

PS1 EUROPE

PSI Journal

International Magazine

For Promotional

Products

July 2022

Volume 61

-Advert-

FOOTBALL WORLD CUP BE IN SPOTLIGHT



DISCOVER NOW



SCAN ME

www.magna-sweets.de

 **MAGNA**
sweets and more



We sincerely thank you for your participation in the Sustainability Awards 2022 in Düsseldorf as our guest!

Congratulations to all winners!

Apply now for the 2023 Sustainability Awards at
www.psi-awards.de/en

Built by



In the business of
building businesses

PS1

EUROPE

PSI Journal

International Magazine

For Promotional

Products

July 2022

Volume 61

Product Guide

Christmas, sets, customer-
made products

Toys and cuddly products

BAS

Promotional seating

elasto

Together for the
environment

PSI Product Finder

Optimized message centre



PSI Sustainability Awards 2022
Big stage
for winners



We sincerely thank you for your participation in the Sustainability Awards 2022 in Düsseldorf as our guest!

Congratulations to all winners!

Apply now for the 2023 Sustainability Awards at
www.psi-awards.de/en

Built by



In the business of
building businesses

Setting a sign

With the presentation of the PSI Sustainability Awards at the Rheinterrassen in Düsseldorf, the industry experienced a glamorous gala evening in June. In keeping with the now seven-year tradition of the Trade Sustainability Award, honours were given to active companies and fun products that meet high economic, ecological and social standards and can thus offer orientation in sustainability to all market participants. After the 2019 award ceremony, which took place in the neoclassical ambience of the Wiesbaden Kurhaus, and the digital ceremony in 2021, winners, nominees and guests were finally able to meet live again and enjoyed good company in a stylish location and, of course, everything else that belongs to a festive event. So, everything as usual?



In the sense described above, yes, because it is high time that normality returns to the event culture. New contacts, trade fairs and events are indispensable, especially in our industry. But we cannot pretend that the last two years did not exist - years in which so many incomprehensible things happened and are still happening, a time in which we had to do and also leave many things undone that we could never have imagined. We know the consequences of all this and have to prepare ourselves for them: the economy is shaken up, supply chains are disrupted, raw materials are in short supply, and inflation is rising relentlessly. This can give us a feeling of powerlessness, but it is worth fighting against this: by remembering our old and new visions and goals, developing them creatively against the backdrop of the changing situation and implementing them with fresh imagination and motivation. And those who have also learned in this time that sensitivity and flexibility, consid-

eration and mutual support make everything easier and more pleasant, have a real success factor on their side. But part of the new departure is also that we can hold on to beautiful traditions, revive friendships and cooperation, and enjoy an entertaining evening.

The fact that it seems to be within reach that the combustion engine could run out of road indicates the direction in which we all have to march – whether we like it or not. And this EU decision shows how right, important and far-sighted the Trade Sustainability Award is. Particularly in times of upheaval such as we are currently experiencing, we need continuity, but above all we need perspectives and the feeling that we can make a difference. In this respect, everyone who was, is and hopefully will be present at the PSI Sustainability Awards is setting an example that points to a positive, sustainable future.

In this spirit

Ursula Geppert | Deputy Chief Editor PSI Journal

Your opinion: geppert@edit-line.de

Innovation and Design.

Prodir is a brand of Pagani Pens SA.



* QS40 True Biotic
iF Design Award 2022



prodir®

Personality pens.
Swiss made.

Prodir Deutschland
Hotline +49 6762 4069 0

Prodir Schweiz
T +41 91 935 55 55

Prodir Österreich
T +43 7205 69480

www.prodir.com
open.prodir.com



MISTER BAGS®

New packed.

In jute!

Sustainable, robust and ecologically degradable. We at **Mister Bags** are proud to present three new jute drawstring bags in our collection:

Our new additions **Caspar**, **Melchior** and **Balthasar** are made of **100% natural jute**. This means that, our new bags are completely biodegradable and thanks to their extreme robustness, they can be used again and again.

As environmentally friendly packaging, all kinds of gifts can be safely stored in our bags, especially at Christmas time. The practical jute cord for closing the bags guarantees that the contents will not get lost.

Like all our bags and pouches from **Mister Bags**, our three new ones are also certified with the **OEKO-TEX 100 standard** so they are reliably tested for harmful substances.

Even though they look the same down to the fiber, our three new additions can be easily distinguished by their size: At 20 x 25 cm, **Caspar** is the smallest of the bunch. **Melchior**, measuring 25 x 30 cm, offers considerably more storage space. And **Balthasar**, with its dimensions of 30 x 40 cm, is recommended for much larger tasks.

No matter which one you choose - with our three new **jute drawstring bags** you always make a sustainable choice!

www.misterbags.de

TRENDS & BRANDS

4

MARKET RESEARCH

8

PSI SUSTAINABILITY AWARDS 2022

A big stage for the happy winners

10

PRODUCT GUIDE

Xmas, sets of presents and custom-made products

16

INDUSTRY

Companies, Events, Markets

38

GWW-NEWSWEEK:

Promotional products arouse emotions

46

PRODUCT GUIDE

Toys and cuddly products

48

COMPANY

BAS: Promotional seating made out of rubbish

58

elasto: Together for the environment

61

BUSINESS

ZAW: Light on the horizon

60

PRODUCT GUIDE

Innovative Products

62

MYPSI

68

OPINION

70

PREVIEW – IMPRINT

72

Balthasar

N° 2372



Melchior

N° 2371



Caspar

N° 2370



Brilliant presentation of PSI Sustainability Awards 2022

10

On 21 June, the PSI Sustainability Awards were presented for the seventh time. After the past year's digital interlude, the industry's Sustainability Awards returned to a big, live stage and once again demonstrated their appeal. It turned out to be a festive summer evening with happy faces – not only on the part of the award-winning companies.

Not only for Christmas

16

Personally conveyed and ideally personalised “hapticals” are proven to have a long-lasting and enduring effect, of course especially before the celebration of all celebrations. In addition to the Christmas theme, the PSI Journal presents ideas of the industry, which pay tribute to humans' urge to play and are therefore ideal carriers of advertising messages.



Promotional seating

58

BAS Production and Trading GmbH is a young company offering a wide range of innovative products with deliberately sustainable accents. The focus is on the triad: “avoid – reduce – compensate.” A prime example of this is the genesis of the Flatcube© made out of rub-bish.



Together for the environment

61

elasto GmbH & Co. KG, one of the leading manufacturers of promotional products, is launching the next offensive towards sustainability: in 2022, the company became the first German producer in the promotional products sector to be ISCC PLUS certified, an independent, global, voluntary certification system covering the entire supply chain.



A GREEN THEME ...

of sustainability has long run through the promotional product industry. More and more companies – both on the manufacturing side as well as those using the products – recognize the importance of the ecological, economic and social aspects. Trends & Brands in this issue of the PSI Journal is deliberately dedicated to sustainable articles – not only, but also upon the event of the PSI Sustainability Awards.

The green alternative

Notebook "Wood You Write"

(Sustainable notebooks with real wood covers made from production leftovers from an Italian veneer and furniture manufacturer. FSC paper is used inside. 100% production takes place in Italy, which avoids long transport routes.)

Promotred Srl
www.promotred.com
PSI 60442

Perfect mix: organic and antibacterial

BIC® Media Clic BIO BGUARD™ Antibacterial Ballpoint pen (the barrel is made of 70% bio-based material and is 100% biodegradable, the clip is 100% recyclable. The dyes are 100% bio-based. The antibacterial protection eliminates 99.9% of bacteria on the shaft.)
BIC GRAPHIC EUROPE S.A.
www.bicgraphic.eu
PSI 41859

Special. New. Trendy.

Tramuntana recycled sneakers (made from recycled plastic and other waste collected from the Mediterranean Sea. All other components [outer and inner sole, laces, canvas] are vegan. The personalized box is made from recycled cardboard.)

ID sneakers
www.idsneakers.com
PSI 45193

JN924 JN193 MB7551 JN207



JN785 8007 JN1203 JN206



JN785 8007 JN1203 JN206



HOTLINE +49 7432 7016-800
WWW.DAIBER.DE

JN924 JN193 MB7551 JN207



daiber

myrtle
beach

JAMES &
NICHOLSON



Sustainable mail

Coffee plant "Coffea Arabica"
(Bloompost titles itself the
inventor of the mailbox flower
and aims to "make the world
happier and greener.")
e-Flora BV
www.bloompost.nl
PSI 60453

Stylish eye-catcher – lasting taste experience

Bottle it (the food-safe drinking bottle
made of quality porcelain with a swing
top of stainless steel, ceramic and
natural rubber and a carrying handle –
0.5 and 0.75 litres. 100 % 'Made in
Germany'.)

Eschenbach Porzellan
www.eschenbachporzellan.de



Harmony in ceramics and wood

"Woody" mug (completely made
in Poland from environmentally
friendly clay and glazes. The
wooden elements are made of
FSC-certified plywood.)
AVANT Fabryka Porcelitu
www.avant.pl
PSI 49413



Sustainability has many facets.

Equally diversely, the promotional
product industry demonstrates its
creativity and talent for being a
trendsetter in matters of sustain-
ability. This is where your product
could be.

Therefore... spot on!





THE LEATHER

Collection

CHARISMATIC | AUTHENTIC | TIMELESS

HANDCRAFTED APRONS AND WAITER'S HOLSTER | 100 % LEATHER
VERSATILE APPLICATIONS | HIGH-QUALITY FINISHING THROUGH EMBOSSING



13

per cent
more per-
ceived brand
relevance is
generated by

the font Cotford Display Regular according to a study by Monotype focussing on a brand using this font. It increases the level of remembrance by 10 per cent. horizont.net

Six

forecasts for digital advertising are the result of an analysis of the future which the magazine Adzine has dared to carry out. adzine.de

1 of 2

managers from the advertising sector (48 per cent) are firmly convinced that QR codes fundamentally improve the measurability of

the performance of promotional campaigns related to DOOH advertising. This was revealed by a global study conducted by Alfi, a company which develops advertising platforms by means of artificial intelligence. perceptiona.com

93.0

points were indicated by the ifo business climate index in May 2022 (after 91.9 points in April). The businesses were noticeably more satisfied with current operations, in particular. However, expectations hardly changed as businesses still remained sceptical. ifo.de

6.54

billion Euro advertising turnover will likely be generated by audio and audio-visual media this year. This was revealed by the spring forecast carried out by VAUNET – Association of Private Media. This corresponds with an increase of 4.2 per cent. vau.net

NEW DATE!

10-12

JAN

23

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

Exhibition Centre Düsseldorf



**Together
only.**

One industry, one show, one date.
See you: **10-12 JAN 23**

The leading European trade show for
the promotional products industry



Built by
RX

In the business of
building businesses



Brilliant presentation of the industry's Sustainability Awards

A big stage for the happy winners

On 21 June, the PSI Sustainability Awards were presented for the seventh time. After the past year's digital interlude, the Trade Sustainability Awards returned to a big, live stage and once again demonstrated their appeal. It turned out to be a festive summer evening with happy faces – not only on the part of the award-winning companies.



In his speech, Benedikt Binder-Krieglstein, CEO RX Austria & Germany, emphasized how much people need people. This was proven that night: The guests were in a good temper and had a nice time.



PSI Director Petra Lassahn commended the winners and nominees for their sustainability by example – even for other industries.

The Rheingoldsaal of Düsseldorf's Rheinterrasse provided a noble setting for the evening gala. The manager of the Rheinterrasse describes the 1920s Art Deco hall with its shell-shaped, gold-colored dome as the "representative heart" of the neoclassical-style building, which was specially built in 1926 for the "Great Exhibition in Düsseldorf for Health Care, Social Welfare and Physical Education". In a way, it is also a sustainable approach. The Rheinterrasse offered the right ambience for the presentation of the seventh PSI Sustainability Awards, which also marked the start of PSI 2023 (10 to 12 January 2023 in Düsseldorf). Benedikt Binder-Krieglstein, CEO at RX Austria & Germany, the organizer of the PSI, also referred to this. In his opening speech, he described the trade show as a "mirror of the industry" and immediately named two crucial reasons why the PSI will continue to take place in

Düsseldorf: "The Düsseldorf team fought incredibly hard for this trade show. In addition, you don't just dispose of tradition," was his clear statement for the PSI. His commitment to the PSI Sustainability Awards was just as clear. Addressing the 120 or so guests from the promotional products industry, Benedikt Binder-Krieglstein said: "The awards represent sustainability and the goals we would like to achieve together with you." And this appeal was and is also valid for everyone who was not there that evening.

Network's "unbelievable treasure"

Before the stage was dedicated to the main actors, the award winners, Keynote Speaker Christopher Patrick Peterka raised awareness of the key competence of resilience. The futurist, author and founder *continue on page 14 >>*

The winners of the PSI Sustainability Awards 2022

Category "Economic Excellence"

Winner: Karl Knauer KG

The category "Economic Excellence" is all about certified measures to ensure quality management. Karl Knauer KG, a winner of the PSI Sustainability Awards multiple times and Company of the Year in 2016 and 2018, among others, won with a clear point advantage. Certified quality assurance and process standards such as DIN EN ISO 14001, DIN EN ISO 9001 and BRC/BRCGS were decisive for the victory.



Karl Knauer KG won in the category "Economic Excellence". Anna Griebbaum (l.) and Luisa Tschopp accepted the prize on behalf of the company.

Category "Environmental Excellence"

Winner: Chilli Ideas

With an impressive range of certifications (SA8000, DIN EN ISO 9001, DIN EN ISO 14001, ecovadis), the Romanian company Chilli Ideas secured a victory in the category "Environmental Excellence". The company's strong commitment was reflected in the point distance to the runners-up.

The Romanian company Chilli Ideas received two awards: for "Environmental Excellence" ...



Category "Social Excellence"

Winner: Chilli Ideas

Ensuring social standards in one's own company and in particular in supply chains is regarded as one of the largest modern-day challenges. The company Chilli Ideas also impressively prevailed as a winner in the category "Social Excellence". Existing certificates for the working conditions at the production sites (SA8000, BSCI, OHSAS 18001, OHRIS et.al) ensured its clear advantage.



... and "Social Excellence". Alexandru Stanciu and Iulia Irimia travelled to Düsseldorf to receive the awards.

Category "Environmental Initiative"

Winner: Karl Knauer KG / "Environmental Orientation and Sustainability at Karl Knauer"

Karl Knauer KG has remarkably shown for years how sustainability is integrated into the company and lived out by the entire staff. The packaging manufacturer has been certified as a climate-neutral firm since 2017. The award-winning project "2021 Trainees' Bee Pasture" was particularly praised by the jury. The overall concept "Environmental Orientation and Sustainability at Karl Knauer" submitted in 2022 is based on an integrated and long-term strategy. The production processes, materials and internal dedication as well as external initiatives outside the company's region and projects in Africa impressively document this transparent holistic approach, which unanimously won over the jury.

Anna Griebbaum and Luisa Tschopp were also allowed on stage for a second time: Karl Knauer KG also received an award for their "Environmental Initiative".





The jury found the Balloon-Grip® from B-Loony Ltd. to be worthy of the award and made it the winner of the „Sustainable Product“ category.

