

# PSI

**PSI Journal**

International Magazine

For Promotional

Products

October 2022

Volume 61

including  
**PSI 2023**  
exhibitor list!

# EUROPE

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# PSI1

## EUROPE

**PSI Journal**

International Magazine  
For Promotional  
Products

October 2022

Volume 61

including  
**PSI 2023**  
exhibitor list!

### PSI 2023

Renowned exhibitors,  
big brands

### Product Guide

Outdoor, Umbrellas, Tools,  
Knives  
Health and Hygiene

### GWW

Nationwide campaign  
#1001Emotion

### Gustav Daiber

Signing of the WIN-Charta

**Supply chain problems**

**Optimise,  
diversify,  
regionalise**

# ...AND A **NEW** PREMIUM **SOFT-TOUCH** VERSION





## Editorial

# Time to show courage

**W**hen Chancellor Scholz spoke of a turning point, in his government statement of 27 February this year, he himself steered the topic mainly towards defence and the Bundeswehr. At least that is how it was reported in the media. At the time, hardly anyone expected that, six months later, this issue could affect us all so massively in our everyday lives in terms of energy. We will all have to suffer in this regard, including us publishers. Those in the finishing trade are often hit particularly hard by energy costs. Machines use enormous amounts of electricity. Print shops too, and paper is becoming more and more expensive.

Conditions that pose a strong challenge for some are close to life threatening for others. This is mainly because the industry cannot pass the entire, enormous cost increases on to their customers. In addition, there are problems with supply chains. The trade cannot react as quickly as customers would often like. Investments in larger warehousing are expensive countermeasures that not everyone can afford. Nobody wants to put dead capital onto a shelf.

But is the industry fundamentally facing a turning point – or are we dealing with a crisis? Are we at the end of one epoch or era and at the beginning of a new one? In a political context, that could be the case. For the promotional products industry, I think that's overstating it. Yes, we have lessons to learn from this situation. We have to produce more in and around Europe, we have to digitalise more and better – including ourselves. We have to optimise what needs to be optimised.

And if we are in a crisis, then the procedures for crises apply. Other sectors have experienced this as well: those who used the crisis to whip their own thinking and companies into shape were the ones on the winning track after the crisis. It will be the same this time. Because it will always, everywhere, be the customer who makes the decision. They will go where the atmosphere is good, where they like what is on offer, where investments have been made in new things and where they meet nice people. So there is a lot to do – this is the time to show courage.

I am looking forward to meeting many courageous people at the PSI to kick off the year 2023, because the promotional products industry has many of them – you can see that now, in the bookings for the largest trade fair in Europe. Without this courage, the industry would not have come through the past decades so well.

In this spirit

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

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

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# Enzo

## N° 2339



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In 6 different  
Colors



# Whoopie

## N° 2338



140 gsm cotton



In 6 different  
Colors



## Supply chain: Optimise, diversify, regionalise

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For many industries, including the promotional products industry, supply chain problems are currently one of the main uncertainty factors. First, the corona crisis revealed how susceptible supply chains are to disruptions. The Ukraine war and energy crisis compounded the problems. The causes of the misery are complex.

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The industry is anxiously looking forward to its traditional meeting point, the PSI Trade Show. The list of exhibitors is growing quickly and already includes many important exhibitors with big brands. We will present several of them and find out why they are attending the event and what they appreciate about the PSI.



## The urge to get outside

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An entire industry is dedicated to the urge to get outside. The promotional products industry also has plenty to contribute to the "Outdoor" theme. And not only to this topic. There is an important link between hygiene and health. Our industry has developed useful, attractive and promotionally effective products in this context.

