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For Promotional
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August/September 2022

Volume 61

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For Promotional
Products

August/September 2022

Volume 61



Thomas Pfeiffer

HERKA

95 years of quality terry
products

PSI 2023

Finally a PSI trade fair
in Düsseldorf again

Product Guide

Eco-friendly and
sustainable products
Chocolate and sweet treats

CD-LUX

25 years of sweet pre-
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Industry

Companies, events,
markets

Consequences of war
delivery bottlenecks
inflation

Strategies to combat the crisis



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TIP





Editorial

In vino veritas

South Tyrol is in many ways a wonderful and marvelous region. It is both Mediterranean and Alpine with vineyards and wine gardens as well as 350 mountain peaks including giants like the Ortler and Schlern. Lovely countryside and wineries - a journey for the senses. Yet it is also a journey that opens up new horizons and makes you reflect.

Twelve wineries were on my list - and what did they all have in common? Without exception, they were run by young winegrowers, they all focus on sustainability and, for them, wonderful wine also goes hand in hand with a wonderful workplace. Design and art are omnipresent. The word "ecological" is on everyone's lips, and even "biodynamic" is not a foreign word. They bottle wine as the moon wanes away and spray homeopathic remedies like horn manure and horn silica on the vineyards. They view vines and soil holistically, and plant flowers between rows to attract bees and loosen soil for worms and other small animals. As one of the young winegrowers said: "We stopped talking about it a long time ago. We just do it." They adapt, move forward and search for opportunities in changes.

Something new in the PSI Journal? An editorial about wine? No, just an experience, which has greatly impressed me and can be applied to nearly all areas of life - including to the promotional products industry. We too have to rethink. In many areas, we have already succeeded or are well on our way. Sustainability is no longer greenwashing. Sustainability is lived out in many companies and continues through products.

Yet there still are other, very important challenges to overcome such as the dependence of the promotional products industry on Chinese products. In many areas, this amounts to up to almost 80 per cent. It doesn't always have to be entire products. It can be parts and sub-parts. Those who believe nowadays that Germany has become too dependent on Russian gas should take a look at China. I am certain that the German economy is more dependent on China than on Russian gas.

Yes, I know we cannot simply bring lost industries and trades back to the powerful countries of Europe. We already do not have enough workers today. But Europe could create opportunities. In some EU countries youth unemployment amounts to up to 40 per cent. Clever financial and economic policies could create framework conditions to bring jobs back to Europe. Let us all do our part - also in the search for products and the production process.

In this spirit

Manfred Schlösser | Editor-in-Chief PSI Journal

Your opinion: schloesser@edit-line.de

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Strategies against the crisis

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The markets had not yet fully absorbed the consequences of the Corona pandemic; when the Ukraine war broke out, an event that considerably dampens economic expectations in many countries. Nevertheless, the industry is demonstrating composure, confidence and resourcefulness in this situation. We asked some entrepreneurs how they are facing the scenario.

If not now, when?

22

As the recent PSI Sustainability Awards have proven once again, our industry is also aware of its responsibility towards the environment and keeps presenting new product ideas and multisensory "hapticals" based on sustainable materials and ecologically compatible concepts. We present the latest in this issue.



Talk, Talk, Talkinar!

58



The CSA Academy of cyber-Wear Heidelberg GmbH and Cybergroup International GmbH has started with a new thrust: Since 20 July 2022, the CSA Academy invites monthly to its new digital

format - the Talkinar series with highly interesting guests and topics. We give an overview.

95 years of quality terry

72

"The most sustainable product is the one that lasts": Following this motto, the HERKA company from Kautzen has been offering quality terry goods "Made in Austria" for almost a century - starting in the 1950s as a specialist for internationally successful custom-made products. We present the traditional company in detail here.



The greenery is getting greener

The exhibition titled **"Simply Green"** in the German Architecture Museum (DAM) in Frankfurt provides **suggestions** for unusual, pragmatic options for **designing cities greener**. For example, the green roof concept where bags made out of recycling material are filled with granules and seeds and then are put on flat roofs of buildings. After the bags are slit open and exposed to the weather, a **green roof** will start to sprout up in a short period of time. (www.hessenschau.de, "Warum unsere Städte grüner werden müssen"; www.einfach-gruen.jetzt) The green roof idea is an example of a so-called **pocket habitat**. The idea goes back to the British **organisation Arup**. Its **founder Sir Ove Arup** was convinced that work was only valuable when it had something higher to strive for. (www.arup.com)

An example of **"lush naturalness"** is the **Binh House in Ho Chi Minh City/Vietnam** – with enough space for several large plants and even for trees. Three generations of a family should be able to feed themselves from the fruit which grows in this house made out of natural stone, wood and cement. Architects have placed **plenty of plants** on each floor. The green not only serves to nourish the family but it also provides them **shade**. (www.trendsderzukunft.de, "In diesem Haus wächst genug Nahrung für eine Großfamilie")

To develop an amazing green colour, plants may need the one or other adequate aid. If it can also produce a flourishing advertising effect, even better.

Time for spring blooms

The "Jardin" garden set

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PSI 45753



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Teddy material guarantees a cuddly feeling regardless of where it is used: for a soft jacket, or following latest trends, for arm-chairs, pillows and even lamps. The technical term for this material is "bouclé," a material made from hair yarn that previously was made using hair from dogs, cats and even cows. In fact, teddy bears also used to be made from Angora goat hair, commonly known as "mohair" ...

... Today there are sustainable alternatives. The plush stuffed teddies are cuddly even though they are made 100 per cent out of recycled used plastic bottles. And if the eyes and nose do not contain any plastic parts, the cuddly teddies can be recycled to protect the environment. But who in their right mind would want to get rid of such a cuddly friend? That is advertising with a sustainable and long-lasting effect.



Sustainable cuddly moments

MiniFeet RecyclBär
mbw Vertriebsges. mbH
www.mbw.sh
PSI 42020

SOFT AND CUDDLY OR TOUGH AS STONE?

EITHER WAY,
DEFINITELY
A TREND.



Another trendy material this year is terrazzo, although this material is not really new. In fact, the opposite is true. Terrazzo was used as a floor covering in ancient Greece and the Roman Empire. It is a durable, functional and decorative building element, which is easy to clean and is known for its durability. It consists of specially selected colour aggregates mixed with water, pigments and binding agent. In the age of PVC and other modern materials, terrazzo has pretty much disappeared from view, or to be precise, from floor spaces. But its appearance is being appreciated again today. The confetti look is particularly popular with home accessories and decoration.



Though the thermos bottle with double-walled insulation and a vacuum effect in between the walls is not terrazzo, it nevertheless matches the popular trendy look.

Heavy Metal to go

Thermos bottle "Hot & Cold" with a hammer finish look
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business.troika.de
PSI 46311



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Consequences of war, delivery bottlenecks, inflation

Focus



Strategies to combat



The markets had not yet fully coped with the consequences of the corona pandemic when the war in Ukraine triggered events that significantly dampened economic expectations in many countries. Nevertheless, the branch is demonstrating composure, confidence and resourcefulness in this situation.



the crisis



Wherever you look, the news these days is not likely to cheer you up. Around a half a year after the beginning of the Ukraine war, it is becoming apparent how serious the effects of the great risk factors war and sanctions, inflation, supply bottlenecks for preliminary products and raw materials as well as ongoing logistic problems are. In the meantime, shortages of gas as well as enormous increases in energy prices have exacerbated the situation. Altogether, these are economic framework conditions, which create uncertainty and do not make business decisions any easier. Following a summary of the most important facts and figures from leading economic institutes and organisations, several companies from the branch will report on how they assess and are adapting to the situation on the following pages.

The EU economy is growing much slower

The longer the war against Ukraine lasts, the more severe the consequences and the soberer the analyses and forecasts for the development of economy. In consideration of the international character of the PSI network, we will first focus on the European and international level: in its most recent economic forecast, the European Union observes lower economic growth amid simultaneously higher inflation. It assumes that the EU economy will grow by 2.7 per cent in 2022 and 1.5 per cent in 2023. There is talk of 2.6 per cent growth for the Euro currency area in the year 2022, which is expected to decline to 1.4 per cent in 2023. According to the EU calculations, the annual average inflation rate will rise to a historic record of 7.6 per cent in 2022 in the Euro currency area and 8.3 per cent in the EU, before decreasing to 4.0 per cent or 4.6 per cent in 2023.

Risks are intensifying

Many of the downside risks mentioned in the EU spring forecast for 2022 have occurred. Above all, pressure has increased on energy and food prices. As a result, >>

>> additional inflationary pressures are increasing globally, the purchasing power of private households is declining and the monetary policy response is faster than expected. As the recovery in the US slows, the negative economic effects of China's zero-COVID policy are becoming even more apparent. Altogether, we can assume that the EU economy will further expand, but at a significantly slower pace than expected. Due to its strong dependence on fossil fuels from Russia, the EU economy is still particularly vulnerable for energy market developments. In particular, the recent restriction of Russian gas deliveries to only 20 per cent of capacity now shows how we are at the mercy of the Russian leadership. The weakening global economy is also having a negative impact on foreign demand.

Sobering forecasts for the world economy

The International Monetary Fund (IMF) currently sees 3.2 per cent growth for industrialised countries for the year 2022 and 2.9 per cent for the year 2023, but the Euro area, in particular, has been downgraded. For comparison: in 2021 the world economy still grew by 6.1 per cent, after having shrunk by 3.7 per cent in 2020 due to the pandemic. According to the forecast, the USA is expected to grow the fastest within the G7 group at a rate of 3.7 per cent in 2022. The IMF experts only estimate 1.2 per cent growth for Germany. In May, the IMF still expected 2 per cent growth for Germany. In late July, the Organisation for Economic Co-operation and Development (OECD) as well as the World Bank significantly downgraded their growth expectations for the global economy. The industrial states group of the OECD is only expecting 1.9 per cent growth for the German economy this year, instead of the around 4 per cent forecasted in December.

Germany heavily affected

Our final figures come from the Macro-Economic Policy Institute (IMK) and only apply to Germany. The economists from the IMK expect an increase of the gross domestic product (GDP) by 1.9 per cent for 2022. For 2023, they forecast 2.6 per cent economic growth. They are therefore estimating 0.2 and 0.6 percentage points less than in the spring forecast in March. The labour market continues to develop relatively positively and the service sector is also benefitting from catch-up effects.

Energy prices endanger manufacturing

It is now becoming apparent that the high energy prices in Germany are already leading to production problems. A survey of 3500 firms conducted by the Association of German Chambers of Industry and Commerce (DIHK)

revealed in late July that 16 per cent of industrial firms have to decrease production or abandon production segments. As for energy-intensive firms, this share was twice as high at 32 per cent. According to the DIHK survey, the situation of many businesses could further deteriorate in the course of the year, in particular because only half of industrial firms had covered their entire gas requirements for 2022 through contracts, while more than a third of the firms still have to purchase over 30 per cent of their gas requirements. To what extent the energy supply and price issue also affects manufacturers of promotional products depends on the branch and structure of production. Apparently, many businesses are quite well positioned due to previous and now accelerated investments in sustainable technologies.

Longer delivery times due to supply bottlenecks

In addition to the energy crisis, ship traffic jams and supply chain problems are hampering industrial production and world trade. According to an analysis of the Institute for the World Economy (IWF) in Kiel, the development of industrial production will continue to be largely determined by supply chain bottlenecks in the coming months. While incoming orders have significantly decreased by more than 5 per cent since the beginning of the war in February, companies are currently receiving more orders than they can process. The timeframe in which the order backlog could be processed (order range) has increased by more than two months in the manufacturing sector since the beginning of the pandemic due to supply bottlenecks, which means longer delivery times. According to the conclusion of IWF expert Dr. Nils Jannsen, in the best case scenario the supply bottlenecks will probably only be overcome during the course of the coming year, which means that production will still have to be limited for quite some time. Altogether, industrial production is still far below its pre-crisis level.

Logistic problems weaken trade

As our contacts emphasise, the supply chain and logistics problems continue to be a disruptive factor, which affects all levels of trade. This is also confirmed by a survey conducted by the Federation of German Wholesale, Foreign Trade and Services (BGA) in June. According to the survey, a majority those surveyed assume that delays in the supply chain such as congestion at large ports, delayed freight trains, etc. will continue to disrupt trade far into the upcoming year, if not for even longer. Many businesses indicate that they can hardly meet the continuously high demand for goods on time. Wholesalers and foreign traders are recording additional costs of up to 50 per cent due to additional organisational work re-



sulting from short-term rescheduling. Additional burdens are losses in productivity, staff shortages due to illness and the lack of skilled workers, pressure from employees, suppliers and customers as well as a general loss of trust along the supply chain.

Reducing dependencies

The corona crisis has already shown how vulnerable international logistics is. Therefore, many wholesalers and foreign traders have realigned their supply chains, according to the BGA survey. This means that they are switching to alternative business partners, finding additional procurement and sales markets and using new transport routes. Furthermore, the distributors are working on improving risk analysis and transparency along the supply chain. Respondents agree on the outlook: the top priority must be the reduction of excessive dependencies and the expansion of partnerships with additional countries. For example, Singapore, Malaysia, Thailand and Vietnam are important countries in Asia with which trade relations should be expanded. <

Strategies of the branch to combat the crisis

- ▶ Saving energy
- ▶ Investments in sustainable technology and (even own) alternative energy supplies
- ▶ A focus on sustainability for products, in businesses and in communication
- ▶ A trend towards made in Europe/Germany
- ▶ Quality over quantity: higher-quality and wherever possible ecologically sustainable products from a transparent supply chain – also as a sales argument
- ▶ Diversification of suppliers (of products, energy and logistics)
- ▶ Closer and partner-like cooperation with customers and suppliers
- ▶ Increased training and support of distributors
- ▶ Active, but branch-sensitive sales
- ▶ Product information and conceptual support for industrial clients
- ▶ Personal consultations
- ▶ Open communication with industrial clients, make the situation transparent
- ▶ Remain flexible, think about alternatives
- ▶ Create trust and stability
- ▶ Strengthen team spirit in the company, appear as a united front
- ▶ Manage challenges together: within the company, within the branch and with customers



Quellen:

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www.faz.net

“Winning people over with **high-quality products** is more important than ever.”

Marcus Sperber,
elasto

Raw material and energy costs have noticeably increased due to the current global political situation. Among other things, this has the effect that we are experiencing supply bottlenecks and that delivery times have significantly increased. Raw materials are still scarce and prices are going up accordingly. The exchange rate for the US Dollar is also making imports much more expensive. Therefore, price adjustments for standard items were unavoidable in the second quarter of this year in many areas of the branch. Nevertheless, we are able to offer our customers a constant alternative with our own products manufactured in-house without supply chain problems.



Marcus Sperber

A focus on “Made in Germany”

There is a clearly recognisable increasing demand for products made in Germany. As a manufacturing company with a more than 40-year tradition in the area of plastics processing, we benefit from this development. Thus, there has been a stronger focus on products, which we manufacture in-house. The advantages are obvious: besides complying with the highest quality standards and climate-positive production, we provide important stability factors with our short delivery times and planning security. This ensures the independence of the supply of goods, even amid turmoil in the world economy.

Quality instead of quantity

Due to inflation-related falling consumption, it is gradually becoming apparent that consumers are

increasingly prioritising quality over quantity. In the current situation, it is more important than ever to win people over with high-quality products. Products that provide functionality and a benefit to final customers are in greater demand than ever before. Winning over customers with tangible facts and transparent advertising has increasingly become the status quo in the recent past.

Creating trust and stability

In view of the current situation, it is particularly important to create trust and stability. As a long-term partner of many of our regular clients, we benefit from a basis of trust, which we have built up over the years. The certainty, which we provide due to our in-house production in Germany and the well-connected structures, also attracts new customers to us, who appreciate precisely these values. The transparency with which we run our business and our commitment to the environment have proven to be additional factors, which secure us a key position in cooperation with distributors.

On the way to becoming a sustainable company

As a future-oriented company, we have been investing in ecological sustainability for some time now. To reduce our CO₂-footprint, we rely on the large-scale use of heat recovery and photovoltaic systems. Furthermore, we save a considerable amount of heating oil by switching to wood chip heating. Our modern light management system and the widespread use of e-vehicles in the company fleet also contribute to optimising our energy balance. The extensive investments in becoming a sustainable company increase our independence and are already paying off for us.

A hopeful outlook for the future

Even in unsteady times, we look to the future optimistically. As a family-run business with an open communication structure and short distances, we are used to reacting flexibly to challenging issues. We consistently attach value to exploring the market and drawing up new strategies for action as soon as changes become apparent. We stand firmly together as a team and can rely on finding creative solutions together and exploring new concepts. After all, our dedicated employees make elasto what it is.