The Spielkartenfabrik Altenburg also impressed with its “Crafty Figurines” product line. Jana Kupfer and Robin Abel came to Düsseldorf to represent their company.



FARE received the award for the “Sustainable Campaign”. Sarah Vennwald and Volker Griesel were delighted to receive the second award after 2021 for their sustainable campaign.

The happy overall winners of the evening were Armin Halfar and his wife Kathrin Stühmeyer-Halfar. For the second time since 2021, the bag specialists secured the title “Sustainable Company of the Year”.



The winners of the PSI Sustainability Awards 2022

Category “Sustainable Product”

Winner: BalloonGrip® / B-Loony Ltd.

The clever, simple and functional balloon is made in a 100 per cent sustainable manner. The corresponding certificates including ISO 9001, ISO 14000/1, BRC Certificate, ISO 5001 SGS/FSC PEFC and Sedex IMPRIM'VERT were consistently provided. The jury deemed it to be “worthy of the prize”.

Category “Sustainable Product” – Product Line:

Winner: Crafty Figurines / Spielkartenfabrik Altenburg

The 3D cardboard figures from the Altenburg playing card factory are consistently made from FSC-certified materials, which results in 100 per cent ecologically sustainable products. The jury found it remarkable that no plastic foil is used for the “Crafty Figurines”.

Category “Sustainable Campaign”

Winner: FARE – Guenther Fassbender GmbH / #waterSAVEchallenge

FARE introduced waterSAVE® cover material for its umbrellas. It is made of recycled plastic and saves valuable resources during the colouring process. As part of the award-winning distributor campaign to increase sales of waterSAVE® umbrella models, FARE donates money to the organisation “Viva con Agua” for each litre of water saved while manufacturing the umbrellas. Ecologically sustainable production and clearly defined environmental targets as well as a clear campaign goal won over the jury.

Category “Sustainable Company of the Year 2022”

Winner: Halfar System GmbH Rucksäcke und Taschen

The repeated winner of the PSI Sustainability Awards scored an overall victory in 2022 for the second time after having won in 2021. With a clear point advantage, Halfar System GmbH impressively proved that it fills the three aspects of ecologically sustainability with life and therefore shines as a manufacturer of innovative ecologically sustainable products.



Networking in all its facets: whether toasting with a good glass of wine, talking shop or having a relaxed table conversation.



>> *continued from page 11* of think tank gannaca highlighted the complex interactions between entrepreneurial resilience and sustainable development. He encouraged a change of perspective and progressive optimism: "We have to move away from the 'Yes, but...' to a 'What if...'. He sees an excellent foundation for this approach in the promotional products industry and underlined what he called the network's "incredible treasure". He summed up his core message in just two words: "Do it."

Sustainability connects across borders

The number of entries made clear again this year what the promotional products industry is already able to "do" and how deeply rooted sustainability is in the industry. The entries were evaluated by an international jury for the first time using a completely revised evaluation system. The results have now been announced live on stage by PSI Director Petra Lassahn and Michael Freter, who helped launch the PSI Sustainability Awards seven years ago. The fact that sustainability is a cross-border concern was reflected not only in the international jury, but also in the international winners. What they all had in common was their great joy in receiving the award. The products "recommended by PSI" were also mentioned. When evaluating entries in the Sustainable Products category, the jury members had the opportunity to separately mark a product that they would personally recommend.

Culinary conclusion

A gala dinner rounded off the atmospheric evening. Participants dined, in the truest sense of the word, excellently and enjoyably, exchanged ideas about sustainability and, above all, networked extensively. "People need people," Benedikt Binder-Kriegelstein emphasized earlier in his speech. That statement was filled with a lot of



Keynote Speaker
Christopher Patrick Peterka raised awareness of the key competence of resilience and underlined the network's "incredible treasure".

life on this summer evening, on the banks of the Rhine with a picture-perfect sunset and afterglow. While the victorious companies will probably think back to this evening happily for a long time to come and will carry their enthusiasm with them to new projects, all the other players in the promotional products industry are also called upon to "get involved". And to "take part". Because after the PSI Sustainability Awards is before the PSI Sustainability Awards. And the next prizes will be awarded in January 2023. Then they are to be presented for the first time as part of the PSI - which was already planned in this form for 2021 and 2022, but was prevented due to the pandemic. This should place the PSI Sustainability Awards more clearly at the center of PSI and anchor the topic of sustainability even more firmly in the entire network and the promotional products industry. <

Interested parties can register from now until 15 September 2022 on: psi.awardsplatform.com



Top: A group picture with the happy winners of the PSI Sustainability Awards 2022 is, of course, a must.

Left: PSI Director Petra Lassahn, Emily Whigham and Michael Freter hosted the award ceremony and acknowledged the sustainable commitment of the award-winning companies.

Sustainable Products recommended by PSI

- Blooms out of the Box B.V. – BloomsBox
- Manufacturas Arpe, S.L. – Zero Waste Bag
- tobra GmbH & Co. KG – Sticky note dispenser “treeminder® Z”
- Halfar System GmbH Rucksäcke und Taschen – CO2-optimised shopping diversity: The innovative SOFTBASKET
- uma Schreibgeräte Ullmann GmbH – uma LEAF



From left: Simon Speelman (Blooms out of the Box), Alexander Ullmann (uma Schreibgeräte) and Armin Halfar (Halfar System GmbH) were pleased about the mention “Sustainable Products” – recommended by PSI.



Personally conveyed
(and ideally personalised)
**“hapticals” – are proven
to have a long-lasting
and enduring effect,
in particular thanks to their
multisensory** qualities and of
course especially before the
celebration of all celebrations.

PSI 41545 • Jung since 1828 GmbH & Co KG
Tel +49 7141 6435-0
zentrale@jung-europe.de
www.jung-europe.de



Put a stop to food waste

Using Christmas greetings to make the world a little bit better and put a stop to food waste: this succeeds with the custom-printed Rettergut mini chocolate bar Advent calendar from Jung since 1848. For, with this Advent calendar, filled with 24 delicious Rettergut mini chocolate bars made from 100% salvaged chocolate, the Swabia-based company offers an environmentally-friendly, fair-trade promotional product that sweetens the run-up to Christmas and is guaranteed to rescue any campaign. Each time the variety is changed during chocolate production, the machines are cleaned using high-quality chocolate. The chocolate blends created in the process go to waste by the hundreds of kilos. The brand Rettergut has made it its task to salvage this unique cocoa diversity and conjure these mixtures into a delicious blended chocolate which, quite incidentally, is also produced climate-neutrally and sustainably packaged. The little chocolate bars therefore conserve the environment, promote ecological projects and support sustainable cocoa-growing. And, thanks to the FSC certified cardboard sleeve, a compostable inlay and 100% climate-neutral production, the Advent calendar is the ultimate in sustainable Christmastime promotional gifts.

Individual set

It's already the time of the year to choose your Christmas giveaways! Nothing better than a functional, convenient, eco-friendly and fully customizable gift set. Let's take it step by step, first customise the box with your branding, inside and/or outside. You can also design the inner part of the box with either an EVA or EVA and satin insets, depending on your needs, both can be resized to fit the shape of the products of your choice. Choosing a gift set for Christmas is a great way to thank your collaborators, partners or clients for their support throughout the year and you will have a greater choice of customisation to make it more personal and significant for your brand and for the receiver.

PSI 60219 • Promocollection Limited
Tel +44 203 916 5098
Info@promocollection.uk
www.promocollection.uk



CHOCOLISSIMO



ADVENT CALENDAR
3694 • 3929



ADVENT CALENDAR
3932 • 3931

EXCLUSIVE ADVENT CALENDAR Special Moments Finest, Belgian Chocolate

Company logo placement from 30 pieces



ADVENT CALENDAR
373401 • 3828



ADVENT CALENDAR
385900 • 385910

MM BROWN DEUTSCHLAND GMBH

ESCHBORNER LANDSTR. 55
60489 FRANKFURT

TEL: +49 (0)69 254 271 27
VERKAUF@CHOCOLISSIMO.DE

WWW.CHOCOLISSIMO.DE

B2B.CHOCOLISSIMO.DE/KATALOGE

PSI 46311 • Troika Germany GmbH
Tel +49 2662 9511-0 • d.geimer@troika.de
www.troika.de/business



With, at and on the water

When fishing, swimming or camping, kayaking or rafting and sometimes even when using a pedal boat: active outdoor enthusiasts need a real buddy like the robust 1-2-Dry Bag by Troika, which safeguards the most important belongings. The sturdy bag has a volume of ten litres and can carry up to ten kilograms. Everything that's stored in the carrier, which can either be used as a backpack or bag, remains dry according to IPX6 thanks to heat-sealed stitching and practical roll-top closure. And cool for several hours thanks to the effective thermal lining. Made out of polyester and tarpaulin, printed in the combinations grey-white or yellow-black.



PSI 47182
Reisenthel Accessoires GmbH & Co, KG
Tel +49 8105 77292240
promotion@reisenthel.de
www.reisenthel.com



Ultimate design duo

Since 2003 the carry bag from Reisenthel Accessoires has been one-of-a-kind in form and function. Today, the widely-copied shopping basket from Reisenthel is a real classic when you are shopping, at the weekly market or on a picnic in the park. The understated and yet stylish carry bag frame Twist Sky Rose, which comes with a rose-golden frame, really shines with the elegant colour combination of light grey and pink. This ultimate design duo is a must-have and is sure to become the recipient's new favourite bag for any occasion. Since sustainability is the manufacturer's main focus in addition to functionality and design, the outer material of this transport aid is made 50 per cent out of recycled PET bottles.

Sensational stainless steel duet

The ecotaste STEELWOODset from ecobrand's respectful distribution is a sensational stainless steel duet comprising a 500 millilitre THERMOminiclassic vacuum drinking bottle and a one-litre capacity STEELWOOD lunchbox with bamboo closure. Quality 304 stainless steel is used in these plastic-free, non-coated products. The bamboo lid of the STEELWOODbox is simultaneously a chopping board, to ensure all is to hand on the move. The THERMOminiclassic keeps drinks warm for up to 12 and cold for up to 24 hours. Its bamboo top also makes the bottle a genuine eye-catcher. Branding is performed on the bottle itself as well as on bottle-top and lunchbox-lid. Packaged in sustainable gift cardboard. Ideal for school and work, in the backpack or on travels. Available with laser engraving from 48 pieces.



PSI 60236
ecobrand's respectful distribution gmbh
Tel +43 5576 21595
office@ecobrand's.promo
www.ecobrand's.promo

memo
promotion



Das Zeichen für
verantwortungsvolle
Waldwirtschaft

UNLIMITED VARIETY

due to countless combination options regarding length,
colour, shape, eraser tip // made in EU

ECOLOGICAL PROMOTIONAL PRODUCTS
FOR RETAILERS SINCE 1990

MEMO-PROMOTION.DE



Brilliant time

The golden wall clock from Likor East-West promotion, produced from aluminium or plastic, festively measures the time above the Christmas tree while the family exchanges gifts. The golden clocks are made in Poland, meaning they can be delivered at short notice. Various designs and models are available.

PSI 49677 • Likor East-West Promotion
Tel +48 61 652 12 12 • office@likor.pl
www.promotionalclocks.eu

Finest gift for the festive season

When Christmas is just around the corner, it's once again time to start looking for an appropriate gift that will bring a smile to the faces of employees or good customers. Happy are those who already have a Heimrich1904® Nigurm Set at hand: because the set consists of a black rollerball and ballpoint pen made of metal and is therefore always suitable as a stylish present. The two pens feature a heavy-duty design and come with a metal clip and fine-writing black refill. As the writing utensils are packed in a quality gift case, the set also makes a perfect last-minute present. The pens can be customised with engraving.



PSI 2043
Heimrich1904® c/o Kaldenbach GmbH
Tel +49 9151 817850 • info@heimrich1904.de
www.heimrich1904.de

Chic, sophisticated wallet

Polish company Jaguar Tomasz Chwiłowicz has a particularly compact model of RFID wallet that has already been patent-registered. RFID is a highly practical technology, for example for contactless payment via bank card or access to business premises by means of a key card. This saves time and also makes highly sensitive data less enticing to digital thieves. Wallets with appropriate protection against unauthorised third-party data access are the optimum solution in this context. The wallet by Jaguar is made out of genuine Primavera leather and possesses an aluminium compartment. It offers, besides a compartment for banknotes, room for eight cards as well. The minimum order quantity of the products, which are supplied in a paper box, is 50 pieces per colour and item.



PSI 49346 • Jaguar Tomasz Chwiłowicz
Tel +48 63 2746188 • sales@jaguargifts.com
www.jaguargifts.com

Exclusive Advent calendars

Hand-crafted Belgian chocolate and pralines combined with personalised advertising: that's the secret of Chocolissimo's success. The praline and chocolate gifts stand for exclusivity and superior quality and are made with incredible attention to detail. Customers, employees and business partners alike will be delighted by the Advent calendars. They also shorten the waiting time until Christmas and due to the promotional print on the packaging, the gift-giver remains present in the recipient's consciousness over a longer period. The company based in Hesse offers a diverse range of Advent calendars in trendy cardboard packaging or fine little wooden boxes. Sticker, sleeve, screen printing, engraving or individual bow: creativity knows no bounds when it comes to finishing. Pralines can also be printed with a logo or preferred design.



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



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



Fortified weather protection

The extra-large Fare®-Double-face XL Vent with a diameter of 130 centimetres is made for life outdoors and is the perfect protection for two people in any type of weather. The double layered ventilation cover of the umbrella regulates the wind pressure so that the umbrella does not turn inside out when the winds are gusty. It is also ideal in rainy and stormy weather when users have to go outside to walk their dog or watch their child's football game. If the weather suddenly changes, the black inside layer is great protection from the sun. The canopy is made out of environmentally-friendly polyester pongee waterSave® material. The exterior layer is available in six different colours. It is a real eye-catcher when the canopy's colour is coordinated with a fiberglass shaft imprinted with a raindrop motif. It underscores the look of its suitability for outdoors. The soft handle, with its grip rings that complement the colours of the canopy and shaft, is very comfortable to hold, and it is easy to attach to a golf caddy thanks to its straight shape. In addition to finishing the wedges and the fastener strap using silk screen printing, this model can also feature a doming sticker placed on the handle. Customisation options include imprinting the umbrella's fiberglass stick with a realistic photo.





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



A personal touch

Any gift can be turned into an unforgettable personal memento. BooCard from Anda Present is a simple and natural looking Christmas postcard made from bamboo plywood. It can come in three different shapes: snowflake, Christmas tree or star. These shapes can be punched out of the postcard and used as Christmas tree decorations with a golden ribbon. A logo or message can be placed on the postcard as well as the Christmas tree decoration. The product is made in Europe and is part of Anda Present's environmentally-friendly collection.

In eager anticipation of Christmas

The Advent period is characterised by moments of eager anticipation, creative decorations and of course loads of cookies. And baking is all the more fun when it gets dark outside early: here's when a tailor-made special edition by the publisher EMF comes in. It not only surprises good customers with heavenly sweet recipe ideas but also encourages positive dialogue about one's own company. For this purpose, the publisher Edition Michael Fischer creates customised printed products with individual logo on the book cover, whilst own products and services can be integrated in the recipe texts. The number of pages, features and design can be individually tailored to the company and to specific preferences. From inexpensive giveaways through to high-quality hardcovers, the range of creative options is vast.



