “Green Tea” hand balm and the body butter with pleasant mandarin scent are developed in the in-house cosmetics laboratory using certified organically grown ingredients. Both care products can be ordered from just 100 pieces. The box is customised with a 4c label, from 1000 pieces with a customised 4c print. All care products are made in accordance with the new cosmetics regulation as well as cosmetics GMP and registered in the CPNP portal. The Fresenius Institute conducts continuous formula inspection according to European guidelines.

Promotionally effective heat-giver

The Klassik hot-water bottle with a filling capacity of 1.8 litres and felt-optic raspberry-melange cover is the ultimate promotional message bearer from Hugo Frosch. The soft knitted cover makes the hot-water bottle a wonderfully cosy and marvellously relaxing companion. It can be finished using thermal transfer printing or embroidery. The material consists of thermo-plastic with an XL retaining tab for safe filling, manufactured to British Standard BS 1970:2012, inspected and monitored by independent accredited laboratories. Good to know: High product quality and manufacturing in Germany characterise all Hugo Frosch hot-water bottles.



PSI 46154 • Hugo Frosch GmbH
Tel +49 8282 82756-0
info@hugo-frosch.de
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www.roemer-praesente.de

Wellness for “on the go”

The present professionals from the company Römer Präsente offer you time and tranquillity during your hectic everyday life: the relaxing gift set “Wellness Comfort Bag” consists of a toiletries bag that is in a class of its own. It contains a chocolate-brown towel, a practical white mesh sponge as well as a shower cream and body lotion from the popular care brand aldoVandini in 200 millilitre bottles respectively. They are made in Germany without animal testing and are vegan and free of parabens. This way, well-deserving employees or customers can treat themselves during their next day in the spa or their next trip. The manufacturer is happy to affix a hand tag or pack an individually designed insert into the bag.



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

Sachets with a relaxation effect

Your customers, employees or business partners will be enthusiastic about the bath salt sachets from Römer Wellness: give the gift of true moments of rest and relaxation. A small gesture with a big effect starting in quantities of one. The sachets from the wellness specialists are filled with 100 grams of bath salt with different scents and in two different colours. Each individual item is carefully packaged by hand in gift wrapping paper with a bow and thus is a true present for small budgets. The product is made in Europe and also suitable for vegetarians because it does not contain any mineral oils, artificial colourants, GMO ingredients and animal-based products. The product is also developed without animal testing. The approximately 29 cm-long sachets can be custom-made with a hand tag or a personalised sticker in quantities of 100 or more.

memo
promotion



WOOD IN TREND

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wooden pens // made in Germany

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FOR RETAILERS SINCE 1990



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 www.kosmos.de

Crystal-clean

Washing hands is important, and from now on it is lots of fun with the Crystal Soap experiment kit from Franckh-Kosmos. Intended for children from 8 until 12 years of age, it is used to create home-made, beautiful soap. This is not only a great bathroom decoration, but will also make a special "hand-made" gift for friends and family. Genuine raw soap is liquefied using heat and then dyed a luminous red using cosmetic dye in the supplied measuring cups. A pipette helps with dispensing and the spatula ensures that everything is mixed thoroughly. Little by little, a unique colour progression emerges and after that, the instructions are followed to cut the crystal to shape. Children can get creative too, of course. The best thing: all remnants can be simply melted down again and poured into the four mini soap moulds. The kit contains the most important utensils for little scientists. Just a jam jar and a microwave or bain-marie are required in addition. The colourful instruction sheet describes everything step by step and keeps little bits of additional info about soap etc. at the ready.

Slight burden for beauty

The cosmetics bag from Mafali with an imprint is ideal for organising a collection of beauty products and cosmetics. It is one of the lightest cosmetics bags on the market and is available in different sizes. It is perfect for storing everyday cosmetics. This bag is practical for everyday use and travelling, and is a great as a gift idea for make-up lovers. It is easy to open using the stable zipper, is machine washable for easy cleaning, and features good, durable material quality. The product is scratch-proof and elegant, and it has vibrant colours that can be adapted to a customer's wishes by selecting designs from the online gallery of the manufacturer Mafali. It is suitable for nail polish, make-up and skincare tools.



PSI 45154 • Mafali
 Tel +33 582 805000 • bat@mafali.com
 www.mafali.com

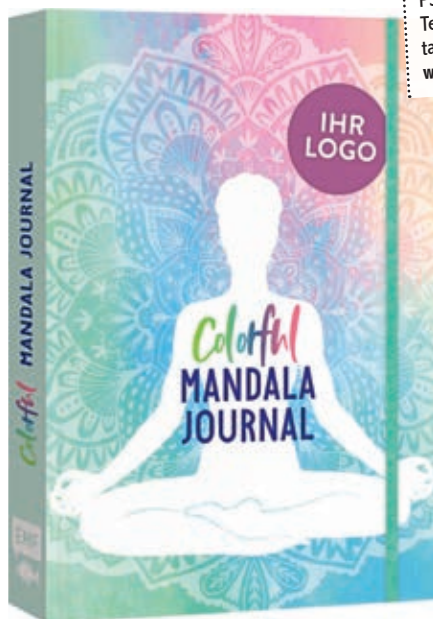
PSI 46706 • ASB Herbalind gGmbH
Tel +49 2872 92760 • info@herbalind.de
www.herbalind.com



Scented cushion magic

Relaxing, reviving and beneficial: The cushions from ASB Herbalind are definitely a scent experience. The cushions by the Münsterland-based inclusion enterprise step up in a modern design, delicately scented and filled optionally with lavender, sage and mint, a herb mix or with Swiss pine flakes. High-quality cotton fabrics and carefully selected fillings are characteristic of this product range. From a piece number of 250, custom production is possible in terms of imprint, fabric colour and filling. High-quality handcraftsmanship. Made in Germany.

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



Relaxed throughout the year

Good customers can be surprised with good ideas related to soothing yoga exercises, reflections of gratitude, relaxed paint motives and much more. EMP publishing house makes an individual annual planner with practical weekly overviews as promotional products. The editorial staff from EMF develops suitable checklists and meditation exercises for every target group. A logo can be conveniently placed on the book cover. The number of pages, features and design are adapted to the advertising firm. On request, whole-page ads or unobtrusively positioned products can also be integrated. A book that is custom-made according one's own ideas offers many possibilities for customers to remember a brand positively.

-Advert-



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Beach chic

With the Bronson® Playo beach bag from Bronson Cuba Clothing, the user is well equipped for the next beach holiday. The roomy bag offers sufficient space for all important beach utensils. What is more, this bag made of polyester has two long shoulder straps in cord design, which guarantee carrying comfort. The front of the beach bag can be custom-printed on a surface measuring 250 × 50 millimetres. Playo is delivered in the classic beach bag design in blue and white.



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

Attractive feet

From nail file to toe separator: in the pedicure set from Hepla, seven practical utensils ensure attractive feet all round. The set, in light blue, consists of a small nail file, a cuticle pusher, a small nail brush, two soft toe separators, and a foot-shaped pumice stone. All components are compactly delivered in a transparent, resealable pouch and are readily to hand in the bathroom or easy to take on travels. The set is ideally suited as a small present or incentive. The pouch can be finished using pad printing at the in-house printers on request.



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



A multi-talent

It is easy to make an everyday contribution to the environment with Reisenthel. Besides quality and functionality, the Bavarian company focusses on sustainability and therefore all new collection items have had a resource-saving outer material made of recycled PET bottles since 2021. The Reisenthel foldcase is the multi-talent based on the two-in-one principle. When set up, it functions as a practical organiser for all small travelling accessories and when folded up it becomes the perfect toiletries bag by opening the zipper. This enables you to neatly and safely store everything.

Sustainable towels

Towels are one of the star products of the Spanish textile manufacturer Manufacturas Arpe, which has been an expert for textiles for several decades. Extremely absorbent and long-lasting towels are created by using polyester yarn fabric that is made out of used rPET bottles. Using synthetic and recycled materials is decision to preserve the environment and turn away from the production and consumption of new resources. This stems from the awareness and knowledge that the planet is full of waste, which could be given a second life. Arpe not only uses recycled material, it also features an ecological design and measures the impact on our planet. The towels from Catalunya are manufactured in an ecologically conscious manner and save a lot of energy, water, soap and volume when they are used.



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



Health regimen for the taste buds

Chocolate is always a good choice when you are looking for the right present that offers appreciation and indulgence for your best customers, employees or anniversary. Large, delicious and fine Ferrero chocolates with 100 brand-name quality are available at Kalfany Süße Werbung. It is the purest source of wellness for the taste buds and endorphins in blood. The two new 90-gram Ferrero chocolate bars come in the flavours of Ferrero Rocher Original or Raffaello. They will win people over with both their brand power and the all-round, customizable promotional sleeve, which has a window over the brand. These pralines in a bar format are one-of-kind, vegetarian and delicious at the same time. This XXL advertising format offers enough space for any individual advertising message, a thank-you or sweet gesture. This delightful promotional gift can feature a customer's imprint and finishing using Kalfany Süße Werbung's IFS-certified production standards.



Chic designer make-up box

Chic is the design of Kioo from Condedi, a real eye-catcher with mirror inside that serves as the ideal assistant during the application of make-up. Moreover, the product has four compartments and offers the appropriate storage space for jewellery, tea and much more. The sustainable product, Made in the EU, boasts an extensive surface for additional promotional claims. The article further convinces with its solid workmanship, practicality and functionality. The merchandise can be delivered ex-works out of the warehouse in Geseke, Westphalia, and in smaller quantities too. Finishing by means of printing or engraving is of course feasible.

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

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



Beauty for him

With the new beard brush from Frank Bürsten, beard-care becomes a pure pleasure. The curve contour provides a comfortable grip on the beard brush, and with stable, high quality natural bristles, beard-taming takes no time at all. In addition, dead skin particles are removed through brushing the beard. The beard brush can be used to apply beard oils or other care products. Regular care makes beards fuller and glossier and hence much easier to style. Frank Bürsten uses ultra-modern technology at its Black Forest site. The wood used for the brush comes exclusively from German forests. With this beard brush, promoting companies help their target group to make a well-groomed appearance. Frank Bürsten positions custom company or promotional logos on the brush on request.

Sustainable comb

No bathroom is well equipped without a practical comb. The Bessone comb from Anda Present is made exclusively from bamboo, making it a valuable product in the company's Go Green collection. Bessone not only makes combing your hair comfortable and calming, it also promotes a clear intention to prioritise sustainability and an environmentally-friendly lifestyle. The comb comes inside a kraft paper sleeve, and both the product and packaging can be finished with a company logo by means of different printing methods.

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





A matter of the heart

Multiflower has an exquisite bag for affairs of the heart in its range. Handed over as an attentive giveaway containing a candle, a bar of pomegranate-scented soap and a chocolate, all heart-shaped, it leaves a positive long-lasting memory of the giver in the gift-recipient's mind. Promotional printing or a custom card design is possible from a minimum order quantity of 250 pieces, including digital printing on the card according to 1-4/0c Euroscale, in line with the supplied details.