## Innovative cleaning cube

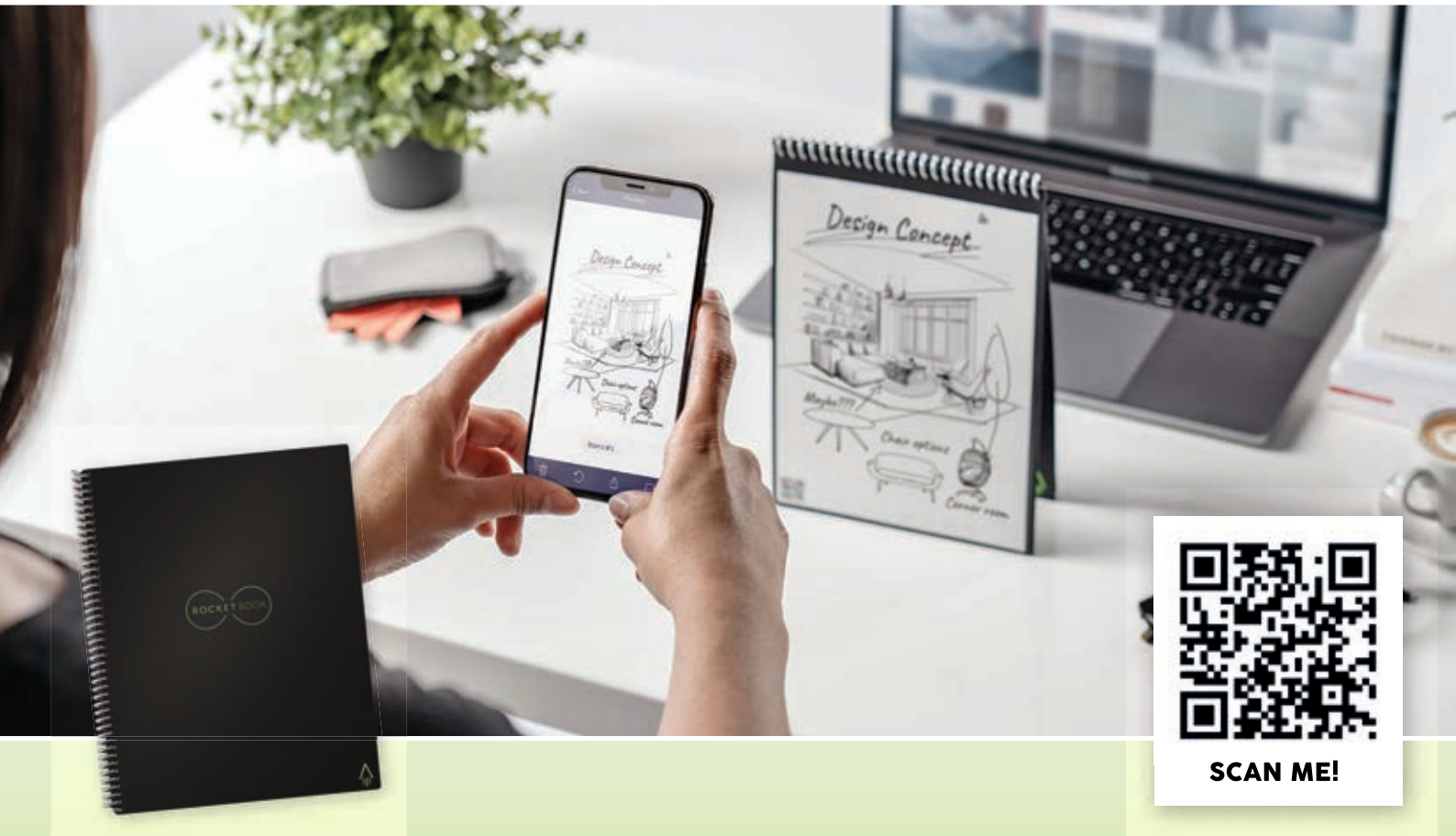
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Cool and useful. Developed and created regionally. That's all about the cleaning cube QYUB by Violin & Garlic GmbH. The innovative cleaning aid for smartphone and tablet surfaces is manufactured in inclusive workshops in Fulda – in other words, entirely made in Germany.



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## Paper style

The fashion industry is **very** trend-intensive. It is inspired by **non-textile** themes and also becomes a **source** of ideas itself. The latest example is paper bag pants, pants with a high waistband that are tied and gathered at the waist with a belt. This makes the trousers look like a "crumpled up" paper bag at the waist. Many "paper acts" that the promotional product industry has to offer are also very trendy. And the sustainable eye catchers offer more than just a paper bag look.

### The individual cup

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## Being your own trendsetter

**Every Jack has his Jill**, at least one saying claims. It remains to be seen whether everyone or everything will find **the right counterpart**. But it does not have to be limited to **Jack and Jill**. In the representational world, the magic word is "**mix'n'match**": select elements, find the appropriate **matching pieces** and put them together to form a **complete product**. The **promotional product industry** shows how it can work. And (not only) our **examples prove it**: Obviously, **every Jack does have his Jill**.

JN1022 JN305 JN488 JN206



ful

JN785 8007 JN1203 JN206



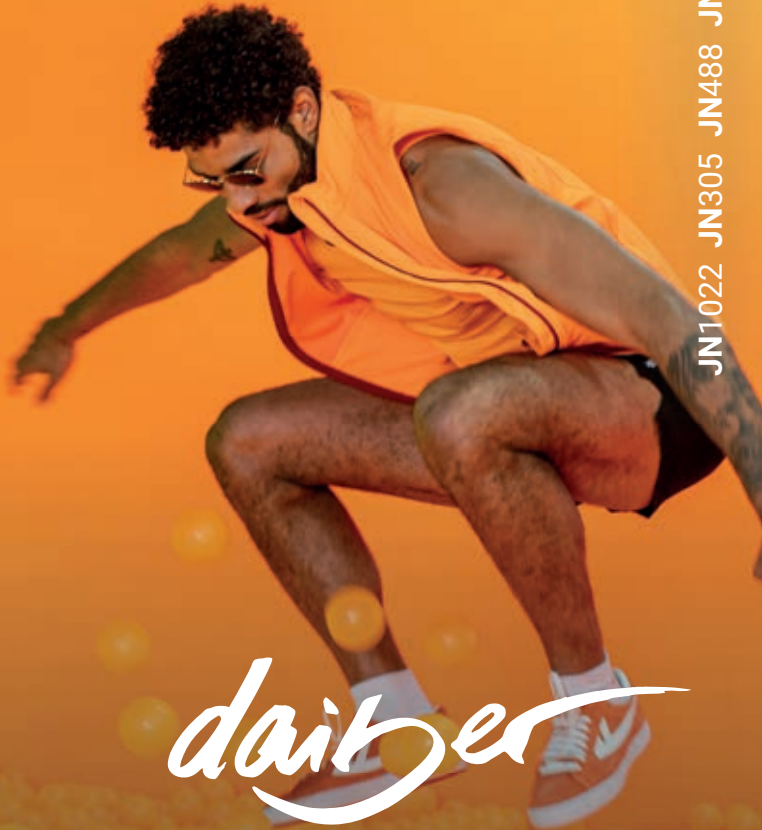
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## Reading coffee grounds with a **WoW** effect

Das Kaffeesatzlesen ist eine alte Tradition, mit der die Zukunft vorhergesagt werden soll. Soweit. So gut. Aber Storytelling mit Kaffeesatz? Geht – und das in jeder Hinsicht geschmackvoll. Dann, wenn Kaffeesatz die Grundlage einer ganzen Produktreihe bildet. Und von dem entstehen jährlich sage und schreibe rund 50 Milliarden Kilogramm. Auch so lässt sich nachhaltig Geschichte(n) schreiben und garantiert mit Zukunft.