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

Luxurious honey experience

The Deluxe Honey Set from B&B Promotional Sweets is a luxurious set for discerning customers. Every set contains three natural types of honey: rape seed, acacia and lime tree. The honey jars are sealed with a silver top, which is covered with kraft paper featuring a CMYK advertising print and is tied with natural bast. The wooden box with advertising engraving on the lid is filled with hay. The kraft cardboard inlay on the inside of the lid is finished with a full colour imprint (CMYK) and offers additional space for hanging up wishes for the season. Every box is tied with natural bast. It also comes with a wood honey spoon placed on the outside of the box. The product is made out of natural and reusable materials such as glass, metal and paper. The kraft paper is not finished with foil or UV varnish and consists of 30 per cent recycling paper.



PSI 47460 • B&B Promotions Sweets
Tel +48 22 7246165
office@promotionalsweets.pl
www.promotionalsweets.pl

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



A feeling of wellbeing during the holidays

Römer Wellness knows that wellness products that give a person a sense of wellbeing are essentially offering them comfort and relaxation. This includes cosy textiles and skincare wellness sets. For example, the 100 ml shower gel Winter Sleigh, 100 ml body lotion and 40 g soap with a vanilla scent are ideal for the cold time of the year. The Snow Flake set comes with a cup full of relaxation: 100 ml of shower gel, 100 ml body lotion and 50 g soap with a jojoba-almond scent. These products are stylishly packed inside a white jumbo ceramic mug with a ribbon wrapped around it.

Box with added value guarantee

The LP Box by Leser offers an array of advantages which not only benefit long-playing records. Due to its distinctive format and firm material, the box is a welcome packaging alternative for a wide variety of products from various industries. The flocked foam inlay that's punched into the correct shape to suit the intended item provides additional protection and enables every product to be attractively presented. The extra high lid not only looks stylish, but also adds to the high stability of the box and offers maximum flexibility when it comes to implementing one's own corporate design and creating a distinctive look. Whether as a themed gift box or as high-quality product packaging: the LP Box is suitable for universal use.

PSI 41248 • Leser GmbH
 Tel +49 7821 58030 • j.binder@leser.de
 www.leser.de



-Advert-



Weihnachtskugeln Christmas baubles Boules de Noël



www.xmas-logo.de
 birgit.muellner@brauns-heitmann.de
 0049 5641 95 481





PSI 42020 • MBW Vertriebsges. mbH
Tel +49 4606 9402-0 • info@mbw.sh
www.mbw.sh



Long-lasting pleasure

mbw® makes it easy to spread long-lasting joy during the holiday season, regardless whether it's with customer or employee gifts, special eyecatchers in gift sets or margin boosters at POS. In addition to the heart-warming treasures, the company even offers sweet outfits in festive designs for its little plush figures. Christmas hats, classic shirts or colourful Christmas shirts with all-over print bring a sparkle to the eyes of young and old. Besides cute cuddly toys in festive attire, the range also contains gift items like Santa Bert®, the angelic Berta®, the practical Schmoozies® display cleaners in the shape of a fir tree or Christmas stocking or the Christmas-themed rubber ducks from the Schnabels® family. Particularly practical: all items can be personalised with logo or motto and thus leave a positive impression on children and parents, as well as with local authorities, banks, insurance companies, municipalities, retailers or companies from many other industries.

Cookie fun during advent

Baking delicious cinnamon stars has never been easier. The gift box called 'Plätzchenfreude' (cookie fun) from Der Zuckerbäcker comes with a baking mixture in a high-quality glass jar, a star cookie cutter and a shaker with mixed star-shaped candy sprinkles. The set includes everything that is needed for baking perfect cinnamon stars. This home Christmas bakery set is perfect during Advent as it will ensure users have fun while getting in the holiday spirit. The custom design of the gift box and labels for the jars add a really special touch when they feature a customer's own design. The jar can be saved after the baking fun is over to store spices or to be reused as a decoration. This way, the promotional message will stay in people's minds for a long time after the holidays.



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

Cuddly christmas helpers

Gifts made of plush are always a good idea, especially when the campaign is meant to bring smiles. The plush helpers from Axpól Trading are ideal for making a company's image warmer. Promotion that feels soft. The Fofcio Promo Toys collection includes the delightful reindeer HE775 Remo Brown and HE774 Remo Cream with a red scarf for printing. The customer can choose from a wide range of Christmas plush animals, from other reindeer in various sizes and with different accessories through to teddy bears in Santa Claus suits or printed shirts: all designed with clothing for personalisation and ready for the use of a custom logo.



PSI 46204 • Axpól Trading sp. z o. o. sp. k.
Tel +48 61 6598800 • info@axpol.com.pl
www.axpol.com.pl



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

Clips for the holiday spirit

The pens from the product range of the Polish promotional product manufacturer DreamPen are available with customised clips, and they are perfect to advertise and reflect on the topic of Christmas creatively. The 3D-clip can be produced in any conceivable shape, which gives it a really original look. The pens are thus the perfect choice for getting the recipient into the Christmas spirit for the upcoming the holiday.

Naturally with jute

The company 'My logo on food' has a Christmas gift set packed inside a sustainable jute bag on offer, which features the imprint 'special delivery' and is filled with six different delicious Christmas specialities. Each bag contains mini-Santa-Claus chocolates with roasted almonds, a chocolate Santa, two different gingerbread treats and a mini-Christmas stollen cake. The banner of both bags can be printed on both sides in 4C, and the gingerbread and the mini-Christmas stollen can be personalised using 4c stickers. The set called 'Alles Jute natürlich' (naturally, with jute) can be sent by mail to individual customers packed inside a shipping box with a greeting card.

PSI 45384 • my logo on food GmbH
Tel +49 2861 9588888
f.fischer@mylogoonfood.de
www.mylogoonfood.de



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



Cut out, bake and decorate

The cookie cutter set is a nice promotional product from Hepla's product range, which offers a large advertising space and a great communication opportunity for the young and old alike – especially for seasonal events like Christmas, Easter and Valentine's Day. The creative, six-piece set includes white cookie cutter shapes made out of food-safe plastic, which come in the shapes of a heart, star, flower, circle and square. They can be used to cut and shape cakes and cookies as well as fruit and vegetables. All of the shapes are packed inside a practical, frosted-glass box and can be reused year after year. Upon request, this practical promotional product with a large advertising space can be finished with silk screen printing or digital printing in our in-house printing shop.



PSI 41615 • Geiger-Notes AG
Tel +49 6134 1880 • info@geiger-notes.ag
www.geiger-notes.ag



Organisational and planning tool

The calendar, notebook and sticky note specialist Geiger-Notes AG offers a vast and diverse selection of promotional calendars, all Made in Germany. Five-month calendars are becoming increasingly popular because they make planning easier and provide a big overview. The Budget 5 expands the Budget family with a 5-month overview. Featuring modern typography, it's an eyecatcher in every office, even as an inexpensive entry-level model. In the classic book calendar area, the new Advance provides plenty of space for entries on 416 pages, including Saturdays and Sundays which each have their own pages. The large range of calendars offers solutions for every budget and idea, from the classic option right through to typography in modern style, with countless possibilities to apply advertising.



Forever young

The genes come from the legendary VW Bus T1, the concept sets a course for the future and Troika has produced him in miniature form as a key ring. The new electric VW ID. BUZZ also drives in a sustainable, eco-friendly way at Troika. The white LED light of the small torch is powered by a rechargeable battery and can be topped up via USB-C. Standard onboard feature: overcharge and deep discharge protection. Superior workmanship, chrome-plated shiny silver finish and fitted out with legendary feeling. Supplied with a sturdy wire loop, designed by Troika.



PSI 46311 • Troika Germany GmbH
Tel +49 2662 9511-0 • d.geimer@troika.de
www.troika.de/business

Stylish and secure

Be it as an enduring gift for employees or for outdoor promotions: with the leakproof STEELboxen from the ecotaste series, ecobrand offers ideal companions for on the move. The stainless steel lunchboxes feature an ingenious sealing system and are 100 percent tight as a result. The high stability of the 18/8 stainless steel, combined with a sealing ring in medical-grade silicon and the precision closure, ensure that the boxes are reliably sealed. Bags and rucksacks, for example, thus stay protected from leaks. On request, the STEELboxen can be internally equipped with flexible partitions. They are available in two sizes with capacities of 780 and 1260 millilitres. Finishing by means of laser engraving is performed from order quantities of 48 pieces.

PSI 60236 • ecobrand respectful
distribution gmbh • Tel +43 5576 21595
office@ecobrand.promo
www.ecobrand.promo



Further information at: treeck.uma-pen.com/en

Get the party started

The promotional product specialist Spranz, based in Koblenz, presents the Metmaxx® speaker by the name of MrBoombasticPartyTowerXL, a boombox with powerful sound for home and on the go. The sound is emitted from the 2 × 5 watt unit with subwoofer. Music can be transmitted and played with blue wireless 5.0, AUX or the integrated FM radio. The built-in, rechargeable battery provides two to four hours of cable-free music pleasure. The box is equipped with a handy carrying strap as well as a microphone for announcements, ambience and vocal numbers.



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



Christmas tree without needles

This high-quality do-it-yourself set from the product assortment of Global Innovations provides plenty of opportunities to create a completely unique wooden Christmas tree. It's made of FSC certified beechwood, is simple to assemble and can be beautifully designed with integrated colours. An additional greeting card can, for example, be included according to customer preferences, thus enabling a truly personal gift to be created. Small and compactly folded together, the tree fits perfectly into a custom-printable folding box. The minimum order quantity is 5,000 pieces. The stackable wooden Christmas tree, for which a European patent application has been filed, is also available in smaller quantities from stock as the standard product 'Rudolf', also ideal for use as a mailing item.

PSI 46626
Global Innovations Germany GmbH & Co. KG
Tel +49 6502 93086-17
info@globalinnovations.de
www.globalinnovations.de

PSI 43993 • Paper Fantasies Ltd.
Tel +370 5 2331111
deco@paper-fantasies.com
www.paper-fantasies.com



Vintage look – modern feeling

The Christmas tree baubles from the paper decoration manufacturer Paper Fantasies are 3D ornaments with a vintage look and a modern feeling. The baubles are made out of high-quality paper, which can be dyed in many different colours; they are also light-weight and easily foldable and can be adapted to match a company's corporate design. The Christmas ornament can be sent in a standard-size envelope. Other articles and ideas can be seen in the manufacturer's catalogue or on the website.

Making a shining impression

With the traditional shoe care set for smooth leather shoes, Frank Bürsten presents an exquisite promotional gift for Christmas. The set consists of two lovely horsehair dauber brushes and two fine horsehair polishing brushes, which are well complemented by two high-quality shoe creams in glass jars as well as a polishing cloth. Using the accompanying care instructions, it's easy to make a shining impression and, what's more, the enjoyment of well-kept shoes is guaranteed to last a long time. The exclusive shoe care set is packaged in an elegant black box with magnetic catch. Black decorative paper gives this gift a high-value appearance and that special something. The company that's known for decades-long experience in the production of premium brushes applies individual company and advertising logos to the box and brushes on request.



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

Wine connoisseurs pay attention

This set makes a lasting impression – and not just with real wine connoisseurs: The decorative beech-wood Rominox® block with wine accessories from Römer Present is not only a real eye-catcher, it is also a practical helper for a successful evening enjoying wine. The set includes two drip stop rings, a corkscrew, a wine thermometer, a bottle stopper and a bottle spout. The set also includes a bottle of Montepulciano d'Abruzzo so that the sommelier gadgets are put to use straightaway. The bottle of wine and accessories come packaged in an elegant black gift box. The beech wood block also offers plenty of space for custom engraving.

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





Set in carbon or walnut

The product family Unique from the company Klio-Eterna combines special materials with high-quality workmanship and an exquisite design. The high-quality metal writing instrument is available as a refined rollerball version and as a traditional pen. The overall very high-quality impression is underscored by its own high weight and the spring-loaded steel clip. Regardless of whether they come in carbon or walnut,

the Unique models will win people over with the way they look and feel, and will leave a lasting impression with the recipient. The writing instruments made out of solid brass have a shiny silver tip and a matching top part. Customisation in the form of permanent laser engraving and a matching gift case round off the offer.



PSI 40823
Klio-Eterna Schreibgeräte GmbH & Co. KG
Tel +49 7834 9730 • klio@klio.com
www.klio.com

Stylish leather collection

The hand-made aprons and accessories from the genuine leather collection of the workwear manufacturer Karlowsky Fashion have leather applications and bronze metal rivets in contrasting colours. The smooth and light natural products underscore their one-of-a-kind character. They can be combined with items from popular urban and jeans collection from Karlowsky Fashion to create stylish and rustic outfits. They are so versatile that the professional gastronomy and catering sectors cannot imagine not using them. They are also perfect eyecatchers at private BBQ parties, tradition-conscious private breweries or as effective protection while working in home workshops. And yet they are just as striking in hip barber shops and modern hair salons. The pinafore apron (LS 23) and half apron (VS 8) are available in mocha, ink, toffee and black. The X-style aprons (KS 35) win people over with the functional cross straps, which gives them a really comfortable fit. The cognac-coloured leather holster (KZB 39) is a cool accessory that gives any look just the right touch. All products can be upgraded with high-quality embossing, making them perfect to use as unusual promotional products, personal Christmas presents for top clients or as an award for employees.



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



Super-sized advent

Sustainable, super-sized Christmas becomes reality with the Eco XL Advent calendar made of 100 percent paper from Jung since 1848. Thanks to an XL promotional surface, Christmas greetings are turned into an eye-catcher. Filled with treats such as Lindor Milchkugeln by Lindt, colourful assorted Ritter Sport chocolate cubes, deliciously fruity and nutty Zonama Zebra Minis, or even a custom filling, the Advent calendar is transformed into a promotional highlight. The paper inlay made out of fresh fibres is fully compostable and makes an ideal planting bed, for example. Looking forward to Christmas was never more sustainable. With this super-sized promotional gift, the gift-giver will remain sustainably in the target group's minds for far more than 24 days. Alternatively, a new surprise every day can be offered to customers: with one's own products as filling behind the 24 little doors.

PSI 41545 • Jung since 1828 GmbH & Co KG
Tel +49 7141 6435-0
zentrale@jung-europe.de
www.jung-europe.de



A sparkling surprise

Toasting a successful year and excellent teamwork with valued customers, business partners or employees: something which, at the moment, also works well virtually, with the dry, top-quality cuvée from Römer Drinks, with its delightfully fresh, sparkly and exquisitely fruity character. With this good drop, gift-giver and company alike will be literally on everyone's lips. The promotional drinks specialist offers the cuvées in different bottle colours and in a classic, stylish 0.75 litre bottle as well as a piccolo in 0.2 litre format. From 60 pieces, the 0.75 litre bottles can be custom-finished by means of high-quality direct printing, be it with a company logo, a special message or much more. For the piccolo bottles, the minimum quantity is 120 bottles. Römer Drinks will also ship the bottles to those working from home, on request.



PSI 50967
Römer Drinks by Römer Wein und Sekt GmbH
Tel +49 6541 8129-0
info@roemer-drinks.de
www.roemer-drinks.de

-Advert-

TRAMONTINA
CHURRASCO

ORIGINAL DO BRASIL

Einzigartige
Pizza und Steakbestecke...