Smart and sonorous

The brand-new smartwatch from Promoteus offers an overview of the athletic performance of the person wearing it combined with cableless loud TWS earphones and the corresponding mobile application. It provides basic information about a person's physical fitness and features step, calorie and distance counters, as well as a stop watch, a reminder about sitting for a long time and other different sports modes. The user can check their own condition on a smartphone using the multilingual app, which has surprising functions such as a monitor for blood pressure, heart rate, blood oxygen level, fatigue test or sleep monitoring. The waterproof product according to IP67 has a touch sensitive 1.69" display, connects to devices using Bluetooth version 5.0 and is only 12.9 millimetre thick.



PSI 49171
 Lanyard.pro Allers Grupa sp. z o.o.
 Tel +48 533 921418 • sales@lanyard.pro
 www.lanyard.pro



Artistic presentation

Towels as your own artwork are great regardless of whether they are a cooling towel, microfibre towel or face towel. A customised hand towel from Lanyard Pro offers a lush promotional space and is a great original gift idea. Customers can choose between three types of textiles for making the towel: a cooling hand towel (140 g), a microfibre (200 g) and a double face hand towel (400 g), which are each available in three standard sizes. Regardless of the material used to make the product, each of the hand towels available from Lanyard Pro is certified according to the Öko-Tex® Standard 100.

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The **REEVES myFlash 700** (article number: **53000**) is a shining example of functionality and timeless design aesthetics. The materials and their features make them a useful companion in everyday life – whether for DIY at home or camping in nature.

648 colour combinations offer you near endless possibilities to create “your” individual REEVES-myFlash 700. There are hardly any limits to your own imagination and the fun you’ll have.



PSI 43717
 Walter Broch Nachf. GmbH & Co. KG
 Tel +49 212 338175
 info@broch-nachf-solingen.de
 www.broch-nachf-solingen.de



First-class manicure

Quality ensures appreciation and a long-lasting advertising effect. The first-class Necessaires manicures from the brand Ruderer from Walter Broch Nachf. based in Solingen consist of high-quality German-made leather and are decorated with first-class Solingen metal instruments. The set contains Ruderer nail scissors and tweezers. The high-quality Solingen scissors also are still largely made by hand today. Hand-ground scissor blades and hardened cutting edges create long-lasting sharpness. The manicure set is available in blue, yellow, green, red and orange. Advertising messages can be put on the leather cases, for example.

Hand-and-foot promotion

The pumice stone from Hepla is offered in two shapes, heart and oval, and is ideally suited to the caring, gentle and natural removal of superfluous horny skin as well as calluses on hands and feet. Heart and oval shape alike sit perfectly in the hand and can be used dry or wet, in the bath or shower for example. The practical cotton cord means the pumice stone can be hung conveniently to dry in the shower or bathroom and is thus always to hand. The useful pumice stone is individually shrink-wrapped and available with or without promotional sticker. The sticker can be custom-finished in digital printing on one side on request.



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

From organic waste to soap

Clipper-Interall is selling natural soap made from recycled organic waste, which contains recycled coffee grinds or orange peels. It is vegan, made in Holland and free from animal experiments. Every year, 46 billion kilos of orange peels and around 50 billion kilos of coffee grinds are thrown away around the world. Both are by-products of our daily consumption of fresh coffee and orange juice but the waste is just discarded. This soap is produced from leftover orange peels and coffee grinds, and it has a pleasant natural scent, natural peeling effect, cleansing power and colour of coffee and citrus fruits. Organic waste is turned into soap. Clipper-Interall delivers the soap individually packed in kraft cardboard.

PSI 41727 • Clipper – Interall
 Tel +31 20 5203850 • info@interall.nl
 www.interallgroup.com



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



Cosmetics for the floor

What do the current trend for natural cosmetics and the environmentally friendly foot mats from emco Bautechnik have in common? The answer is the focus on sustainability, environment and climate. Sustainability is more than just a trend. The mats, made of Econyl® yarn, are cosmetics for the floor. The yarn consists 100 percent of waste that would otherwise pollute the Earth. The associated outcome is less contamination coming from microplastic abrasion in the washing machine. The mats guard entrances against dirt and moisture and thereby cut cleaning costs. The promotional mats further clinch the argument thanks to the permanent presence of the promotional message. Made in Germany, suppliable in custom dimensions and from just one piece.

Wellness and fruit

Nutrition-conscious customers will receive wellness for their body and spirit with the PÄX crispy apples from Kalfany Süße Werbung. Through the one-of-a-kind "PÄX" process, apples are harvested, washed, cut and gently dried before they are packed in promotional sachet to keep them crisp. The wording "apples" and "nothing else!" appear on the small aluminium-vaporized, promotional sachets that feature all-round finishing. The best thing about this snack is the fact that the diced apples are crunchy and not floppy like most dried fruit. With this snack for nutrition-conscious consumers, the natural and intensive flavour really stands out, making it perfect after sports, fitness or wellness programs. This snack is only available from the IFS-certified manufacturer Kalfany Süße Werbung.



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



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

Sweet strips

The company Der Zuckerbäcker is selling tasty eyecatchers in the form of attention-getting snack bags, which are associated with the topic of beauty and cosmetics and are filled with thematically suitable sweets. There is something for any budget and the right idea for any theme, ranging from vegan rainbow fruit gummies that please the eye and tongue to fruity sweet lips that tantalize the senses and the classic colourful fruit gummy strips. The cardboard slider can feature a customised imprint on the inside and outside for a minimum order of 250 and 500 pieces. These sweets are a great way for companies to promote themselves at both small and big events. Der Zuckerbäcker would be happy to give you advice about what to fill the snack bags with so they are suitable for specific industries or occasions.

Exquisitely embroidered

The exquisitely embroidered cosmetic bags from Klam are the perfect thank-you for employees or customers who value a well-groomed appearance. Whether in leather or sustainable materials: Klam finishes everything directly on site in Germany. Thanks to the longstanding experience and trained eye of the service team, the user is always on-trend. These perfect everyday companions are attention-grabbing eye catchers that are guaranteed to be remembered for years.



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www.klam.de

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Emsa cleans up at the Design Awards

At the German Design Award 2022, Emsa was honoured with not just one but two Special Mentions for Excellent Product Design for its Motiva vacuum jug and its Bludrop vacuum flask. What's more, the modern Bludrop vacuum flask also impressed the jury of the Red Dot Design Award 2021 and is thus among this year's winners.

When it comes to many everyday items, functionality is paramount, but for products to function properly the design must also be just right – and this year Emsa was able to wow the jury experts of two of the most important German and international design awards with its products. Firstly, the Emsa Motiva vacuum jug made a big impression at the German Design Award 2022 through its timeless, elegant Scandinavian design as well as its features: thanks to the quick-press closure it can be opened and closed easily with one hand. The jug has a volume of 1 litre and keeps drinks warm for up to 12 hours or cools them up to 24 hours. Even fresh coffee or tea retains its aromatic flavour after hours due to the high-quality glass liner.

Secondly, the stylish Emsa Bludrop vacuum flask was honoured by the experts with a Special Mention for Excellent Product Design in Lifestyle and Fashion because its functionality and appearance are in superb harmony. Available in two sizes – 500 and 700 millilitres – as well as two different designs – with coloured powder coating on the entire surface or with a bright silicone sleeve – the bottle can also be opened at the push of a button and keeps drinks warm up to 12 hours or cold up to 24 hours as required. Further-

more, it can be hygienically cleaned in the dishwasher. The jury of the international Red Dot Awards was also impressed by the contemporary design of the bottle and the comfortable handling, which is why it was chosen as one of this year's winners. Available in up to four fresh colours depending on the size, the bottle offers a range of choices to suit individual preferences.

For more than 70 years, Emsa has been combining leading brand quality and the responsibility for humankind and the environment. Sustainability is at the heart of all this and is put into practice along the entire value chain – starting with the use of certified raw materials to the operation of energy-efficient manufacturing facilities, right through to strictest quality monitoring. The location Germany is also an important factor for the brand: more than 400 employees work every day to create a world of good ideas "Made in Germany". www.emsa.com

Making 7 out of 5

The five sponsoring agencies of WerbeWelt (Promotional World), which celebrated their premiere in past March at the Munich event location MOTORWORLD, are delighted to have reinforcement. The companies AmedeA Werbepräsentations GmbH with Natalie Kober and SandS Promotional Products GmbH with Stephanie Lenz and Sandra Fichtl-Schubert will be joining the next WerbeWelt trade show for sustainable promotional articles as additional sponsoring agencies.

The WerbeWelt trade show with AmedeA, dkpromotion, EIDEX, kicks-promotion, SandS, werbemax as well as w+i again takes place on 23 March 2023 in Munich. Additional information and registration are already available for interested exhibitors at:

werbewelt@eidex.de • www.eidex.de



On Fire for 50 Years

The company KP Plattner headquartered in the Rum district of Innsbruck is celebrating its 50-year anniversary in 2022. The family-run business has made a name for itself throughout Europe as an importer and wholesaler for smoking accessories which sells high-quality products and offers reliable service. The company has 40 employees working at its facilities in Innsbruck, sells around 100 million lighters annually throughout Europe and has 20 million euros in annual sales.

In 1972 the skilled printer Kaspar Plattner founded the business in a small flat in Innsbruck. Through hard work, tenacity and a generous dose of innovation spirit, the company grew continuously over the decades. Lighters and promotional products are customised according to customer wishes in the company's in-house printing workshop, which is equipped with six screen printing machines, two printing machines, a digital printer and a laser printer. Regular customers in particular appreciate the flexibility, fast delivery times and well-balanced price-performance ratio.



Controlling the fate of the family business (L-R): Markus, Kaspar and Philipp Plattner.

KP Plattner

Company founder Kaspar Plattner left the fate of his life's work in the hands of his sons Markus and Philipp in 2017. However, Kaspar Plattner still offers his sons suggestions, and has put his extensive network at their disposal. In a company statement, KP Plattner GmbH states it has been able to continue to expand its market position during the past few years "despite facing challenging times, supply bottlenecks, and has been able to increase prices and to continually increase its turnover". More information about the company is available at: [kp-plattner.at](https://www.kp-plattner.at)



Headquarters of KP Plattner in the Rum city district of Innsbruck.

Reinforcement in the Customer Service Team

Since the beginning of September 2021, Christiane Schulze has been part of the Customer Service Team of mbw®. She personally receives visitors in Wanderup and is also the pleasant and obliging voice on the telephone. After her training as an assistant for office communication at a security firm, she remained there to work at the locations Berlin and Hamburg. In addition to extensive knowledge of human resources work gained from her previous position as head of operations and her work as an assistant, she was able to gather many years of experience in a service-oriented environment.

Good customer service helps build relationships and create true partnership for the long-term. It can bind people to brands, products and the company for many years and is therefore enormously important, according to managing director Jan Breuer.

The colleagues cherish Ms. Schulze due to her positive attitude: "She always has a smile on her face and two open ears for suggestions, comments, ideas or a short chat."

Since 1980, mbw® has continuously been developing new and innovative products with great dedication and passion. They are more than just gift or promotional articles – they are appealing, make people happy and leave a long-lasting good impression. www.mbw.sh

mbw



Christiane Schulze

New Head of Marketing

Umbrella specialist FARE announces change of personnel at the head of the marketing department: Andreas Schumann, who has been with the company since July 2016 and head of the department since 2018, is handing the baton on to Tobias Müller, who has been part of the FARE team since 1st April.