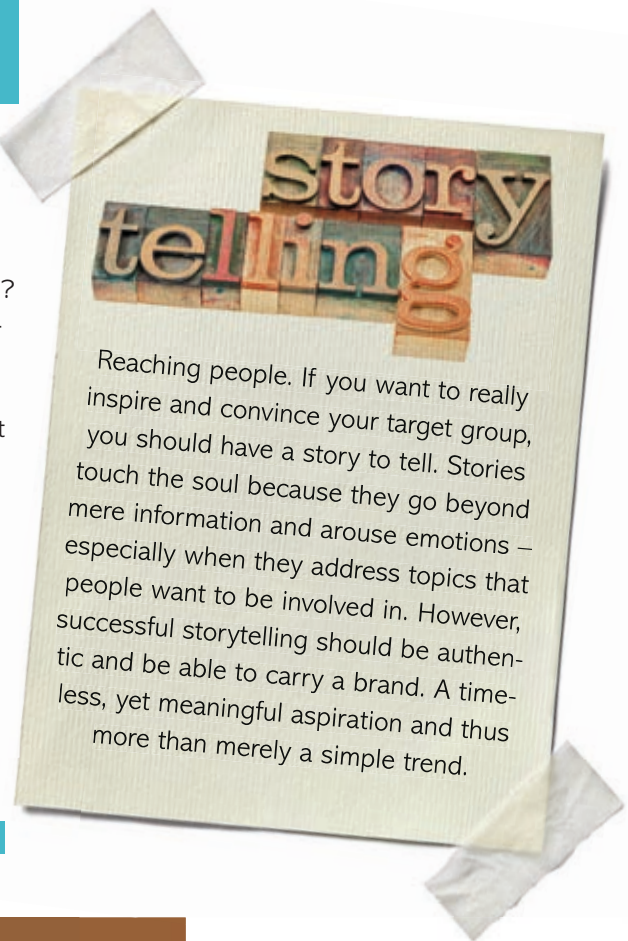


**WoW Sustainable Collection**

**Interall Group B. V.**

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

PSI 41727



Reaching people. If you want to really inspire and convince your target group, you should have a story to tell. Stories touch the soul because they go beyond mere information and arouse emotions – especially when they address topics that people want to be involved in. However, successful storytelling should be authentic and be able to carry a brand. A timeless, yet meaningful aspiration and thus more than merely a simple trend.

## Inspired by nature

Creating lasting values and environmentally friendly products that tell a story and leave a deep impression. Nature itself tells the most impressive stories – and is therefore a source of inspiration, also for the responsible use of its resources. Being inspired by nature for the benefit of nature, that is storytelling from its sustainable side.



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## Shapely drinking pleasure



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PSI 2043

Not least after this long, dry summer, the desire to quench thirst is at the heart of physiological needs. But the coming cooler season will also increase the desire for warming liquids in view of the need to save on heating costs. Unusual drinking vessels can intensify the pleasure, especially if they are suitable as year-round all-rounders for cool and hot drinks (and also as attractive eye-catchers).

**25** JAHRE  
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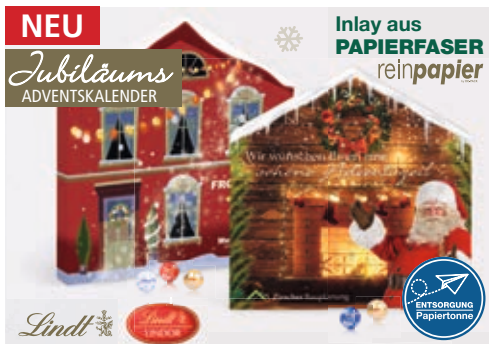


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For many industries, including the promotional products industry, supply chain problems are currently one of the main uncertainty factors. First, the corona crisis revealed how susceptible supply chains are to disruptions. The Ukraine war and energy crisis compounded the problems. The causes of the misery are complex and not necessarily new.