GAUCHO
Steakbesteck,
4-tlg.

Pizzabesteck,
12-tlg.

SPÜLMASCHINEN
FEST

ECHT
HOLZ
- FSC ZERTIFIZIERT -

NIETEN AUS
EDEL
STAHL

+ GARANTIE +
FÜNF
JAHRE



PSI 49171
Lanyard.pro Allers Grupa sp. z o.o.
Tel +48 5339 21418 • sales@lanyard.pro
www.lanyard.pro

Versatile promotional classics

A Santa Claus in school? A bag, a rucksack as custom packaging, or perhaps a cushion with a graphic? Why not: A rucksack with all-over printing is one of the most popular promotional gifts featuring all-over printing offered by Polish promotional products specialist Lanyard.pro Allers Grupa. Rucksacks are most frequently ordered by event agencies and for holiday camps, by schools and kindergartens, online shops, for concerts and all types of sport events. Pillows are also among the popular ideas, especially for family holidays. All these are gadgets that will long remain in the recipient's possession on account of their versatility. The ideal gift can be found at Lanyard.pro Allers Grupa, not only spreading joy on days off but also remaining in long-term use in every household.



Wireless power with LED

The new and fully customisable gift set from Promoteus consists of a wireless rechargeable powerbank with a capacity of 3000 to 10000 mAh and a universal recharging cable that is compatible with all standard USB connections. The standard USB output of ten watts can be used in addition to wireless recharging. Both products can be fully produced in any pantone colour for a minimum order of 50 units. The attractive branding option combines full colour printing and LED lighting behind the customised graphic design.

PSI 49627 • Promoteus 1000K0Z s.r.o.
Tel +420 222 932315
sales@promoteusgifts.com
www.promoteusgifts.com





Festive diversity

The new XMAS Catalogue 2022 from Magna Sweets can now be ordered. It contains the innovative APPvent Calendar in the shape of an APP, the perfect promotional tool for the Advent season. The Advent calendar is filled with 24 Lindor mini chocolate balls by Lindt and, just like all of the supplier's calendars, is produced entirely from FSC® certified paper. The first annual calendar with combined Advent calendar is another eyecatcher: the Advent calendar is filled with finest quality Lindt Naps milk chocolate and, thanks to the perforation, can be easily detached from the annual calendar after use. And last but not least is the new drinking chocolate in the form of two milk chocolate snowmen, filled with caramel cream, a further visual and culinary highlight of the new XMAS range.

PSI 41617 • Magna Sweets GmbH
Tel +49 8146 99660
info@magna-sweets.de
www.magna-sweets.de

Sustainable X-Mas floor mats

Christmas is the time for customer gifts but employees will also be glad to receive a thoughtful Christmas present from their employer. The Merry X-Mas mats made of sustainable Econyl® yarn by emco Bautechnik are perfectly suited for this purpose. The customised logo mats offered by the matting specialist are truly unique products and as personalised Christmas floor mats they're guaranteed to be the centre of attention during the Advent and winter season. In addition to the practical advantage – the effective collection of dirt and moisture – the printable carpet mat impresses through the permanent display of the customer logo. Made in Germany and available for orders starting at just one piece.

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



PSI 47677 • Sopp Industrie GmbH
Tel +49 2191 567-119 • dohle@sopp.de
www.sopp-industrie.de



Gift giving with a bow

The bow cards offered by Sopp Industrie are customisable gift voucher cards in an attractive slipcase with a textile gift bow. Adorned with the gift symbol in the form of a ribbon bow, vouchers can be presented in the best possible way as a high-quality gift, whilst also allowing potential customers outside the core target group to be identified. Handling and processing are extremely simple: the removable card can be custom-designed for small batches of 100 pieces or more. Assistance is provided by a configurator offering design suggestions. The slipcase isn't limited to use with vouchers, but is also suitable for certificates of authenticity, official documents and even bars of chocolate.



PSI 45974 • Multiflower GmbH
Tel +49 6226 92798-0 • info@multiflower.de
www.multiflower.de

Concentrated festive spirit

Multiflower presents a small courtesy gift to celebrate the Christmas season: 40 grams of Lindt chocolate in the form of a Santa, gingerbread and cinnamon stars bring Christmas spirit to the office together with the star-shaped candle. For orders of 250 pieces or more, the hanging card can be personalised, either with a promotional print on the standard motif or a fully customised design. Including digital printing of the card in one to four colours according to Euroscale, as per the supplied specifications.

Special pencils

Normal pencils are available everywhere. Very special promotional message-bearers, which clearly stand out from the norm, are available from Reidinger. This is because no two projects are alike and, sometimes, more than a regular message-bearer is needed for long-lasting memorability. A diverse array of design possibilities offers a creative spectrum for special productions: with special quirky colours, varying lengths and unconventional diameter, the pencil becomes a unique eye-catcher. Customers can give free rein to their creativity when designing it: practical cords or double-pointed pencils provide additional utility. Extra-long dip-moulded caps are also possible. A double dip-moulded cap transforms the pencil into a magic wand. Printing, along with a customised pencil-top or laser engraving on the metal case, also offers plenty to play with for a perfect overall picture. Made in Europe, FSC® certified and climate-neutral.



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



Creative diversity

Klam specialises in made-to-order productions to provide customers with really creative and unique products like the hoodie with embossing. Klam dyes the fabric to match the corporate identity in special colours from the Pantone or HKS system. Creative and incomparable products are produced using all-over prints, bleed-off prints and embroidery on positions that aren't possible with stock goods. The development of a collection is often very complex. Upon request, Klam's design team defines the specific goals together with the customer and caters to individual wishes with innovative ideas and solid know-how. A textile embossing process is used for the image. This means that no separate material is applied, the raised surface consists of the same material and therefore has the same colour.



PSI 49110 • Klam Corporate Fashion
Tel +49 7129 92869-0 • mail@klam.de
www.klam.de

-Advert-

MASGUANT

Fully sublimated caps
Made in Spain



 Bonifatiusstrasse, 62 A
D-40547 Düsseldorf +49211577928-0
info@masguant.de

 Alemania, 44
08700 Igualada +34 938 052 267
sales@masguant.com



Individuality as the trump card

The promotional product specialist CD-LUX is presenting its products for the Advent and Christmas 2022 season just in time for the 25th anniversary of the founding of the company. They include exclusive new items and sustainability champions, such as the innovative desk Advent calendar Lindt Select Edition Organic for desks or the new Advent calendar Lindt Christmas House Organic. There are also chocolates that promise a tempting flavourful experience, such as the striking Advent calendar Lindt Laptop and the anniversary models, as well as the wall Advent calendar Select Edition Organic and the new Lindt Christmas Tree. All anniversary models are being sold at particularly attractive conditions. Or what about an Advent calendar made out of grass paper? CD-LUX focuses on high quality workmanship, offering a convincing price-performance ratio and ensuring the filling has the finest premium brand-name chocolates, such as Lindt & Sprüngli, Milka, Sarotti or Ritter Sport. Upon request, the company from Southern Germany can take over the entire individual shipping directly to end customers. All printing is produced on FSC®-certified material as a standard at no additional cost. The new Christmas catalogue, which features many new products, free samples and design templates, can now be requested from the manufacturer.



Sustainable planning tool

The sustainable and compostable reinpapier® 2in1 Advent calendar that's recyclable via the paper recycling bin is one of the highlights at Kalfany Süße Werbung. Usable as a table and wall Advent calendar in horizontal format, the product has a detachable, folding double cover with an attached multi-page monthly calendar, which runs from November 2022 to December 2023. Thanks to the creasing, the complete calendar, which is optionally available in A5 or classic format, can be folded into 'Großbrief' letter format which allows practical individual postage. More than 365 days of advertising power included. The stable inlay is made of 100 per cent degradable raw materials and is therefore compostable. Finest vegetarian Gubor milk chocolate with at least 30 per cent Fairtrade certified cocoa is poured directly into the sustainable inlay: this transforms the calendar into a sweet delight. What's more, each and every 2in1 reinpapier® Advent calendar automatically leads to a donation to a World Vision reforestation project.



NEW DATE!

10-12

JAN

23

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

Exhibition Centre Düsseldorf



**Together
only.**

One industry, one show, one date.
See you: **10-12 JAN 23**

The leading European trade show for
the promotional products industry



Built by
RX

In the business of
building businesses

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



Prodir



Delighted at the recent award ceremony in Berlin (from left): Florian Seidenberg, Sales Director Prodir and Tom de Kleyn, Head of International Sales and Business Development.



FAIR TOWEL launches a new website

The FAIR TOWEL brand is launching a new website and offering new features for resellers, textile finishers and end customers in addition to informative explanations about the production of the material.

First and foremost, FAIR TOWEL stands for fairness. All products under the label are made 100% out of Fairtrade-certified organic cotton. Hence, the German towel brand has products in stock that are not only soft and smooth but that are also ethical and meet ecological standards. The Cozy collection was just launched in 2022 and features four wellness products, which come in different sizes and an impressive array of colours. FAIR TOWEL is now presenting these special products with their new look online at www.fairtowel.eu.

Website users have the opportunity to get informed about the organic cotton used for the product and the certificates it has, such as the Fairtrade product seal. A recently added overview of the sectors shows the many different areas where towels with finishing can be used. The finishing examples listed serve as inspiration for resellers and customers from the sports sectors or practices. All of the important information for purchasing the products are listed in a product list on the new website and can be downloaded so that the customer can contact textile finishers he trusts using this list. All FAIR TOWEL products are exclusively available at: www.l-shop-team.de

L-SHOP-TEAM



Daiber reorganises sales

In order to meet the increased challenges of the textile market, Gustav Daiber GmbH, based in Albstadt/Germany, reorganised its sales department at the beginning of the year, as part of its ERP (Enterprise Resource Planning) system conversion.

Daiber has had a strong addition to its sales team since 1 February 2022 in Mario Besenfelder, a manager with industrial sales experience and a focus on major customers, workwear and associations. The internationally active textile company took this opportunity to restructure the entire sales area in a future-oriented manner.

In this connection, Bärbel Krohmer, Head of Sales, and Tobias Seidel, Head of Marketing & Business Development, left the company at their own request and with a high degree of mutual understanding at the beginning of May. "Both have shown a great deal of commitment for Daiber over many years and are deserving of high praise," says Managing Director Kai Gminder. "We owe them both a debt of gratitude and wish them all the best for the future."

In order to ensure that responsibilities will be carried by several strong shoulders in the future, Mario Besenfelder, together with Bernd Seeger, a long-standing Brand Ambassador and Key Account Manager at Daiber, will take over the management of the restructured sales team. Bernd Seeger, who is a strong leader and competent in the field of digitalization, will take over as Internal Sales Manager and Mario Besenfelder as Field Sales Manager.

Managing Director Christof Kunze remarks, "We are very pleased that we were able to win such qualified colleagues, as well as experienced sales people and managers for this new challenge. In addition, we are convinced that our team will be even more successful in this constellation, together with our dealers, partners and employees." www.daiber.de



The new sales management of Gustav Daiber GmbH:
Mario Besenfelder (left) and Bernd Seeger.
Source: Daiber

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



12th special promotional product show sets visitor record

The 12th edition of the 'Werbemittel-Sonderschau', a special promotional product show hosted by Bartenbach Werbemittel on 18th and 19th May, was a real success on all fronts. Roughly 200 enthusiastic visitors (which was a visitor record) experienced a varied programme in superb weather, to the great pleasure of exhibitors and hosts. "Finally, a full house again, finally a customer event again", managing director Tobias Bartenbach was happy to announce. The premiere after a pandemic break of more than two years was the perfect kick-off for the promotional product wholesaler based in Mainz – and all those who took part enjoyed two days filled with emotions, inspiration and good conversations in a relaxed atmosphere.

On 1,500 sqm exhibition space, indoors and outdoors, the team of the Bartenbach Group offered an informative programme focussed on promotional product trends and the future of communication: innovations and ideas brought along by co-managing director Ralf Stöckl and his team from GWW Trend were presented. Further key topics: corporate wear by Bartenbach, PoS and on-packs, an ideas workshop with TAP-Connect, 3D scanners and other digital solutions. And right on time for the tournament in Qatar, Bartenbach Werbemittel showcased one of its classics, the popular World Cup match schedule, in a new look.

Successful reference projects from the consultancy business of Barten-

bach Werbemittel also provided inspiration. At the invitation of the promotional product wholesaler, renowned partners were also on board as exhibitors, including Koziol, Rhenser Mineralbrunnen, Geiger, MAGNA Sweets, Senator and Xindao. The supporting programme provided ample opportunity for communication and social interaction, e.g. with sports activities related to the Football World Cup and an after-work lounge with the beverage customers of the agency, Bauhöfer and Rhenser Mineralbrunnen.

"Around two years after the last promotional product day and almost three years since our last in-house trade show we were eagerly looking forward to the personal contact with our customers", says managing director Tobias Bartenbach. The post-pandemic premiere was a farewell at the same time: the in-house trade show was the last event at the established location in Mainz-Gonsenheim. In autumn, the Bartenbach Group will move to the 'Kaufmannshof' at the customs port in Mainz and will invite participants to the 13th special show at the new venue next year. www.bartenbach-werbemittel.de



Many well-known supplier partners were present as exhibitors at the special show. Photo: Bartenbach

Bartenbach Werbemittel



Innovations and ideas were presented that Co-Managing Director Ralf Stöckl (centre) and his team from GWW Trend had brought with them. Photo: Bartenbach



On 1,500 sqm of exhibition space indoors and outdoors, the team of the Bartenbach Group offered an informative programme all about advertising trends. Even the weather played along. Photo: Bartenbach

New CEO appointed

Plato Group, one of the leading European companies in the industry of promotional products, announced that the company has appointed Rob Looye as their new Chief Executive Officer. Looye will succeed Ton Löbker and take over responsibilities as per May 2022.

Löbker was CEO of Plato Group since December 2018 and decided to lay down his position. "Since Compacon (the company founded by Löbker in 1992) became part of Plato Group in 2017, I have been strongly involved in the Group, whereof the last 3.5 years as CEO: "It was a great journey where we, despite the challenging economic situation, managed to strengthen the company and market positions of the brands. The reason to step down is my wish to explore other opportunities in different directions. I wish Plato Group and Rob lots of success and am confident that Plato Group is in good hands and will further strengthen her position in Europe." Löbker will stay connected to Plato Group as an advisor of the Commissioner Board.



Plato Group appoints Rob Looye as new CEO

Rob Looye has a lot of experience in different company cultures such as corporate-, private equity owned and family-companies. His latest assignment was as CEO at Nedelko. From Marketing and Sales functions, he has grown to General Management positions and implemented several successful and significant improvements in the results and working processes. Looye has an entrepreneurial spirit, and he is looking forward to work together with his new team and bring the Plato Group to the next ambitious level: "I am looking forward to continuing the strategic direction of Plato Group together with the team. Furthermore, new challenges like business & market development to fulfill our growth ambition!"