Andreas Schumann is leaving the specialist for quality umbrellas based in Remscheid at the end of May. A decision he didn't take lightly given the undoubtedly challenging but nonetheless interesting and dynamic pandemic phase with massive changes, notably in the digital area. Career reasons therefore weren't the decisive factors behind this change: "I am currently focussing my energies on many areas of my private life and these will continue to keep me busy in the coming years. I'm grateful to be able to dedicate the necessary time to this now", says Schumann, who will also be taking on new projects outside the promotional product industry.

Thanks to the early internal coordination, the handover was able to be conducted smoothly and elegantly: Tobias Müller has been employed at the company since 1st April and also took over the operational management of the marketing department on 1st May. He brings with him more than 22 years of experience, including as managing director of his own marketing agency and as senior marketing manager at the paper producer Zanders. With his expertise, especially in the areas of brand, strategy and content, Müller will optimise and carry the marketing at FARE forward with a consistent customer focus. "I'm looking forward to contributing to the further development of FARE as a company and brand.

The perfect handover by Andreas Schumann to me, which has allowed us to work together for around two months, has reinforced the impression I had of FARE right from the beginning: that the company plays particular attention to the quality of the daily work". Contact: Tobias Müller – Head of Marketing • Tel. +49 2191 60915-139 • t.mueller@fare.de • www.fare.de



FARE

Andreas Schumann

New Key Account Manager

Michael Hug, son of founder and general proprietor of lupenmaxx GmbH, Maximilian Speth, has been strengthening the team as Key Account Manager since October last year. Prior to his employment in the promotional products industry, Michael Hug was active for many years in various management positions in luxury hotels within Germany and abroad. Maximilian Speth: "I am delighted that my son has joined the company to ensure a smooth transition from one generation to the next." Alongside his role as key Account Manager, Michael Hug will also be in charge of the company's marketing activities. Michael Hug: "With my work, lots of heart and soul, and new visions, I am honoured to take up the challenge of leading lupenmaxx GmbH into a successful future."

www.lupenmaxx.de



Lupenmaxx

Michael Hug



terminic GmbH

Andreas Dörr

A new face in the sales department

Since early December last year, Andreas Dörr has been supporting the Bremen-based calendar manufacturer terminic GmbH in the sales department. The sales representative brings with him 40 years of sales experience with calendars. In addition to clients from Baden-Württemberg and Bayern, he will be catering to an additional interregional customer base which he will be continuously expanding for terminic. "We live out quality and delivery reliability here – two important factors to make a confident impression on customers," says Andreas Dörr with regard to his employer. Yet the Bremen-based calendar manufacturer is also happy to have gained his expertise.

www.terminic.eu

Recycling across the board

Recycled materials are now standard practice at the Swiss-based manufacturer of promotional writing instruments Prodir. All its models are now made from regenerated and recycled ABS: 100% for black and white casings and 50% for coloured ones.

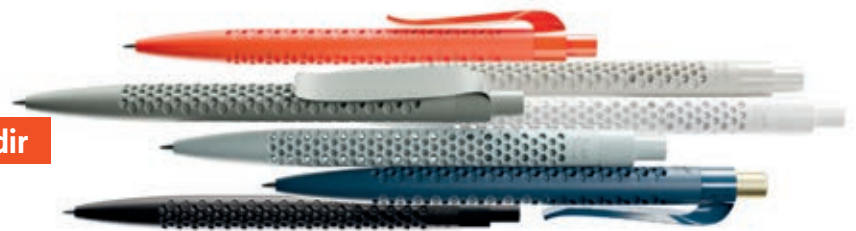
Prodir is thus taking another important step towards a circular economy. The recyclate is obtained from Prodir's own production waste or from regional producers based near the company's production sites. This guarantees not only the material's high quality but also its environmentally friendly manufacture and logistics as part of a green supply chain. All Prodir writing instruments made from ABS bear the international recycling symbol on the casing. From refill to tip, they are 100% made in Switzerland using climate-neutral hydropower and are equipped as standard with lead-free, environmentally friendly, replaceable Floating Ball® refills. sales@prodir.ch • www.prodir.com



iF Design Award 2022 for the QS40 True Biotic

QS40 True Biotic from Swiss manufacturer Prodir has won this year's iF Design Award, one of the world's most prestigious awards for exceptional achievement in product design. The expert jury awarded the writing instrument for its outstanding design and the use of a material that is as innovative as it is sustainable.

QS40 True Biotic, created by Studio C Milano by designer Christoph Schnug, sets new standards in the areas of sustainability and design. For the first time ever, all external components of this writing instrument are made of bio-based biopolymers (PHA). A revolutionary, naturally occurring material produced by microorganisms. These are the same microorganisms that biodegrade PHA – even in natural environments such as seawater, freshwater or soil. Only CO₂, water and biomass are returned to the natural cycle: everything is transformed and nothing is lost. QS40 True Biotic combines excellence in sustainability, innovation and design. This makes it an exceptional ambassador for strong brands. www.prodir.com



The pen that won the iF Design Award 2022: QS40 True Biotic.

New Sales and Purchasing Director from within the Company

The promotional product full-service service provider Verticas from Wiesbaden is growing again. Since the beginning of 2022, Marco Immel has been the Head of National Sales and Purchasing at Verticas, thereby assuming responsibility for the team of 16 sales and production specialists. A native of Hannover, Immel has been made an impressive career at Verticas since starting his career there in 2004 and knows the ins and outs of the company. As the experienced team leader for the production team in National Purchasing, Julia Jacobi will be available to assist him; Jacobi began working at the Verticas as Account Manager in 2015.

"It makes us very happy that we could fill these important positions with colleagues from within the company, as they are highly respected and accepted by their in-house colleagues as well as suppliers and partners," explains Managing Director Steffen Weigand.

The full-service specialist from Wiesbaden was also able to successfully gain new full-service customers during the pandemic so it has been able for the company to maintain its position. "Even if the past few years have been difficult and demanding, we were still able to make a positive operating profit during the pandemic years 2020 and 2021," adds Weigand. Neither the Russian-Ukrainian war nor the energy, freight and Asian crises are making Verticas sit back in despair. This year the team has added 5 new staff members to the service, production and sales departments and is expected to grow even further with new talent in form of apprentices and students involved in work/study programs."

www.verticas.de



Verticas

Marco Immel and Julia Jacobi.

Nature Inside: Plastic Made from Vegetable Oil

In 2022 Koziol is going a step further in the direction of sustainability and is processing bio-circular plastic with wood cellulose for the first time. The circular plastic is extracted from discarded sunflower and rape seed oil from the industrial sector and food industry. The oils are collected and converted into plastic in a special recycling process. In this manner, these materials can be reused in a meaningful way for the first time; up until now, they could only be thermally recycled. Moreover, no additional farmland is required. The added wood fibres come from trees that accumulate during forest management and residues from paper production. All of the wood comes from European cultivation and is FSC-certified. The new material combines wood's positive properties, such as insulation capability and naturalness, with the advantages of plastic, such as elasticity, lightness and customised colourability. The material does not contain any melamine, BPA or bamboo. It is of course, food safe and can be fully recycled. Everything is produced sustainably and locally in the Odenwald region of Germany. In short, it has an intelligent and attractive design, and it makes our lives easier and our environment a little greener. What is more, the new look is convincing as well: It lives up to the Koziol motto "A good design with a good conscience". www.koziol.de



uma-pen moves to expand representation in the American market

uma Pen announces the engagement of our first multi-line representative in the US Market with Anthony Pinto (Pinto Marketing/USA) coming on board. After retiring from MadeToOrder, Rod Brown has been consulting with several international clients and has spent the last year helping prepare uma to enter the US marketplace. Rod and Tony are bringing their many decades of experience and friendships to UMA as part of the new US entry.

The priority is the direct distributor support and brand introduction of uma Schreibgeräte Ullmann GmbH. In addition to our active membership in the American promotional products organizations PPAI and ASI, with Rod and Tony we are moving even closer to customers. For 70 years uma has been committed to the marriage of precision engineering with the art of design and graphics. Over the decades uma has demonstrated focused attention to distributor support, marketing tools, quality, and innovation. "Our distributor partners are critical, and we have nurtured a reputation in Europe for outstanding on time quality uma service and dealer support," explains Alexander Ullmann (Managing Director of uma Schreibgeräte Ullmann GmbH).

Pandemic driven investment in global parcel infrastructure now allows uma to ship and deliver goods from the Black Forest in Germany to the US marketplace as a daily occurrence. uma takes pride in their award-winning sustainability and supply chain management. We believe those that care about the environment and the people who create their products will choose uma as a sustainable partner. For further information contact Rod Brown at r.brown@uma-pen.com or Jens Schott at j.schott@uma-pen.com • www.uma-pen.com

uma Schreibgeräte



In der Produktion (v.l.):
Alexander Ullmann, Tony Pinto,
Rod Brown und Jens Schott.

Bags and kids'um brellas in aid of children's charity

Social commitment, especially the regional kind, has long been part of day-to-day work for FARE – Guenther Fassbender GmbH. When child protection charity Kinderschutzbund Remscheid went on the search for a company able to donate reusable bags for its clothes shops, FARE managing director Volker Griesel did not think twice. It may be the Remscheid company is better known for high-quality umbrellas – but its portfolio also includes a practical shopping bag. Manufactured from recycled plastics and printed with an attractive design, it was perfectly suited for use in the charity's clothes shops.

"Since the law changed in early 2022, we're no longer allowed to use our plastic carrier bags, and in fact, we intended to discontinue them anyway," explains chairman Karl-Richard Ponsar. He reports that he came across FARE while looking for a local company that produces reusable bags. The child protection charity in Remscheid operates a total of three clothes shops, where purchased goods will now be handed over in appealing and reusable bags.

As an added bonus to mark the 50th anniversary of Kinderschutzbund Remscheid this year, FARE had the anniversary logo printed on the bags at a partner printing firm. Moreover, the company donated 277 red children's umbrellas: so, come wind or rain, there is nothing to hold back participation in the events planned by the DKSB this anniversary year. www.fare.de



Vesna Kronenthal, marketing employee at FARE, hands over the bags and children's umbrellas to Karl-Richard Ponsar chairman of Kinderschutzbund Remscheid.

A product that has been manufactured according to the current legislation, that's properly tested and authorised is also sustainable. A conversation with Philipp Reusch, lawyer and founding partner reuschlaw Legal Consultants, on compliance, quality management and sustainability.

Product compliance and sustainability

Two sides of the same coin



Over many years PSI member companies have demonstrated how consistently, creatively and market-driven the industry implements sustainability in the promotional product business. Philipp Reusch, lawyer and expert in the areas of product liability, product safety and recall management explains the connection between sustainability and product compliance and outlines approaches to their implementation.

Mr Reusch, what significance does sustainability have for a multi-award-winning corporate lawyer?

We have been addressing topics related to sustainability for quite some years: many questions, for instance on product safety, product liability, quality management or environmental law, have been relevant for a very long time and are becoming even more important in the context of increasingly complex supply chains and international relationships. That's why we already specialised in these areas early on. But it wasn't until the sustainability debate of recent years that the awareness of these interrelationships was raised across the board. Today, nobody would question whether a product that has been manufactured according to the current legislation, that's prop-



erly tested and authorised is also sustainable. As such, product compliance and sustainability are two sides of the same coin.