# Supply chain problems: Causes, consequences and solutions **Optimise, diversify, regionalise**

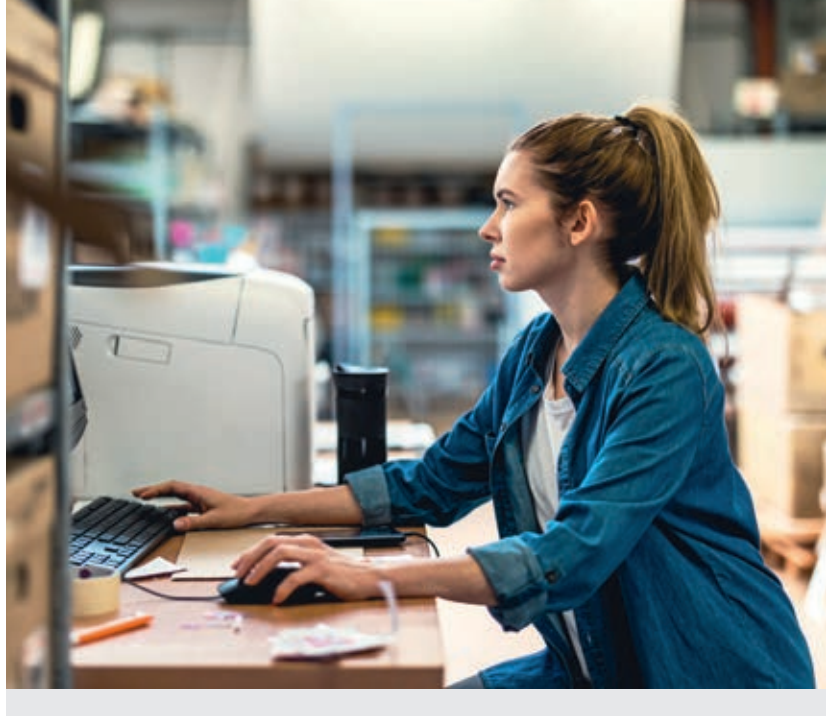


**S**upply chain problems affect everyone, albeit for different reasons: manufacturers cannot process orders or can only process them with a delay, because materials or preliminary products are lacking, importers desperately wait for goods stuck on the way to Europe and retailers have to explain the delays and price increases to their customers or offer quick and resourceful solutions if certain products are unavailable. This is no easy task in view of tight budgets, short-term decisions and high demands for quality and ecological sustainability.

### Globally fluctuating demand

There are diverse reasons for the supply chain problem. The causes and effects of the individual factors mutually influence one another and new and old problems are closely intertwined – for example the globally fluctuating demand, which sometimes particularly affects this and sometimes that branch or region. During the first phase of the pandemic great uncertainty about the further economic development had the effect that businesses adapted their production plans and that production and transport capacities were ramped down across many sectors. Simultaneously, demand exploded in certain branches, for example food, medical and hygiene products as well as electronics. Therefore, businesses from the affected branches had extreme difficulties with procurement and were only

able to find the necessary raw materials and parts with great effort and at high prices. In such shortage situations, companies whose production systems and products are heavily regulated by specifications and compliance requirements such as manufacturers of medical products were and are still hit particularly hard. In such sensitive branches, only certain licenced suppliers are authorised in the production process and cannot be simply replaced by others. It is therefore necessary for them to set up more systematic and effective communication and cooperation possibilities with existing suppliers and to specify where additional procurement channels have to be established. >>



## >> Dependence on imports

The economic recovery after the initial shock caused demand for industrial products in many parts of the world to rise faster than production could be stimulated again. We recall that the high demand for hardware in combination with the first lockdowns led to a global chip shortage with the well-known production stoppages in the automobile industry among others. The bottleneck has been alleviated meanwhile, in particular due to decisions taken by various countries to rely on their own chip production and promoting this specific industry. Nevertheless, the demand for semi-conductors still exceeds the supply. The chip discussion has made the problem of import dependency in many branches alarmingly clear. Yet independence through own production requires strong investments in new business locations and infrastructure and makes production more expensive. Furthermore, global trade is so intertwined and the supply chains are often so complicated that only a fraction of imports can be quickly replaced. However, products made in Germany or made in Europe are an option to be taken seriously precisely for price, quality and deadline reasons.

### Lack of material slows down economic recovery

For some products, the establishment or reconstruction of production capacities took many months and the existing structures and processes were repeatedly disrupted by pandemic-related production stops in individual regions. The competition between businesses for materials, preliminary products and transport services led to a sharp rise in production costs. This resulted in difficulties in supply chains time and time again, so that industrial production in Germany slowed down during the entire course of 2021 despite persistently high demand. After a short recovery

phase, the material shortage worsened again at the beginning of 2022 with Russia's attack on Ukraine. The long-term development of the shortage indicator of the ifo Institute shows that the shortage of materials in industry is a recurring phenomenon. However, so far it has not been nearly as pronounced as in 2021 and early 2022, which were influenced by the corona crisis. However, scarcity of material in periods of economic upturn means that industries can only make limited use of the opportunities offered by increasing demand. Sharply rising raw material and energy costs are currently compounding these difficulties.

### Political developments as an uncertainty factor

The uncertainty over how the economic and political environment will develop is still one of the most important factors influencing supply chains and posing great challenges to businesses: after all, they can no longer plan for the long-term as usual, because the parameters which they have used for calculations in the past are changing too quickly. In any case, supply chain problems result in increasing production costs, necessitate investments in regional production facilities, storage and logistic capacities and increase the organisational and bureaucratic costs of businesses. World trade is increasingly suffering from the political uncertainties of Russia's war against Ukraine, which interrupted the post-pandemic recovery, as is also confirmed by the World Trade Organisation (WTO).