Plato Group is one of the leading wholesalers of promotional products in Europe and the parent company of well-known brands in the industry: Clipper Gifts & Interall Group, Compacon and IGO. With these brands, the organization offers a solution for every type of customer. Clipper is an international importer of promotional products and business gifts and supplies exclusively to European distributors with Interall Group as the sustainable expert with her WoW sustainable products. IGO provides businesses with an entire online range of high-quality promotional products at competitive prices and backed by fast service. Compacon helps large organizations distinguish themselves through creative and effective use of promotional products, premiums, merchandise, and business gifts. www.platogroup.eu

A focus on quality and safety

Since July 2021, Evgenia Iwersen has been responsible as a team director for both imports as well as the in-house quality management at mbw, a specialist in good mood products based in Wanderup. She recently received her certificate as a specialist in toy safety from the German technical inspection association TÜV. "Our products often get into the hands of children. Thus, high standards are indispensable", says Evgenia Iwersen. Starting with the design, the selection of high-quality materials on to the continuous inspection of their processing and for products made both on our and our suppliers' premises: we take a very close look and are aware of the great responsibility which we take on during the manufacturing of toys.

www.mbw.sh



uma in discussion with regional politicians

Uma maintains open, constant communication with regional politicians to demonstrate to politicians how the framework conditions, draft legislation and future plans directly impact businesses. The state secretary in the Ministry for Cultural Affairs, Youth and Sport in Baden-Württemberg, Sandra Boser, recently visited Uma Schreibgeräte Ullmann GmbH in Fischerbach. She is a member of the state parliament of Baden-Wuerttemberg from the Green party and represents the electoral constituency of Lahr/Kinzigtal.

The government's current climate and energy policy and the additional financial burden for industry and private households were also the topics of discussion during her visit as well as the demands for climate objectives which can be imple-

mented in practice. As a climate-neutral company, Uma can refer in this respect to the initiatives it has already successfully achieved and also stands out through its use of recycled plastics for innovative upcycling writing instruments. Speaking on behalf of Uma, Managing Director Alexander Ullmann states, "The high investment costs for research and development and the additional rising costs for raw materials and energy will become a challenge during the next few years. The struggle to find skilled workers is of particular concern in rural areas and is an issue that can only be resolved holistically by working together

with policy makers. In this regard, industry wants first and foremost better framework conditions and equipment in educational institutions. Here, deeds should take precedence over words. The time that is lost can only be made up for with great difficulty, and it weakens Germany as a vocational training and production location."



uma Schreibgeräte

During a tour of the company (L-R.): Jochen Ullmann (Managing Director of Uma), Thomas Schneider (Mayor of the municipality of Fischerbach), Alexander Ullmann (Managing Director of Uma), Sandra Boser (State Secretary in the Ministry for Cultural Affairs, Youth and Sport Baden-Württemberg), Peter Ullmann (Managing Director of Uma).

New warehouse inaugurated

Sweetware, a manufacturer of customised sweets from Vogtsburg, was able to inaugurate its new high-rack warehouse according to plan just in time before Easter. Managing director Sandor Kiss and sales director Markus Herr turned over the symbolic warehouse key to production director Josua Rieflin and warehouse director Jonathan Mattes.

"We have taken the first step by doing so and will be taking advantage of the new facilities in our building extension. The new highly modern warehouse with up to 1680 spaces enormously optimises our effectiveness and efficiency. We are delighted about this additional milestone. The relocation of production and administration is already in full swing. More information on this will be provided soon," according to marketing director Lars Göppert. www.sweetware.de

Sweetware



Sales director Markus Herr and managing director Sandor Kiss turn over the symbolic warehouse key to warehouse director Jonathan Mattes and production director Josua Rieflin (from the left).

terminic

New calendar model: a six-pack without any sport at all

Just in time for summer, the calendar manufacturer terminic from Bremen has launched its very own form of a six-pack. Instead of muscles, however, it is made of paper and cardboard. We are talking about the 6-month calendar “Super 1 SixPack”. The latest terminic product is almost one metre high and weighs about 350 grams. These values correspond to the dimensions of terminic’s bestseller, the 4-month wall calendar “Super 1 Quadro”, because the upper and lower calendar blocks with a 2-month overview combine the compactness of the 4-month wall calendar with the extensive overview of a 6-month overview in the “SixPack”.

The same core idea of combining the best-selling format with an even larger overview has already been implemented by terminic in the models “HiFive”, a 5-month wall calendar, and “SevenUp”, a 7-month wall calendar. These models also use the two-part calendar blocks on the surface of the 4-month wall calendar. Not only the design but also the naming followed the same principle. “After the names HiFive and SevenUp for the products with the same basic idea, it was clear to us that this calendar deserved a name that was just as short and catchy,” says Managing Director Huschke Rolla du Rosey.

The decisive factor for the inclusion in the range was a customer request. “It is important to us to respond individually to the wishes of our customers. Be it in terms of advice, printing or even shipping. If we have the feeling that such a wish is relevant for several of our customers, then we are happy to include it in our standard range. Just like our latest model now,” explains Rolla du Rosey. www.terminic.eu



Website with a new look

After an extensive relaunch, the new Geiger Notes website has gone online. In its new, fresh design and technically up-to-date pages, customers can find full information on the company and products of this specialist for calendars, notebooks, sticky notes and promotional print material from Mainz-Kastel.

The Geiger Notes product range is also presented in a digital product catalogue, enriched with valuable tips and service information.



Geiger-Notes

www.geiger-notes.ag

“The focus here is on a simple and clear product search and filter function, so that our customers can find their desired product and the associated information, such as prices, images and product videos, in just a few clicks,” explains CEO Sven Weiß. Other services include the dealer search, download of sales documents, a career portal and the “Cockpit” dealer access with its bestseller shop.

The website will continue to grow in the future; new topics and information will be updated regularly and the product range will be expanded. In addition, Geiger Notes also provides information via its e-newsletter. Click here for the new website:

General Meeting appoints new board of Directors

After two years of hybrid meetings, the Polish promotional product association PIAP held a “normal” general meeting again for the first time on 20 May 2022 in Wadowice, southern Poland. During the event, members elected, among other things, a new Board of Directors and Examination Committee.

Jacek Kozłowski (Guapa Produkcja Sp. z o.o.), who served as Vice President in the previous term of the association, was elected President of PIAP. Edyta Lisowska (Eblis B&L), who was President of the Chamber in the previous two terms, was elected Vice President, while Aneta Kamińska (Salon Reklamy) was elected Second Vice President of PIAP. The other Board members voted for Aneta Niciak (Refloactive Sp. z o.o.), Magdalena Humeńczuk (Inspirion Polska Sp. z o.o.), Wojciech Wąsowski (12M), Sebastian Piłka (Inter...Test) and Zbigniew Grzeszczuk.

The new PIAP Examination Committee consists of: Zbigniew Zieliński (AWIH), who was appointed Chair of the PIAP Examination Committee, Anna Tomal (Mart Ceramic) as Deputy Chair, Zbigniew Czulak (Ritter Pen) as Secretary and the members of the Zbigniew Examination Committee Kaczor (MAXIM Ceramics) and Maciej Dembiński (Rosnowski Gift).

During the meeting, the association's annual accounts for 2021 were approved and the Board of Directors was released from liability for 2021. The PIAP Action Plan for 2022/2023 was also adopted. It was also decided to extend the term of office of the PIAP Board of Directors from two to three years starting in 2022. In the evening after the meeting, anniversary festivities were held for PIAP members, celebrating the 15th anniversary of the chamber.

“I am very pleased to be able to contribute to the continuation of the work begun in the last electoral term. As our organization celebrates 15 years of existence, I am aware of how much we have achieved, but also that we face enormous challenges. The number of people who want to improve PIAP's image by running for the Board of Directors or by supporting their work is very encouraging. This proves that the interests of our association are important to all of us, and at the same time guarantees the achievement of our envisioned goals,” said Jacek Kozłowski, new PIAP President. “Today, the Polish Chamber of Promotional Products unites more than 180 companies that work and grow dynamically, despite all the difficulties. The last few years have proven that the affiliated companies are not only characterized by creativity, but also by courage, both in their decision-making and their actions. Together, we are fighting for a better future and for a bigger role for promotional products,” adds the new PIAP Vice President Edyta Lisowska.

“PIAP is an organisation with a huge potential, as it brings together manufacturers, distributors and agents. I value the work that has already been done and the efforts of officials and the members of our association,” says the second PIAP Vice President Aneta Kamińska. www.piap-org.pl



Happy to have a “real” meeting again after the Corona break: the participants of the PIAP general meeting gathered for a group picture.

Now that 3M has discontinued its production of high-quality prism foils, suppliers of reflective promotional items such as snap wraps have had to look for alternatives. Industry specialist reflAktive takes a relaxed view of this and provides informative insights into a different supply chain.

reflAktive comments loss of 3M prism foils

Quality always prevails

As one of the few producers of high-quality prism foils, 3M has stopped producing the reflective material used in many products. The promotional products market is feeling the effects of the loss of 3M as a supplier: distributors of reflective snap wraps, tags, stickers and jogger bands are affected. Thomas Wassmann, Managing Director of reflAktiv, is also concerned with the subject: "Considering this development, the decision for reflAktiv to part ways with 3M around ten years ago has been shown to have been correct. reflAktiv has been relying on the market leader Orafol ever since."

High quality components

For him, the advantages are obvious: "Firstly, we stood out from the competition with our clearly recognizable 'snowflake' pattern and our production 'Made in Germany'. Secondly, our Orafol foils not only meet the EN 13356 standard but are the only ones worldwide to fulfil the new EN 17353, under certain conditions." According to Wassmann, the other components of the reflAktive products are also of high quality: "We process a high-quality strip steel core made in Germany (which is deburred and protects the impact edge from cuts with stickers) and velour made exclusively with phthalate-free plasticizers in Western Europe." Like so many manufacturers of quality products, Wassmann also scrutinized some imported items: unfortunately, it is not sufficiently known that metal cores in the Far East are made from metal with a high carbon content, which can be recognized by the blue-black colouration. "This inferior steel strip breaks and



When it comes to snap wraps, the quality of all components is important: reflective foil, metal core and velour. High quality metal (above) can be deformed but will not break (as below). Taped corners are also considered a mark of quality.



splinters easily if you bend or twist it in a different way than intended. Even the velour and the colours often don't stand up to a German quality check."

Made in Germany pays off

Are there any other film suppliers that can be taken seriously now that 3M is no longer a supplier? "The South Korean supplier Reflomax is, along with Orafol, the only manufacturer whose EGR film has been certified in Europe according to EN13356." According to the managing director, reflAktiv is currently the only marketer of snap wraps that are made in Germany. The customer can count on short delivery times, high-quality and tested materials "Made in Germany/Europe" and professional service when selecting and designing their products. Compliance with social standards, environmental and other legal requirements (keyword supply chain law) are of great importance for this company, with over 20 years of experience. <



Foils (a small sample area of each please, without reflection brightness)
The Orafol foils have a different pattern than the 3M foils that are being phased out and are of the same high quality.

After two years of pandemic-related “abstinence,” the NEWSWEEK, organized by the Gesamtverband der Werbeartikel-Wirtschaft (GWW, General Association of the Promotional Products Industry), had a successful restart under the motto “Promotion that arouses emotions”. “As if the enforced break had never existed” – comment the organizers.

Successful restart

Promotional articles arouse emotions



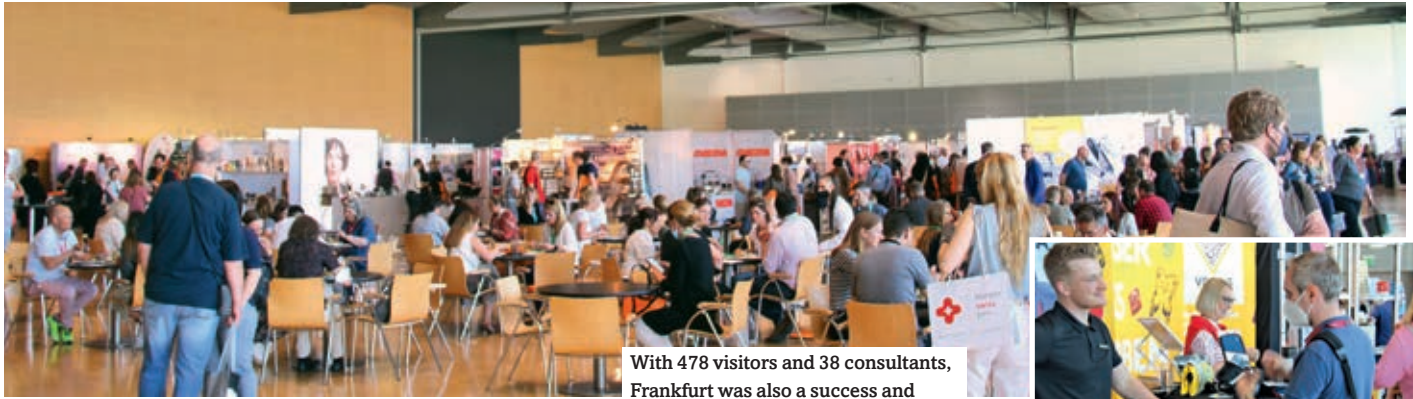
On 16 May, the NEWSWEEK opened in Bielefeld.

As at the spring TREND in March, joy prevailed at this “turnkey exhibition” (GWW), which toured 8 stages in the republic and enabled distributors to present and literally “tangibly” demonstrate interesting innovations and the latest ideas of material promotion to customers in person. Against the background of the long dry spell of Corona and the problems caused by the global crisis, such as rising energy prices and shortages of raw materials, it was clearly evident that the participants from the industry were full of positive energy and the wish to drive their business forward with new momentum. And the interaction between promotional product consultants, their invited industrial customers, and the

exhibiting companies worked as well as before the enforced break.

Eight attractive stations

The three-week roadshow, from 2 to 17 May 2022, with exhibitors from all areas of the manufacturer and supplier spectrum, stopped in the attractive locations of the cities of Dresden, Berlin, Hamburg, Munich, Stuttgart, Frankfurt, Bielefeld and finally in Dortmund. There, two consulting agencies were present, celebrating their 50th (Dicke & Partner) and 40th (IWR Hantke & Röhricht oHG) years of existence this year.



With 478 visitors and 38 consultants, Frankfurt was also a success and brought smiles to everyone's faces at the end of the second week.



Promotional product distributors were at their stands, greeting their customers.



Congratulations to the two people celebrating their anniversaries in Dortmund (from left): Dirk Röhricht (Managing Director IWR Hantke & Röhricht oHG), Ralf Samuel and Bastian Hofsummer (GWW e.V.), Karin Dicke (owner Dicke & Partner), Oliver Rentzsch (Dicke & Partner), Michael Handtke (Managing Director IWR), birthday child Nina Maas (crimex), Ms. Huismann and Ms. Neumann (Dicke & Partner).

The joy of seeing each other again and a spirit of optimism

"We and the exhibitors were pleasantly surprised by the great interest shown by the many agencies and their customers. In addition to the joy of seeing each other again after all the years of bans and contact restrictions, the spirit of optimism and the need for our live event was clearly felt," reports Bastian Hofsummer from the GWW. "Informative and qualified discussions between the actual players, the marketing decision-makers, consultants and suppliers, profitable new business contacts, countless trends, inspiration for business and real wow moments: all these only happens at real trade fairs on site," adds GWW Managing Director Ralf Samuel.