“Availability and delivery delays are the biggest problem”

Klaus Baumhold,
Vertriebskick

Availability and uncertainties with regard to delivery times are still the biggest problem for us. The bottlenecks at the freight ports and the well-known logistics problems are still there and I fear that we will still feel the consequences into next year. Sea freight from the Far East takes at least a month longer to arrive than in the past. This affects all branches equally. Therefore, we have to order Christmas items much earlier or rely on European suppliers, for example, which can also lead to shortages here because many people are taking this approach. Stock levels have to be checked for each offer/order, which in turn causes additional work.



Klaus Baumhold

Difficult timing

Timing is becoming increasingly unpredictable, in particular because it takes customers longer and longer to take decisions and communication is becoming more tedious due to all the uncertainties. Staff shortages due to corona are making things even more difficult. It is frustrating when offers are on the table for so long that the prices are no longer correct and the whole process has to start over again. Overall,

customers are planning more for the short-term, which is an additional challenge in view of the availability problem.

Trend: higher quality and sustainability

Altogether, business has picked up again, even if we have not yet reached pre-corona crisis levels in some product areas: there are fewer events, often with fewer participants and therefore fewer give-away items are needed. However, we are noticing that freed up budgets are more frequently being used in higher-value areas such as customer or employee gifts. This partially offsets the losses. And it is very important to note that the current energy crisis and climate change along with all their consequences have further boosted the trend towards ecological sustainability.

Flexibility and sensitivity are in demand

Flexibility is essential at the moment. We have to react flexibly and address the wishes of customers creatively: offering comparable items that can be delivered, switching to other suppliers or service providers, and adapting the product portfolio – these are some of our options. The classic catalogue business is currently on the back burner and sales activities have to be sensitively adjusted to the specific branch. >>



“We meet the challenges with **maximum flexibility**”

Harry Saffer, STABILO
Promotion Products

As a manufacturer of German quality products made in Europe, STABILO Promotion Products is not affected by supply bottlenecks. However, price increases for materials and packaging are clearly noticeable on the European market as well. Therefore, we are also forced to increase our prices starting 1 October 2022. This is unfortunately unavoidable because the prices of all raw materials, packaging as well as wage costs have massively increased. While we still refrained from price increases in 2020/2021 to the benefit of industries negatively affected by the pandemic, we now must pass on part of the cost increases to our customers. This is not easy for us.



Harry Saffer

Satisfied with the order situation

We are very satisfied with the development of incoming orders in the past business year (which ends in June for STABILO), even though there still is room for improvement to be honest. Due to delivery problems regarding products from the Asian region, we are noticing a strong trend towards products manufactured in Europe. Overall, STABILO Promotion Products is registering a significantly higher demand from trade and industry. We are now cooperating even more intensively with our trading partners with the common goal of strengthening the market again. We are looking forward to conducting personal talks again with many customers, also more frequently during personal visits.

A trend towards sustainability

We recognise a clear preference for ecologically sustainable products with short delivery distances. As a European manufacturer with many years of commitment to sustainability and a broad range of products from recycled materials or wood from sustainable forestry, STABILO strongly benefits from this trend. We are also continuously further developing, while also testing and using new ma-

terials wherever possible. In doing so, we bear a special responsibility as a family business and do not use food-related products out of conviction. STABILO has set a big goal: we would like to be CO₂-neutral by 2025. Our promotional products advisors and industrial clients also view this very positively.

Tackling challenges together

We are relaxed about this issue of energy shortages because it does not affect STABILO from today's perspective. We invest in photovoltaic systems wherever possible. Our plant in Weissenburg avoids 797,000 kilograms of CO₂, which corresponds with approx. 275,000 litres of heating oil per year. With the plant in Malaysia, we are able to supply almost 200 households with electricity. We will certainly be dealing with the current crises for a long time. We are facing them with maximum flexibility in order to react to changing market demands in the best possible manner. Our hope is that we can work together hand in hand within the branch and look to the future optimistically, in order to ultimately emerge from the crises even stronger. Let us tackle these challenges together.



“Price shouldn’t be the **only selling point.**”

Roland Liederbach,
K+M Werbemittel

W

e are currently seeing considerable price rises, as are our suppliers, in many relevant areas, such as raw materials, products, energy, transport and logistics. Added to this are increased operating expenses as well as occasional demands for higher pay due to inflation. Taking everything into account, this can definitely create some uncertainty – especially in the context of the tremendous speed and extent of the changes. At the present, there are simply too many unpredictable factors involved at one time, which makes it difficult for customers to take decisions.



Roland Liederbach

Prices continue to be an issue

The fact that suppliers are adjusting their prices can be explained by the higher costs for raw materials, energy and transport. And although we do keep our margins very low, some of our clients show little understanding that we have to pass on some of these increases in costs. The inevitably higher transport costs continue to be an issue for full-service customers. This is hard to comprehend as these customers include some major compa-

nies that are themselves imposing price increases and savings measures. This all results in difficult and ever tighter calculations and, as a consequence, leads more often to situations that, by offering much-needed customer advice, we in our sector thought we had left behind us for the most part: sales decided primarily on the basis of price.

Sustainability, quality, transparency

We endeavour to counteract the above problems by remaining proactive and pointing out viable alternatives to the customer. When providing personal advice, we discuss this openly and evaluate what options are possible based on the budget. We can help focus the customer’s attention in this direction thanks to increased awareness of environmental and social issues and appreciation of the importance of transparent supply chains. Products manufactured in Europe are a good choice as the price/performance ratio, delivery times and quality make them competitive for now. Currently, we are seeing the benefits of having promoted sustainability, good advice and quality products very early on.

Looking out for creative solutions

It goes without saying that we too are feeling the impact that when times are uncertain savings are first made in marketing departments. However, wherever business divisions are expanded, new products launched and businesses are first founded, promotional activities will still take place and promotional merchandise will continue to be a valuable support as ever. That is why we stay on the lookout for creative solutions, not just for our customers, but for us as a company to help us master the situation. >>



“We have to act **flexibly** and **decisively**”

Alexander Ullmann.
uma Writing Utensils

Less, but valuable

Basically, I now see a reduced advertising commitment in the industry on the whole. Several companies are cutting back on advertising and promotional campaigns at the moment, because they have full order books and do not need advertising. Other businesses would have liked to have advertised during the pandemic, but they were not able to because events did not take place, only took place online or were postponed for example. This is partially still the case today. I only see a limited shift of advertising expenses to other forms of advertising, thus away from haptic and print to online advertising, but simultaneously assume that promotional items will benefit from the reduction in the long-term. I am convinced that people will again notice and appreciate when they receive a promotional gift. In addition, a trend towards “less, but more valuable” was already recognisable before the crisis.

Businesses must act proactively

Cooperation with distributors has not fundamentally changed. Even after the pandemic, people probably more frequently use a Zoom call for a short discussion or think twice whether a project presentation on site makes sense. What has changed is the fact that distributors increasingly have to tend to additional issues to support product sales. Distributors need to have background knowledge on the product, the supplier, the supply chain and sustainability issues. In this regard, the industry is increasingly demand-

More than 90 per cent of the supply bottlenecks that we are dealing with are not due to lower production output. The largest problem currently is rather logistics: standing containers, waiting ships and no available airfreight volume. This problem will certainly last for a while. It is compounded by a targeted reduction of freight volume, which will ultimately drive up freight and product prices. Currently we are benefitting from anti-cyclical trade, which also drove us to keep up pre-production during the pandemic. This enables us to compensate for supply bottlenecks at the moment.



Alexander Ullmann

The shift towards increasing demand for European goods helps to overcome some supply bottlenecks in the Far East. Thus, the supposedly negative situation for Germany and Europe as a production location can also be viewed positively. European products are becoming interesting again, not only with regard to deliverability, but also the price structure.

Demand has recovered

The demand volume significantly increased in the first half of 2022. Especially large projects were placed early in the year in order to circumvent additional price increases and to again have goods at hand on time to carry out promotional campaigns as well. Small projects remain far behind expectations. The explanation for this could be that customers are still using stock goods and perhaps that this area will not experience a positive development in demand until the second half of the year. Businesses should react to this situation proactively and indicate or bring about the need among industrial customers. A wait-and-see approach to requests and orders is certainly not appropriate after Corona. Currently, only active companies that stir up demand will benefit.



ing advice, and not “just” product procurement. For us it is a positive trend that the industry is placing stronger focus on product features and values. This makes products less exchangeable, but also means for us a significantly greater need for training in sales. Yet we are also again encountering more “thirst for knowledge” among distributors, as they wish to be informed and pass on the benefits. I view this very positively. The current issues sustainability, CO₂-footprint, climate neutrality, certification, the supply chain law, etc. cannot be explained and sold with just a simple logo print in a flyer.

Worthwhile investments in sustainability

We have been a climate-neutral company since 2019 and the question of saving energy is constantly on our minds. We have already reached an extremely good level here and never become tired of further investing in saving energy and, in particular, working towards self-sufficient solutions. Own electricity production or using “green” energy sources are the main issues here. However, not only investments in buildings or production, but also investments in innovative products are part of our company philosophy. This is one of the reasons why we ranked both in 2019 and 2022 as one of the top 100 innovators among German mid-sized companies. This is proof to us that changes have already taken hold and that additional adjustments are having a long-term effect.

Bracing for longer crises

The aftermath of the pandemic, inflation, price increases, the weakening Euro, the lack of skilled workers, the Ukraine crisis, etc. are



indeed reasons to worry. We are required to react flexibly and decisively to the broader conditions, which are changing almost daily. If we do so as up to now, I can say for uma that we are well positioned. Haptic advertising will survive the crisis and continue to gain importance compared to other forms of advertising. The “side-effects” of the current crisis will in part bring about even greater problems than the corona pandemic, because it will likely last longer. That is why these developments remain exciting and challenging, but certainly not hopeless.



From 10 to 12 January 2023, the PSI Trade Show will be opening its doors again. After a whole two years - which felt like three - a trade show is going to take place with people, exhibitors and visitors once again. Many trade shows in Europe have already successfully celebrated a reopening in the current year.

Petra Lassahn is clear

Finally another PSI trade show in Düsseldorf

We had already chosen this headline in this year's March issue for the April PSI, which then had to be cancelled after all. Hopefully not a bad omen?

Petra Lassahn: No, this headline expresses exactly what we feel - and the market too: finally, another big trade show for promotional products is taking place, with international exhibitors and visitors. Finally, promotional products are centre stage again. Finally, we're going public from Lisbon to Rome, from Istanbul and Warsaw to Stockholm. We expect visitors and exhibitors from all over Europe and many countries around the world. At the PSI 2020, we had 16,000 visitors from 81 different nations. This makes the PSI one of the three largest trade shows for the promotional products industry worldwide.

It won't be easy to follow these successes.

PETRA LASSAHN: No one expects things to continue at the same level after the pandemic. But the PSI's development over almost 60 years shows where this show's potential lies. After all, we're not starting from scratch, but from a good level and will quickly work our way back to yesterday's successes. That is also what the players on the market want. They want this stage, they want this radiance, they want the variety of products, which also stands for a variety of opportunities. Because at every PSI, you don't just see new products; you come up with new business ideas or discover new directions for your company.

„The PSI's development over almost 60 years shows where the potential of this show lies.“

You wanted to integrate parts of the viscom trade show, which will no longer take place, into the PSI. Will that be an enrichment?

PETRA LASSAHN: We're only going to integrate those parts that work hand in hand with the promotional products industry and have done so for years, or even decades. For example, the area of finishing. Here, we're going to present renowned companies such as Stahl's Europe, Cameo Laser, Walz Solutions or the Roland Digital Group in a specified area of the show. Printing, cutting, engraving and modelling will be highlighted, giving promotional product consultants and dealers lots of new impetus. This is also one of the tasks of the PSI.

A task that the Textile Campus should also fulfil.

PETRA LASSAHN: Yes, and it will be very interesting. A lot of impressive companies and organisations will be presenting here. For example, the Akademie für Textilveredlung Köln (Cologne Academy for Textile Finishing), Bianca Seidel Consulting from

Düsseldorf, Pure Waste Textiles Oy from Helsinki, Planet Upcycling from Düsseldorf, the Circular Sweater Project Berlin - to name just a few. Innovations, new trends and, of course, opportunities will be waiting here for PSI-goers.

Are all the classic PSI exhibitors on board again?

PETRA LASSAHN: Whether they are all on board again, I can't say now, six months before the show. On average, we've

had between 700 and 800 exhibitors in recent years. The summer holidays are just ending in almost all countries. But I can already report that we are on a very good path as far as bookings are concerned. We already have big names like JCK Holding, Macma, Reflects and Mahlwerk, as well as Kalfany, Schneider, Victorinox, Doppler and burger Pen - we now have over 260 exhibitors and are close to finalising contracts with other big names. However, I would like to emphasise that the PSI also thrives on the many small and medium-sized exhibitors who often present themselves for the first time - this is also what trade show visitors are looking for. There will be a diversity at the PSI 2023 that you won't find anywhere else. That's why people from all over the world come to Düsseldorf.

There were, and still are, critical voices that are no longer as satisfied with the PSI as they were in the "good old days".

PETRA LASSAHN: Yes, it's like in real life. There, too, not everyone is satisfied with today and is still hung up on yesterday. We have to live with that. But as far as serious and constructive criticism is concerned, we have listened to it closely, taken it seriously and therefore rethought many areas, changed our communication and also repositioned ourselves. Promotion to gain industrial clients was a critical issue: it has been stopped. The PSI will not invite any industrial clients. In the future, only consultants and suppliers will be able to do so. There will be a limit of 10 clients per supplier, if at all desired, and the focus will be on the third day of the show. With this, we have sent a clear signal and shown how important our members are to us.

How sure are you that the upcoming PSI will really take place, against the background of Corona?

PETRA LASSAHN: Very sure. I know I've said this before, but time has passed since then and experts agree that there will no longer be a lockdown. A large part of the population has been vaccinated or has recovered, so they are not



This PSI will lay the foundation for the successes of the future - for us and for our exhibitors.

Petra Lassahn

very susceptible to infection. Politicians and scientists have also learned their lesson. Almost everywhere in Europe, almost all Corona measures have been massively reduced or even completely abolished. People are traveling a lot again and visiting trade shows, as the past months have shown. In many countries, there is no longer even the need to quarantine if the worst comes to the worst - people are appealing to the responsibility of the individual and treating Corona like a severe flu, which can also take a serious course. But we have become accustomed to this over centuries. Another short sentence on this: our health and safety concepts are optimal, the halls are large and well ventilated, so it could hardly be safer.

Then let's talk about the main themes of the next PSI.

PETRA LASSAHN: The main themes will always be novelties and variety. That's why people come to a big trade show. They want to search and find. The subject-matter will revolve around sustainability, sourcing and expertise. There will once again be a very creative and sophisticated supporting programme. In the PSI Forum we will take up current practical topics and fill them with good speakers. It will be about digital workflows, social media, optimising sales processes and much more. Lots of topics for consultants and retailers.

And once again, we'll have that PSI feeling after what feels like three years.

PETRA LASSAHN: Yes, the joy alone of walking through large, full exhibition halls again, with their international flair, will be great and will resonate for a long time. With the PSI 2023, we are laying the foundation for a healthy development in the coming years - for the PSI and the promotional product industry. We hope and will do everything we can to ensure that our members eagerly support us in this.

<



As the recent PSI Sustainability Awards again demonstrated, our sector is also aware of its responsibility and continues to keep presenting “hapticals” that comply with **principles of sustainability.**

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Luggage travels safely

The decision for sustainable promotional products and promotional clothing was made at xiano some time ago. The same product quality has significantly higher environmental benefits, according to the company. They are now presenting a luggage strap made of 100 percent RPET, i.e. recycled PET bottles. The luggage strap is produced in any colour and can be custom printed. With these straps, users can secure their luggage and make it stand out from the crowd.

Scented dangles

How about sage and mint, lavender or a wonderful herbal mix? The scented bags from ASB Herbalind come in handy in many places: as room scents in the home, in the car, kitchen, your sports bag, suitcase or handbag, and of course as a moth repellent in wardrobes. Typical features of the meticulously handcrafted products from ASB Herbalind, which is an inclusive employer situated in the Munster area of north-west Germany, are the selected fillings and high-quality cotton fabrics. Custom finishing is possible for orders of 250 and up with a choice of printing, fabric colour and filling. A perfect boost of freshness or a lavender reverie. Superior quality, sustainable and Made in Germany.