Your law firm reuschlaw Legal Consultants advises companies operating nationally and internationally in more than 30 countries in the areas of product liability, product safety law, cybersecurity and data protection, recall management, insurance law, compliance management and contract law. Which of these areas is particularly relevant for the promotional product industry?

The product safety law is top of the list in this respect, particularly because it's not only gaining increasing importance in the European Union but also in USA, China and Japan. What's more, the industry needs to adhere to the provisions of the German Electrical and Electronic Equipment Act (ElektroG), RoHS and WEEE and comply with the Ecodesign Directive – just to name a few of the key legal bases. Only safe and long-lasting products from responsible production have a real future. On the path to this future, we can support the industry with our accumulated expertise. With our international network of law firms, we can provide advice in all relevant legal systems and represent our clients worldwide.

What questions can arise here?

That really depends on the context. We frequently answer questions related to licensing and approvals or the right way to deal with risk assessments and notified bodies. Often, we handle the entire market surveillance process under the RAPEX system. Further main areas of our consultancy service include the prevention of or defence against product liability claims. Starting with the development of a product, we advise our clients on the necessary regulatory requirements and support them in the implementation process.

An important topic that's often underestimated by companies is product compliance. However, the conformity of products with applicable legal requirements is indispensable for their marketability. What can happen when requirements are overlooked or ignored or the knowledge is simply lacking?

Companies, even if they employ a quality manager or compliance manager, often find it difficult to maintain an overview of the sheer mass of rules and, above all, to keep track of the frequent changes. But negligence in this area actually means accepting risks that could harm the company in the long run. Key factors here include claims for damages, criminal consequences for the executive management and, in the worst case, bankruptcy. Irreparable harm to the brand and image are further factors. Thus, it certainly seems to be in companies' own interests to eliminate the risks that lead to such scenarios wherever possible.

What mistakes are often made?

The implementation of product compliance in companies is still often handled like one knows it from the first ISO 9001 quality management systems (from 1993 onwards): one responsible person consolidates the legal requirements, mostly incomplete, which are processed as far as possible. Certificates from abroad are accepted without being checked, just like the tiny number of samples from inspection plans that have no relationship whatsoever to the risk assessment of the product, which hasn't been conducted in the first place. The necessary CE label is then attached on this weak and insufficient basis and the conformity declaration is prepared – in the hope of achieving risk minimisation through this. But experience shows that this doesn't go well for long in many cases.

What can companies do to be on the safe side?

First of all, companies need to recognise that compliance means committing to legally sound organisation – which in fact goes far beyond the basic regulatory framework. It certainly doesn't mean only selectively fulfilling the man-

datory requirements because that's incomplete, time-consuming and therefore ultimately dangerous. With compliance quality management, we offer a solution that integrates compliance into existing quality management systems. The holistic system approach is effective in this context, as well as the idea that we examine, evaluate and, if necessary, change a company's procedural landscape in order to successfully implement compliance. We develop a system for this purpose which provides a framework to define the relevant requirements, to map the as-is state, to outline the need for change and finally to redesign processes step-by-step with the aim of optimisation.

What advantages are offered by such a system?

Even though it might sound a little complicated at first – it simplifies compliance in many respects. Because we create a mechanism that serves as a constant guide for the company, which keeps track of all legal requirements, integrates all relevant parameters and facilitates implementation. A professional compliance management system is also an investment in the future because it increases the long-term worth of a company.

And if the situation should occur that a defective or unsafe product is released onto the market?

A recall may be necessary in this case, which always presents a great challenge for a company that generally has no experience in this area. Now it's important to handle the process correctly and to minimize the damage. We accompany the entire recall process and help our clients when it comes to communicating with third parties, such as insurance companies and suppliers.

In our conversation you mentioned your advisory expertise several times – a service that one wouldn't necessarily expect from a law firm. What exactly do you mean?

Indeed, we are both experienced lawyers and consultants with extensive specialist expertise in many industries. We harness the synergy of our diverse skills to achieve the best possible outcome for our clients: we advise at eye level and always seek to find practical solutions – and don't expend all our energies in the mere explanation of problems. Of course, we also represent clients in court but it's our goal not to let it get that far. <

The selection of products in our second thematic group is dedicated **to pleasure-related well-being** with a strong advertising effect. What tastes good, feels good and/or pays homage to aesthetics **advertises in a multi-sensory manner** and therefore for a long time.



PSI 2043
camarc® design group c/o Kaldenbach GmbH
Tel +49 9151 817850 • info@camarc.de
www.camarc.de



Fantasies made of glass

The most imaginative objects and shapes can be created out of glass. So why stop when designing drinking glasses? That's what the creative minds at Kaldenbach thought, which led to the design of the camarc® SWING. At first glance, it looks just like an ordinary drinking glass. At second glance, the special twist is revealed. The "magic glass" tips in all directions, balancing on the tip of the base of the glass, thus creating a unique effect. This makes it an attention-getter at every party. It comes supplied in a box of six or alternatively as individual pieces.

Pure refreshment in book form

Edition Michael Fischer offers the right cocktail for any occasion with its current customisable cocktail book. From classics such as caipirinha, margarita and bellini through to alcohol-free recipes comprising various juices and fresh herbs, all the favourites are there. All creations are marvelously refreshing and easy to prepare. The promoting company's logo can be incorporated on the cover and the editorial team also references products and/or services in the recipe texts. Page number, features and design can be individually adapted.

PSI 49982 • Edition Michael Fischer GmbH
Tel +49 89 21310750
tatjana.bleiler@emf-verlag.de
www.emf-verlag.de



MORE THAN JUST A MUG

Handleless mugs are good for so much more than just drinking.

Let's talk about new ways to make your acquisitions.

Try offering handleless mugs as tumblers for pens or toothbrushes, to prepare little cakes or soups, as planting pots, vases, for cutlery or as candle holders.



SND
PorzellanManufaktur

MORE IDEAS
www.snd-porzellan.de/mehr-idee/

For every taste

Refreshing promotional drinks in the slimline can from promotional drinks specialist Römer Drinks are right at the top of the wish-list, not only during the hot season. From latte macchiato, via energy drink, isotonic sport drink and apple spritzer through to alcoholic Promo Secco, Hugo, beer or shandy – there is something here for every taste. The silvery slimline cans, 250 or 200 millilitres, can be designed with a custom label from 264 pieces. The large promotional surface can be utilised in particularly versatile ways.

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



Elegant appearance at table

Gabriele Bühring, with her team, is well-known for colourful felt coasters. Now the coaster family has a new addition made of leather – elegant understatement inclusive. “Coaster” is produced out of a quality leather according to choice in many different colours.

Besides the square shape with rounded corners, a round version is also possible. On request, as a set, comprising four or six pieces. Embossing is recommended for the promotional message, while printing is partially possible depending on the material chosen.



PSI 40807 • GABRIELE BÜHRING –
Spezialistinnen für Sondereier & Extrawürste
Tel +49 4154 795400
vertrieb@buehring-shop.com
www.buehring-shop.com

High-contrast freshness

With the new “Liberty Velvet Black” series, Seltmann Weiden uses contrast to draw all eyes to its porcelain. Using a new and innovative production process, several layers of colour are applied. This creates an unmistakable, slightly rough structure. All items are scratch and abrasion resistant, dishwasher-safe and also suitable for the microwave. The lustrous black colour lets meals appear even fresher and provides a welcome alternative to traditional white porcelain.



PSI 49025
Porzellanfabrik Chr. Seltmann GmbH
Tel +49 961 204144 • l.anzer@seltmann.com
www.seltmann.com



Strong and sustainable

The Espresso Doppio thermos cup by Troika is suitable for use with all conventional coffee machines and cup holders. And it can be used again and again. Its stainless steel construction makes it particularly sturdy. The thermos cup guzzles 160 millilitres and, with its double-walled insulation, keeps beverages hot for a long time. The cup is complemented by the Geysir vacuum drink bottle with a volume of 720 ml. The vacuum flask is made of 18/10 stainless steel and is the perfect companion for the next outdoor trip or lengthy day in the office. Available in titanium colours, matt anodised in contemporary rough hammered finish.



PSI 46311 • TROIKA Germany GmbH
Tel +49 2662 95110 • d.geimer@troika.de
www.troika.de/business

Stylish with exceptional haptic qualities

Global Innovations presents a special cup made of rustproof stainless steel with fascinating haptic qualities that turns every drink into an eyecatcher. Cocktail classics, in particular, are served in proper style with this cup. A rounded or angular design can be chosen for the handle. The cup is supplied in silver grey and gold as standard options, other colours are possible using galvanisation. A laser logo can be applied on the underside.



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



bludrop

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#BLUDROP

emsa.com



Straightforwardly eco-friendly

The new Bludrop stainless steel drinking bottles by Emsa in different colours and sizes impress with their straightforward one-click closure, 100 % eco-friendliness and 100 % leakage protection. Thanks to the practical quick-press closure, the Bludrop bottles are suitable for all situations as there's no need for annoying twisting. And they withstand whatever the day brings. Just one simple push of the lock button in the plastic lid is all that's needed to open and close the bottle. They're 100 per cent leak-proof – even when filled with carbonated beverages. The Bludrop drinking bottles are available in two impressive models, each offered in different sizes and modern, stylish colours. Bludrop Color made of stainless steel with powder coating on the entire surface has a volume of 500 millilitres (black, coral, aqua-blue, petrol) or 700 millilitres (black, petrol). Bludrop Sleeve bottles are also constructed of stainless steel and feature trendy silicone sleeves, making them real eyecatchers. In the 500 millilitre (black, coral, aqua-blue, petrol) and 700 millilitre versions (black, petrol), they can be taken along everywhere without occupying too much space in the bag.



PSI 42692 • EMSA GmbH
Tel +49 2572 13256 • info@emsa.de
www.emsa.com



Holds more than you'd think

Small, for sure, but with a large capacity – that's the new TRAVEL MUG Compact by Emsa. With a volume of 0.3 litres, it's in no way inferior to most other coffee-to-go cups – despite its significantly smaller size. This surely makes it the most compact coffee cup of its kind. The little giant has a practical twist-off lid and reliably keeps drinks hot for three hours and refreshingly cold up to six hours. Thanks to its compact size, it fits well under commonly used automatic coffee machines. The product is available in the colours black, petrol, coral and aqua-blue. The stylish TRAVEL MUG Compact is very practical, especially on short outings when travelling light, as it can even be stowed in small handbags. At home, the cup can be conveniently cleaned in the dishwasher.

PSI 42692 • EMSA GmbH
Tel +49 2572 13256 • info@emsa.de
www.emsa.com



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NEW

TRAVEL MUG Compact

- ✓ 100 % dicht
- ✓ 3 Stunden heiß, 6 Stunden kalt
- ✓ Absolut hygienisch & spülmaschinenfest
- ✓ Passt perfekt unter herkömmliche Kaffeevollautomaten

Carafes for the terrace

They are the ideal companions for a summer barbecue in the garden or on the terrace and equally for an exquisite family lunch! The Molokai and Molokai XL water carafes from ANDA Present are reliable receptacles for liquids of all kinds, from lemonade to wine. The body made of borosilicate glass and the lid of cork make them very resilient and durable. Even extremely hot and cold liquids can be stored in them. As part of the GO GREEN collection from ANDA, they are designed to encourage sustainability and environmentally friendly consumption in particular.