### China's zero-covid policy blocking trade

As part of its strict and extremely disputed zero-covid policy, China has repeatedly reacted to increasing covid infection numbers with lockdowns. For example, in late



August in the metropolis Chengdu, China sent around 21 million people into lockdown. Even the international Chengdu Motor Show had to be interrupted. These lockdowns, but also the real estate crisis are putting such a strain on the Chinese economy that foreign trade is weakening and the gross domestic product is growing less than forecasted at three instead of four per cent. This in turn will sooner or later lead to falling demand and hit export nations like Germany particularly hard. China's significance with regard to German imports has also steadily increased over the past decades: In 2021, goods valued at 141.7 billion were imported there, which amounts to 20.8 per cent more than the previous year (APA, 6/2022). As the Federal Statistical Office of Germany (Destatis) reports, trade with ports in China in 2021 accounted for a good fifth (20.7 per cent) of container throughput at German seaports in 2021, with 3.1 million TEU (Twenty-foot-Equivalent-Unit). The most important partner port, Shanghai, handled 968,000 TEU alone, followed by Ningbo, Shenzhen and Qingdao. The closings of large ports in China due to corona outbreaks thus are repeatedly exacerbating delivery problems in Germany.

### Container shipping in permanent crisis

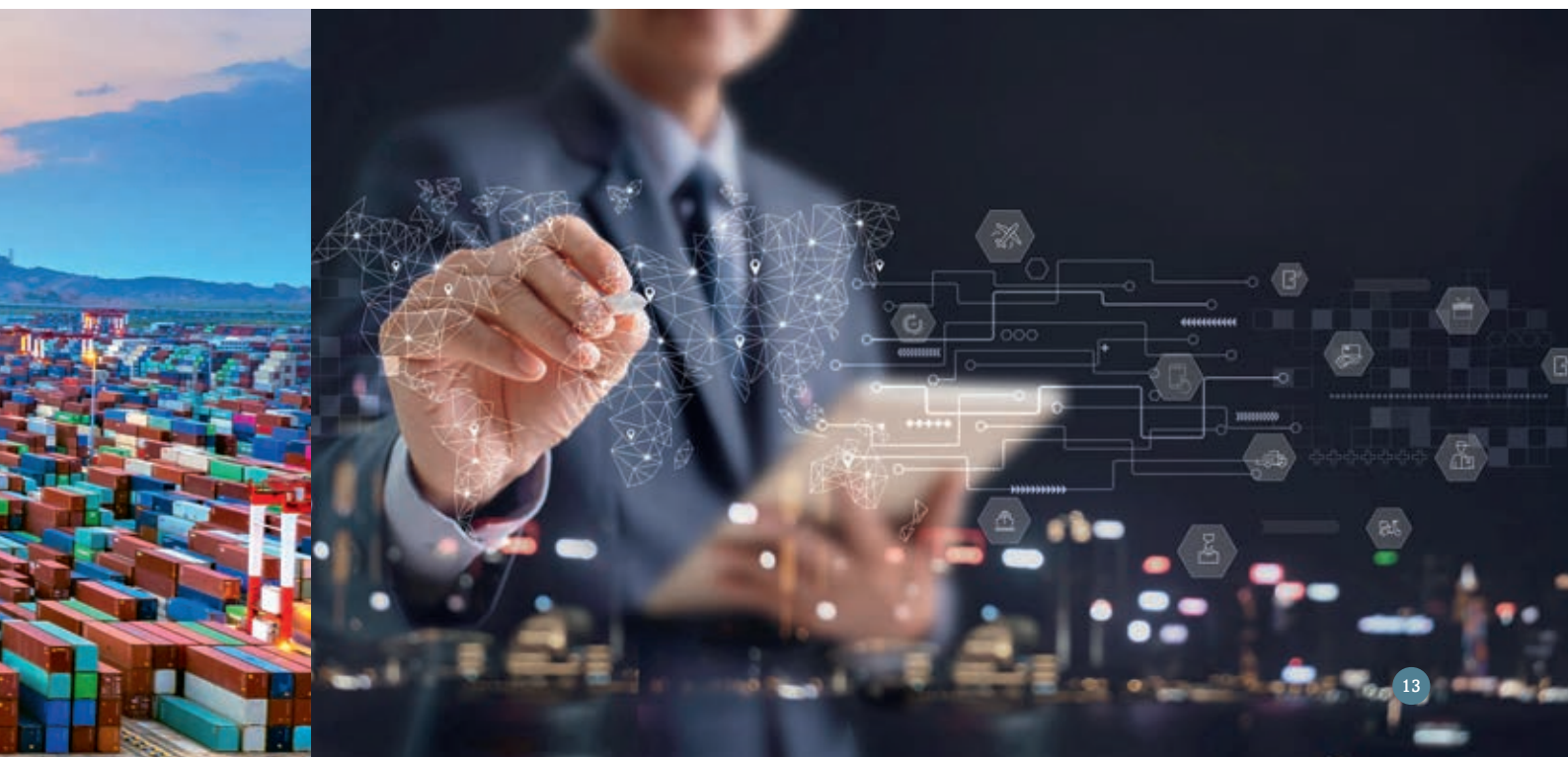
Since 90 per cent of globally traded goods are transported by ship, the situation with container shipping has an immediate impact on world trade and global economic growth. Additional uncertainty factors for the supply chains therefore also result from the extremely crisis-prone container shipping market, which has extensively changed several times within the past decade: the globalisation boom with an explosion of freight rates and shortage of capacities was followed by a phase of economic stagnation with declining demand and an enormous oversupply of tonnage. Shipping companies were able to build up



enormous fleets before the financial crisis, which were also generously supported by cheap bank loans and ship funds. After the financial crisis, world trade in goods and services never really recovered, let alone reach the pre-crisis levels. Although freight rates have been declining for a while, they have always been subject to large fluctuations. Long transit times and unreliable logistical service additionally burden importers. The economic upswing after the first lockdowns brought about a turnaround: cargo volumes have skyrocketed worldwide, charter and freight rates are reaching record heights, while containers remain scarce. Thus, it is urgent for importers to involve an experienced freight forwarder at an early stage in order to secure freight space and find an optimal transport solution.