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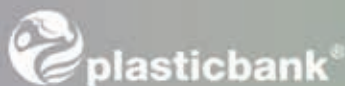


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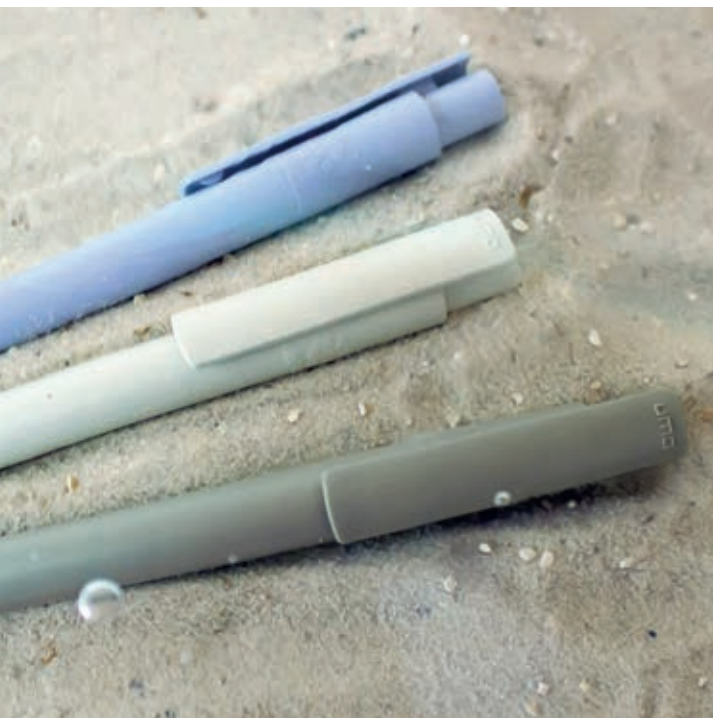


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Less Plastic – Sea Life

The pollution of our oceans with plastic waste is a worldwide problem. You can complain about it. Or actively do something about it - like the Black Forest writing instrument manufacturer uma. The new uma PET PEN PRO OCEAN is not just a chic biro. It is also an active contribution to the sustainable protection of our planet's oceans. For years, the Black Forest family business has earned a reputation as a leading company for sustainable promotional writing instruments. The focus is on the RECYCLED PET PEN series, where old PET bottles are recycled and turned into new writing instruments. The RECYCLED PET PEN PRO OCEAN is a new addition to this series: a chic retractable biro made of recycled PET material from Ocean Bound Plastic with a matt-finished barrel and clip. This exemplary model was created in cooperation with the non-profit Plastic Bank®: the Ocean Bound Plastic collected by Plastic Bank, also known as Social Plastic®, is upcycled in Europe into a sustainable rPET writing instrument. Thanks to European and climate-neutral production, the uma RECYCLED PET PEN PRO OCEAN thus makes an additional contribution to protecting the environment. Another plus: each model can be refilled with a new refill and later completely returned to the recycling cycle. But the new uma OCEAN has much more to offer. For example, an elegant design in up to six chic, discreet standard colours, which can even be implemented in the customer's CI on request. And the interior with the proven uma refill stands for lasting.



RECYCLED PET PEN PRO ocean

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uma RECYCLED PET PEN PRO ocean
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Climate-neutral production

In an age when more and more products are being made in the Far East and brought to Europe, insieme textil GmbH has a very clear aim: to make a variety of textile items in Austria again and hence protect the environment accordingly. In order to achieve that aim, 95 percent of the company's raw materials come from Austria and Germany. The fillings come mainly from domestic raw materials and certified organic cultivation. In addition, the natural promotional message bearers are manufactured in ecosocial institutions in order to help people as well, comes word from the company. The products from insieme textil include an array of natural cushions, which are fully customisable based on the customer's ideas, even from small piece numbers. Also suppliable are neck pillows, cotton blankets woven in Austria, felt coasters, kitchen aprons, gym bags and many more products besides.



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A second long life

Office products from SIPLAST give plastics a second life without compromising on design, quality or function. The company produces and prints products for the office, business and marketing. Increasingly, the company uses recycled materials from industrial and household waste or even SeaPlastic. Yesterday's acrylic divider can be transformed into today's elaborately printed clipboard. In the same way, practical PP articles that make everyday office life easier, such as folders and binders, are created from printing-plant waste products.

Attractive and functional

With the PLA Cork Cup from Global Innovations Germany, natural material merges with design and functionality. The coffee cup made from corn starch-based PLA and sustainable cork can be finished with a promotional message. The cork is sourced from 100 percent FSC-certified cultivation areas. The cup is even dishwasher-proof and, thanks to its double-walled execution, possesses outstanding insulation properties and is pleasant to the touch. What is more, the drinking vessel is also available in an elegant PLA/bamboo variant. Additionally, more cost-effective models can also be made, with PP instead of PLA. Individual customer requests can also be realised on a custom basis.



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A green number

The Metamaxx® Green Numbers from the product range from Spranz is an ecologically sustainable pocket calculator. With a special case: it possesses a housing made of 100 percent robust cardboard and a photovoltaic power supply. The nifty product is perfectly recyclable and ideally suited as a scatter item, with promotional customisation by means of high-impact digital printing. More products on this and many other themes can be found in the current catalogue of the promotional products specialist from Koblenz.

Roomy guarantor of freshness

For between-meal fortification on picnics, bike tours or a long walk, the Bio lunchbox from Hepla is ideal. The container ensures that healthy snacks such as wholewheat bread, cherry tomatoes or grapes are transported free of damage in rucksack or bag. Also works, naturally, with a tasty breakfast at kindergarten, school or in the office and conserves the environment through multiple use. This practical, BPA-free promotional product, made out of around 75 percent organic-based plastic on a sugarcane basis, is also optimally suited to use at home, as a butter dish for instance. Suppliable in light grey and beige, the readily orderable lunchbox offers a particularly large surface for printing and many options for showcasing sustainable promotional ideas and customer wishes. Made in Germany by Hepla and hence suppliable at short notice in larger piece numbers. Due to in-house production, special colours are also possible on request. If desired, the Bio lunchbox can be finished in screen printing or high-impact digital printing at the company's own printers.



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ORGANIC, die Serie aus Bio-Baumwolle

In diesen Taschen steckt nur eins: Baumwolle aus biologischem Anbau. Neben diesen inneren Werten begeistert ORGANIC durch Vielfalt, Design – und seit 2022 auch durch ihre Klimaneutralität. Entdecken Sie jetzt die komplette Serie auf www.halfar.com



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Forever young

The genes come from the legendary VW Bus T1, the concept is for the future, and Troika has the bus in miniature: as a key fob. The new electric VW ID. BUZZ in cast metal is chromed, silvery, and drives with sustainable conservation in mind, including with the promotional products specialist. The torch's white LED light is powered by a rechargeable battery and can be refuelled by means of USB-C. On board as standard: overcharging and deep discharging protection. Gleaming in sophisticated silvery chrome and exuding a legendary feeling. Charging cable included.



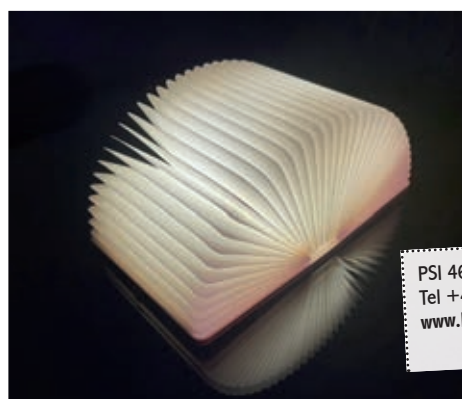
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Customised transport assistant

With the new canvas tote bag from Promocollection Limited from England, customers are able to show off their branding even while on their move. The bag is produced out of 450 g/m² canvas; long durability is therefore assured. Customisation is performed by means of screen printing, which brings out one's design with maximum impact. The totes possess a magnetic clasp and four pockets. With detachable and adjustable strap for a host of possible uses. The multi-pocket design ensures ample capacity. Reusable and washable canvas weave turns the transport assistant into a perfect environmentally friendly promotional gift for every purpose.

Illuminating moments

Useful, attractively designed, decorative and – on top of that – made of renewable raw materials. All these qualities are characteristic of the decorative lamp Book from Lumitoys. The lamp in a book design is a stylish, high-quality customer gift that brings warmth and a special flair to any room. The wood cover offers ample space for a custom design, while the glue-laminated paper pages lend the lamp stability and scatter the light for a great ambient mood. For the cover, various shades of brown are available for selection as the basis, onto which the logo is engraved. Alternatively, printing in colour is possible. The decorative lamp is charged via USB and can be obtained in various LED colours or with colour-change LEDs. There are likewise different lamp sizes. Packaging with a custom design can also be realised.



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The right outfit for the job

The new New-Nature apron models, the LS 40 bib apron & VS 13 waist apron, from Karlowsky Fashion mix ecological responsibility, natural materials and urban chic to create a very contemporary blend and have Green Button certification. What's more, the polyester in the material mix is made from GRS-certified, recycled plastic. The natural look is accentuated with contrasting colour ties and the natural colours pebble grey, cinnamon, aubergine, moss green and steel blue. Karlowsky Fashion also offers the new direct-to-film (DTF) transfer printing method for both these aprons and nearly its entire range. DTF transfers are flexible, tear-proof and washable at up to 60 degrees. Aprons with this finish are ideal for wearing in upmarket sustainable restaurants or as eco-friendly, individual Christmas gifts for customers.



Recycling to the max

SL Bags' most popular backpack model is now available in a truly sustainable version. Perfect for school, sports, work or city trips, this model's fabric, lining, zip tape and woven straps are made from recycled plastic. The manufacturer recycles 17 used bottles for each new backpack. An ideal promotional gift for friends of a cleaner world. By reducing plastic waste, customers give used bottles a new life.

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www.recyclebags.eu



Award-winning seed dispenser

ecobrand's respectful distribution, the Austrian specialist for promotional merchandise, has come up with an unusual marketing idea: a calendar box with seeds and the famous plant growth booster made from horse droppings that will last seven months. Seven inner boxes inside a cardboard box that can be designed to suit your own requirements. The customer decides which is the first month to start, say August, and then the supplier packs this chosen month and the six following months' boxes in the right order. The end customer can then enjoy an exciting gift that will guarantee them at least seven months of pleasure and interest. The outer box can be printed with the customer's own design for orders of 100 and above.

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Scan the QR code
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Sustainable all the way

The sustainable use of raw materials and resource-saving production techniques are central themes of Klio-Eterna's corporate philosophy. This is also reflected in their extensive range of sustainable products. Under the klio eco® brand, the writing instrument manufacturer from the Black Forest offers ballpoint pens made from biodegradable raw materials, as well as models made from recycled plastics. Probably the most sustainable model of the klio eco® brand is the aesthetic Shape recycling retractable ballpoint pen. Under the slogan "Sustainability all the way to the top", the Shape model is an effective promotional article, above all through its well thought-out and holistic sustainability concept. In addition to the complete outer casing and the mechanism, this product's standard refill tube is also made of recycled plastic (rPP). Equipped with the indelible Klio-Eterna Silktech L refill made of recycled polypropylene (rPP) and a high-yield writing length of 3,000 m (optionally 5,000 m), the Shape recycling guarantees lasting writing pleasure. When it comes to customisation, the Shape recycling offers various possibilities for the creative implementation of individual statements, thanks to its angular design and wide clip.



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Visually and haptically a hit

The sustainable use of raw materials and resource-saving production techniques are central themes of Klio-Eterna's corporate philosophy. This is also reflected in their extensive range of sustainable products. Under the klio eco® brand, the writing instrument manufacturer from the Black Forest offers ballpoint pens made from biodegradable raw materials, as well as models made from recycled plastics. The modern Qube recycling retractable ballpoint pens from the klio eco® brand impresses with great promotional options and a holistic sustainability concept. Both the barrel and the mechanism of this ecological promotional pen are made of 100% recycled plastics (rABS and rPOM). The Qube recycling is also an optical winner. In addition to the rectangular top, which can be customised on all four sides, the wide clip is particularly eye-catching. The Silktech L refill, which is standard with this model, impresses with a sustained 3,000 m writing length and a pleasant writing feel. It is also indelible. The Qube recycling offers a wide choice of 14 standard colours. Another highlight of the Qube recycling is the variety of attractive printing options. The wide clip offers plenty of space and can be given an eye-catching customisation using the standard printing methods of screen and pad printing, as well as digital printing.



Shape recycling

Sustainable right down to the tip



100% Recycled plastics

100% Made with green electricity

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100% Sustainably packed



Scan the QR code
and request your free sample!

Herbal cup

The natural cup for growing organic basil is one of many creative ideas from promotional products specialist Multiflower. The simpatico and simultaneously sustainable giveaway can be delivered to customers with soil tablets and seeds. The basil leaves that grow out of them make outstanding ingredients for tomato-based dishes. For a promotional message, there is sufficient space on the standard design or, likewise from 250 pieces, for a custom design, in accordance with the supplied print data, on the banderol.



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A clean affair

The ecological and sustainable No. 491 shoecare set from Frank Bürsten consists of two each of attractive horsehair polishing brush, handy horsehair buffing brush, Öko-Tex cotton polishing cloth as well as some gleaming eco shoe polish. With the enclosed care instructions, a brilliant appearance and long-lasting enjoyment of good shoes are guaranteed. The shoecare set, packaged in a presentation box made out of environmentally friendly cardboard, is intended for the sustainable care of smooth leather shoes. In putting together the shoecare set, only products are used that are sustainable and in harmony with nature. During production, Frank Bürsten insists on regenerative energies, in order thus to ensure environment-conserving production. The electricity required for this is completely covered by the company's own hydropower and photovoltaic facility. The wood for the brush bodies originates exclusively from regional forests. Wood chips occurring during production are used to heat the company building.

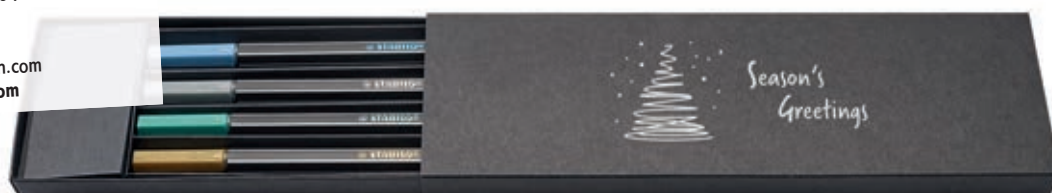


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Gleaming Christmas greetings

The Stabilo Pen 68 metallic set stimulates creativity due to its festive metallic look and, together with a Christmas card, ensures some brilliant memories. With its four gleaming colours gold, silver, metallic blue and metallic green, the felt-tip Stabilo Pen 68 conjures a unique metallic look onto colourful, dark and white grounds and thus ensures a genuine Wow effect. The colour stays smudge-free on many smooth surfaces such as metal, glass or paper. If the set reaches the target group a little while before Christmas, the festive metallic colours can be used directly on personal Christmas cards. The Pen 68 metallic Christmas set contains four felt-tip pens and a black mini pad for trying out the effect right away, plus a Christmas card. Space for promotional messages is offered by the six faces of the writing instrument and the black sliding case with enclosed Christmas card. This year's STABILO Christmas Edition also contains further sets for every target group, including, for instance, sustainable wooden pens or text markers made out of 83 percent recycled plastic. Follow this link for the Christmas brochure containing further product highlights: www.stabilopromotion.com/workbook

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In top order

Blackmaxx® Techportefolio Kork A4 from Spranz is a sustainable and high-quality A4 business writing portfolio, made out of cork material externally and, internally, equipped with innovative interior division: it is possible to charge the smartphone by means of wireless charging or via the built-in power bank garage for one's own powerbank. With Blackmaxx® Techportefolio Kork A5, Spranz offers a business organiser, exterior made of cork material, which is ideal for business notebooks. Including a booklet made of recycled paper and with innovative interior division for transporting, inductive charging and propping up the smartphone. Included are a pad made of recycled paper, compartments for pens or accessories, security chip, 5 Watt wireless charger and smartphone stand. Supplied in a designer box.

Everything in its place

A cluttered workspace and the resulting wasted time spent searching for things are a thing of the past with the Roundabout pen holder from Condedi. This sustainable and practical product is a stylish eye-catcher made of natural wood. The beautiful feel of the wood is very appealing and makes it ideal for any age group as a container for favourite pens and pencils. The Sorpresa box, also from the Living range, is a square, hinged box that comes in three different sizes and offers plenty of storage space. The fine grain of the spruce wood catches the eye. Both products are produced sustainably in the EU. They can be finished with printing or engraving. The article is available ex works, ex warehouse even in smaller quantities. Further exciting promotional products made of wood can be found on the website, in the manufacturer's new catalogue for 2022 or in the PSI Product Finder.