Encouraging numbers in attendance

Samuel continues, "Together with 86 exhibiting companies and 112 consultants, we were able to welcome a total of 3,384 visitors after years of prescribed abstinence and share with them the many advantages that this kind of live event offers." Admittedly, there were around 1,000 fewer visitors than at the last NEWSWEEK 2019, but exhibitors, inviting promotional agencies and organizers were overall very satisfied with the resumption of the 19th edition of this promotional products "tour," in spite of the regionally differing visitor responses.

In addition to our Christmas theme from the first range of products, we present to you in the following **cuddly ideas for the branch**, which pay tribute to humans' urge to play and are therefore ideal carriers of advertising messages.

Toys and cuddly products





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

Ideas for creative little minds

A piece of paper is all that's needed to turn this little piece of paper into a big work of art. Many great instructions for this purpose can be found in the book by the publisher EMF Verlag. The craft ideas are as easy as pie to make and are ideal for playing or giving as a gift. Promoters can use this book to build a positive brand association. EMF Verlag (Edition Michael Fischer) is pleased to incorporate the individual logo on the book cover. The number of pages, features and design can also be customised.



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

Money hiding places with a trick

The trick games "Panzerknacker" (safe-cracker) and "Schatztruhe" (treasure chest) by Condedi impress with their delightful haptics and special features. The principle is the same for both games: coins or banknotes can be placed inside and stored very easily – but how does one get them out again? That's when skill, patience and perseverance are needed. A promotional message on the items is sure to be noticed, because no matter if small or big – everyone wants to solve the puzzle.



Eco-Edition



PROMOTIONAL GIFT
AWARD 2021

Der Umwelt
zuliebe:
44 Modelle
aus 100%
recyclen
PET-
Flaschen.



- Über 600 Modelle im Sortiment
- Jährliche Neuheiten
- Premium Edition
- Veredelungen

**Sonderanfertigungen
nach Kundenwunsch**



TRIGON Deutschland GmbH
Kränkelsweg 28 • D - 41748 Viersen
Tel. 02162 - 53008-0 • Fax - 53008-20
E-mail: info@semo.de • www.semo.de



PSI 48527
MTS Sportartikel Vertriebs GmbH
Tel +49 8171 43180 • info@mts-sport.de
www.schildkroet-sport.com

Fun with kites for all ages

With a small but successful collection of pocket, stunt and sports kites, the fun & aqua specialist MTS presents its expanded kite collection. The Pocket Kites Medium & Large are handy, rod-less pocket kites suitable for children aged 5 years or older. With the carabiner and belt loop attached to the bags, they are the ideal companion for little adventures. Assembly isn't necessary. For pilots aged 10 years and over, Schildkröt presents its new stunt kites in the sizes 133 and 140. The sails of the steerable kites are made of robust ripstop polyester. The frame consists of break-resistant fibreglass rods, thus ensuring good flying characteristics whilst safely withstanding the odd crash at the beginning.



Gentle on baby hands

There are few areas in which haptics, optics but also safety and quality are so important as in products for the littlest ones. The Baby's Choice Collection by mbw® fulfils these requirements to the highest degree: soft colours, pleasant materials, shapes that were created for small hands and, of course, tested product safety as well as high quality ensure long-lasting enjoyment. The application areas are just as diverse as the range itself. All products can be finished with a logo or motto to leave a positive impression on children and parents for a long time to come.



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



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

Analogue playing fun for all

Even in the age of game consoles and gaming apps, the classic analogue yo-yo by HEPLA remains popular. Available in six cheerful standard colours and at short notice, the Saturn Yo-yo provides an attractive printable surface and many opportunities to showcase affordable and appealing promotional ideas and customer wishes. Playing with the yo-yo promotes dexterity, is great fun and a delight for young and old. Special colours are possible on request. The yo-yo is made of 100 per cent recyclable plastic.

Crafting fun for Xmas

Schäfer Promotion promises Christmas greetings of a special kind with the latest Brixies postcards. These postcards contain a kit of mini bricks that the recipient can assemble with the enclosed instructions and place on his or her desk. They can be finished with labels from a print run of 50 pieces per label or customised from 500 pieces. A novelty is the Brixies Advent calendar as a pure custom-made product.



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



-Advert-

Nachhaltige Spielzeuge und 3D-Figuren aus Pappe

Beschreiben, ausmalen, basteln oder dekorieren – Wir kreieren zu jährlichen Events, Themen oder Produkten praktische und nutzbare Papierspielzeuge, 3D-Figuren aus Pappe oder STANDEEZ® mit Mehrwert.

www.assaltenburger.de

Bildlizenzen von Shutterstock.com

GO GREEN



Ich werbe für Sie!

ASS
ALTENBURGER

Puzzle fun made of wood

The Puzzle Cube from the Elxact world of cubes is available in different colours and has an edge length of 60 millimetres. The supplier promises: boredom has no chance here. "Puzzle fun until the doctor comes" is the name of the game, because a total of seven individual pieces want to be put together again to form a cube. Finishing is possible with screen printing or as engraving on a building block.



PSI 44457
Elxact Internationale Werbemittel GmbH
Tel +49 6126 951175 • service@e-xact.de
www.e-xact.de

Decision-making tool for gamesters

The wooden cube made of beechwood by Elxact has the rounded corners that are typical for playing dice. The dice can be finished with pad or digital printing and serve as a "decision-making tool" when it comes to complex matters such as holistic financial advice. In this case, yields, dividends or interest are depicted playfully and thus remain in the customer's mind. The decision dice have different imprints for questions like "when?" or "what?" and more. It can help put an end to indecisiveness or break a stalemate.



PSI 44457
Elxact Internationale Werbemittel GmbH
Tel +49 6126 951175 • service@e-xact.de •
www.e-xact.de

Ursus spreads Christmas feeling

Nothing will get advertising partners and customers into the Christmas spirit more than a traditional plush teddy bear. Ursus by ANDA is a suitable Christmas gift for all age groups. With his Christmas hat and the accompanying scarf, he's sure to warm all hearts during the coldest days of the year. Ursus carries a paper tag on his ear, which can be colour printed with an individual company logo.



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

Minifeet® 
Kuscheln mit Qualität

LET'S SPREAD JOY!

With cuddly gift ideas
from MiniFeet®

DO YOU REMEMBER YOUR FIRST CUDDLY TOY?

Cuddly toys bring back memories, are likeable and appeal to a broad target group – regardless of age and gender.

The colourful MiniFeet® series includes classic cuddly toys, useful display cleaners and key rings. **Discover more than 360 models online now and find the perfect gift for employees, customers & partners!**



**Discover many matching
accessories & finishing options!**

 **mbw.sh**



Naive art on the wall

Just like all Ackermann calendars, the “Naive Malerei 2023” calendar is also produced in Germany and printed climate-neutrally on paper from sustainable forestry in cooperation with NatureOffice. Boundless individuality and imagination, coupled with childlike open-mindedness: naive art not only stands for motifs that typically depict an ideal world, but also for artists who haven’t completed a classic education in the art of painting. Precisely because attention isn’t paid to the right perspective or technically correct execution, these pictures draw viewers into the colourful world of very personal dreams and wishes twelve times in a row.

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



Capturing hearts with minis

Companion, protector, partner, keeper of secrets and best friend: cuddly toys by mbw are more than just a little soft plush. The MiniFeet® series includes classic cuddly toys, practical display cleaners as well as key rings. The MiniFeet® range has grown to encompass more than 360 products from diverse thematic worlds that create unlimited moments of joy. There are more than enough areas of application for the charming cuddly toys: as an attention-grabbing promotional ambassador, cute merchandising product, popular add-on, comforter when undergoing medical procedures, motivator, collectors’ item or even as a practical screen cleaner for smartphones.



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



PSI 44457
Elxact Internationale Werbemittel GmbH
Tel +49 6126 951175 • service@e-xact.de
www.e-xact.de

Magical magnets

The new, complex and magnetic 3D puzzle from the Elxact world of cubes surprises with extraordinary diversity. The new play and art cube has 36 magnets, which allows more than 70 different figures to be displayed. The magnetic cube is suitable for every age group. The promotional product can be used any time, whether it's to relieve stress, to pass the time, for relaxation or as an active task and, of course, to counter boredom. Printing is, of course, offered in photo-quality.

Having fun together

Well-known games can be the key to having fun when spending time with loved ones. The OXO Xmas tic-tac-toe by ANDA Present is a perfect traditional game for all age groups. The ten playing tokens are made of birch plywood and are printed with pictures of red Christmas trees and snowflakes or stars and reindeers. The tokens are supplied with a natural-coloured cotton carry bag which is printed with red lines for the game. The back of the tokens and the carry bag can be custom-designed using various printing techniques.



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

-Advert-

50
- YEARS -
ANNIVERSARY
1972-2022

stilolinea
WRITING INSTRUMENTS SINCE 1972

REFORESTATION PROJECT
in collaboration with
freedom
Let's green the planet

top quality

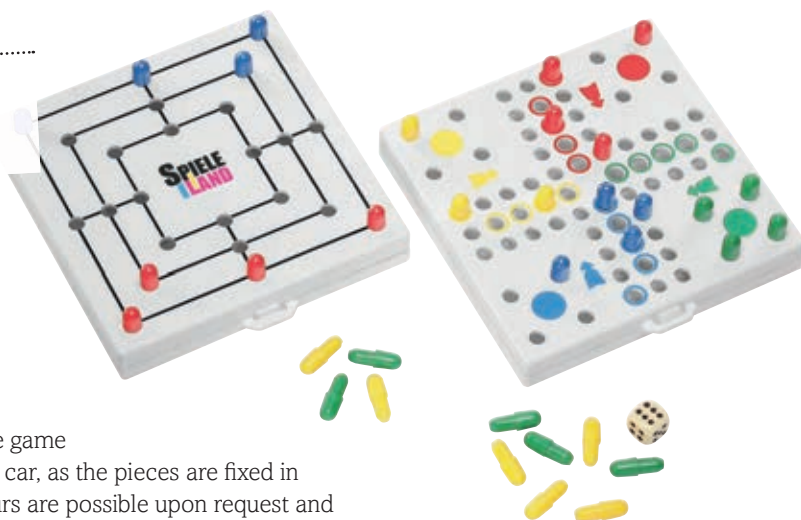
made in Italy

sustainability

STILOLINEA.COM

Reforestation is the main way to reduce CO²
Stilolinea forest is growing over 1000 trees donated to Planet
We believe in life, we are nature!

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



Entertaining pastime

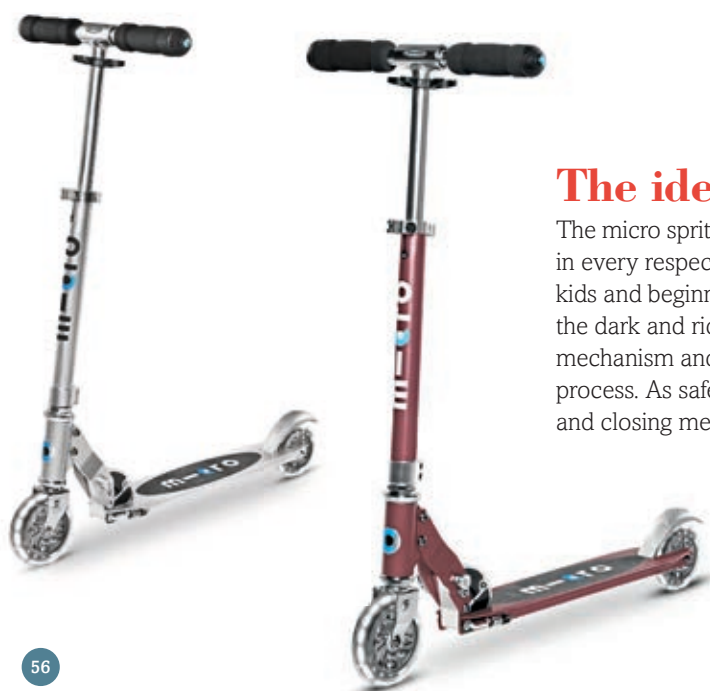
The travel game “Duo” by HEPLA combines two game classics: “Morris” and “Don’t panic” are delivered to the recipient in a small white foldable box that’s approx. 100 × 100 × 15 mm in size. Each side contains one game whereas the playing pieces and a die are stored inside. The game is suitable for 2 to 4 players. It’s also possible to play in the car, as the pieces are fixed in the designated holes on the playing surfaces. Special colours are possible upon request and the game can be optionally finished in the in-house printing facility using screen printing.

PSI 46204 • AXPOL Trading sp. z o. o. sp. k.
Tel +48 61 659 88 00 • info@axpol.com.pl
www.axpol.com.pl



Communicative bee

With the new RPET bee HE795 by AXPOL, the advertising campaign learns how to fly. The product is made of plush material from three recycled PET bottles. What’s more, the bee can travel around the world with promotional messages: it contains an integrated NFC chip inside the label. This allows the address of a website or a business card to be uploaded to the chip, which can be read by a mobile device with NFC technology.



The ideal travel companion

The micro sprite LED by Micro Mobility Systems is a suitable travel companion in every respect. Due to the easy handling, it’s the perfect scooter for younger kids and beginners. With the additional LED wheels, users are well visible in the dark and riding at night is no problem. The light is generated by a dynamo mechanism and doesn’t need any batteries thanks to the inductive charging process. As safety is a critical factor, this scooter features a dual safety folding and closing mechanism.

PSI 60521 • Micro Mobility Systems D GmbH
Tel +49 7428 9418360
info@micro-mobility.de
www.micro-mobility.de

TOP PRODUCT TOPICS IN PSI JOURNAL

Calling all chocoholics and anyone with a sweet tooth: Do you produce promotional snacks or indulgent treats? Maybe even sustainably or with sustainable resources? Then present your products in the double issue of the *PSI Journal* and let summer melt in your mouth.



Issue **8/9**
2022
ECOLOGICAL AND SUSTAINABLE PRODUCTS, VEGAN PRODUCTS and CHOCOLATE AND SWEETS
Copy deadline: 24.6.2022
Deadline for ads: 10.8.2022

Issue **10**
2022
OUTDOOR, UMBRELLAS, TOOLS & KNIVES and HEALTH AND HYGIENE
Copy deadline: 19.8.2022
Deadline for ads: 9.9.2022

Issue **11**
2022
ELECTRONICS, DIGITAL AND SMARTPHONE ACCESSORIES and CAR, BICYCLE, TRAFFIC AND SAFETY
Copy deadline: 19.9.2022
Deadline for ads: 17.10.2022

Issue **12**
2022
BRAND AND DESIGN PRODUCTS, FAIR TRADE and MADE IN GERMANY/EUROPE
Copy deadline: 19.10.2022
Deadline for ads: 9.11.2022

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



MASGUANT Promotional gloves

REF. 100
Recycled & recyclable cotton



REF. 100/2
Polyamide
All colors



REF. 120
Nitrile
Black, blue, green, red & orange



REF. 121
Micro foam nitrile
Grey & black



REF. 161
All colors



Bonifatiusstrasse, 62 A
D-40547 Düsseldorf +49211577928-0
info@masguant.de

Alemania, 44
08700 Igualada +34 938 052 267
marti@masguant.com

BAS Production and Trading GmbH is a young company offering a wide range of innovative products with deliberately sustainable accents. The focus is on the triad “avoid – reduce – compensate.” A prime example of this is the genesis of the Flatcube© seat in the BAS collection.