### Ship congestion and blocked containers

Nevertheless, no normalisation of the market is in sight because the effects of the pandemic such as port closures in China, corona-related personnel shortfalls as well as labour disputes among port workers lead to delays and ship congestion, which impact entire supply chains. The Port >>





&gt;&gt;

of Hamburg assumes that there are around 38 million standard containers worldwide. Accordingly, more than half of all containers are now blocked by closed or insufficiently equipped ports and cannot be unloaded. Thus, they will not arrive at their destination or go back. Significant ports on the west coast of the USA are also struggling with lacking capacities due to poor infrastructure and staff shortages. According to calculations from the Kiel Institute for World Economy, around eleven percent of all goods shipped worldwide are currently stuck in bottlenecks at large container ports. The ship congestion in the North Sea is regarded among experts as the most severe. For instance, ships are arriving in Hamburg with a delay of around 10 days and processing is also sluggish. Instead of the usual two to three days of handling time, it now takes around a week for a container to leave the port again. Import containers are backed up because they often cannot be further transported: there are many reasons for this spanning from construction sites in road and railway networks, severe weather as well as staff shortages

among truck drivers and port worker strikes. As a result, more and more goods have to be stored temporarily, while space on ships and land is becoming scarce and increasingly expensive. It is no wonder that cargo ship companies reportedly earned approximately nine times as much money in 2021 as in 2020, with an upward trend. And it is also clear that importers and customers will pay a lot more and delivery times will become more unpredictable. Nevertheless, even under difficult conditions, the goods have to reach their destination as soon as possible and it is helpful to have an experienced freight forwarder at your side. "Even in such difficult times as today, we do everything we can in order to offer customers flexible, professional import logistics and a reliable LCL service", says Klaus Dittkrist from Cargo Seal. His company, which specialises in transport and import services from the Far East has stood by importers during many crises.

### Uncertainty due to diversification and friend-shoring

As we have seen, the Ukraine war, sanctions policy and energy crisis have heavily disrupted the international movement of goods and therefore further exacerbated the supply chain problems. As a result, globalisation has slowed down, while security aspects and thus geopolitical strategies have gained in importance. Companies are not only relying on the diversification of supplier countries, but are also choosing their business partners more selectively and tend to cooperate with suppliers from western countries, in order to become more independent from China. This is the main tenor of a comment by Vincent Stamer, an economist at the Kiel Institute for World Economy (IfW), on tagesschau.de. The new American "friend-shoring" strategy, thus the exchange of goods with like-minded countries, is currently initiating a trend reversal in internation-



al trade relations. “This new strategy stands in contrast to the policy of the past 60 years, through which western states attempted to integrate politically less friendly states into their political sphere by means of trade”, says Commerzbank head economist Jörg Krämer. As a result, western countries, in particular the USA, are further distancing themselves from China, Russia and other countries. In return, the links between Northern America and Europe are becoming closer, according to Krämer.

### Strategies instead of hasty decisions

Supply chains are extremely vulnerable: they are affected by changes in the political and economic situation and thus global trade relations and the transport system. Their complexity is a large problem, which makes the necessary adjustments to these changes difficult. Suppliers, logistics partners, carriers, shipping companies customs and ERP systems – everything has to be constantly monitored and coordinated. Supply chain problems still trigger different reactions in companies and there are already many sources of error here. Following their first instinct, many companies try to find many new and local suppliers, which is desirable to a certain degree. But hasty decisions often are characterised by a lacking broader outlook and lacking time for the qualified assessment of a new or additional partner, who then may not meet expectations. The spontaneous increase in inventories is indeed a popular immediate measure, but is only a wise strategy for the short-term, because it is very expensive and thus disadvantageous for competitiveness. It is no surprise that the trend has moved in the opposite direction for years.

### Creating transparency in the supply chain

A major shortcoming is often that the supply chain is not transparent: companies lack an overview of suppliers, which above all also includes the downstream level (suppliers of the suppliers). The more obscure the procurement processes, the more difficult it is to maintain them. The same holds for the frequent excessive one-sidedness, i.e. the focus on just one or few suppliers. Experts have determined that there is a great need for better analysis and tracking systems, in order to maintain an overview of the supply chain in real-time. And a committed team also has to personally uphold close contacts with the involved parties, so that it is known at all times which part is located where. According to supply chain expert Eli Pelleg, delays can only be detected in advance and solutions found when the entire network is integrated into a central system.



### Optimising processes

Small and mid-sized businesses are generally disadvantaged by suppliers, because large-scale clients are generally given preference in the case of bottlenecks and changed processes. In particular for them, but also for companies of every size it is important to optimise their business processes in order to be prepared for supply bottlenecks. A connected supply chain that is traceable in real-time is the most important step in this direction. Basically, almost all solutions boil down to optimising automation, digitalisation and technology. This includes, for example, the implementation of corresponding platforms and systems, which collect, select, merge and evaluate internal and external information. The result is an early warning system which determines in timely manner where bottlenecks, delays and errors are to be detected – before damage occurs.

#### Sources:

[www.statista.com](http://www.statista.com)  
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The branch is anxiously looking forward to its traditional meeting point, the PSI trade show. The list of exhibitors is growing quickly and already includes many important exhibitors with big brands. We will present several of them here and find out why they are attending the event and what they appreciate about the PSI.