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Getting closer to your goals

'Play to make it happen' from i4's range is the first guide to goal-setting in the form of a board game. Its content is research and evidence-based and helps people to achieve their goals effectively. This innovative psychological tool takes the user on a carefully designed journey, on which each stop concerns a subject about setting goals: from choosing the support system to understanding the reasons and training the brain to focus on success. The game takes about two to three hours and demonstrates step-by-step how to avoid any obstacles in order to reach your goals. The ideal present for colleagues, business associates and a gift to the environment. All product components are made entirely from sustainable materials in an ECO factory in Poland. Learn more at www.playtomakeithappen.eu

Making shopping easier

The Bronson® ECOshopper by Kaldenbach is manufactured completely from recycled PET bottles. The shopping bag made of RPET felt has long handles and is a real eye-catcher with the contrasting-colour base and top. An ideal bag for daily shopping trips. It's comfortable to carry over your shoulder so your hands are free. Packed in outer cartons of 50, it is a popular gift with customers. Your logo or promotional message is applied using screen printing.



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PSI 43512 • Symbio Media Group Sp. z o.o.
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www.symbiomedie.eu • www.lab98.eu



Striking and environmentally friendly

Lab98 from Symbio Media is the globally innovative, double-sided electrostatic sticker without adhesive as an improved, environmentally friendly form of printed media for marketing, information and awareness campaigns. Electrostatic stickers in traditional design with paper support are used as promotional supports in extensive quantities these days by major pharma and FMCG companies, in pharmacies, stores, shopping centres and hospitals. The electrostatic sticker Lab98 especially stands out due to the possibility of double-sided printing. This technology is unique worldwide. There is no other provider of this kind of material, free of adhesive, free of residue left behind on the surface. The most important feature of the 100 percent recyclable, raw material-saving product is its revolutionising of the industry in reference to material consumption and waste, which has a positive effect on the environment. During the manufacture of Lab98, 98 percent less paper is consumed than with the previous form of the sticker and the CO₂ footprint is significantly reduced. In addition, a more than five times reduction of the overall weight is achieved – up to 82 percent – which is also of great importance during transport.



A piece of home

With its climate-friendly pencil made of native limewood, writing instrument specialist Staedtler offers a promotional product of a special kind: The PEFC-certified wood from regional forestry, as well as the short routes during further processing, leave behind an ecologically impeccable footprint during production. Limewood, the type of wood originally used during pencil production, can be processed entirely untreated and has ideal qualities for sharpening. Finishing is performed in four colours all-round from 2000 pieces. The pencil made of native limewood was distinguished with the PSI Sustainability Award, Sustainable Campaign category, in 2016 and is thus a sustainable promotional message-bearer par excellence.

Custom packaging

The Wilken Verlag supplies guaranteed eyecatchers with their cardboard packaging that can be personalised according to customer requirements. This packaging can be produced from solid board, fine paperboard or recycled paper depending on requirements. Customers can also choose from different variations such as folding, tuck-in flap, pillow or sliding boxes and many more according to individual requirements. The cardboard packaging can be printed both on the outside and the inside. Choose from cardboard boxes with hinged lids, folding, pillow and product boxes, packaging with a carry handle, petal boxes, tent cards, bottle packaging and much more.



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www.myfitmix.de

Everything goes into the eco can

The biodegradable Eco cardboard cans from myfitmix offer almost unlimited possibilities for use. They are available as maxi, midi, midi cardboard shakers, mini or mini cardboard shakers. It is possible to fill the cans with mulled wine spices, more than 15 types of tea, over 30 spice mixtures, classic trail mix or numerous Christmas biscuit varieties. All packaging can be individually printed with motifs according to the customer's wishes.

Naturally with certification

Klam is making a contribution towards greater sustainability in corporate fashion and premium workwear with its range of different products made of recycled or biodegradable materials. They never fail to impress, not only with their exceptional quality but also with their practical appeal and timeless design. They have GOTS or OEKO-TEX certification; another option is production Made in Germany. The highly efficient service team at the textile specialist is very experienced and offers excellent customer support.



PSI 49110
Klam Textiles Marketing & Stickerei
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www.klam.de

Sparkling creativity

According to GfK, more than 70 percent of consumers prefer sparkling water. With a market share of more than 90 percent, SodaStream is the undisputed market leader in the carbonator segment. The USP of the artbottles® available at Refill-Me Sales has always been their custom creation by designers, who often make real eye-catchers with a subtle brand reference, as recognisable at industry-typical trade shows. Made of glass and 100 percent manufactured in Germany, the attractive drinking bottle is also compatible with the top-selling carbonator SodaStream Crystal® as well as even, under the use of an adapter, with the new DUO: a unique instrument for authentic communication of all sustainability matters.

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www.artbottles.de
www.refill-me.de

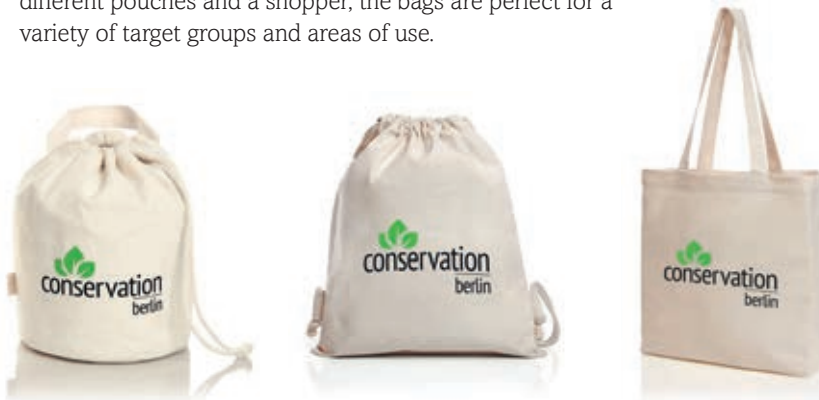


PSI 45666 • Halfar System GmbH
Tel +49 521 982440 • info@halfar.com
www.halfar.com



Doubly sustainable bags

With its climate-neutral cotton bag series Organic, promotional bag manufacturer HALFAR® does justice to organic production in two ways. On the one hand, the bags are made of 100% organic cotton. On the other hand, they are produced according to GOTS, the “Global Organic Textile Standard”. This stands for an ecologically sound product and a sustainable supply chain. The natural colour bag series is also sustainable because it is so versatile and can therefore be used for many years to come. Additionally, it scores with climate neutrality, keeping its CO₂ footprint as small as possible. With their three zipped bags, three different pouches and a shopper, the bags are perfect for a variety of target groups and areas of use.



Paper balls with a honeycomb structure

Paper Fantasies has almost 100 years of experience in the manufacture of paper decorations. The company is based in Europe and supplies trendy, colourful honeycomb balls that combine successful communication with sustainability. The decorations can be reused many times, they are made entirely of paper and so are fully recyclable. All items can be turned into personalised gifts for customers, business associates or promotional merchandise by printing a personal message or the desired artwork or choosing your own brand colour. The cardboard box can also be printed. The size of the balls varies from 3.5 to 70 centimetres in diameter. Please find even more ideas for products in the Lithuanian company's catalogue.



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www.slodkie.eu



Indulgence for vegans

The vegan NXT chocolate from Slodkie Upominki is made 100 per cent from plant-based ingredients with no residual traces of milk or milk products. The chocolate guarantees true indulgence and the creaminess of traditional milk chocolate thanks to an innovative ingredient: chufa, a high-fibre milk substitute. This 70-gram chocolate bar contains no strong allergens such as nuts, which are most commonly used in other vegan chocolate as a milk substitute. The chocolate is certified by the Cocoa Horizons foundation: this means that the ingredients used to make it come from sustainable cocoa farming and the production process itself complies with the highest ethical standards. In addition, the chocolate is packed in fully compostable foil and an FSC-certified paper box that can be fully customised with your own artwork.

PSI 41016
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www.emotion-factory.com



Greener promotion 2.0

With the Pflanz-Würfel 2.0 from the range of Heri emotion, the packaging is flowerpot and promotional message-bearer at once. Punctually for the season, the product has been supplemented by a watertight cardboard cup, in which the flowers can be grown. This makes ecological promoting even more enjoyable and the enduring promotional benefit lingers in the recipient's memory for even longer. The promotional product is delivered with a substrate tablet as soil and plant seeds according to choice. The packaging made of paper, printed on all six sides, can simply be torn open at the perforation and, after watering, the promotional means conjures up burgeoning green in the office space. Since the packaging is promotion and flowerpot in one, the promotional message is preserved for a long time. Production commences from a quantity of just twenty pieces.

All set for expansion

Troika presents a laptop bag that turns into an XL rucksack. The trigger for this is simply pulling up the extra zip, and Go Urban Expandable extends its filling capacity from 6 to 14 litres in just under 20 seconds. Ideal for stowing away that spontaneous after-work purchase or samples and catalogues from a trade show visit. Two large main compartments, one of which is padded, offer perfect protection for laptops up to 16". Numerous interior two front pockets; in addition, two net pockets for bottle and umbrella in "rucksack mode". The outer material consists of 100% PET; economical with resources, robust and splashproof according to IPX4. With loop for securing on a trolley suitcase and stowable shoulder straps.



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Tea-Time Twins

The perfect advertising medium plus a healthy tea treat: it consists of two bags with a delicious, naturally flavoured mix of organic herbal and fruit teas, packed in transparent sachets and finished with a tab. The pyramid tea bag is made of a base section and sides that converge and meet in the centre of the base section, similar to a pyramid. This design allows enough room in the drink container for the tea to unfurl and release all its flavour. This teabag shape is suitable for herbal and fruit tea mixes and has a superior appearance. The tab can be customised on both sides in four colours with your logo and message: a sustainable combination of advertising message and a healthy tea treat in keeping with the times.



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 www.schneiderpen.com



Divine writing pleasure

Reco from Schneider Schreibgeräte is anything but basic. It is the first ballpoint pen to be awarded the world's foremost ecolabel, the Blue Angel. There have been two new additions, the Line and Max versions, to this model of writing instrument, the body of which is made of 92 per cent recycled plastic. While the Line version has colour highlights with the contrasting line on the barrel, Max, with its wider clip and a shorter grip, provides more room for larger printing. What makes it special: all available individual parts for the three versions can be combined at will using the clever mix&match principle. This means the product can always be given a totally new look depending on your personal preference or company colour schemes.

Modelling set for the little ones

With KNETÄ®, you can really make a statement: according to the manufacturer, this vegan modelling clay is probably the safest modelling clay in the world and is even suitable for children from the age of one. The German manufacturer prioritises high quality and offers this never-forgotten children's item the chance to shine in new splendour. The top seller is the paper BAG, which is made from 80 per cent renewable raw materials and can be fully refined according to the CI in the 4C digital printing process.



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 www.knetae-b2b.de



Climate-neutral in everyday life

High time to give every day something special: with the young Daily bag family from Halfar. These are six fresh bag ideas made from rPET. That means they contain the fibres of recycled plastic bottles. They are part of the completely climate-neutral range that bag expert Halfar® will be offering from 2022. In addition, the Bielefeld-based company itself is climate neutral. With two backpacks for notebooks and co., two shoppers, a zipped bag and a belt bag, Daily opens up a whole universe of practical companions. It also comes in a wide range of colours: green, red, black, anthracite and navy.

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Make your own trendy snack

A new snack mix from Der Zuckerbäcker made from ingredients such as cashews, pumpkin and sunflower seeds, buckwheat, oat flakes and coconut flakes is both healthy and delicious: as a tasty mix to create your own crunchy granola in a high-quality glass. Simply add honey, or agave syrup as a vegan alternative, or oil, spread over a baking tray and bake in the oven – and there you have your finished trendy snack. The homemade granola tastes perfect as a topping for bowl foods or ice-cream, as a muesli snack in the morning or simply as a healthy something to tempt the taste buds in-between times. The hand-filled glass bottles can be customised with your label on orders for a minimum quantity of 100.



Cardboard mobile holder

tobra now offers not just individual packaging but also the option of developing novel and innovative products. One example is the newly designed mobile holder made from FSC®-certified brown board. The holder is ideal as a give-away or for mailshots, it comes in a practical format, once folded it fits in every credit card slot and can be custom-printed over the entire surface. Completely made in Germany, the firm's own solar energy or hydroelectric power is used in manufacturing. This altogether coherently designed product, which is a prime example of sustainability in every respect, is protected as a utility model.



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www.tobra.io

Green and colourful

SuboShop Cork and SuboShop Playa from Anda Present are the ideal answer for anyone looking to reduce their environmental footprint but still wanting a striking design. These shopping bags are manufactured from RPET fabric and come with a distinctive RPET label. They can be printed in full colour using sublimation printing technology, which makes the printing vivid. Upon request, customers can create different designs for the front and back of the bag and customise the final product even further to achieve an ideal product for their individual brand and message. The SuboShop products are manufactured in Europe and are part of the Be Creative collection from Anda.



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www.andapresent.com



PSI 49482 • i4 d.o.o.
Tel. +38 640436480
administracija@inventedfor.com
www.inventedfor.com



Eco-friendly fastener

Ocean Clamp from i4 is the ideal solution for sealing hard and soft bags. The Ocean Clamps are small and therefore very practical for storing in a kitchen drawer. They are manufactured 100 per cent from ocean waste that is recycled by the Swiss firm #tide. The #tide project has won several global prizes for environmental and social impact. Ocean Clamps are manufactured in Europe in Slovenia and are available in individual plastic colours. The article is a practical promotional gift for brands that make foodstuffs packaged in bags and for retail grocers. Ocean Clamps can be packaged in recycled cardboard packs of two, three or more. The history of the product is printed on the pack.



Bear and duck come “clean”

Coveted promotional items or small thank-you gifts: mbw® articles always cut a fine figure - literally! In addition, they are always on the lookout for resource-friendly production on the Danish border: Recycl-Bears, Foxes, Dogs & co. are made from 100 percent recycled plastic bottles. In this way, mbw® products leave no doubt that recycling is not only important, but also incredibly beautiful. The new duck generation of Schnabels® also conforms to this tenet! For these cute natural rubber ducks are made without petroleum from the renewable raw material natural rubber.



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www.mbw.sh



PSI 44998 • Sweetware GmbH & Co. KG
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www.sweetware.de

Simply grass

Ecological and down to earth: that's how Sweetware's customisable cardboard box made of grass presents itself. The food-safe and odourless box is safe for allergy sufferers and presents an innovative promotional idea made from renewable raw materials. The grass used comes from compensation areas. Four different fillings are available: MAOM Kracher, raspberry sweets, sherbet hearts and VIVIL chewy lozenges. Alternative fillings are available on demand.

Long-lasting care

The sustainable care products from cosmetics specialist KHK GmbH are made in Germany and perfectly suitable as long-lasting, ecological products for personal promotion with a clear conscience. Vegan natural cosmetic lip care is offered in environmentally friendly sleeves made out of FSC-certified, recyclable cardboard or recycled plastic, and equally in a 100 percent recyclable housing made from sugarcane-based polyethylene a.k.a. Green PE. The high-quality formulas are developed in the in-house laboratory and are also available with sun protection factor or as a Fairtrade variant. Particularly sustainable are care products such as hand care or a rich body butter, which totally manage without housing and are packaged merely in recycled paper. All care products are produced in accordance with the new cosmetics regulations and GMP for cosmetics and registered on the CPNP portal. The Institut Fresenius conducts continuous formula testing according to European directives.

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



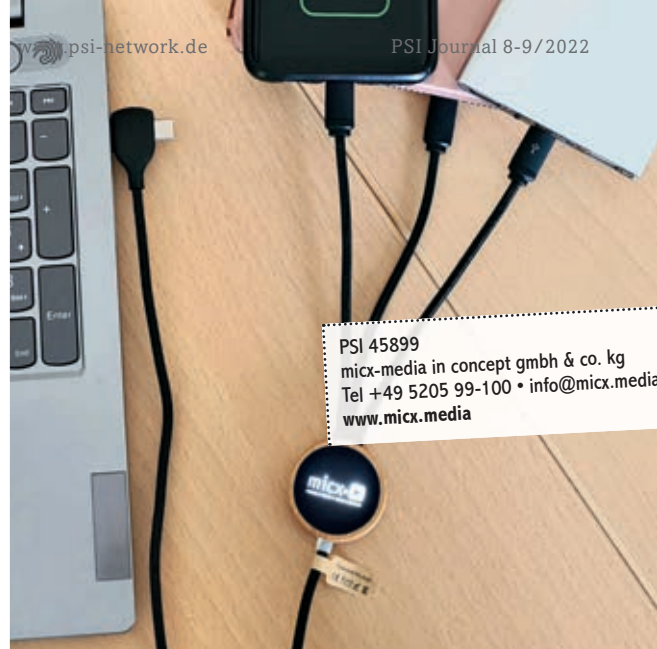
Message to the environment

Reidinger stands for superior-quality writing instruments that are encased in wood and for consistent management of environmental protection. This firm from Franconia is especially known for ecologically and sustainably produced pencils. The customisable advertising medium is FSC-certified, 100 per cent climate neutral, made in the EU and complies with the strict requirements of the Code of Conduct. Environmental protection measures at Reidinger are documented in detail at www.reidinger.de/nachhaltigkeit-leben. As an all-natural product, pencils are one of the most eco-friendly promotional gifts in the world. In the light of climate change, pencils are promotional articles that are in keeping with the times and can be custom-designed thanks to the huge range of colours, shapes and finishes. Upon request, customers can have labels such as 'climate-neutral' affixed to the product at no extra cost so that climate protection is incorporated into the advertising message.