From discarded packaging to sustainable Flatcube©

Promotional seating made out of rubbish



The sustainable seating cube Flatcube® can be used in a variety of ways at events of all kinds.

The young, innovative BAS brand has many plans for the future. The topic of “ecological innovations” is a recurring theme that permeates the brand. “We are driven by a passion to develop outstanding products. New ideas drive us. We are committed to function. Our products are diverse, present, changeable, flexible and reliable,” is how BAS Managing Director Patrick Kastelic describes the company, adding, “Our team is a perfect mix of old hands and fresh new faces. We combine innovative ideas with trusted competence and in-depth knowledge of the market. Our main goal is to pass on as much added value as possible to our customers, under fair conditions.”

“Placing high value on sustainability”

In terms of production and the products that BAS sells, the company has a clear focus that is very much in tune with the spirit of our time. “We attach great importance to the sustainability of our products, both in the materials used and in our supplier structure. For us, the claim ap-



plies to all sustainability activities: avoid – reduce – compensate!” emphasizes Kastelic. A prime example of this is the Flatcube© made from recycled packaging waste, a seat with doubly sustainable promotion. How it is created and what makes it so sustainable is described below.

Plastic recycling from packaging waste

Every year, thousands of tons of packaging waste are thrown out by private German households. These are collected

in yellow bins, yellow sacks or similar. Instead of incinerating this waste, however, it can be recycled and used to produce new sustainable products.

The company Vogt Plastic from Rheinfelden does precisely this: they collect and recycle packaging waste from private households in the surrounding region. This recycled waste is then sorted and cleaned, and processed to a granulate form. This sustainable plastic granulate is EUCertPlast certified, as 80% or more of the granulate consists of recycled raw materials. EUCertPlast is the preliminary stage of the well-known “Blue Angel” certification, which signals to the end consumer that the product consists of recycled raw materials. In addition, the RAL marking specifies the exact content of the recycled raw material collected from private households. Vogt Plastic is a company that operates throughout Europe. It has unique recycling processes, many years of experience in the field of recycling and stands for laboratory-tested quality. The granulate produced there can, additionally, be adapted to individual requirements by means of various colouring options. This unique raw material thus provides the perfect basis for the sustainable BAS Flatcube®.

Seat cube made of recycled plastic granulate

The body of the foldable seat cube is made from sustainable, recycled plastic granulate. The granulate goes to a regional producer near Lake Constance, keeping transport routes short and creating regional ties. The finished Flatcube® not only consists of sustainable raw materials, but “revolutionizes one of the most popular promotional media for trade fairs, events and the point of sale,” according to BAS. Promotional messages can be printed over the entire surface of the cover, making it ideal for presenting a brand or a company.

Simple folding mechanism

The foldable seat cube from BAS can be assembled in just two steps thanks to its simple folding mechanism and requires no assembly knowledge or tools. Due to its foldability, it is also very light-weight and compact. This makes transport very easy and flexible. In addition, several Flatcubes® can be connected to create a bench. These properties make the Flatcube® optimal for exhibition stands, representing a brand.



What makes the Flatcube® particularly sustainable

But what exactly makes the Flatcube® sustainable? The recycled plastic granulate plays a large part in this. Instead of producing new plastic granulate, the CO2 footprint can be reduced to a third thanks to the recycled raw material. In addition, both the granulate and the seat cube itself are produced regionally, resulting in short supply chains. This saves emissions. The foldable nature of the Flatcube® also enables a more sustainable transport. It reduces the transport volume by 73%, compared to conventional seat cubes. Specifically, instead of 16 cubes, there is room for 92 pieces on a Euro-pallet, which either leaves more space for other products or saves transport costs and is therefore good for the environment.

Wool felt from Germany

The Flatcube® covers are also sustainable, using either Oeko-Tex-certified textiles or wool felt from Germany.

They are washable and interchangeable, so dirty or worn-out covers can be easily exchanged, and not the entire seat. All these properties have contributed to the Flatcube® reaching the finals of the German Sustainability Award 2022. And through this, it is clear why the seating cube from BAS is a contribution to a more sustainable society.



The promotional market in Germany grew by around six percent to 47 billion euros in 2021. Investments in promotion (36.06 billion euros) and the media's net promotional income (25.87 billion euros) exceeded pre-crisis levels. Overall, however, returns have not been consistently successful, say the Central Association of the German Advertising Federation (ZAW).

ZAW-Market result 2021 und outlook 2022

Light on the horizon

According to a ZAW press release, this can be expressed in the following detail: in 2021, the promotional industry stood for total investments in commercial communication of 47.3 billion euros. This increased by 5.5 percent compared to the previous year (44.86 billion euros). These values represent media-based investments in promotion (6.1 billion euros), including the net promotional revenue from recordable promotional media, and other forms of commercial communication (11.3 billion euros). While the first two of these values exceeded the pre-crisis year of 2019, this was not the case for other forms of commercial communication. According to the ZAW, promotional items were also struggling due to the pandemic measures in 2021. The prospects for 2022 are also a cause for concern: the majority of ZAW members are already suffering from the high raw material and energy prices. Declining consumer sentiment in the face of rising inflation and the high level of uncertainty among consumers



success. It promotes change and transformation in all parts of the economy," emphasizes Andreas F. Schubert, President of the ZAW.

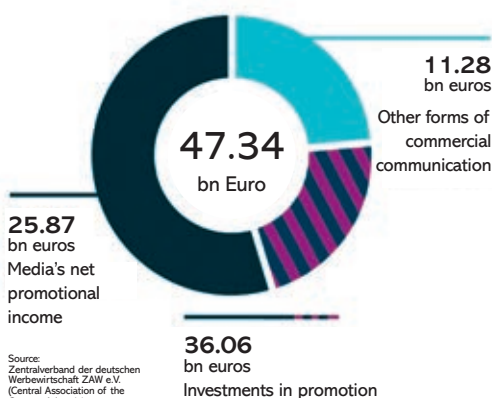
Trend analysis gives inconsistent picture

The ZAW trend analysis reflects the positive upswing of the previous year and the possibility of its continuation in 2022. However, due to economic development and political indicators, skepticism is also spreading. More than half of ZAW members expect to break even in the first half of the year (55 percent), 21 percent even expect an increase on the pre-crisis year 2019 or more, whereas 17 percent fear a decline to the corona year 2020. The question about the mood in the promotional industry on a scale from 8 ("excellent") to 1 ("threatening") shows a slightly better average value of 3.5 in spring 2022 than in the Corona year 2021 during lockdown times (3.3).

Outlook on promotional market's development

Andreas F. Schubert considers it rather difficult to assess the development of the promotional market in 2022: "On the one hand, consumers have a fundamental desire to consume, because after more than two years of corona restrictions there is simply a need to catch up. In addition, sufficient assets have accumulated in the two corona years 2020 and 2021, as consumption was perforce lower than usual. On the other hand, fewer financial resources are available for larger purchases if significantly more money has to be spent on petrol, electricity, heating oil, gas and groceries. If, however, the geopolitical situation changes, it is conceivable that the overall economy will improve from the second half of 2022 and will, after a time lag, also reach the promotional industry. It has learned from the past two years and shown that it can react quickly and flexibly."

Commercial communication in Germany in 2021
(in bn euros)



and companies as a result of the Ukraine war are increasing threats to promotional investment and the sector's value creation. The ZAW expects positive framework conditions and laws from politicians that will strengthen competition. "The added value and public value that the industry stands for are more important than ever in times like these: the promotional industry helps innovations achieve market

elasto GmbH & Co. KG, one of the leading manufacturers of promotional products with its headquarters in Sulzbach-Rosenberg, Bavaria, is launching the next offensive towards sustainability: in 2022, the company became the first German producer in the promotional products sector to be ISCC PLUS certified.

elasto is ISCC PLUS certified

Together for the environment

Enabling a healthy future on this planet requires commitment on all sides. An essential contribution to this are the voluntary initiatives and efforts of manufacturing companies. Many companies in the promotional products industry are aware of their responsibility and are increasingly concerned with sustainability. elasto GmbH & Co., the first German producer in the promotional product sector to be certified with ISCC PLUS, is exemplary in taking the next big step towards ecological consciousness and social responsibility.

Completely sustainable with ISCC PLUS

ISCC (= International Sustainability and Carbon Certification) is an independent, global, voluntary certification system covering the entire supply chain. It measures the use of resource-saving raw materials and the ecologically valuable products made from them. elasto went one step further, however, and added the PLUS level to the ISCC certificate. ISCC PLUS is the certification system for global companies in non-regulated markets that offer final products. Because only certified companies are allowed to produce and trade with ISCC-certified material, as well as manufacture products from it and put them up for sale. The three main cornerstones playing a central role in this are:

Ecological land use

An important part of value creation is the environmentally friendly extraction of raw materials. Closely related to this is the strict protection of areas, in particular agricultural soil, water bodies and forests.

Social justice

ISCC creates safe working conditions across the entire value chain through strict compliance with human, labour and land rights.

Economic sustainability

The low-emission and environmentally friendly manufacture of products is guaranteed by monitoring greenhouse gas emissions, constant recycling and the re-use of production waste.

Sustainable raw material instead of fossil resources

The focus is on reducing the amount of new fossil-based plastics. "That's why fossil resources have been replaced through sustainable, bio-circular material in the production of our ISCC-certified plastic products," explains Marcus Sperber, Managing Partner of elasto. Bio-circular polypropylene is obtained from renewable raw materials such as pine oil, used cooking oil, straw or forestry waste. Sperber continues: "Our products are produced in a climate-positive manner at the Sulzbach-Rosenberg site using our own green electricity. We are committed to the responsible use of plastic! Our new product line is in the works. Have a look!"



Two quick glimpses of the new
ISCC PLUS-certified product line
made of polypropylene:
drinking cup and storage jar.



Display advertising with an added value

If it says green on it, there must also be green inside! The Emotion Factory has always integrated this guiding principle that green products really have to be ecological into its company philosophy and product ideas. This is also the case with the new Bottle-On-Pack with flower seeds for ecologically sustainable advertising directly at the retail point of sale. For this product, the company uses plant seeds which, if requested, are bio-certified. From sunflowers to herbs and spruce seeds or colourful flower mixtures – there is something for everyone to freely choose from. The seed bags can be designed and printed freely.

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



Must-haves for World Cup fans

Elxact Promotional Products has put together a series of indispensable fan articles for the next World Cup: The range of products spans from the "super sensation" with two bang-bang sticks in a polybag with a straw to inflate, an attention-grabbing banner with two handles to hold the advertising message, on to silicone wristbands as a fashionable item with a lifestyle character. Fans wishing to show their colours can use the make-up stick to support their team. All colour combinations from the different countries are available.

PSI 44457 • Elxact Internationale Werbemittel GmbH
Tel +49 6126 951175 • service@e-xact.de
www.e-xact.de





A hoodie becomes a backpack

Hirsch Ideas is presenting an innovative textile product line in the German-speaking region. Known as QUIKFLIP, the trendy textile makes every walk and every sporting activity even more pleasant and wonderful. The Quikflip backpack hoodie has triggered a small revolution in the USA. With the patented Quikflip® Conversion Technology, every Hero Hoodie turns into a fully functional backpack in a matter of seconds! The final result is a super-slim, formfitting backpack that comes optionally with two integrated storage compartments.

PSI 47225 • HIRSCH ideas GmbH
Tel +43 463 218700 • office@hirschideas.com
www.hirschideas.com



Looking forward to school

Kids are finally going back to school together. Regardless whether it is the first day of pre-school, elementary school or the transition to secondary school, vocational school or university, it is always something very special – and therefore a wonderful occasion to treat someone. The back-to-school box from mbw was designed based on extensive research. There are printable warning vests or cuddly toys for the little ones as well as for university starters and graduates. And to attract new students to universities, it contains schmoozies for cleaning tablets, mobile phones and laptops.

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





The World Cup ball will soon be rolling

Geiger Notes will be preparing for the big event with a wide range of World Cup football items. The line of products spans from the classic World Cup planner in a poster format, the practical World Cup card for your pocket, the World Cup mini-planner as a small handy booklet for people on the go, the World Cup combi set with removable notes and marker set, on to the impressive 3D World Cup book that is individually designed with an advertising message. The "Football World Cup is and remains a highly emotional international event!", emphasises Geiger Notes executive Sven Weiß. The World Cup items can be delivered starting in September 2022.

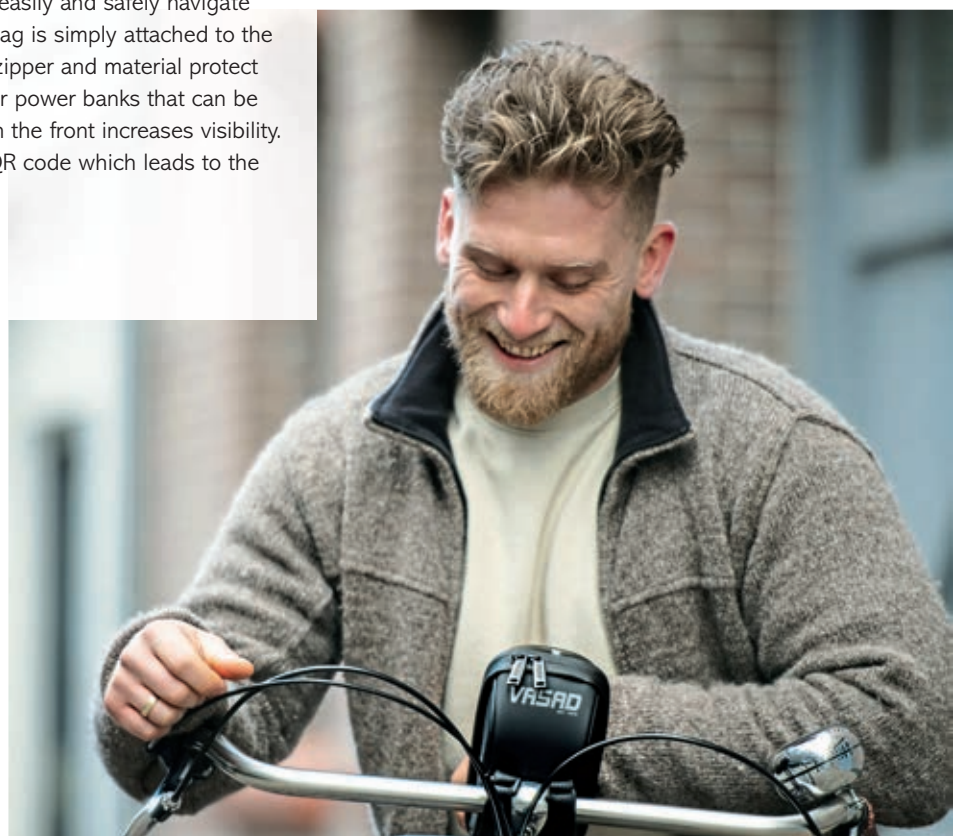
PSI 41615 • Geiger-Notes AG
Tel +49 6134 1880 • info@geiger-notes.ag
www.geiger-notes.ag



Protected during any weather

With the VASAD Phone Bag from SL Bags, cyclists easily and safely navigate the most wonderful routes in the mobile app. The bag is simply attached to the handlebars with a Velcro fastener. The waterproof zipper and material protect smartphones and other items such as keys, cards or power banks that can be stowed in the pocket. The reflective VASAD print on the front increases visibility. The bag is delivered in a luxurious gift box with a QR code which leads to the best cycling routes in Europe.