**A platform for innovations and meeting point for the industry**

# Renowned exhibitors, big brands



**I**t's finally that time again: the PSI, Europe's most significant promotional products trade show, will be opening its gates again in 2023 for the traditional January date. From 10 to 12 January 2023, the international promotional products branch will come together in the compact halls 9 and 10 of the Düsseldorf fairgrounds. Everything there revolves around inspiration, networking and the exchange of knowledge: renowned exhibitors and creative newcomers will be presenting high-profile highlights and classics. This is the place to meet business part-

ners and friends and to learn about trendy themes such as ecological sustainability, product refinement, design and textiles. An extensive supporting programme provides a broad range of knowledge with many practically oriented approaches. Fifty-five per cent of the exhibition space is already booked, and an additional 25 per cent is blocked. "With the current booking situation, we are right on schedule", says PSI director Petra Lassahn. "We are delighted about the trust which exhibitors have placed in us and looking forward to a great PSI trade show in January 2023, to which we invite the entire promotional products industry".



Well-known exhibitors with big brands have already booked their stands:

**Kalfany Süße Werbung** will be participating. It is an efficient confectionary manufacturer, which has been inspiring the promotional products branch with new ideas, well-known brands, quality from certified production and the best service for almost forty years already.

**Heri-rigoni**, which has made a name for itself with its unique stamp pens and stamp products, now has an impressive range of writing utensils and “growing” promotional ideas such as seed bags, plants and pots from its emotion factory brand as well as creative Christmas giveaways and seasonal articles. At the PSI 2023, visitors can expect new products and classics along with individual consultations from the family business with its own production facilities.

With its brands RETUMBLER®, REEVES®, RETIME® & RE98®, **Reflects** has been a recognised partner of the promotional products branch for over 30 years. From its own designs to sourcing in Asia on to product refinement in Cologne, all value-creating processes at Reflects are from one source. The latest products and concepts will be on display at the PSI.

**Schneider Schreibgeräte**, one of the world's leading manufacturers of ballpoint pens and writing utensils made in Germany, will be attending the event in January in Düsseldorf. Schneider combines the values of a traditional brand with those of a modern, ecologically sustainably operating company. Eccentric, promotionally effective ideas and top products have been enriching the range of products of the promotional products distributor for decades.

>>



### Heri-Rigoni: Armin Rigoni, Managing Partner

Whether as a distributor or manufacturer, a visit to the PSI is now particularly important for business success. We believe in that and would like to give the PSI 2023 a new chance after our two-year absence before outbreak of the pandemic. As an organiser, the network has taken convincing communicative measures to specifically address both manufacturers and distributors. We are very pleased that the trade show has sharpened its



profile and is once again focussing on promotional products as its original core expertise. We are therefore very positive about participating in the trade show. First and foremost, we finally want to meet people in person again, talk with regular customers, renew existing contacts and make new ties. In personal talks, we would like to explain the advantages of working with us as a traditional German manufacturer to employees on the distributor side who are new to the

branch. We are therefore delighted that the organiser has transparently communicated and limited access of industrial customers.



In the B2B segment, **Victorinox** offers unmistakable Swiss precision with regard to Swiss pocket knives, household and professional knives, watches and luggage. A large selection of these high-quality branded products will also be on display at the PSI 2023. In the good Victorinox tradition based on know-how, quality, reliability and speed, every advertising campaign is bound to be a hit.

With its unmistakable and appealing range of bags, luggage and accessories with superb designs, **Reisenthel** has established itself internationally as a high-quality brand thanks to its numerous iconic products. Whether as a corporate incentive or as a give-away, branded Reisenthel business, travel or shopping products open up new dimensions in B2B communication and customer loyalty. Come to the Reisenthel stand at the PSI 2023 and be inspired.

**Mahlwerck** porcelain, the versatile “porcelain of brand names”, supports both small and large companies in brand development and management. The innovative shapes with the highly individual Mahlwerck finishing convey uniqueness and consistently prove to be a particularly efficient advertising medium. The latest creations are on display at the PSI.

The company **burger swiss pen AG** manufactures writing utensils for the high-quality segment of give-away products, which is reflected in the long lifespan of the products. With their high level of writing comfort, large advertising space and a clear design line, the ballpoint pens from the Swiss writing utensils manufacturer retain their emotional value over a long period of time. Intensive research has brought about innovative materials such as anti-bacterial plastics as well as sustainability concepts. A visit to the PSI provides exciting insights into the world of plastic.



### **Victorinox: Marion Quast, Head of Corporate Business**

As the only truly international trade show for the promotional products industry in Europe, the PSI is of particular importance for Victorinox. Our goal for the PSI 2023 is to meet our European partners and their customers and to promote personal contacts with our German distributors. As a brand-name manufacturer in the premium segment, we additionally would like to present the new products for the year 2023 to as wide an



audience as possible. We would be happy to have a high number of visitors from Germany and abroad. We also wish for a setting in which visitors can discover other prominent brands from the branch in addition to our own brands Victorinox and Wenger. The valuable mix of distributors, agencies and brands is what characterises the positioning of the PSI within the trade show landscape and is also an important success factor for us.

In addition to the long-running issue of ecological sustainability, we see above all a trend towards the further digitalisation of business processes in the promotional products industry. The goal should be increased efficiency in procedures and processes, as well as an attractive, friction-free customer journey experience for the end customer.