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www.reidinger.de





Multifunctional and practical

Since sustainability is more important today than ever before, ECO cables from micx dispense with plastics that are hard to break down: made from recycled materials on sustainable raw material, the products are equipped with all commonly available charging attachments as well as USB A and USB C inputs, one of each – allowing up to three devices to be charged simultaneously. The variant Short, consisting of degradable maize and straw, is perfectly suited to charging on the move, whereas the model Long is perfect for charging at the mains or on the PC. The selection is completed by the models Bamboo, with a sophisticated, engraved bamboo surface, and LED Bamboo, with illuminated LED logo surface and sheathing made out of recycled PET bottles. This combination of functionality and environmental consciousness conveys the brand effectively into the customer's daily life.

Notes on grass paper

Karl Knauer promotional products stand for environmental protection and fairness. All this traditional company's products are made of the renewable raw materials paper and cardboard, for example the popular note blocks, sticky notes or writing pads. These "inner values" reflect Karl Knauer's company and product philosophy, which has always been sustainable, and are particularly evident in the "PURE notes" series. Companies that value a natural look now have even more natural materials to choose from: in the practical and high-quality "Pad & Pen natural" set, the pad is made of grass paper with a 30 percent grass content.



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Biodegradable in the sea

The Swiss company Prodir now also offers its successful DS8 model with sustainable casings made of biopolymers (PHA): this natural raw material has been synthesised and broken down by microorganisms for millions of years. It is part of nature's cycle, bio-based, biocompatible, biodegradable and non-toxic. Certified by the TÜV Austria. Prodir is the only supplier worldwide to manufacture writing instruments from PHA. The material sets new standards in sustainability. The new DS8 True Biotic combines sustainability, innovation and design with a strong brand ambassador. It is designed for long life and standard equipped with Floating Ball® 1.0 leads with a lead-free tip. Used refills can be replaced. Like all Prodir writing instruments, it is produced entirely in Switzerland. Prodir also offers the DS8 True Biotic in combination with a plug-in case. It is made from a sustainable, CO₂-neutral FSC paper that contains invasive algae from the Venice lagoon. The slipcase is an effective medium for communication. It credibly communicates the tenet that this writing instrument stands for: "We want fish in the sea, not rubbish". Each slip case can be customised with a company logo.



A natural grip on smartphones

As an innovation, Popsockets now presents the familiar PopGrip in plant-based materials. The new PopGrip Plant is the key to an environmentally friendly smartphone grip solution. Made out of corn starch, ricin beans and rapeseed oil, the materials are sustainably procured. The PopGrip Plant is available to customers in the colours White Trans, Faded Stone and Ice Blue.

PSI 49003 • PopSockets Europe B.V
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aleidel@popsockets.com
www.popsockerts.de • www.popsockets.com

On the road with a small pack

roly's practical Malmo transport container can be used as a bag and a backpack at the same time. It is made of 600D rPET, i.e. recycled polyester, with a mottled finish. The padded back ensures comfort. The inside pocket offers a double compartment and is optimally suited to carrying a 13-inch laptop. The double compartment has a waterproof zip and another outside pocket. Padded shoulder straps and a trolley strap perfectly round off this travel companion.



PSI 46554 • roly
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WHAT'S WITH
THE TIGERS?



Turn apples into writing cases

Gabriele Bühring produces excellent imitation leather from apple pomace. The result is a colourful and vegetable-tanned product range. Together with her team, Gabriele Bühring has an entire colour palette of high-quality, vegan imitation leather in her assortment and uses it to lovingly handcraft the Nature writing case in Germany. Where possible, the case is sewn with the support of inclusive workshops. On request, it is also available to fit DIN A4, and promotion is possible by means of embossing and printing.



PSI 40807 • GABRIELE BÜHRING
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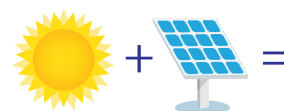
Use the rPET GripCleaner® from Polyclean International for sustainable cleaning and advertising in every sense of the word. The P-9000® microfibre made from recycled PET bottles saves resources and helps to protect our environment. The GripCleaner® is excellent not just as a mousepad but also as a practical cleaning cloth for glasses and screens. Thousands of micro dots on the back ensure a firm grip when using it. It comes packaged in a 100 percent compostable cellulose pouch made from renewable raw materials. This is how you can advertise sustainably: with your personal message as text and images on the GripCleaner®. Handy and top quality, made in Germany.


PSI 46596 • Polyclean International GmbH
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www.polyclean.com

Produced with solar energy

It doesn't get any more sustainable than this: the raw material for Spindler's promotional folders made of grass-paper cardboard was grown in German meadows. Since May 2022, the company has been producing the electricity to process the cardboard into high-quality promotional folders itself. By expanding the photovoltaic system to a total of 80 kWp, 85 percent of the electricity required for production is generated by solar power during the summer months. The Naturpur series includes various document folders, file folders and conference folders in the standard range, which can be customised with screen printing or 5c digital printing from orders of 100 pieces.

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Chic, safe, recycled

The recycled material collection from Result Clothing combines simple design with clean lines and fashionable fabric. By using special textiles made from recycled plastic, this new collection demonstrates the company's commitment to sustainability. The recycled Safe-Guard line is perfect in the dark, with details that increase safety at low light in the evening. The items in the Genuine Recycled Safeguard collection are printed using water-based inks. Result has added three new recycled products to their 2022 collection, namely a heavy winter jacket, an action overall and a softshell jacket.

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www.bw-import.at

Marketing strengthened and sales repositioned

STABILO Promotion Products is boosting marketing and refocusing sales in these challenging times. Fabian Krahulec is the Sales Manager for Germany in the Customer Service department and is responsible for German postcode areas 8 and 9. Annabell Freisler and Julia Bär are new faces on the team. Annabell Freisler is the Sales Manager for the post-code areas 0 to 7, while Julia Bär is a Marketing and Sales Specialist supporting the sales department with all activities related to the development of new business areas and is responsible for trade fairs and social media in the marketing department. Antonia Kohlbrenner returned from parental leave in June 2022 and is now the contact person in the marketing department. Christiane Wellner has left the company and Harry Saffer is taking over responsibility for sales as Managing Director.

www.stabilo-promotion.com



STABILO Promotion Products

Annabell Freisler and Julia Bär are new faces on the team. Right: Fabian Krahulec.

The Kalfany team is expanding

Kalfany Süße Werbung recently welcomed several new colleagues to various departments of its Herbolzheim/Germany site. Serkan Solak took over as Head of Production in March, and is responsible for all the production and packaging processes, the warehouse processes, and much more. Previously, he worked as a logistics manager, operations manager and business development manager in various companies. He completed his studies at Aalen University and the dual university in Heidenheim. "I am very much looking forward to the new, challenging tasks awaiting me at Kalfany Süße Werbung. I see my central task in the optimisation of operational processes in order to increase productivity and efficiency," says Solak.

New Social Media Manager Thomas Trieber arrived in July, supporting the marketing team and further developing the company's online presence in social media networks. As a creative mind, he develops concepts and ideas and produces his own photo and video material for the company's digital presence. Trieber completed his training as a businessman for dialogue marketing and then gained his first professional experience as a social media manager.

Regina Ketschik is also new, having joined the company in July. As Key Account Manager for Private Label, her responsibilities lie in the communication with business customers for the production of customised fruit gums with added benefits. Previously, Ketschik worked as a product manager for several years, and gained experience in the preparation and implementation of market launches.

www.suesse-werbung.de



Kalfany Süße Werbung

Regina Ketschik, Serkan Solak, Thomas Trieber (from l.).

ÖkoBrella umbrellas now climate neutral

The successful ÖkoBrella product family from the umbrella specialist FARE is now climate neutral. Starting in June 2022, the umbrellas' entire CO₂ footprint is being compensated through several climate protection projects. The 'climate neutral' label from ClimatePartner documents its certified climate neutrality. The label can now be found on the product pages of the FARE website and will soon be placed on the hangtags of all ÖkoBrella umbrellas, which are made from recycling paper.

FARE, which has been a climate neutral as a company since 2021 and has recently received the ÖKOPROFIT Business award, is continuing to consistently pursue its sustainability strategy by ensuring the climate neutrality of the ÖkoBrella family. Not only the environment profits from this; customers benefit, too, with their own climate protection goals, because climate neutrality is secured for the entire supply chain through the certified 'climate-neutral' label for the company FARE (corporate carbon footprint, CCF) as well as for the ÖkoBrella umbrellas (product carbon footprint, PCF). This also facilitates the implementation of sustainable company policies in its promotional product segment.

Through the joint efforts of all their suppliers and service providers, CO₂ emissions could already be significantly reduced across the entire FARE portfolio over the past few years. Unavoidable emissions produced by the ÖkoBrella family are now being compensated for through climate protection projects in Indonesia, Brazil, Haiti, the Philippines, India and Sierra Leone.

The ÖkoBrella name has been in the company's program since the ecologically-friendly umbrella was introduced in 2011, and it has stood out with innovative features, such as its bamboo frame sourced from sustainable forests or the model that is primarily produced from recycled or renewable materials. It did not take long for the umbrellas to receive recognition: In 2017 and 2019, the ÖkoBrella was honoured at the PSI Sustainability Awards. The entire sustainable product series, ranging from mini-pocket umbrellas to guest umbrellas, now features waterSAVE covers made from recycled plastic, which require 90 per cent less water when they are produced. This leads to an impressive savings of six litres of water per umbrella.

On the way to climate neutrality, FARE took the first step for determining the CO₂ footprint of the umbrellas: Together with ClimatePartner, FARE calculated the total CO₂ emissions, starting from production up until transport, including packaging and waste disposal (cradle-to-gate plus end-of-life analysis). The second step entailed analysing all of the options for preventing and reducing CO₂, such as establishing energy saving programs and selecting CO₂-neutral service providers, etc. Once the scope of the unavoidable CO₂ emissions was determined, the third step could be undertaken where climate protection projects were selected. By supporting these projects, the company can specifically offset the amount of CO₂ emitted in a transparent way. This was followed by the fourth step in which the ÖkoBrella family was awarded the 'climate-neutral' label, which independently ensures the umbrellas' climate neutrality and transparency at all times.

www.fare.de



The entire ÖkoBrella family now has the 'climate neutral' label. Photo: Axel Bühner

Tobias Seidel becomes managing director

The textile wholesaler Cotton Classics, which styles itself the “market leader in several European countries”, is intensifying its efforts on the German promotional product and textile finishing market. Cotton Classics Textil GmbH, founded in 2011, appointed Tobias Seidel as its new Managing Director at the beginning of June 2022. Together with Wolfgang Horak, founder and owner of the Cotton Classics Group, Seidel will direct the German company and address it to the challenges of the future.

The Cotton Classics Group, founded over 20 years ago, successfully sells quality textile brands in over 30 countries and has been on an upwards course for years. “I have experienced and appreciated Cotton Classics from a manufacturer’s perspective for many years. I identify strongly with the corporate philosophy ‘We care. You sell,’ and am happy to be part of this highly motivated team,” says Seidel, who previously spent almost five years as Head of Marketing and Business Development for Gustav Daiber GmbH, which manufactures the James & Nicholson brand. Horak emphasizes: “With Tobi Seidel, we are strengthening our team significantly. He has an extensive understanding of our market and brings with him a wide range of know-how that will help us advance, particularly in the areas of marketing and sales.”

Cotton Classics delivers to specialized suppliers in the areas of promotional products, textile printing, embroidery, work-wear, merchandising and online trading. The suppliers’ sales success is the top priority for all Cotton employees at their locations in Germany, Austria, the Czech Republic and Switzerland. Seidel sees the focus of their work in personal support and equal partnerships: “Despite all the digitization, you don’t build business relationships with online shops, but with people. Digital progress greatly simplifies day-to-day operations, but cannot replace personal contact.”

The anticipation for the upcoming Cotton Classics Roadshow, which takes place annually and tours Germany from 27 June to 1 July 2022, is correspondingly high. “After a two-year break, our entire team is looking forward to seeing familiar faces again and making lots of new contacts,” says Seidel. Further information about the roadshow is available at: <https://roadshow.info>

In its logistics center, the distributor manages more than 3,000 products in over 100,000 variations with the help of modern storage technology, which are dispatched reliably and quickly after orders are received in the supplier-friendly web shop. More than 4 million parts are in stock for immediate dispatch; around 100 million parts can be called up from the parts warehouses of well-known manufacturers. Due to the central location, large parts of Europe can be supplied within 1-2 working days. www.cottonclassics.com



Tobias Seidel

Cotton Classics

Reinforcement for the Southern Germany, Austria and Switzerland Sales Team

Oliver Klose, the new face at promotional bags specialist Joytex, joins Beate Demes as a contact partner in “Team South” at Joytex from today. Together, the pair will be looking after post-code area 7-9 plus Austria and Switzerland in the future. Although Oliver Klose is new at Joytex, he is a familiar figure in the promotional products industry. He previously worked for some years at Polyclean, in microfibre cloth sales, prior to seeking a new field of activity. This he has now found at Joytex. With immediate effect, he reinforces the 8-member sales team and, besides providing telephone support to customers, will also be representing Joytex at trade shows and on visits. www.joytex.de



Jointly supporting the Southern German market from now on:
Beate Demes and Oliver Klose.

Joytex

CO2e balances and compensation of emissions for all products by the end of 2023

By the end of 2023, REFLECTS GmbH wants to draw up CO2e balances for all products and retroactively compensate CO2e emissions. At the beginning of 2022, the company has already taken the first steps to counteract CO2e emissions. Many measures at the site to reduce the CO2e footprint, the entry into Ecoprofit environmental management and, in addition, the first CO2e balancing and compensation including all transports for Cologne formed the beginning. A contract was concluded with UPS for “UPS carbon neutral shipping”, which covers all shipments by UPS to the customer.

The sustainability aspect plays an increasingly important role in the selection and design of the portfolio: new product and packaging concepts such as configuration and packing on demand for selected items increase the recyclability of many products and reduce the packaging volume for them by around 50 percent. For key rings, the company switched completely from thermoformed inserts to paper.

Eleven highlight products from the drinkware and electronics segments have already been accounted for by Climate Partner according to the Greenhouse Gas Protocol and the “cradle-to-customer plus end-of-life” approach. With the first offsets, REFLECTS GmbH supports the Roaring 40s Wind Farm (Khandke) Private Limited - Phase II, which produces renewable energy from wind power. www.reflects.com/de/ueber-reflects/nachhaltigkeit/

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THE MULTISPECIALIST

REFLECTS

Honoured with a regional sustainability award

In mid-June 2022, the Bielefeld bag company Halfar received an award for its economic, ecological and socially responsible management, at an event in the Herford district hall. This is the second time that Halfar System GmbH has won the OWL CSR prize – this year as a special prize from the jury. This award honours the bag maker’s consistent, continuous commitment towards sustainability. The Halfar company and its range of bags have been climate-neutral since 2022. The company’s commitment towards CSR and sustainability is also visible in the many initiatives at the company headquarters, such as green roofs, a new logistics center with a far-reaching environmental concept, the expansion of e-mobility and employee benefits such as JobRad, JobTicket, and in their being an award-winning “family-friendly company”.

With the OWL CSR Prize – under the patronage of the NRW Economics Minister Prof. Dr. Andreas Pinkwart – the CSR Competence Center OWL of the GILDE Economic Development Detmold and the Initiative for Employment OWL e.V. honour particularly committed and successful companies in the region. In addition, the extraordinary CSR commitment of the award-winning companies is being made visible beyond OWL and encouraging other companies to follow suit. www.halfar.com



CSR Prize OWL 2022: Small, medium-sized and large companies from Ostwestfalen-Lippe were honoured in Herford for their extraordinary social commitment.

Photo © Kreis Herford / CSR-Kompetenzzentrum OWL



Carbon Neutrality: Every Step Counts

The products from the company mbw® from Germany's north find their way not only into customers' hearts, but into their homes as well, and for that reason alone, they enjoy a particularly long lifetime. Along the way, the topic of sustainability is very close to the northern German company's heart. The motto here is: Avoid, reduce, compensate. For example,

the company has already long refrained from using unnecessary packaging and superfluous paper. Many employees come from the immediate vicinity. Recycled and recyclable materials are used, and the company is constantly on the lookout for alternative raw materials. What is more, mbw® provides assistance with micro-projects in understanding and supporting nature conservation.