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



Opening and recapping bottles

With the Recycling Bottle Opener by Hepla, hosts clearly demonstrate their commitment to environmental protection. Opening bottles with crown corks is just as simple as recapping them again with the bottom of the bottle opener. This means the drink stays fresh and insects are kept out. Available in four standard colours and at short notice, the bottle opener offers a large printable surface with many branding possibilities. The bottle opener is made of recycled post-consumer plastic and can also be supplied in special colours thanks to the in-house manufacturing.



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

Drinking in proper style, glass-free

With its comprehensive product range of high-quality reusable cups for all occasions, Adoma scores points at events without the use of glass. An optic not to be distinguished from glass, at first glance, ensures that drinking in proper style need not be sacrificed when plastic cups are involved. The wine and champagne goblet, the classic 300 cl party cup, or the appropriate party shot, 40 cl, in plastic, look anything but out of place. For beer, pint mugs, wheat beer glasses, and classic steins can be delivered. All of them are virtually unbreakable, dishwasher safe and custom printable.

PSI 43999 • ADOMA GmbH
Tel +49 7522 97160 • pm@adoma.de
www.adoma.de





PSI 45567 • SND PorzellanManufaktur GmbH
Tel +49 6183 80080 • info@snd-porzellan.de
www.snd-porzellan.de

More than just a mug

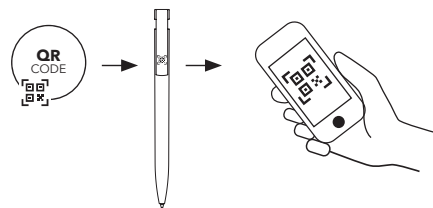
We have taken a look around the office and observed that we not only use mugs for our morning coffee: we make flower arrangements, prepare our muesli and packet soup, bake a quick mini-birthday cake for our colleague and have our pens constantly ready to hand. We discover it works even better with a mug with no handle. To us, therefore, it is so much more than just a drinking vessel. On this point, SND PorzellanManufaktur has a few particularly attractive models in its range, and exactly the right customisation options to go with them. Printed mugs therefore offer extremely broad possibilities for customer acquisition. SND PorzellanManufaktur has also put together a few helpful ideas on this subject on its website.



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- Komplette **Wertschöpfungskette in Deutschland**, produziert mit CO₂-neutralem Ökostrom.



senator®

www.senator.com

Made in Germany. Since 1920.

Let summer commence

For the upcoming summer, MOUTH Propaganda is not only offering its customers a tailored ice lolly, but has also recently introduced a hand-made ice-cream cup on the market. The highlight is that the cup can be fully customised to customer requirements with the aid of the in-house graphics department. It does not stop at optics, however: the contents can also be adapted to the customer according to colour, flavour and various toppings. A Clean Label product from an artisan business that unites a cake house and graphic design.



PSI 60492 • MOUTH Propaganda GmbH
Tel +49 221 95622640
Info@MOUTHPropaganda.com
www.MOUTHpropaganda.com



Handy helper for kitchen and home

No more awful promotional products, is what the experts at Karlowsky thought. This led them to present a customisable cleaning cloth made of durable linen fabric. The practical and hygienic everyday helper is sure to bring a smile to the faces of customers year after year with the right finishing. It's available in the colours black, white, anthracite and red. Due to the highly absorbent cotton, it retains its shape outstandingly well even after many wash cycles at 60 °C, making it ideal for textile finishing with embroidery or print, for example.

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





PSI 41829 • Rastal GmbH & Co. KG
Tel +49 2624 160 • werbeartikel@rastal.com
www.rastal-promotion.com

Savouring puristic purity

When it comes to getting the maximum pleasure out of specialty drinks, the importance of the shape of the glass shouldn't be underestimated. The new universal glass "Craft Master Pure" by RASTAL offers the ideal solution for virtually every beverage category thanks to its clever sensory design. The secret of the new allrounder glass lies in its tapered closing form: this allows the aromas to optimally unfold in the nose and on the palate. The special rim of the glass serves as a stage for the aromas and allows the beverage to flow more slowly into the mouth. The universal glass is available in the sizes 0.25 l and 0.3 l.

Summertime chic

Condedi presents chic design for the summertime in the form of its Candy Bowl. The dish for sweets makes an impact with its clean-lined, stainless steel design and offers a lustrous convex surface for promotion. The product can be used in a variety of ways and is suitable for BBQ or movie evenings, as well as catching the eye in the office. The bowl's winning features are its robust finishing, practicality and functionality. Finishing by means of printing or even engraving can naturally be performed.

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



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

Chocolate dream in a bottle

With its DIY "Heisse Shoki" bottle, Der Zuckerbäcker makes sweet chocolate dreams come true. Tasty dark chocolate drops, a mini candy cane and fluffy-soft marshmallows for the topping can be found in this high-quality glass bottle. The custom design on the round label on the front makes the promotional message-bearer particularly dazzling. The mix can be prepared quickly and easily with the aid of the instructions in the tag. The bottle is perfect for storing spices or as decoration.



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

Lucid drinking pleasure

The luminous cups by Lumitoys-GmbH are true attention-grabbers. Logo and advertising message are guaranteed to attract all eyes with the customised all-over print. But the absolute highlight is revealed when they're filled with a beverage: the integrated LEDs begin to light up when coming into contact with the liquid, turning the cup into the ultimate eyecatcher. The cups are reusable multiple times and the batteries can be replaced. They are supplied in the sizes 300 and 450 ml and the LED colours can be changed upon request.

Marinating and barbecuing on a wire

The BBQ-XS tin as well as the stainless steel barbecue wire by Multiflower are stylish and sustainable to boot. Both are reusable and also appeal to the eye. Five grams of barbecue spices are supplied in a glass tube for marinating the pieces of food. The band provides ample space for individual advertising messages or, also starting at 250 pieces, for a completely customised design.



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

Refreshing and practical

With the ROMINOX® Calida insulating flask (350 ml), a modern thermos with screw top from Römer Lifestyle, promoting companies not only show discernment with an effective, leak-proof insulating flask, but also with a faithful companion that keeps Infused drinks reliably hot or cold. The removable sieve also makes the flask suitable for tea and herby or fruity infusions. In addition, the practical, double-walled flask in black matt-lacquered stainless steel takes care of optimum insulation for cold or hot drinks. The flask is custom engraved by Römer Lifestyle on request.



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



PSI 47992
Henosa-Plantanas Group GmbH
Tel +49 7306 926230 • info@plantanas.com
www.werben-mit-tee.de



Boasting a new look

The packaging range at Henosa Plantanas has been expanded, with tea now available in new paper cans. Starting at orders of 500 pieces, this product as well as many other exclusive can varieties can be custom-printed and filled with delicious types of tea. Entirely according to the wishes and ideas of customers and for minimum orders of 100 pieces the tea is also available in individual metal tins. The label can be custom-designed too.

Encouraging healthy drinking

Almost 40 per cent of employees don't drink enough water throughout the working day. That's exactly where drinkitnow comes in with a clever solution. Drinking properly is particularly important during the working day because it fosters concentration and productivity. Drinking properly means consuming at least two litres at regular intervals over the course of the day. Drinkitnow offers high-quality drink bottles and glass carafes, which are equipped with a patented drinking scale. The scale is divided into an 8-hour workday and motivates users to reach the small milestones.



PSI 49857 • drinkitnow GmbH
Tel +49 8941 948037 • info@drinkitnow.de
www.drinkitnow.de



Table decor with multiple uses

These days, parties are unthinkable without decorations. That is why Eikachip Groß GmbH – known as the inventor of the shopping cart chip – is expanding its assortment by chips made from plastic or wood waste for any event. Naturally, great value is placed on sustainability: to a large extent, the plastic consists of recycled materials, while the wood originates from remnants from the furniture industry. However, sustainability is also signified by multiple utility as a decorative item or subsequent use in shopping carts, and as souvenirs for all party guests.

PSI 43837 • EIKACHIP Groß GmbH
Tel +49 821 2628990 • info@eikachip.de
www.eikachip.de

2022 marks the 50th anniversary of the founding of the Italian writing instrument manufacturer Stilolinea. Founder Piero led the company based in San Mauro Torinese near Turin to become an internationally recognised producer of elegantly designed promotional pens “Made in Italy”, facing the challenges of the times with a sustainable product line.

50 years of writing instrument elegance

A flair for sustainable writing culture



Above: The company's headquarters in San Mauro Torinese near Turin.



Above right: Stilolinea supports a reforestation project by selling writing instruments made from sustainable materials.

The story of Stilolinea, founded in the early 70s by Piero Chicco, is one of the determination and ability applied to technology. Putting to use his creative talent, business knowledge of the sector, and extensive technological know-how thanks to 40 years of activity in the fountain and ballpoint pen sector, Chicco readily identified a little-known—at that time—market segment. A market which was to grow steadily: promotional ballpoint pens.

Innovative models

Based in San Mauro Torinese, near Turin, Stilolinea is a dynamic company. It has managed to integrate technological changes, going from a craft industry relying mainly on labour, to automated production methods. At the same time, Stilolinea worked on creating innovative models, which corresponded to their production's logistical requirements. It used the new printing techniques to best advantage for promotional messages. The plant and ma-



chinery have very advanced control systems, insuring steady, quality production.

Large, smooth surfaces

Stilolinea designs and manufactures highly coloured ball-point pens for the promotional market, with large, smooth surfaces for customization by logos and other wording. The quality policy of the Company is implemented relentlessly, guaranteeing prompt delivery. The Turin based Company has achieved a large market share and won the respect of competitors and customers alike.

Function and aesthetics in view

The direct management of mould manufacturing through a subsidiary gives Stilolinea considerable manufacturing versatility. The output production is nearly of 100 millions pens a year, with a production process based on continuous improvement, both in functional and aesthetic terms, with special care taken for the shiny, smooth finish. Stilolinea designs new forms all the time or adapt existing designs by restyling if the product is particularly successful.

Preserving traditions

The Company, whose premises cover 9000 square meters, export almost 90% of its production to markets in which the Company has a secure position: Europe, North, Central America. In spite of its international scope, Stilolinea has always endeavoured to maintain its traditional character, focusing on the quality of the product 100% Made in Italy and services to meet its clients demands.



A look into the production.

Sale of pens plants trees

Today, facing a new challenge in the markets Stilolinea is reacting also introducing new products leading to a focus on environmental issues: biodegradable, compostable, antibacterial, R-pet and recycled plastic pens. All these items are involved in Stilolinea Reforestation Project: to all customers who will direct their promotion on these items, a tree from our forest will be donated. 765 trees today make up Stilolinea forest. "We believe that this promotional incentive can be effective towards a public made aware to the increasingly wide spread issue of conscious purchase because in addition to being able to choose sustainable and certified products, the end-user can be sure of being the protagonist of a concrete initiative of commitment to the environment", it says from the company's headquarters.



Managing Director Laura Chicco leads the current fortunes of Stilolinea.



Following 45 years of successful cooperation with the company P.A. Henckels based in Solingen, Victorinox AG took back responsibility for the German market starting mid-April. In the course of restructuring of sales and marketing, the entire D-A-CH (Germany, Austria, Switzerland) region will once again be managed directly by the Victorinox headquarters in Ibach/Switzerland and expertly supported by the Victorinox Area Managers, who are based directly in Germany.