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





New appearance with gentle shades

In addition to the grass-green Line-Up in 30 exiting colour variations, Schneider is now presenting a new variation in pastel colours. Line-Up is following current trends in multiple ways. Thirty-eight fancy colours with exciting names such as romantic red, Alaska blue, Daytona violet, tango orange, Black Forest green, lapis blue and fashion pink including neon colours are perfectly suited for expressive drawings. The eight new pastel shades turquoise, lime, vanilla, lilac, pink, blue, mint and apricot allow for entirely new effects. The colourful fine liners are available in a folding pencil box.

PSI 43416 • Schneider Schreibgeräte GmbH
Tel +49 7729 8880 • promotion@schneiderpen.com
www.schneiderpen.de

Bee food from a ball

Clipper interall is presenting Green Balls, a miniature eco-system which protects the contained seeds from birds, ants and snails and supplies bees with nutrition. The seeds consist of a mixture of foxglove, birdseed, red clover, wild marjoram, bugloss, cornflower, evening primrose and chamomile. More of these flowers mean more bees and butterflies that support our eco-system. The six balls are packaged in a box made of recycled cardboard.

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



Water in a vegetal cover

The Brand Company is presenting new packaging for 33cl water packs. The recyclable and ecological pack consists of plant-based materials from responsibly managed forests. Filled with pure water with very low mineralisation from the Sierra de Mijas in Málaga, the product makes an ecological statement. The packs are available in different colours in a box of 24.

PSI 46304 • The Brand Company, S.L.
Tel +34 937915188 • info@thebrandcompany.net
www.thebrandcompany.net





New colours for bestsellers

In July, Russell Europe is presenting a colour update for the successful product line Authentic Sweats Collection. Three of the new trendy colours are available as jogging pants – which are perfect for popular shade-in-shade looks. The five new trendy colours are among the New Basics: mocha, urban grey, olive, mineral blue and indigo blue are rounded off by sport heather, a classical colour from the sporting segment and the darker version of the existing colour light Oxford.

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



Individually shaped mints

Miyopromo claims to offer a "world of new possibilities" with a new concept for presenting individually shaped mint candies. Any shape and any logo are feasible. Within 48-72 hours after submission, the customer receives a virtual logo back and can check whether he or she would like to have "his" or "her" mints produced. The provider also supports customers with the creation of 3D visualisations with the desired logo.

PSI 48364 • Miyo Mendil ve Gıda San Dış Tic Ltd Şti
Tel +90 212 6498080 • info@miyopromo.com
www.miyopromo.com

For bombastic sounds

Spranz is presenting the Metmaxx® loudspeaker MrBoombasticPartyTower XXL for home and on the go. The BoomBox with the mega sound of 2 x 10 watts plus a subwoofer plays music via blue wireless 5.0, AUX or by means of the integrated FM radio. It provides for 2 to 5 hours of music pleasure thanks to the built-in rechargeable battery. The box also has a microphone for announcements, vibes or vocal performances.



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



What's best for the body

The Charge 5 is Fitbit's most advanced fitness and health tracker with ECG function, EDA Scan app for stress management and many other functions. Schäfer Promotion presents the tracker as the "best decision for body, mind and health". In addition to the new Charge 5, the company also offers the most popular Fitbit models. Drop shipment can also be arranged for the customer upon request.

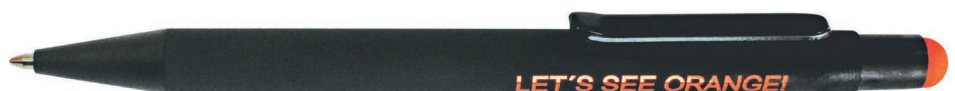
PSI 46903 • Schäfer Promotion GmbH
Tel +49 2684 957011 • info@schaefer-global.com
www.schaefer-global.com



Clear Design with a soft touch

The matt black ballpoint pen Flores Soft & Touch Black from Penko is very trendy and versatile. The colourful style and the colour-coordinated, high-quality glossy engraving set strong tones. The large advertising surface offers enough space to convey even more extensive promotional messages. The aluminium pen is equipped with a large Penko metal refill. The writing utensil is offered in six selected colour combinations.

PSI 46550 • Penko GmbH
Tel +49 6127 991290 • info@penko.net
www.penko.net



Lightweight on a shopping tour

The TRIGGI® from Pins & mehr is still a highly sought-after shopping cart chip. The time-tested promotional product is now available in a newly imagined shape: extremely light weighing just 4g, but very robust. This printed logo together with the carbon surface are a particular eye-catcher with a 3D-effect. This is the TRIGGI® Carbon – a technically exquisite must-have for all advertising messengers with style, which offers many design possibilities by means of printing or laser engraving. The enclosed, freely designable paper card ensures even more presence. Numerous standard shapes are possible.

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



PSI Product Finder | Optimized message centre

Offers and messages in the right place – with the PSI Product Finder, or more precisely in the message centre of the PSI Product Finder. Here, PSI dealers keep track of the offers and product inquiries they have made. And PSI suppliers have an immediate overview of who has requested which product from them. The message centre has now been optimized again for even more user-friendliness.



For incoming messages: a global recipient list in your own account



If a PSI distributor sends a product inquiry to a PSI supplier via the PSI Product Finder, the latter will receive an e-mail message to view, and answer the inquiry in the Product Finder message centre. Previously, these notifications were only sent to the stored, mostly general, company address. For these notification emails, however, **it is now possible to enhance the global recipient list with further addressees**. The only requirement is that the recipient has access data for the PSI Product Finder (these can be created independently in the MyPSI area at www.psi-network.de). Of course, **this global recipient list also applies to messages** that are sent in the system **without a request for a quotation**. This is also possible for PSI suppliers and PSI distributors. Incidentally, PSI distributors can also expand their global list of recipients.

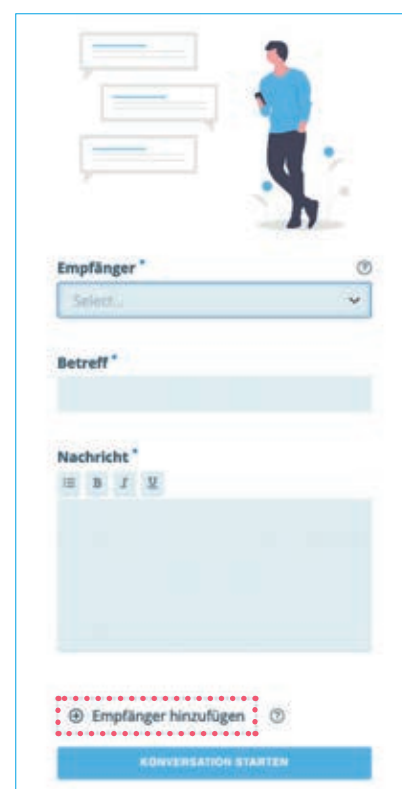
For outgoing messages: cc recipient list

In addition, there is now the option of adding further recipients to notification emails. They are added in the message centre, exclusively to each conversation, either at the beginning or during the course of the conversation: in effect, **a cc recipient list**.

Anyone who knows their contact person at the addressee company can add this person's email address. In this way, the correct addressee receives the information that a message has been received and is in the message centre. However, messages can only be viewed with a valid log-in for the PSI Product Finder.

In both cases, the notification emails will continue to be sent to the stored general company address, but also to the added recipients.

The PSI Product Finder Team is available for questions and detailed information – **by e-mail at: importe-productfinder@reedexpo.de and by telephone at: +49 211 90191-721.**



my PSI

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

EINKAUFSWAGENAUSLÖSER / KEY CHAIN

PSI No. 46925

www.pinsundmehr.de

PSI JOB BÖRSE / JOB EXCHANGE

LESEZEICHENLUPE / BOOKMARK MAGNIFIER

PSI No. 47814

www.lupenmaxx.de

INSERENTEN-VERZEICHNIS / LIST OF ADVERTISERS

PSI No.	Inserent / Advertiser	Seite / Page		
46905	Brauns-Heitmann GmbH & Co. KG	023	42332	Prodir Pagani Pens SA 001
41169	Cartamundi Deutschland GmbH ASS Altenburger Spielkarten	051		PSI - Reed Exhibitions Deutschland GmbH U2/IFC, 009, 057, 037, 071
45452	CD-LUX GmbH	U4/OBC		Reed Exhibitions Deutschland GmbH U3/IBC
42819	Gustav Daiber GmbH	005	45328	Stilolinea Srl 055
47464	Karlowsky Fashion GmbH	007	48880	Tramontina Germany GmbH 031
47814	Lupenmaxx GmbH	069	44970	Trigon Deutschland GmbH (ehemals SEMO Deutschland GmbH) 049
41617	MAGNA sweets GmbH	U1A/Cover	41848	uma Schreibgeräte Ullmann GmbH 027
43478	MASGUANT, S. L.	035, 057		Beilage/Insert (*Teilauflage/Partial Circulation)
42020	mbw Vertriebsges. mbH	053	41369	elasto GmbH & Co. KG*
43927	memo AG	019		PSI - Reed Exhibitions Deutschland GmbH*
43410	Mister Bags GmbH	002+003		
48316	MM Brown Deutschland GmbH	017		
46925	Pins & mehr GmbH & Co. KG	069		

Together, we are better

Whether we're aware of it or not, we are all training a very specific mental skill at the moment: acceptance. I am deliberately not talking about tolerance, so just putting up with circumstances we do not like. What I also do not mean is capitulation to the unchangeable, which often smacks of defeat. No, genuine acceptance is a far more difficult exercise in day-to-day life and business, but to compensate, it has an uncommonly healing, liberating power. And precisely this power works in our favour in the end.

Too theoretical? Here comes an entirely practical example. We at PSI, for instance, have had to come to understand, and therefore also accept, criticism that communication with our members has not always been at its best. We have been unable to convey our services, ideas and goals in such a way that many might have seen in us the strong partner we are and always were. Now, you can dispute it, ignore it – or accept it and change it. We have opted to do the latter, and that is why we will be informing our members more openly, more directly and more accurately from now on.

We have already made a start with our three-pronged newsletter concept. In the future, with the Business Letter, the Members' Letter and Petra's Letter you will more swiftly receive exactly the information that really matters to you. What is more, we are working on the relaunch of our website, to make it more functional, more informative and more user-friendly. All of this is not cosmetics, but a new culture. And this is precisely what our industry needs – or to be more precise: what you and we need.

Incidentally, with acceptance also comes joy, and lots of good things come with big changes too. In our case, this means: more togetherness, improved understanding, new goals – and, naturally, the PSI trade show in January. Before we finally meet there again, it's probably a good idea to accept that summer is here for the time being. That surely won't be a difficulty, since all of us look forward to summer, sun, and happy faces – as we look forward to the next PSI in January 2023.

Yours,



Petra Lassahn
Director PSI



NEW DATE!

10-12

JAN

23

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

Exhibition Centre Düsseldorf



**Together
only.**

One industry, one show, one date.
See you: **10-12 JAN 23**

The leading European trade show for
the promotional products industry



In the business of
building businesses



If Not Now, Then When?

With the exception of climate change deniers, nearly everyone has gradually recognised the fact that climate change and the associated threat to having a viable future on our planet can only be counteracted with taking ecological and sustainable action and appropriate measures. As the latest PSI Sustainability Awards have proven again, our industry is also aware of its responsibility and is consistently presenting new product ideas and multi-sensory hapticals, which are based on sustainable materials and ecologically compatible concepts. In the next edition, we will show you a selection of the latest creations in this category. The second product topic for the edition is dedicated to new products in the very tasty 'chocolate and sweets' segment.

Please start thinking about your product presentations for the double edition of the PSI Journal in October 2022, which will focus on the themes of 'outdoors, umbrellas, tools and knives' as well as 'health and hygiene'. Please send us your product suggestions (image and text) by 19 August 2022 at the latest: Edit Line GmbH, Editorial Department of PSI Journal, Email: hoechemer@edit-line.de



A smart cleaning helper

The company Violin & Garlic GmbH, a start-up in Werbach, Germany, has been able to develop a product and put it on the market in just a few months: the cleaning cube QYUB. It is a cool and practical innovation and has been developed and created in the local region. This smart cleaning helper for smartphone and tablet surfaces is produced in workshops staffed by disabled people in Fulda and is thus completely made in Germany.

Vast variety

After the mandatory break during the pandemic, the promotional product merry-go-round is gradually taking off again. And that is a good thing. After all, no other advertising medium can make a greater, longer or more intensive impact than promotional products. The tremendous effect of these hapticals is not only explained by their tangible nature but also by

the almost limitless variety in terms of appearance. Our section on 'innovative products' highlights concrete examples of this on a regular basis.



Imprint

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

Publisher: Michael Freter

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

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

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

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

Layout: Stephan Weiß, Nina Bertsch, Stephan Flommersfeld

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

Translations: Translanguage, D-40885 Ratingen

Printing: Kössinger AG
D-84069 Schierling

Advertisement price list no. 54 of 1 November 2021 applies.
ISSN number 1436-6193

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

RELX produced according RELX Sustainable Paper Policy

RX Austria & Germany

Events 2022/23

Reed Exhibitions Austria & Germany

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

Bauen+Wohnen Wien¹
Internationale Messe
für Bauen, Wohnen und
Energiesparen

10.11. – 13.11.2022
Messe Wien
bauenwohnenwien.at

PSI
Die europäische Leitmesse
der Werbeartikelwirtschaft

10.01. – 12.01.2023
Messegelände Düsseldorf
psi-messe.com

Bauen+Wohnen Salzburg¹
Internationale Messe
für Bauen, Wohnen und
Energiesparen

02.02. – 05.02.2023
Messezentrum Salzburg
bauen-wohnen.co.at

Die Hohe Jagd und Fischerei¹
Internationale Messe für
Jagd, Fischerei, Abenteuer,
Natur & Reisen

16.02. – 19.02.2023
Messezentrum Salzburg
hohejagd.at
zeitgleich mit der Absolut Allrad

absolut allrad¹
Sonderschau von Allrad- und
Geländefahrzeugen

16.02. – 19.02.2023
Messezentrum Salzburg
absolut-allrad.at
zeitgleich mit der Hohe Jagd



In the business of
building businesses

¹ Publikumsfreie Messen. Alle anderen Messen sind nur für Fachbesucher zugänglich.

25 YEARS
CDLUX



CDLUX

25 YEARS
Anniversary
Catalog
available now

Climate neutral
Company
ClimatePartner.com/13089-1903-1001

FSC
WÄLDER FÜR IMMER
FÜR ALLE
Das Zeichen für verantwortliche Holzwirtschaft
FSC® C112988 - www.fsc.org

PSI
SUSTAINABILITY
AWARDS

Winner
Sustainable Product 2009
- Product -

FAIRTRADE

Sarelli

INLAY
compostable



Sweet
Give-Aways with
eye-catching
guarantee!

www.cd-lux.de