However, it is not yet possible to avoid all emissions entirely. The good thing, though, is: anything that is discharged at one point can be economised at another. mbw® offers its customers the option to acquire all products – with or without printing – carbon-neutrally. With carbon-neutral products, CO₂ emissions that arise along the production route are calculated and compensated through targeted investment in a climate conservation project. Every carbon-neutral product from mbw® can be provided with a label that the customer can check for authenticity by means of an individual ID tracking number. In addition, the order-maker receives a certificate concerning the compensated CO₂ emissions. This generates reliable transparency and guarantees enduring certainty for all. More information and advice at: www.mbw.sh

The Premium Square Group acquires PowerCubes B.V.

The Premium Square Group (PSG), an international specialised provider of branded, creative, functional and durable promotional products with headquarters in Zoetermeer/The Netherlands, has taken over the company PowerCubes B.V. with effect from 20 July 2022. According to an announcement by PSG, the integration of PowerCubes will enable the Premium Square Group to expand its range of products in both the B2B as well as the B2C market.

PowerCubes is an established specialised provider of functional, creative and design-oriented entertainment electronics and is known internationally for its brand name PowerCube. The company markets several of the most popular technological products on both the B2B and B2C market. The original PowerCube is one of the most successful and iconic technological products, which has been used in the branch for many years. As a result of the takeover, PSG will strengthen its product portfolio on the B2C and B2B market.



Premium Square Group

"We will introduce the brand name PowerCube in new countries and offer existing and new customers more high-quality products and design articles from the local warehouse. Ultimately, the new combination has a large influence on product development, the results of which we will present in the upcoming months", says Arthur Strijbos, CEO of the Group. Maurice Voerman, CEO PowerCubes B.V., adds, "I founded this company 10 years ago with the mission to make design products accessible to every household in the world. After the company grew year after year, it is now time to expand the business. I am firmly convinced that PSG, its network and its employees match my company and me. This step will enable PowerCubes to become visible in all of Europe. I am looking forward to our partnership". More information at:

www.premium-square.com

BRANDS Fashion wins Fairtrade Award 2022

BRANDS Fashion, which claims to be Europe's market leader for sustainable corporate workwear and fan merchandise, is this year's winner of the Fairtrade Award in the Industry category. Mathias Diestelmann, Managing Partner and CEO, and Silke Rosebrock, Managing Director and CCO, accepted the award on behalf of BRANDS Fashion at the award ceremony at the EUREF Campus in Berlin-Schöneberg last Thursday. Presenter Anke Engelke, who hosted the gala evening, summed up the jury's reasoning by asking what made BRANDS Fashion a pioneer: the company convinced the jurors with a novelty: the world's first supply chain certified according to the Fairtrade Textile Standard. BRANDS Fashion is committed to paying living wages throughout the value chain within the next six years. "We are very pleased to receive this prestigious award," commented Mathias Diestelmann, CEO of BRANDS Fashion, on the award, which he received together with CCO Silke Rosebrock from the laudator and actress Anne Menden on the event stage.

"In cooperation with our partners and customers, we are working to establish fair trade as a standard and can already look back on many successes: since 2016, we have produced over 10 million items that are certified according to the Fairtrade Cotton Standard - since the end of 2021, even partly according to the Fairtrade Textile Standard. Within this period, we have collected 800,000 euros, which are paid to the smallholder cooperatives as a so-called Fairtrade premium in addition to the sales price and which they can decide on independently and collectively. Together with our customers and Fairtrade Germany, we are proud that in Germany in 2021 our share of Fairtrade baby clothes was over 41 per cent and our share of Fairtrade workwear was even over 85 per cent," Rosebrock sums up. "We also congratulate all the other nominees and winners from the bottom of our hearts for their great contributions and inspiring projects for fair trade. Only together can we make a difference. And evenings like this show that it can be done, and at the same time are a great motivation to keep going."

Another honour happened to BRANDS Fashion at the 30th Fairtrade anniversary event, which took place on 10 June with guests from society, trade and politics, such as Federal Minister of Agriculture Cem Özdemir. Rabea Schafrick, Head of Sustainability, was allowed to share "her" story with Fairtrade and the efforts for a sustainable, fair textile industry with the audience as one of nine people in a small journey through time.

BRANDS Fashion relies on the combination of social and ecological certification, close partnerships with suppliers as well as constant joint development. In doing so, the company sees itself as a multiplier for sustainable procurement.

www.brands-fashion.com



BRANDS Fashion

Actress Anne Menden presents the Fairtrade Award in the Industry category to Silke Rosebrock and Mathias Diestelmann from BRANDS Fashion. Anke Engelke hosted the evening programme. Photo: © Fairtrade Germany / Tim Keweritsch

JAMES & NICHOLSON and myrtle beach present new lookbook

Fashionable and colourful: the new lookbook by JAMES & NICHOLSON and myrtle beach is now available. The catalogue is intended to support retailers in marketing and to inspire customers when buying products. The unusual style of the lookbook is part of the new visual world of JAMES & NICHOLSON and myrtle beach. As of now, the catalogue of the two fashion brands of Gustav Daiber GmbH is available in a version in German and English, both in print and on the retailer portal. The lookbook offers outfit inspiration for the categories Work, Casual, Lounge, Sports and French Chic - there is an outfit to suit every taste. Those who want to get an even better feel for the outfit combinations with moving images can take a look at the image video. The new lookbook with outfit suggestions for products of the JAMES & NICHOLSON and myrtle beach brands can be downloaded at www.daiber.de/de/account/catalog/ www.daiber.de

Gustav Daiber



The CSA Academy of cyber-Wear Heidelberg GmbH and Cybergroup International GmbH has started with a new thrust: Since 20 July 2022, the CSA Academy invites monthly to its new digital format - the Talkinar series with highly interesting guests and topics.

CSA Academy launched with new format

Talk, Talk, Talkinar ...



Exciting topics

Already in focus were CEO André Berger of andré berger GmbH with the topic: "Trend end or trend change?" as well as the mental coaches and traffic pilots Boris Kompara and Steffen Gros, who took on the topic: "Error cultures and structured work in extreme situations".



The CSA Academy has already uploaded professional added value in the form of the CSA Talks with over 30 videos. Here, more than 30 supplier partners talked about the latest products and current topics that move the advertising world. The Cybergroup Space Academy describes itself as a cross-industry training programme for marketing professionals in a wide range of disciplines. Due to the professional standard, a new format was also developed this time in the course of the postponement of PSI, which will definitely shorten the waiting time until the PSI trade fair from 10 to 12 January 2023.

Selected experts

Once a month, Cybergroup CEO Steven Baumgärtner will meet with selected experts who will share concentrated knowledge and even insider news. The format offers the opportunity to gain insights into completely different areas in an informal atmosphere and personal exchange, which are fascinating even if you are not interested in advertising media. The discussion partners are a varied mix from the most diverse areas. "Let yourself be surprised and be inspired!" is the motto of cyber-Wear. The latest mission of the CSA always rises on the third Wednesday of the month at 1:11 PM.

Dates + interlocutors + topics

21. September – Olaf Hartmann, CEO Touchmore GmbH & Managing Director of the Multisense Institute

– Topic: "Using the power of the senses sensibly".

19 October – Philip Pflieger, Germany's fastest marathon runner & podcaster

– Topic: "Running at the limit".

23. November – Kelvin van der Linde, professional racing driver

– Topic: "Full throttle through the Green Hell".

14 December – Nils Buntrock, Head of Marketing Harley Davidson DACH

– Topic: "From cool to cult - brands in the change of time".

Clemens Arnold – Partner of 2bdifferent

– Topic: "Sustainability in the event industry".

Here the talkinars will be streamed or can be watched again:
<https://www.csa-academy.net/mediathek>
<https://mycybergroup.com/de/news/tv>



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w w w . g w w - t r e n d . d e

Over 100 apprentices and instructors were invited to the production halls of Stabila Messgeräte Gustav Ullrich GmbH in Annweiler on 24 June, where they took part in the My1stabila Day that Stabila organised for the recent intake of apprentices for the skilled trades.

Supporting tomorrow's workforce is a high priority

Lively interest on My1stabila Day 2022



Apprentices gain insights into Stabila's product ranges in their Campus in-house training centre.

Renowned throughout the world as a manufacturer of superior-quality, brand-name measuring tools and also as a supplier of promotional merchandise, Stabila Messgeräte Gustav Ullrich GmbH has been committed to supporting recruitment and training in the skilled trades for many years. In view of the increasing shortage of apprentices in Germany – around 60 per cent of apprenticeships in the construction industry were left vacant in the current year – Stabila wants to counteract this trend and has this year launched the My1stabila campaign. The goal is to show young people who are undertaking an apprenticeship in the skilled trades, to support them and to encourage other young people to choose this career path that offers many different opportunities. Last year, Stabi-

la had already visited several vocational training centres in Germany. When they visited the training centres in Saarbrücken, Bühl, Limburg, Pforzheim and Karlsruhe this year, people expressed a wish to visit the Stabila factory. That is how the idea came about to hold a My1stabila Day as part of the campaign.

An exciting programme

After some words of welcome from managing director Ulrich Dähne, head of sales and marketing Holger Binder and the social media team, guests were treated to an exciting and varied programme with five stations in all for each group. Students were given an insight into the company's product ranges in Stabila's Campus training centre.



Measuring strength and stamina at the R-Type-Challenge: the prize awaiting the winner of each of the five student groups was a Stabila spirit level, autographed by managing director Ulrich Dähne.

“It was a brilliant day. It was a fantastic experience for the apprentices above all, and they’ll remember it long after they have completed their training.

Florian Braun, Instructor – Komzet Bau Bühl

The Creative Station at Stabila’s My1stabila Day: trainees use spray paints and different stencils to design their individual T-shirts.



“A big thank-you to Stabila. You really delivered a fabulous event. From the overall organisation to the activities and the tours behind the scenes, it was all perfect. The day couldn’t have been better.”

Carsten Pabst, Director – AZ Limburg/Weilburg

They had ample opportunity here to get answers to all their questions and gain a better understanding of the measuring tools that Stabila produces for trade professionals in a wide range of designs.

Creativity all around

The R-Type-Challenge station, a substantial construction built of Stabila spirit levels, tested visitors to see if they were as tough as the measuring tools. Visitors could have their picture taken at the photo booth station and printed there directly to take with them. Every apprentice could also design their own individual T-shirt at the Creative Station using spray paint and various stencils and take them home too. Naturally, their visit was not complete without a visit to the shop floor at the end of the day – each group had the chance to look behind the scenes at Stabila during an individual factory tour.



Taking a look behind the scenes: apprentices learn about the various stages involved in developing a spirit level and gain an understanding of what “Made in Germany” means.

Photos: Stabila

“I never imagined that so much know-how was involved in designing a spirit level. It was a fantastic experience to see how such an everyday tool is manufactured for us in the construction industry and how many individual production steps it takes.”

Felicitas, road construction apprentice – AZ Limburg/Weilburg

An instructive experience

The first My1stabila Day came to a close with discussions and a Q&A session in the Campus. This is where visitors heard from WorldSkills participant Jule Jason, Stephanie Werth from WorldSkills Germany and Ilona Klein from the German Construction Industry Federation (ZDB). They shared fascinating details about taking part in one of the challenge contests, such as the WorldSkills or Euroskills competitions, that are held alternately every two years.

“The event was a real success from beginning to end. The mix of hands-on activities, fun and glimpses behind the scenes was just ideal for the young audience.”

Stephanie Werth, (head of communications & public relations – WorldSkills Germany)



For this issue's second section about products, we have compiled the latest information about **some extremely tasty treats** that first tempt the eye before releasing their (promotional) effect on the palate.



Healthy Snack for Fit People

Delicious, crispy, freeze-dried vegetable chips are a natural vegan snack for any occasion, which does not contain any preservatives. B&B Promotional Sweets is selling this combination of carrots, red beets, celery, cabbage, kale and onions produced by sustainable agricultural practices in Poland. Freeze-dried products keep the natural shape, colour and aroma as well as the nutrients and vitamins of fresh produce. They are packed in foil bags and a white box featuring a colour advertising print (CMYK). A rectangular window displays the contents of the box.

Snacks Inside a Hygienic Box

With the Snagger, the company Snagger GmbH is selling the first refillable, hygienic snack dispenser for your favourite, arbitrarily selectable snacks. The dispenser is 100 per cent made in Germany. According to the manufacturer, the gift bundles are particularly recommended as they come already packed with your favourite snack. The front of the Snagger offers a large presentation space for a logo or advertising message. It is also possible to have the individual pieces come in customised colours.



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Stylishly Presented

At Henosa-Plantanas Group, customers can now get yummy dried fruits and nuts, either with or without chocolate, packed in a stylishly designed glass with a natural cork stopper. Customers can get this promotional product with a custom printed label and can select the variety of their choice for a minimum order of 100 units.

Belgian Treats

As an expert for unusual chocolate presents, sophisticated chocolate products and customised promotional gifts, Chocollissimo is selling a wide range of products for Christmas. Delicious chocolates, hot chocolate beverages and exquisite chocolate bars are the ideal gifts for a thoughtful and sweet Christmas season. The special thing about these chocolate creations is that they can be customised in a number of different ways. A logo can be printed on the box or engraved on a wooden box or on an individual chocolate bar.



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Santa Clause Goes Vegan

There is an ever-growing demand for vegan products, also in the world of promotional products. For this reason, Kalfany Süße Werbung has expanded its vegan product-range considerably, just in time for Christmas. One of the new products this year is the vegan version of the popular maxi chocolate Santa Claus. The hollow chocolate figure (50g) can be personalised all over, and it will impress people with its pure vegan ingredients. The Santa Clause comes packed in white, silver or gold aluminium foil and can be fully printed according to a customer's wishes. For this reason, it can be adapted to any industry.

A Pure Advent Calendar

This Advent calendar from Sweetware brings forth pure, sweet anticipation of the holidays; however, this classic calendar with Belgian Callebaut chocolate has a twist. The table Advent calendar with customised printing comes with an innovative and environmentally-friendly paper tray made 100 per cent out of compostable, biodegradable and recyclable. It contains 24 pieces of chocolate in a Christmas design and has a total weight of approx. 48 grams. The promotional cardboard box can feature a custom all-round imprint.

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Climate-Neutral Advent Greetings

Numerous new products on the market can be found in the XMAS Catalogue 2022 from MAGNA sweets. The innovative APP-Advent calendar in the form of an app is the perfect promotional product for Advent. The advertising message is present for at least 24 days and thus achieves a long-lasting advertising effect. The Advent calendar is filled with 24 Lindt Lindor mini balls and is ideal for a desk thanks to its practical size of approx. 18 × 18 cm. The calendar is climate-neutral and made completely out of FSC® certified paper. The product can feature all-over print in four colours for a minimum order of 264 units.

Sweet Roll in a Mini-Size

Famous Food is selling an assortment of seven HARIBO fruit gummy slices with a fruity flavour under the name CandyRoll mini, which comes in the shape of a sweet roll and does not have any artificial colours. A customisable, 4-colour advertising sleeve ensures the advertising effect. FamousFood® processes products of renowned producers and chocolate makers from around the world, including Lindt, Haribo, Gubor, RitterSport, Bahlsen, Brandt, Trolli, Sarotti, Meßmer, Dextro, Ferrero, Mentos, tictac, Frigeo, Wanner, Teekanne, Lambertz, Pullmoll, Hanuta, m&m, Prinzen, Tabasco, Lorenz, or Katjes. The Kaldenbach Group has been a vendor of FamousFood® since 2022.



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Fair Chocolate

The FamousFood® FAIRbar chocolate sold by Kaldenbach has a shelf-life of one year. This Fair Trade chocolate bar is made out of milk chocolate and contains at least 35 per cent cocoa. The 100 gram bars are delivered in an outer box containing 50 pieces. Advertising is placed on the bars using digital printing and can be up to 160 × 75 mm in size. FamousFood® processes products of renowned producers and chocolate makers from around the world. This includes Lindt, Haribo, Gubor, RitterSport, Bahlsen, Brandt, Trolli, Sarotti, Meßmer, Dextro, Ferrero, Mentos, tictac, Frigeo, Wanner, Teekanne, Lambertz, Pullmoll, Hanuta, m&m, Prinzen, Tabasco, Lorenz, Katjes and others. The Kaldenbach Group has been a vendor of FamousFood® since 2022.

Chocolates as Expressive Messengers

Anyone who wants to convey personal greetings in a sweet form to their partners or employees will have the perfect gift with Choco Text from Slodkie. Twenty-four pieces of UTZ-certified chocolates with a personalised text are put together according to a customer's wishes. Recipients will receive the sweet message with milk, bitter or white chocolate. The messenger can also be pepped-up by finishing the white chocolate with an edible and food grade colour imprint.