Changes to the sales structure

Responsibility for German market taken over again



Matthias Müllerschön, Area Sales Manager Germany for Victorinox.

By taking back responsibility for the German market, the direct collaboration with promotional product distributors can now be intensified. A further advantage of the direct support: additional services like specialist marketing content and digital tools – like the new Victorinox product configurator – can be implemented better in the German-speaking region.

Internationalisation

As a brand supplier in the premium segment, Victorinox would like to raise its prominence in the promotional product segment across the entire product range. Growth markets with high potential include not only the D-A-CH region but also France and Great Britain. According to Victorinox, the PSI Düsseldorf “plays an important role in the expansion strategy as the only trade show of international significance: As an important communication platform with trade show visitors from the European Economic Area, the PSI serves as a hub of activities in the EMEA region.”

International customers from the promotional product industry value the great popularity and integrity of the Victorinox brand, as well as the sustainable aspects of the production process. The knives and clocks are all manufactured in Switzerland, which guarantees reliable and on-time delivery. This is a major advantage, especially during times of disrupted supply chains and for time-critical delivery times, such as before Christmas.

Sustainability

Environmental protection and sustainability are important issues for Victorinox. As a family business, Victorinox firmly believes that sustainability also means social responsibility. That's why the company makes great efforts to ensure that resources are used sparingly and efficiently and that eco-friendly production methods are utilised both in its internal processes and those of its suppliers.

Expansion of the range

In addition to the well-known Swiss pocket knives, further Victorinox products, such as household knives, travel luggage and clocks from the Victorinox and Wenger brands, will now be made available to promotional product distributors. The expansion of the range covers all price categories: from affordable household knives as give-aways right through to the sophisticated premium gift. All categories can be personalised upon request and configured fast and efficiently in the web-based online tool. What's more, Victorinox is working on new solutions, like a

direct connection to the inventory management system. Matthias Müllerschön, Area Sales Manager Germany for Victorinox, describes the advantages for promotional product distributors as follows: “Through our new online configurator and targeted marketing activities, we can optimise and further develop the cooperation. It should be made as easy as possible for our partners to access all required information quickly and easily.”



VICTORINOX



BLICKEN SIE MIT UNSEREN ZEITSCHRIFTEN ÜBER DEN BRANCHENRAND

Bei Fragen stehen wir gerne zur Verfügung:

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

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

In March 1902, the 26-year-old Benjamin Russell founded the Russell Manufacturing Company in Alexander City, Alabama – marking the birth of the time-honoured brand for teamwear, Russell Athletic. With the campaign WE ARE THE ORIGINAL, Russell Europe celebrates 120 years of know-how in the field of high-quality, long-lasting and customisable textiles.

Celebrating 120 years of Russell

The cult brand celebrates its anniversary

Russell Europe celebrates the brand steeped in tradition with the campaign WE ARE THE ORIGINAL.

comfortable sports jersey made of cotton. Four years later the time had come and the first crew neck sweatshirt by Russell Athletic was able to go into production. A character-

istic feature of the newly designed garment: the reinforced V-notch at the crew neck, which absorbed sweat and retained the shape of the collar. That's also why it's called "sweatshirt".

The sweatshirt today: a versatile classic

Of course, the sweatshirt is still known and loved today for its originally intended use: as comfortable sportswear. But the item of clothing with cult status is also valued off the playing field – as a warming outer garment on colder days, a timeless component of fashionable layering outfits or a classic must-have when it comes to teamwear. Surely, no other item of clothing is better known for conveying a shared sense of belonging – whether it's during sports, at school, in leisure time or at work.

Pioneering spirit since 1902

Russell Europe is also celebrating the long-standing brand history in the European market. With the campaign WE ARE THE ORIGINAL and using the example of the sweatshirt, the brand highlights its pioneering spirit, its innovative strength and the many years of experience in the manufacturing and printing of high-quality, long-lasting and versatile textiles.



A football team from the 1920s with the first crew neck sweatshirts by Russell Athletic.



The clever inventor of the sports jersey made of cotton: Benjamin Russell Jr.

he spotlight of the anniversary of the cult brand Russell (today under the aegis of FOL International GmbH) is on the sweatshirt, a classic must-have in the world of teamwear for sports, leisure and work. The creative mind responsible for this versatile item of clothing, which has become an absolute must in every "vibrant" wardrobe: Benjamin Russell Jr., son of the brand's creator and passionate football player.

The original sweatshirt: a sports jersey made of cotton

In 1926, Benjamin Russell Jr. had had enough. Back then, wool jerseys were still worn when playing football – an extremely scratchy and chafing experience. That's what led Russell Jr. to speak to his father about his bright idea: a more



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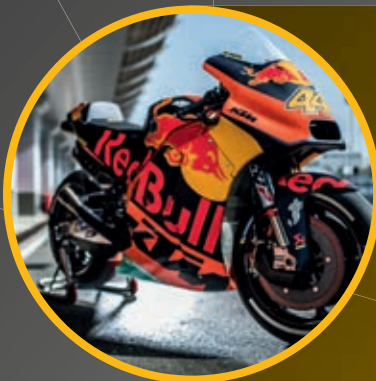
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On 25 April 2022, Aktion Plagiarius awarded its dreaded negative prize “Plagiarius” for the 46th time to manufacturers and traders of particularly brazen plagiarisms and counterfeits. According to the official press release, “the aim of the Plagiarius campaign is to raise public awareness of the questionable – and sometimes criminal – business methods of product and brand pirates.”

46th award of negative prize “Plagiarius”

Against brazen theft of ideas



The virtual award ceremony and press conference was broadcast from the Baden-Württemberg Patent and Trademark Centre in Stuttgart. The date and location were deliberately chosen to draw attention to the annual “World Intellectual Property Day” on 26 April. Product and brand piracy is a lucrative business worth billions, so the official press release that adds: The pandemic is fuelling the problem even more. According to Europol, counterfeit products are increasingly advertised and distributed via e-commerce platforms, social media and instant messaging services. Alarming: “the unscrupulousness with which counterfeiters increasingly offer extremely low-quality fakes that endanger the health or lives of users. The structure of the perpetrators ranges from unimaginative competitors to professionally organised counterfeit networks to organised crime. The damage caused by counterfeits to buyers and innovative manufacturers is massive. It is essential to promote and protect creative ideas and know-how. Counterfeits mean stagnation. The originals stand for diversity and the future,” so the wording of the Aktion Plagiarius. In her speech, this year’s laudator, Dr. Nicole Hoffmeister-Kraut, Minister of Economics, Labour and Tourism of the State of Baden-Württemberg, emphasised the outstanding importance of intellectual property for securing jobs, prosperity, and competitiveness.

For innovation and fair competition

The “Plagiarius” award says nothing about whether the imitated product is legally permitted or illegal. But it is



all about to sensitise industry, politics, and consumers to the problem. Before the annually changing jury selects the winners, the alleged plagiarists are informed about their nomination and given the opportunity to comment. The press release amplifies that “the jury’s aim is not to stigmatise legal competitive products, but to take a critical look at clumsy 1:1 imitations that deliberately look confusingly similar to the original product and show no



creative or constructive contribution of their own. The trophy of the negative award is a black dwarf with a golden nose. The latter symbolises the immense profits that unimaginative imitators literally earn at the expense of creatives and innovative companies. Counterfeiting is not a trivial offence.”

Intellectual property deserves protection and recognition

Every year on 26 April is “World Intellectual Property Day”. This day focuses attention on the social importance of innovation and creativity. Intellectual property refers to any idea, any creative, intellectual achievement that results in a unique new work – be it a product design, a technical solution, art, or a cultural piece, e. g. from film, dance, music, literature, games. Good ideas are the most important capital for success. But they cannot be taken for granted. To promote innovation and progress, the state offers designers, inventors, and entrepreneurs the temporary opportunity to protect their intellectual property by means of copyright or the registration of industrial property rights - trademark, patent, design - and to hold imitators accountable. Creative people and SMEs can find free advice and support in this regard at the patent information centres and design centres in the individual federal states.

Every original stands for progress, diversity, the future – and for courage

With all its activities against brazen idea theft, Aktion Plagiarismus is also committed to more appreciation of creative achievements. After all, it is a complex and cost-intensive

1st prize: cutlery set „KLIKK“ (above the design-awarded and sustainable original by koziol, below the plagiarisms made of unsuitable plastic by Are Media), 2nd prize: pressure gauge (left original by WIKA, right counterfeit by Abdullah Corporation), 3rd prize: double-row “INA” axial angular contact ball bearing (left original by Schaeffler Technologies, right counterfeit by GIANT Bearing).



process from the initial idea to the market-ready end product, in which the developers or brand owners regularly make advance investments. Design and engineering services require not only very complex specialist knowledge, but also a sense for markets, trends, sustainable production, and economic feasibility. Quality and safety controls, certifications, packaging design and many more factors also play an important role. To be able to secure further product developments and jobs, this entrepreneurial risk must pay off. Only then, economy and prosperity in Germany, Europe and the world can develop and the future can be shaped. However, says the Aktion Plagiarismus, “this does not work out when unscrupulous free riders successfully copy established products 1:1, unabashedly pass them off as their own achievement, offer them at a supposedly lower price and thus unjustifiably siphon off market shares and profits from the original manufacturer. In addition, to maximise profits, counterfeiters sometimes use the cheapest materials and disregard quality controls as well as social standards in the counterfeiting factories.”



Due to pandemic, adapted business models to modified demand

During the pandemic, many counterfeiters adapted their business models to the modified demand at lightning speed, the Aktion Plagiarius reports. Whether lockdown, or supply bottlenecks – such as for masks, e-bikes, semiconductor chips or active ingredients for medicines – they can supposedly meet any demand, especially online and via digital media. Kathrin Körber, Telecommunications and Internet Officer at the Consumer Advice Centre of Lower Saxony, advises victims of so-called “fake shops”. Operators of fake shops offer online products that are in high demand and then charge customers without ever delivering the goods. “Some websites are only operated in order to obtain customer data and conclude other sales contracts,” says Kathrin Körber. She always recommends to take a look at the imprint and the terms and conditions. “Typical warning signals for online shops are, e.g., a missing imprint or fictitious addresses or stolen trade register numbers, compulsion to pay in advance, seals of approval not linked to the issuer. Suppliers from non-European countries often exclude the right of withdrawal altogether, have idiosyncratic return conditions and respond less frequently to enquiries. In addition, there are high return shipping and customs costs.” She advises those affected

Apart from the first three prize winners there are four distinctions equal in rank: the CanadianCat foodbar “Cat Diner” (above the original by Wagner Pet Products, below the plagiarism by a dis-counter), “GERMENS” Artist’s Shirt “ALNUSO” (left the original by GERMENS artfashion, right the plagiarism by Gabano), Volkswagen wheel trim with “VW” logo“ (left the original by VW, right the counterfeit by Murama), cutlery set “KLIKK POCKET” for on the go (left the original by koziol, right the plagiarism by de.shein.com)



to try to reverse the payment as soon as possible and to file a complaint with the local police. To avoid high penalties and to minimise losses upon discovery, counterfeiters deliberately spread their activities among various small, seemingly unrelated online shops.