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Kalfany Süße Werbung GmbH & Co. KG
Tel +49 7643 8010 • info@ksw24.com
www.suesse-werbung.de



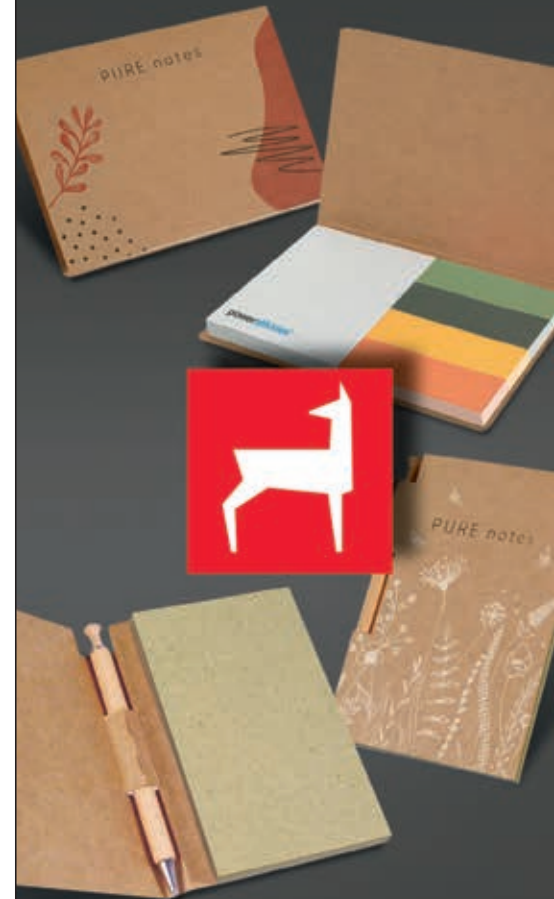
Chocolate Enjoyment during Advent

Finally, it is here: a vegan Advent calendar alternative. The new vegan table and wall Advent calendar from Kalfany Süße Werbung comes in an A5 size and will give recipients moments of Christmas-inspired, vegan enjoyment every day. This Advent calendar is not filled with classic milk chocolate, but instead with pure, plant-based, vegan chocolate that contains at least 37% cocoa. The vegan A5 calendar comes with a stable, deep drawn part, has a size of 207 × 146 × 12 mm and contains approx. 48 grams of fresh, vegan chocolate, which is packed in custom FSC® cardboard box.

Xmas Box in a Maxi Size Letter Format

This year the popcorn confectioner Knalle is presenting a brand new Christmas box in a maxi size letter format – of course, it is 100 per cent climate-neutral as usual and handmade in Berlin. The maxi letters can be finished with their own graphics and a personalised greeting card can be sent along with them. It comes wrapped in fine silk paper and the shipping can be realised in sheltered workshops while fully conforming to the General Data Protection Regulation. The Christmas box can contain three 40 gram treats of your choice.

PSI 60400 • Popkonditorei Knalle GmbH
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<https://knalle.berlin>



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www.karlknauer.com

KARL KNAUER 
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For Real Treat Lovers

The original, bright-coloured M&M chocolate covered peanuts are the perfect gift for anyone who loves to crack nuts. The high-quality preserving jars are filled and finished by hand with lots of love by the company Der Zuckerbäcker. Custom designs and fillings that are adapted to a company's colours or that contain a mix of vegetarian or vegan sweets can be realised upon request. By placing a label with custom printing for a small minimum order of 50 units, the advertising will have a positive effect for a long time. The glasses can be refilled and used as a storage glass for other food or as a lantern.



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



Chocolate Spoon for Cold Winter Days

Hot chocolate is a real classic beverage that warms up both children as well as adults on cold winter days. ChocoSpoon is a special gift from the collection of ANDA Present, which contains 33 grams of handmade Belgian chocolate on a wooden spoon. To make a warm drink out, you just have to take your favourite mug, warm up some milk and stir the drink with the ChocoSpoon until it is completely dissolved. The result is a delicious beverage made in just a few seconds. The paper packaging can feature a custom design or special message.



PSI 45753 • ANDA Present Ltd.
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www.andapresent.com



Advertising for the Taste Buds

Design and food are the passions of the founders of Mouth Propaganda, Massimo Futschik and Antonia Westerwinter. The confectioner and communication designer combined their expertise and joined the race in the spring of 2020. Their main product is a personalised, handmade ice lolly (popsicle), which is produced using modern 3D technology. One of the first famous customers was the aperitif brand Aperol; an ice lolly was designed and produced to match the brand's design. Ice cream in a cup can also be produced for a minimum order of 320 units. Depending on the order situation and communication with the customer, a lead time of 2-3 weeks is needed for the ice cream in a cup.



PSI 60492 • MOUTH Propaganda GmbH
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TRIGON Deutschland GmbH

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E-mail: info@semo.de • www.semo.de

“The most sustainable product is the one that lasts.” Following this motto, HERKA, with its seat in Kautzen, has been offering quality terry goods “Made in Austria” for almost a century - starting in the 1950s as a specialist for internationally successful custom-made products. We would like to take this opportunity to introduce this traditional company.

95 years of quality terry products

Sustainable natural fibres, promotion that lasts



Sustainability that lasts

HERKA focuses on sustainability throughout the entire production process. This starts with the origin of the yarns, the production in the weaving mill and continues with the dyeing in their sister company TVG as well as short, CO2-saving transport routes. In addition, HERKA is constantly involved in projects or measures that promote resource-conserving handling and include the implementation of relevant international environmental goals (SDGs). Not least for this reason, HERKA Frottier took over the Eybl textile dyeing plant in

Gmünd in 2013 - now TVG - and upgraded the plant to the latest technical standard in accordance with the highest environmental protection standards. The latest dyeing machines now require only a third of the water and energy consumption, as well as the chemicals used. Sustainability is ensured by certificates such as EMAS, ISO14001, Öko-Tex, GOTS (Global Organic Textile Standard). The activities in the TEX2MAT recycling project led to the award of the Austrian State Prize 2021 in Environmental and Energy Technology in the category “Circular Economy & Resource Efficiency”.

Individualised “High-End” 100% Made in Austria

An area of approx. 12,000 towels is produced daily. HERKA implements (almost) all customer requests quickly, flexibly and with the know-how of almost a century. The

From SAROM® relaxation fashions to promotional towels - HERKA is a specialist in terry products.

All photos: HERKA GmbH

HERKA GmbH has been manufacturing terry products since 1927. From the 1950s onwards, the company specialised in custom-made products for hotels, laundries and promotional items. For 95 years now, the family business has been weaving, finishing and making up towels, promo towels, beach and golf towels, bathrobes, relaxation fashion and much more for the whole world. HERKA's core competence lies in the production and finishing of custom-made products made of natural fibres, which are manufactured in Austria to the highest quality. This traditional company is one of the most modern terry weaving mills in Central Europe and, thanks to its sister company, Textilveredelung Gmünd (TVG), can offer all production steps from a single source. TVG is one of the last contract finishing companies in Austria and washes, dyes and finishes for numerous textile producers.



HERKA produces an area of approx. 12,000 towels per day.



Thomas and Veronika Pfeiffer run the family businesses HERKA & TVG with about 120 employees.



HERKA works with 21 jacquard looms in the Austrian Waldviertel.



Herka Managing Director Thomas Pfeiffer (centre) is delighted to receive the state prize from Austria's Climate Protection Minister Leonore Gewessler. On the right, jury chairman Gerald Götz from the University of Applied Sciences Wiener Neustadt.



From hip Danish designers, well-known US pop bands, the oldest golf clubs in the world, to German rappers and hotels on the Viennese Ringstrasse: HERKA supplies almost all EU countries as well as the UK & USA - all the way to the island of Guam.

multi-coloured jacquard weaving for slogans, logos or pictures are particularly popular. Almost all designs can be realised. From photo-realistic weaving to fine patterns, there are hardly any design limits. Additional finishing techniques for those looking for something really special are offered by production from high-tech yarns (Zero Twist), super-soft velour sheared cloths or additional individual branding with personalised labels, banderoles, eyelets and hooks, cord hangers etc. On request, HERKA also produces in organic quality according to GOTS (Global Organic Textile Standard). Sketches, samples, photos and videos of each pro-

ject on the loom are gladly provided, as are neutral catalogues or photos.

The towel of the future

HERKA is currently working on the towel of the future. Climate-friendly product design, alternative materials and recycling cotton textiles are at the forefront of the cooperations and the research project "Closing the Loop 2.0". So the future is going to be exciting! For all those who have now become curious for more, the gates of HERKA Frottier are wide open. <

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Fabrikshops in Kautzen und Gmünd
Tel: +43 2864 2317 · office@herka-frottier.at

www.herka-frottier.at · www.sarom.at

When the first advent calendar was printed in Munich in 1903, it is likely no-one suspected that this product would evolve in one of the most popular promotional means during the pre-Christmas period. Even Johann Dirscherl, who founded CD-LUX GmbH in Cham, Bavaria, in 1997, had no idea that his company would grow to become one of the leading makers of advent calendars.

Advent Calendar Continues on Course for Growth

25 years of sweet pre-Christmas pleasure



CD LUX

Large selection at CD-LUX: Advent calendars in various shapes. Always brand-quality chocolate.

Premium brand chocolate, e.g. from Lindt, Milka, Ritter SPORT and commitment to sustainable cocoa.



First of all, the vision of the CD-LUX founder was to offer innovative Christmas products for brochure promotions. In the early years, Christmas items were delivered to supermarkets, discounter and DIY stores. Even back then, advent calendars featuring custom designs or on licence, such as “Rudolph the Red-Nosed Reindeer” or “Die Sendung mit der Maus” were among the creations in the range. A small office in the centre of Cham and three employees were sufficient for this. Come the turn of the millennium, the company was receiving more and more enquiries from the promotional products business. A change of thinking was required at first: a move away from dis-

counter quantities towards smaller, personalised orders. This idea was attractive, for it promised additional sales channels. “Then the time came in 2002: besides the assortment for the conventional business, we developed a range specially tailored to the promotional products business for the Christmas season. And it was a hit. Innovative and unique, top-quality advent calendars, filled with brand chocolate and custom-printed, even at small piece numbers. The new assortment was welcomed with open arms, it was the start of a success story,” reports managing director Alexander Dirscherl.

Working with the new, creative, and interested target group was fun from the beginning: the motivated and

Especially attractive conditions are on offer for the new anniversary models.



Managing directors
Alexander Dirscherl
(right) and Dennis
Dirscherl.



Originating from nature, returning to nature: the "Organic" Lindt advent calendar with an inlay made of renewable raw materials, 100% biodegradable and recyclable via the paper bin.



Sweet promotional products in their most attractive form



Touchable sustainability: advent calendar made of grass paper.

creative team loved coming up with ever-new advent calendar ideas. Speedy growth ensued. "We were really, really proud to be able to deliver our products, via distribution partners, to renowned companies like Lufthansa, BMW, Sixt, Pro7 or Commerzbank," remembers Dirscherl. By 2008, the company had had to move twice for reasons of space and rent new halls in order to adjust production and logistics capacities. "We were bursting at the seams," recalls Alexander Dirscherl, who took on the development of the promotional products division in 2002.

In 2012, the company invested approximately 4 million Euro in its own production and administrative building. Approximately 4,000 square metres of ultra-modern production and logistics space were built on a plot measuring 10,000 square metres. Since then, there has been an expansion by a new, 1,000 square metre warehouse. Further construction phases are currently underway with additional production and warehousing areas.

"With over 200 employees at peak season times, CD-LUX is a major employer today and a regional training provider. It is our vision to offer advent calendars and sweet promotional products in their most attractive form, in top

>>



The company building: Advent calendar product in Cham, Bavaria.

>> quality and at an outstanding price/performance ratio. We believe the best way to reach customers during a short-lived period is via distinctive promotional ideas that combine charm and high-quality haptics with brand quality," Alexander Dirscherl is convinced.

Lots of anniversary newcomers

In the "25 Years of CD-LUX" anniversary year, numerous newcomers await discovery, such as, for example, the exclusive "Organic" Lindt anniversary calendars comprising a Reinpapier® inlay, the beautiful "Christmas Tree" or the new advent calendar "Laptop". Naturally, there is also no shortage of tried and trusted classics, such as, for example, advent calendar "Cube", advent calendar "Lorry", the sweet "Christmas House", along with a wide selection of classic desk and wall calendars. There are no compromises when it comes to filling: exclusively brand chocolate from renowned makers such as Lindt, Milka, Sorotti or Ritter Sport is used for the filling.

An extensive assortment

"Nowadays, we have a capacity of around 65,000 advent calendars per day – and that in the widest array of shapes and models. In total, the Bavarian company processes about 320 tonnes of chocolate per season. In the process, standard products are made mechanically on modern packaging machines, more complex models manually and in manufactory quality.

Even though exquisite Swiss chocolate is often in the calendar – production is always performed at our own location, so 'Made in Germany'. The assortment's width and the exclusive shapes of the advent calendars are unique on the market," reports Dirscherl. The customer structure is broadly based. More and more smaller firms or craft enterprises are also discovering the advent calendar's promotional impact in recent times.



Latest-generation digital printer by HP.

Modern printing

"When it comes to printing, we insist on digital and offset printing and, in regard to further processing and logistics, ultra-modern machines. Quite incidentally, we also thus conserve the environment, because more modern printing machines are economical with resources." CD-LUX is particularly proud of its environmentally friendly solar installation, which almost completely re-feeds the required electricity back into the power supply.

A heart-warming present

"Naturally, there have been lots of attractive, appealing and quirky things on offer in the past: special productions in the form of 3D tractor or cruise ship, tram, calendars with 64 doors, or celebrity advent calendars featuring motifs of Roland Kaiser, Mario Barth or FC Bayern Munich," Alexander Dirscherl remembers, adding: "An attractive spring and Easter assortment has also firmly established itself on the market, bringing growing sales. A customised ad-



Building site update – new hall: new production and warehousing areas for the 25th anniversary.



Advent calendar production is in full swing.

vent calendar as a corporate gift is a heart-warming present that is always enthusiastically received, everywhere it's given," Dirscherl points out.

Environmental protection in practice

It begins with the chocolate: Every brand offered at CD-LUX is committed to sustainable cocoa bean procurement. There are some exemplary initiatives, for instance by Lindt, with the Lindt & Sprüngli Farming programme, the Cocoa Life scheme by Milka, and "Our Cocoa" by Ritter SPORT. Many products, Sarotti for example, are additionally Rainforest Alliance certified. All of them pursue a goal: they are committed socially and economically to sustainable cocoa bean procurement. "We have been deeply occupied with environmental protection topics for more than ten years," relates Alexander Dirscherl. "We were, for example, the first manufacturer to use advent calendar inlays made of recycled material, so for example collected drinks bottles. A 270 kWh solar installation operates on our production hall roof. Since 2019, our entire company

plus all products we make are 100% climate-neutral. We redetermine our CO2 footprint on a regular basis and compensate emissions via a climate protection programme." Customers have many options regarding the sustainable advent calendar inlays: made of Reinpapier®, organic-based, biodegradable, made of 100% recycled material or compostable. Dirscherl: "CD-LUX has something for everyone, in every price category and for every budget."

Quality through and through

All CD-LUX advent calendars have one thing in common: first-class finishing and a filling with exquisite brand chocolate. "With our 'Organic' advent calendar product line, we present one of the industry's most environmentally friendly solutions. The sustainable advent calendar inlays mean that pollution of our ecosystem by plastic microparticles can be reduced many times over. Our inlays consist of natural and renewable raw materials. They can be recycled via the paper bin, are compostable and biodegradable," reports Dirscherl. The "Organic" advent calendar inlays made of Reinpapier® meet all demands on a modern and environmentally friendly products and are biodegradable without residues at the same time.

Flat hierarchies

Optimum processes and continuous improvement: these are ensured by flat hierarchies, short routes and quality management put into practice. The company is "ISO 9001" and "FSC®" certified. "All products that leave our site correspond to the highest quality standards, as well as to our commitment to sustainability throughout the supply chain," reports the managing director. "For some years we have been committed to the work of SOS Kinderdorf, by offering sponsorship in association with our advent calendars or donating some of the proceeds from them."

Thanks to customers

Alongside Alexander Dirscherl, his younger brother is also already part of the company as managing director. They have a plan or two for the future. The Christmas and year-round range is to undergo continued expansion. The goal is to increase sales by a third by 2025. The intention, in doing so, is to continue to expand the market position, and secure innovative clout and jobs. "To conclude, we are keen to say Thank You: Sincere thanks go to our promotional product distributors and to all partners who have already been with us for many years. We look forward to 25 more successful and exciting years with you!" Dirscherl emphasises.