Increase in dangerous imitations reveals unscrupulousness of counterfeiters

In their recent report “Dangerous Fakes”, the OECD and EUIPO warn that criminals often pay no attention to legal regulations and safety-related parameters and increasingly distribute counterfeit goods that can pose serious



Special award “Hyena Prize”: In the middle the original control cabinet key “KNIPEX TwinKey” by KNIPEX. Around the plagiarisms by various online vendors.

health, safety, and environmental risks. The most frequently affected products are clothing, perfumes, cosmetics, toys, spare parts for cars, medicines as well as medical and COVID-related products such as test kits or protective equipment. The American Apparel & Footwear Association also points with concern to sometimes dangerously large quantities of chemicals and heavy metals in counterfeit clothing, shoes, and accessories. In the report “Global Trade in Fakes”, EUIPO and OECD put the international trade in counterfeits at an alarming €412 billion for 2019 alone. This corresponds to 2.5% of world trade. In Europe, the share is significantly higher, at 5.8% of all EU imports. Imports of counterfeit products into the EU amounted to €119 billion in 2019. Purely domestic transactions are not included. The study “Intellectual Property Crime Threat” by Europol and EUIPO shows that most of the counterfeits are still produced in China. However, the increasing import of counterfeit packaging materials and semi-finished products into the EU also points to illegal production sites in the EU, the Aktion Plagiarismus writes.

No brand experience, despite a chic cover

Nowadays, counterfeit goods are available in all price and quality gradations: from dangerous cheap fakes to high-quality, but then also high-priced, plagiarisms. Aktion Plagiarismus strongly advises consumers not to uncritically follow every recommendation on social media or to click “buy” too quickly. It is still evident that plagiarisms and counterfeits are only deceptively similar to the original at first glance. Consumers should not indulge in the illusion that identical appearance automatically means the same quality, performance, and above all safety. “In addition, every counterfeit merely copies the product cover. It does not convey the inner values of the brand product and never manages to create the brand experience of the original. Counterfeits are the opposite of a status symbol. It is the (personal) responsibility of every consumer to consciously and enthusiastically choose the original and thus deprive the counterfeiters of their basis for business,” the Aktion Plagiarismus emphasizes.

Operators of e-commerce platforms and online traders must be held more liable

“In order to better protect industry and consumers from dangerous counterfeits, the operators of eCommerce platforms must be held more responsible in the future,” says Dr. Aliko Busse, specialist lawyer for industrial property rights and 2nd chairperson of Aktion Plagiarismus. “Commercial traders must clearly and verifiably verify their identity with photo ID, tax identification number, bank and contact information and comply with applicable law in the sales market. In addition, operators must ensure technically that infringing offers that have already been deleted cannot be uploaded and offered again under a different name. At the same time, legislators must ensure that criminal networks are deprived of illegal, extremely lucrative profits and that money laundering is prevented.”

Exhibition of Plagiarismus Prize Winners 2022

In its unique exhibition, the Museum Plagiarismus shows more than 350 Plagiarismus award winners from a wide range of industries – in each case the original and the plagiarism in direct comparison. www.museum-plagiarismus.de. Find more about originals and counterfeits/plagiarisms and the qualitative differences on www.plagiarismus.com <

Source: Text and pictures: Aktion Plagiarismus e. V.

Websites are no longer a novelty, but their sales potential for promotional product distributors is enormous. This means that the quite expensive business investment of an online presence can ensure lasting success. Manuel Potter, founder and CEO of Potter Promotion, knows what to look out for when designing a consistently profitable online business.

Websites are and will remain important sales channels

Meet increased demand online



The business has evolved, not just technically. The new acceptance of online products has led to a significant increase in the demands that promotional product websites have to meet. After all, new shopping habits and needs have not only established themselves on the consumer side in recent months. Decision-makers also function differently today – and will continue to do so as the market picks up. Websites will therefore remain im-

portant sales channels in the future, which now need their operators' attention and their willingness to invest.

There is often vague concern

You need time and money to make things work. Manuel Potter made this clear once again during his key-note speech at one of the PSI Digital Fridays last year. As manager of the promotional item wholesaler Potter Promo-

tion and the associated communication agency, he can take the perspective of both the customer and the service provider, and knows that budget is not always the issue speaking against a new website. “There is often a vague concern that the ‘website’ project will not be able to be completed (again). The fear centres, for example, around the legwork needed to compile the content, the ongoing maintenance, or the time needed to supervise the development or optimization process,” says Manuel Potter. “Every-day work is relentless and, depending on the workload, it tempts you to shift priorities away from a new website. It therefore requires a solid plan, discipline and perseverance. For around six to eight weeks and around 5,000 euros,” is his assessment after 16 years of professional experience.

A website is a team project

A website is a team project: starting with the development and then the continuous work of further maintenance. In addition to a graphic designer and a copywriter, you always need at least one web developer and – just as important – colleagues from active sales. “The sales team defines what the customers need. It wouldn’t work without this wealth of experience,” emphasizes Manuel Potter and describes another important person: “A team member who continuously documents, i.e. photographs, all current samples in a uniform and high-quality manner is essential for the reference implementation and publication.”

Design yourself or outsource?

According to Manuel Potter, when choosing a content management system (CMS), the question of budget is particularly important. Not so much, however, in deciding between the common CMS “Typo3” or “Wordpress”. “Depending on the version, the differences are less cost-relevant than the fundamental question of who continuously updates the website and provides content: can or do you want to do this yourself in the team or should an external service provider take this over,” Manuel Potter sums up the options.

Websites need curators

In any case, it is important to become the curator of your products. “Be the ambassador for new trends,” encourag-

es Manuel Potter, reminding us that although the customers of promotional product distributors are creative professionals, they don’t always know what’s really new on the market. “Some products may not (any longer) appear groundbreaking, due to the permanent examination of what’s on offer in the market, but they can still definitely inspire customers because they have never been suggested to them before,” he emphasizes. Thanks to refinement and design, there are many ways to position both classics and new products attractively. Unusual products should also be included in the range, even if they could not be placed beforehand. Manuel Potter knows: “It doesn’t always take a specific object or project to make a good suggestion for your target group.”

Benefit from the power of the manufacturers

The essential work for promotional product distributors is, therefore, to compile content. “Enjoy this exciting process! Use specialist media or your last trade fair notices to find new products for your range. There will definitely be at least one product that you thought was cool but have not yet communicated,” recommends Manuel Potter. In his experience, attractive preparation doesn’t have to mean a lot of effort: “Rely on the power of your manufacturers and use existing material such as newsletters, flyers, press releases or even catalogues, which you can use as e-papers, for example on your website.” An editorial plan for the main topics helps to consistently follow the central theme of the website.

Know your potential buyers – win customers

Whether a potential customer fills their shopping cart after visiting a website is not solely due to the right mix of image and information for them. Screen design, user guidance and extended user features are also criteria for success, along with search engine optimization (SEO) and search engine advertising (SEA). For example, connections to CRM systems, blog or download functions, chatbots, galleries with filter options or multilingualism could effectively intensify the digital sales process. Promotional product distributors also need to know what they stand for and for whom they are the right contact person. A clear target group definition and a careful analysis of the targeted decision-makers are the foundation for the sales success of your website. <



Christmas sweets

CD-LUX presents sustainability you can touch with innovations in the advent calendar range with Reinpapier® inlay. **Supporting climate protection**, the inlays are made of 100 percent renewable raw materials, are biodegradable and can be easily disposed of as waste paper. The production of the calendar cover is FSC®-certified and optionally available in grass paper. This reduces CO₂ and water consumption in production. In addition, grass paper has a pleasant and high-quality feel. With a high-quality advent calendar, however, the focus is naturally on enjoyment. CD-LUX relies on the finest brands of chocolate from Lindt, Ritter Sport, Milka, Ferrero or Sarotti. The new Christmas catalogue with many new products, free samples and design suggestions is now available for order at the manufacturer.

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



Well shaded

With its extra-large diameter of 130 centimetres, the Fare®-Doubleface XL Vent umbrella can shield two people at once from the rain. The double-layer ventilation cover regulates wind pressure, so the umbrella doesn't blow inside out even in strong winds: this is ideal for all those who have to go out in rainy and stormy weather, for example for a walk or for the kids' soccer game. And if the weather suddenly changes, the black inner coating provides protection from the sun. The cover is made from environmentally friendly polyester pongee waterSAVE® cover material; the outer cover is available in six different colours. The fibreglass stick with its drop motif printed in the same colour as the cover is a **real eye-catcher**. This visually underlines its suitability for outdoor use. The soft grip with grip rings matching the cover and stick lies comfortably in the hand and, thanks to its straight shape, can easily be attached to a golf caddy, for example. In addition to decorating the wedges and the closing strap using screen printing, the handle of this model can also be provided with a doming sticker. In addition, the stick can be custom printed with other motifs, according to the customer's wishes.



PSI 43144 • Fare – Guenther Fassbender GmbH
Tel +49 2191 609150 • info@fare.de
www.fare.de



Glossy missive

In the world of promotional writing instruments, the name Uma stands for versatility, sustainability and inventiveness. New in the field of decoration technology at the Black Forest family company: the Uma high-gloss laser engraving, a literally brilliant opportunity to give metal writing implements **even more individuality and value**. This most durable and valuable level of decoration gives every logo or individual name on the metal pen a very special shine that simply catches the eye. The reflecting, silver engraving is particularly impressive in its contrast with the matt housing colours and especially in its 360-degree all-round engraving. This can be seen, for example, in the Uma Blackline models, the Opera, Elegance, Pyra or VIP: a very special set of high-quality models that all show that black is really beautiful. Whether as a classic metal writing instrument or in the GUM version with a soft-touch housing: the silver mirror finish engraving or 360° all-round laser engraving take elegance and exceptionality to the extreme.

PSI 41848 • Uma Schreibgeräte Ullmann GmbH
Tel +49 7832 797-0 • info@uma-pen.com
www.uma-pen.com

All-weather micro bag

The latest trend from bag specialist Vasad's range is the micro bag. It is not only compact, but also suitable for outdoor use because it is robust and water-repellent. Above all, it is super practical for the **safe and dry storage** of all utensils such as mobile phone, charging cable, wallet and keys. But the micro bag is also well suited for many other things, such as tools or office supplies, or even as a toiletry bag for beauty or cosmetic products. The mesh pockets and elastic straps make organization easy. The lining is made from recycled PET bottles.

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



Silky matt performance

The shapely twist ballpoint pen Boa matt recycling from Klio-Eterna writing instruments is a highlight in the Klio eco® recycling range due to its silky matt product surface. The organic shape of the upper part underlines its ecological character, while the curved clip offers **enough space for effective printing**. Both the housing and the mechanism of this sustainable ballpoint pen are made from 100 percent recycled plastics. This product, which is "made in Germany", is available in its standard form in 14 intense colours: as of 5000 pieces, in the colour of your choice. It is manufactured using 100 percent green electricity, taking into account resource-saving and energy-efficient production techniques. In addition, Klio-Eterna carries the "climate-neutral location" seal and is certified according to DIN EN ISO 14001 and DIN EN ISO 9001. Based on the flexible "mix and match" principle, the components can be combined in any colour and at no extra charge. Equipped with the Klio-Eterna Silktech L refill and a sustainable 3,000 metre writing length, Boa matt recycling guarantees lasting writing pleasure.