Uncompromising nature compatibility: Advent calendar inlays in the Organic series are biodegradable and, like the calendar's outer component, recyclable via the paper bin.

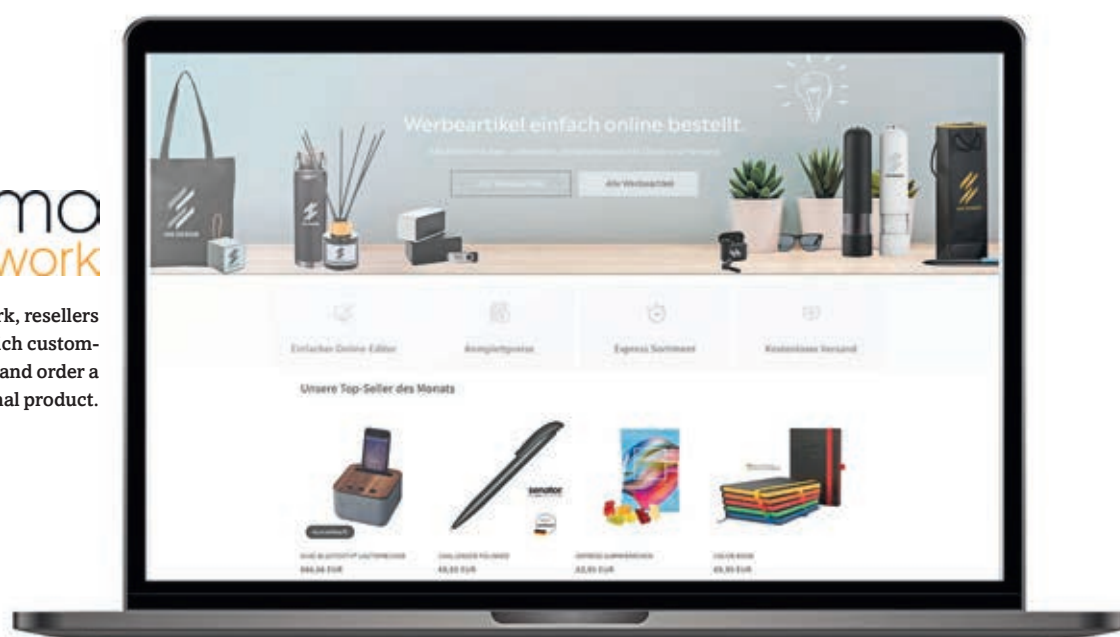
The growing online demand for procuring promotional products is particularly challenging for many small and medium-sized distributors. Mypromo AG has dedicated itself to this task and is offering a practical and highly functional shop solution for this clientele, which customers will find easy to use.

mypromo.network

Online Shop for All Distributors

**mypromo
network**

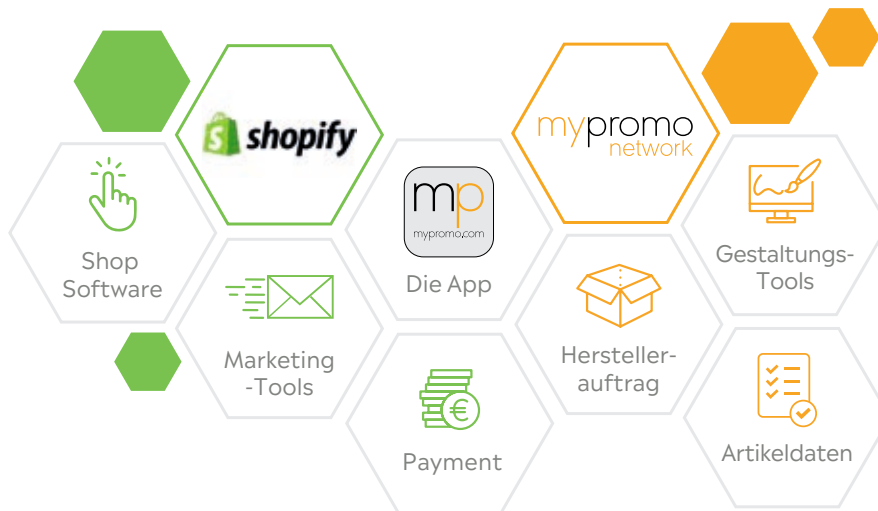
At the mypromo.network, resellers get an online shop in which customers can select, design and order a promotional product.



Online orders have become a standard nationwide, regardless of whether they pertain to food, clothing or photo albums. Online research and purchases are also attractive for industry clients: They save time, are available 24/7 and offer instantaneous comparability. And demand will continue to increase with the new decision-maker generation. The growing online demand for procuring promotional products is particularly challenging for many small and medium-sized distributors. It starts with the inconsistent product data throughout the industry and ends with payment solutions.

Easy orientation important

Traditional promotional product distributors need a highly-functional online shop so that small and simple orders are not only placed with large online vendors. This is the only way that they can profit from the growing number of orders placed at the spur of the moment when people are on breaks and for them to catch some of the 'small fish'. An online shop is thus required for promotional product distributors that can keep up with the big players. This means having an assortment of bestsellers as well as express and sustainable products in a shop environment



NEW: The mypromo app at Shopify. The E-commerce platform offers resellers a sales framework, i.e. a 'shop', which includes shop software and a payment system. The mypromo. network provides the actual assortment of promotional products with web-to-print technology and a link to the supplier network.

where customers can easily find their way around and can instantly select, design and order products by themselves. The whole process must be combined with a real web-to-print function in order to keep the effort that the distributor has to make for each order as minimal as possible.

New opportunities

In 2018 Heike Lübeck and Jürgen Geiger from Mypromo AG recognised the necessity of having this type of shop solution for the promotional product industry and steadily developed their company, mypromo. 'We are unsurpassed in Germany in terms of technology and the price we offer our distributors, and we have had great success in the past few months', states Lübeck, who can offer mypromo distributors a shop as of the summer 2022 at a price starting from 27 EUR/month – the mypromo App to be connected is free of charge. Through the new opportunities on the E-commerce platform Shopify, any Shopify partner can have access to the range of products being offered, the supplier network and the mypromo technology.

Optimum Service

Industry customers can use this technology to select products, realise online designs and place orders in the distributor's shop. 'We are clearly distancing ourselves from window displays where only requests can be made. Mypromo also guarantees fixed delivery times for all of the products', adds Lübeck in regards to the company's standards. Clients design the promotional product they select in the online editor where they can upload and place an image, such as their logo, on the product before their data is optimised for printing. The printing data is then automatically sent to the respective producer, which sends the order neutrally. 'We highly value up-to-date and well-prepared

product data', explains Lübeck. 'We are delighted that we have developed a reliable network of top distributors in the German promotional products industry'.

'Customers want to be wooed'

The advantages are obvious for the promotional product sector. Distributors can create a promising line of business through an online shop. On the one hand, they can expand the services they offer to their regular customers. They can also expand their assortment of products without making any direct effort. Lübeck mentions, however, that 'new shop owners should not be completely inactive'. 'Even if the online sector has continued to grow, customers still want to be wooed'. But don't worry, the team at mypromo offers support on a regular basis with information and material for online marketing'. If you are interested in an online shop and for more information, promotional products distributors should contact Heike Lübeck and her team at mypromo. www.mypromo.network <





Versatile for work and for everyday life

Versatile and goes with just about everything – this is what sets the Russell Collection from Russell Europe apart. From Oxford to herringbone shirts, it offers all you need to create smart outfits for the entire team to wear in day-to-day life or in the office. Russell's broad variety of models and possible combinations is impressive. The classic Oxford shirt for men and women always makes the wearer look polished and shows them at their best. It is made of 70% cotton and 30% polyester. The fitted Oxford blouse for women and the tailored Oxford shirt for men create the ideal office outfit for the whole team. The fitted cut sets this style apart from the classic Oxford shirt.

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

Cool snow globes

The snow globes from CoolSnowGlobe are the latest addition to the range from Romanowski Design. All snow globes are made of mouth-blown glass. The interior is composed of resin or metal and made by hand. The liquid inside is water with a small amount of glycol added to prevent it from freezing. All articles are supplied as standard in pale blue gift packaging. Custom finishing is also possible in addition to the many standard designs.

PSI 44359 • ROMANOWSKI DESIGN GmbH
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www.romanowski-design.de





Customised insulated drinking bottle

REFLECTS®, the Cologne-based specialist for promotional merchandise, has added another customisable product to their Retumbler® - Best of Drinkware brand range. Highly practical with a modern design best sums up the attractive features of the insulated drinking bottle from mySteelOne. The bottle, which is a trademarked original design, holds 750 ml: an ideal size when working out at the gym, going for walks in the great outdoors or practising yoga at home. It comes in 816 different colour combinations and numerous finishing options so it offers maximum scope for your own configuration. Use the online product configurator to create the combination that best suits your requirements.

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Fun baking

Baking with the cookie cutters from emotion factory is really fun, they are ideal as gifts, and as promotional articles they reach a very broad range of target groups. Especially good results are achieved with these superior-quality stainless steel cookie cutters that come in over ten different shapes for Christmas and are produced in Europe. The printable packaging is as versatile as the dishwasher-safe cutters themselves: from the classic Premium Box to the contemporary Slide Box, or packed in an organza pouch, a bag or carton. They come with five baking recipes from the Christmas tree recipe pad.

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



A jar full of sunshine

Multiflower presents an attractive jar full of sunshine with this set. Give your message a touch of summer with this jar containing a soil pellet and some dwarf sunflower seeds. There is space for the advertiser's logo on the standard design label. A customised label is available for orders of 250 and above and applied using digital printing in up to 4C.

PSI 45974 • Multiflower GmbH
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www.multiflower.de



Comfortable to wear whatever the season

No matter if the temperatures are cold or hot, if you're indoors or outdoors, sweatshirts are the perfect all-rounder at any time of year. Fruit of the Loom's sweatshirt collection offers classics with outstanding wearability that provide a perfect surface for your individual finishing. With three ranges - Lightweight, Classic and Premium – Fruit of the Loom has the perfect sweatshirt for every occasion and use. The Lightweight sweatshirts are an especially good choice for the layered look, while the Classic sweatshirts offer a very wide variety to choose from. Fruit of the Loom's Premium sweatshirts represent the top level of quality.

PSI 42743 • FOL International GmbH
Tel +49 631 3531328 • service@fotlinc.com
www.fruitoftheloom.eu/products-list/Fruit-Europe/Sweatshirts



Perfect for cheese-lovers

Every cheese lover will be delighted with these practical implements from Roly in their Comte cheese serving set. It consists of four implements in stainless steel with wood handles for cutting and serving cheese. They come in a stylish wooden box with a cutting board in the lid. The set is supplied in a white box.

PSI 46554 • ROLY
Tel +34 968309994 • export@gorfactory.es
www.rolly.eu • www.gorfactory.com



Long-lasting handy gadget

This durable shopping trolley token from HEPLA, made of wood with a metal carabiner hook, is always at hand when you go shopping. Attached to your key chain, the €1 token can be removed from the carabiner clasp and put in the coin slot on the shopping trolley. A superior-quality laser engraving on the wood token lends this promotional product an especially attractive appearance. If desired, apart from laser engraving, it can be finished by the in-house printing service using pad or digital printing.

PSI 41583 • HEPLA-Kunststofftechnik GmbH & Co KG.
Tel +49 5681 9966 • info@hepla.de
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TOP PRODUCT TOPICS IN PSI JOURNAL

Are eye-catching outdoor clothing or health and hygiene products among your product highlights? Promote your autumn articles now and position yourself in the October issue of the *PSI Journal*.



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PSI

PSI Product Presentations 2023 – Apply now!

Exhibitors at PSI 2023 can now apply for the Product Presentations in four categories. The deadline for applications is 15 October 2022. The categories are: New Products, Bestsellers, Sustainable/Responsible Products (CSR) and Custom Products. The PSI Product Presentations act as the “first touchpoint for your trade fair success” and offer the opportunity to present products as a free service - even before visitors arrive at the stand. With the PSI Product Presentations, PSI presents a curated product show with highlights and innovations from the industry in the Community Café of the trade fair. Here, exhibitors can benefit from PSI's new Coming Home feeling and enjoy the full attention of visitors.

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From the beginning of January 2023, the PSI Product Presentations Preview will also be available online exclusively for PSI members in the Product Finder.

Application at: www.psi-messe.com/en-gb/for-exhibitors/productpresentation.html



PSI Sustainability Award 2023 – Apply now!

After the awards is before the awards! After the glamorous presentation of the PSI Sustainability Awards on 21 June, the call for applications for the next industry sustainability award will be launched, which this time will be presented at the PSI trade fair from 10 to 12 January 2023. The deadline for applications is therefore 15 September 2022, so register now!

Click here to register: https://psi.awardsplatform.com/?language=en_GB



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PSI Supplier Finder – Latest edition now available online

The PSI Supplier Finder is the most reliable source for finding suitable PSI suppliers. The latest edition is now available online. The PSI Supplier Finder is the print counterpart to the PSI Product Finder and thus the reference work for the dealers of the PSI network to find, among other things, certified suppliers. The PSI Sourcing Team advises PSI dealers on their product enquiries and makes product and supplier recommendations based on the PSI Supplier Finder. Take advantage of the opportunity to be quickly found and recommended as a suitable supplier in the product search!

www.psi-network.de/de/PSI-Network/PSI-Supplier-Finder/11/?sprache=englisch



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Relishing the challenges

Sometimes I think we totally underestimate just what we are capable of. "We don't do these things because they are easy, we do them because they are hard." This is the sentence with which John F. Kennedy, in 1962, defined the aspiration that an astronaut would set foot on the moon before the decade was out. Seven years later, that ancient dream of humanity indeed came true. Think Kennedy's utterance seems trite today? Read it once again, more closely. He meant that we can achieve the apparently unachievable not despite the fact, but precisely because it is so difficult.

Given the current global and economic situation, all of us are looking for solutions, outlooks, for certainty. However, the truth is: We are not only able to overcome problems, we need them, even. They force us to question habits, to think and act differently, to get creative, to reinvent ourselves. And who could do that better than our industry? Our core business is promotional products, which, logically, we employ for the purpose of promoting. And to ensure they work as outstandingly as they do, they must bring pleasure to people. This pleasure will always remain important, especially in times like these.

Please don't misunderstand me. I do not intend to trivialise the major challenges and tasks that we are currently facing. However, I think we are very lucky to be doing something we love and which we can do together. Exchange ideas and develop attractive, new, practical, surprising things. Talk and work with one another. Keep doing – do better. I am looking forward to what's ahead. Looking forward to improved quality in our communication and co-operation. Looking forward to new products, markets and opportunities. Looking forward to our PSI trade show in January. That's because I know that, one day, we will look back at this time and wonder with surprise: How did we manage all that so successfully? The answer: Because it was hard – as well.

Yours,



Petra Lassahn
Director PSI



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Nature and promotion

Even in a completely organised world, people - in keeping with their "nature" - are always longing for the basic outdoor experience. An entire industry is dedicated to this urge, and even the promotional industry contributes a lot to the topic of "the outdoors". The well-known marketing slogan "at home outdoors" serves the steadily growing need for a basic nature experience, especially in recent times (also against the backdrop of an impending climate change). Package holidays are out; custom holidays close to nature are in. Whether on a relaxed camping tour or being sporty in nature, people's senses are particularly receptive - also with regard to promotional messages, especially if they are presented fashionably. The products in the "Outdoor" section complement the new products in the "Umbrellas, Tools and Knives" section. Our second product category contains articles in the areas of "Health and Hygiene".

Now is the time to start planning your product presentations for the November 2022 PSI Journal, which will be dedicated to the areas "Electronics, Digital and Smartphone Accessories" and "Cars, Bicycles, Transport and Safety". Please send your product suggestions (image and text) by 19 September 2022 at the latest to: Edit Line GmbH, Editorial Office PSI Journal, e-mail: hoechemer@edit-line.de

Clean displays at a swipe



A start-up in Werbach called Violin & Garlic GmbH was able to develop a product and launch it on the market in just a few months – "also because there is such good regional networking here", says founder and managing director Michael Knoblauch. In 2020, he developed an idea from his own daily experience and put it into practice: the QYUB cleaning cube.

Companies, events, markets



The challenges of recent times have been and still are defining issues for the promotional products industry. As has been demonstrated time and again, however, our industry is able to successfully bridge times of crisis with productive ideas and innovative impulses. Our column "Companies, Events, Markets" gives a vivid account of this.

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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 Wien ¹
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 Salzburg ¹
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für Bauen, Wohnen und
Energiesparen

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

Die Hohe Jagd und Fischerei ¹
Internationale Messe für
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Natur & Reisen

16.02. – 19.02.2023
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