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

Plastic bottles to balls

ballprint has Go Green footballs in its portfolio: a project that will reduce the environmental impact of products. The manufacturer has focused on introducing more and more recycled materials, and these balls are the latest addition to the range of products made from recycled materials. The balls are **made from recycled PET plastic bottles**. Nine plastic bottles were used to make each ball. They are used both for the upper material and for the inner coating of this round, popular sports equipment classic. The underside of the ball is laminated with natural latex, which is obtained from rubber trees, and the ball bladder is also made of natural latex. This means that around 60 percent of the ball consists of natural and recycled materials.



PSI 48636 • ballprint gmbh
Tel +49 172 4346500 • info@ballprint.de
www.ballprint.de

Continuing connection

The senator® QR code pen links haptic promotion to the digital world. QR codes have been established as a print option at senator® for several years. **New, revolutionary applications** can now be linked using QR codes. As soon as a QR code-enabled smartphone is held up to the pre-programmed QR code print, the user receives all the linked information – completely customized. There are many different possible uses for this, including business cards with all the important contact information and even including call functions, information or new products and services, links to social media channels, WLAN connections with direct access to the relevant network, or announcements from events and trade fairs. The QR code is digitally printed on the coloured and transparent clips at no extra cost, provided the print colour has sufficient contrast. Another option for linking haptic and digital promotion is the NFC Connected Pen with its integrated NFC tag.

PSI 41838 • Senator GmbH
Tel +49 6162 8010 • info@senator.com
www.senator.com



Hand-picked chocolate delight

CHOCOLISSIMO stands for handmade Belgian chocolate and pralines combined with customized promotion. For more than 15 years, MM Brown Germany has been creating praline and chocolate gifts in their characteristic exclusivity and high quality. The attention to detail at CHOCOLISSIMO is particularly notable. Every single chocolate is hand-picked and all the packaging is made by hand. In this way, customers can be sure they are receiving tailor-made gifts. In the pre-Christmas period, advent calendars are ideal promotional gifts as a special thank you to customers, employees and business partners. This individually designed packaging not only reduces the long wait to Christmas, but also draws attention to your own company over a longer period of time.

PSI 48316 • MM Brown Deutschland GmbH
Tel +49 69 25427127 • verkauf@chocolissimo.de
www.b2b.chocolissimo.de



CHOCOLISSIMO





The shell pen

The Swiss manufacturer Prodir shows that recycled mussel waste can be used to make not only particularly sustainable, but also beautiful and very communicative writing instruments. Because with the new DS5 Shell metal clip, the housing is made of a plastic enriched with shell limestone. The natural material determines the haptic and visual experience of the writing instrument, it lies comfortably in the hand, is particularly resilient and very durable. The natural surface convincingly communicates active sustainability. The material consists of 30 percent recycled shellfish waste and 70 percent plastic, which in turn is 50 percent recycled or regenerated from waste. The fine but very stable metal clip sets an accent to the natural housing with its expressive colours. The holder slides over the cap like a precious ring and allows the clip to hover over the housing with elegant ease. The clip offers an exclusive print area on which logos can be presented with maximum effect. It is available in four versions, in anthracite, gold, black and silver, each with a satin matt finish.

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

Sustainable promotional herald

The Plantodrome, the novelty of the emotion factory, offers event character in miniature format. The word fragment "drome" is associated with large stadiums, halls, buildings and events. And that's exactly what the miniature garden is made for: The application possibilities for the small "building" with attached, thematically matching side parts are **endless and cross-sectoral**. Conceivable are football or sports stadiums, a farm, an Easter nest, a colouring picture for children, a small herb garden or many other buildings and containers that can be designed to match the brand, an event or a seasonal theme. With this product, emotion factory is once again focusing on a trend: healthy food and green products and plants, because these are the focus of customers' attention. Cress, basil, mixed herbs or spicy peppers can be grown in the bowl made of bamboo paper. But also grass, sunflowers and other seeds of your choice. The Plantodrome is supplied with a substrate tablet as soil and a seed bag. The customisable plug-in parts are ready and waiting under the banderol, which is individually printed all around, and perfectly convey the sustainable, green advertising message and whet the appetite for the next event.

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



Natural trim lanyards

Promotional gadgets can also be eco-friendly, as the **new collection** of Lanyard.PRO proves. The new technological line enables the ecological production of cotton, bamboo, paper and cork lanyards in the lanyard factory in Kraków, Poland, which uses its own energy source. To protect vast areas of forest from deforestation, bamboo is also used as a durable, flexible and lightweight plant in the manufacture of keychains and lanyards. These are available only in natural colours, customizable with company logos or brand names. Lanyards made of rPET are also available. These are manufactured using the sublimation method. No artificial additives are used in the long-lasting, temperature and water-resistant, washable 100 percent cotton lanyards. Apart from any customized printing, these lanyards are available in white, black and natural and in two sizes. Also in the range: eco-friendly paper lanyards made from recycled paper, as well as special paper that looks like leather but is completely ecological: an excellent alternative to animal-based materials. Last but not least, the cork straps are also a popular choice with customers. Cork is a waterproof, non-flammable, durable and very light material. Hand-cut from cork oak bark, and entirely plant-based, these straps are easily recyclable at the end of their useful life. The natural, undyed hue of the lanyard allows for effective identification of the company logos and brand names.

PSI 49171 • Lanyard.pro Allers Grupa sp. z o.o.
Tel +48 533921418 • sales@lanyard.pro
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TOP PRODUCT TOPICS IN PSI JOURNAL

Half of the year is done! And who is thinking about Christmas now... – you do! Promote your Christmas articles and gift sets as well as toys and plush products in the July issue of the *PSI Journal* just in time for the start of the second half of the year.

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

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Copy deadline: 24.6.2022
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Issue
10
2022

OUTDOOR, UMBRELLAS, TOOLS & KNIVES and HEALTH AND HYGIENE

Copy deadline: 19.8.2022
Deadline for ads: 9.9.2022

Issue
11
2022

ELECTRONICS, DIGITAL AND SMARTPHONE ACCESSORIES and CAR, BICYCLE, TRAFFIC AND SAFETY

Copy deadline: 19.9.2022
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PSI

Role model responsibility



he UN World Meteorological Organization (WMO) has sounded the alarm: as soon as in 2026, the global annual average temperature could be situated at more than 1.5°C above the pre-industrial level for the first time. That does not mean, the WMO says, that the 1.5 degree mark will be exceeded permanently: the figure may well be lower in subsequent years. However, temperatures are set to rise further in the years to come.

The WMO's announcement is a startling, but clear warning to us all: climate change is coming faster than we previously assumed. Therefore, with all the current geopolitical problems and crises in the world, we urgently need to step up our efforts in the fight against climate change.

Let's be honest: We are aware of the problem and we are frightened. This is demonstrated by the sustainability index published for the first time a few days ago by market research institute GfK. It found that 69 percent of Germans fear climate change. In addition: around two thirds (68 percent) of Germans are calling on companies to act sustainably.

Precisely at this moment, on account of inflation and high prices, relying on a conventional, non-sustainable product portfolio would therefore be a misstep for companies. In order to attain long-term success on the market, manufacturers and distributors urgently need to take up an environmentally friendly position. Authenticity is the watchword here, though: straightforward green washing is quickly uncovered and doomed to fail from the start.

The promotional products industry took correct note of that a long time ago and has been insisting on sustainable, environment-conserving products for years. Regular proof is delivered by the participants in the PSI Sustainability Awards – next up on 21 June – when this year's winners are distinguished at Rheinterrasse Düsseldorf. I would be delighted to see many of you there.

The PSI Sustainability Awards and the promotional products industry are reiterating one thing in particular: ecology, economy and social engagement effortlessly go hand in hand and can form a successful trio. Remembering that we, together, can act as a role model for other economic sectors provides me with renewed motivation, every day, to drum up support for more sustainability and this Award.

Yours,

Petra Lassahn
Director PSI



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Effective Christmas advertising

Even before we hit the home stretch of summer, the promotional products branch is, as always, a little bit ahead of itself. During the year end business, the focus of product-based advertising is already on the celebration of all celebrations – Christmas. After all, personally given (and ideally personalised) “hapticals” that beautifully and elegantly convey special appreciation to the target person have a verifiably longer and more enduring natural advertising effect before the celebration of all celebrations thanks to their multisensory qualities. Yet those wishing to have an impact should plan for the long-term and already select suitable products now. We will show an exquisite selection of such products in the July edition – and to go along with them products from the theme “toys and stuffed animals”.

Please start thinking about product presentations for the double edition of the PSI Journal for August/September 2022, which is dedicated to the themes “Ecological and Sustainable Products/Vegan” as well as “Chocolates and Sweets” and send your product suggestions (image and text) by 1 July 2022 at the latest to: Edit Line GmbH, Editorial Office of the PSI Journal, e-mail: hoechemer@edit-line.de

PSI Sustainability Awards 2022

Superb. The PSI Sustainability Awards 2022 will finally be presented within a live gala at 21 June. The winners have yet to be decided but the nominees in the race for the coveted trophies have been selected. We will be there for you and will present this year's winners in the July issue.



Businesses, Events, Markets

The challenges of the past years with the corona pandemic and the current global economic situation, which is heavily influenced by the Ukraine war, were and still are the main topics affecting the promotional products branch. However, the branch has demonstrated great resilience and creativity to successfully overcome times of crisis with productive ideas and innovative impetuses time and time again. In our category “Businesses, Events, Markets” we report about our ever vibrant and inventive branch.



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Editor-in-chief: Manfred Schlösser

Deputy Chief Editor: Ursula Geppert

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

Duty Editor: Martin Höchemer

Head of Media Solutions: Anja Späker

Advertising Sales Manager: Lars Kessler

Cross Media Sales

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

Sales Manager:
Martin Metz,
martin.metz@reedexpo.de

Regional contacts

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

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

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

Turkey: Istexpo
Sevinc Abdullayeva,
sevinc@istexpo.com

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

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Events 2022

Reed Exhibitions Austria & Germany

Wiener Immobilien Messe¹
Der Marktplatz für
Wohnimmobilien

19.03. – 20.03.2022
Messe Wien
immobilien-messe.at

FIBO¹
International Leitmesse
für Fitness, Wellness und
Gesundheit

07.04. – 10.04.2022
Messegelände Köln
fibo.com

EQUITANA¹
Weltmesse des Pferdesports

07.04. – 13.04.2022
Messe Essen
equitana.com

Intertool Wels
Internationale Fachmesse für
Fertigungstechnik

10.05. – 13.05.2022
Messe Wels
intertool.at

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

18.05. – 19.05.2022
Messezentrum Salzburg
power-days.at

EQUITANA Open Air¹
Festival des Pferdesports

12.08. – 14.08.2022
Maimarktgelände Mannheim
equitana.com/mannheim

Elektrofachhandelstage
Branchentreff in Österreich

23.09. – 24.09.2022
Design Center Linz
elektrofachhandelstage.at

ALUMINIUM
Weltmesse und Kongress

27.09. – 29.09.2022
Messegelände Düsseldorf
aluminium-exhibition.com

Bar Convent Berlin
International Bar and
Beverage Trade Show

10.10. – 12.10.2022
Messegelände Berlin
barconvent.com

Alles für den Gast
Internationale Fachmesse
für die gesamte
Gastronomie und Hotellerie

05.11. – 09.11.2022
Messezentrum Salzburg
gastmesse.at

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für Bauen, Wohnen und
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