**Doppler**, a manufacturer of sunshades and umbrellas as well as garden furniture and accessories will be presenting a wide range of high-quality products for a variety of uses in promotional campaigns at the PSI 2023. The well-known umbrellas from specialised distributors with high functionality and quality are ideal brand ambassadors with a high level of image transfer.

**MACMA** is among the largest promotional products importers in Europe and has been a qualified supplier and partner of the promotional products industry for a long time. More than 400 employees work for their customers following the motto "deliverable, fast and reliable". An experienced MACMA team will be informing visitors to the PSI 2023 about new products from all product groups.

The five sisters from the **CHOICE** family – **Daiber, FARE, Halfar, mbw** and **SND** – have already been exhibiting together at the PSI for years. Again in 2023, the partner companies will not only be visibly showcasing their common brand identity, but also enabling others to experience it at their joint stand with five independent presentations. From caps to promotional textiles, umbrellas, bags, cuddly toys, rubber ducks to porcelain, CHOICE offers a diverse range of wonderful, effective and sustainable "hapticals".

The company **elasto GmbH & Co. KG** is a specialist for promotional products made of plastic. The versatile repertoire of the renowned manufacturer guarantees an all-round positive brand experience. Elasto specialises in products, which inspire with their usefulness and make an impression in terms of ecological sustainability as well.



### Reflects: Peter Leseberg, Head of Sales and Marketing

We still find the PSI platform to be highly interesting and have always been enthusiastic about exhibiting there. We also wish for an international trade show with a focus on products to be retained for our industry. We see a good opportunity to showcase our company and our products at the PSI and would like to meet many customers again in an professional



setting as soon as possible. Supply chain issues and ecological sustainability will be the main topics. Precisely due to its commitment to sustainability and anti-greenwashing, we regard the PSI – as Europe's largest branch network – to be a valuable source of inspiration and important sparring partner.



### burger pen: Xavier Canton, Managing Director

We have been attending for years and view the PSI as the only truly international trade show for the promotional products industry. Accordingly, we are looking forward to new contacts and visitors in 2023 who will meet the challenges of corona, the energy crisis and war in Europe in a competent and future-oriented manner. We believe that Germany as a business location and the "Swiss made" label will gain enormously in importance due to climate change and the energy crisis. We are convinced that – after decades – a realignment of our economy is now imminent. This includes, for example, bringing back key technologies to Europe. This pursuit of independence, sustainability and expertise is vital to our industry. And, above all, it opens enormous potential which the PSI should accompany and shape as a network and trade show.



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**The list of exhibitors at the PSI 2023 is constantly growing and can be found at <https://www.psi-messe.com/de-de/fuer-besucher/Ausstellerliste.html> in addition to the product catalogue for the PSI. The indispensable tool for a quick overview or personal trade show planning can be accessed via the home, visitor and exhibitor page. Trade show tickets can be conveniently ordered at [www.psi-messe.com](http://www.psi-messe.com).**

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## PRELIMINARY EXHIBITOR LIST OF THE PSI 2023

We are happy to welcome the following exhibitors:

PSI No.	Aussteller	Web	Stand
49009	12M, POLAND	2m.eu	9A38
44329	aditan, GERMANY		10L38
45448	Aetzkunst GmbH & Co. KG, GERMANY		9B29
60541	AirFresh Artur Piotrowski, POLAND		9D55
60441	AKROH INDUSTRIES BV, NETHERLANDS (THE)	akroh.com	9F62
60515	Alfa Beta Tekstil Is Kiyafetleri San. Ve Dis Ticaret AS, TURKEY	www.alfabetatextile.com	9B62
47800	ALFA PROMOSYON TEKSTİL Pazarlama Sanayi Ve Ticaret Anonim Sirketi, TURKEY		9G41
49719	AMGS GROUP JERZ I GIGOLŁO SPÓŁKA KOMANDYTOWA, POLAND	amgsgroup.com/en	10A13
60559	Anchor sourcing (UK) Ltd, UNITED KINGDOM (THE)		9A54
45194	ARA NV, BELGIUM		10L26
43549	ArtForFans, Jan Bagin, CZECH REPUBLIC (THE)	www.artforfans.eu	9A67
60427	Atlantic Access Ltd, UNITED KINGDOM (THE)	customrocketbooks.eu	9D63
46148	ATUT & PRIMAR s.c., POLAND	atutwood.pl; atut-primar.pl	10B25
60193	AUF Robert Mariusz Lewandowski, POLAND	Drinklogo.eu	9D50
49958	Aysoy Pazarlama Konfeksiyon Tekstil Sanayi ve Ticaret Limited Sirketi, TURKEY	aysoytextile.com.tr	10C36
60514	Azurous, Inc. dba Cabeau, NETHERLANDS (THE)		9E57
47411	badge4u Wojciech Pawlowski, POLAND		9D04
43602	Bauer GmbH Bandweberei, GERMANY		9C69
60506	Bettinardi Srl, ITALY	www.bettinardiwatch.com	9A64
60557	Bike Citizens Mobile Solutions GmbH, AUSTRIA		9C61
60491	BILLY the Clip Verwertungs GmbH, AUSTRIA	billytheclip.com	9A57
60237	Black + Blum Ltd, UNITED KINGDOM (THE)	www.black-blum.com	10D58
60394	Blooms out of the box B.V., NETHERLANDS (THE)	www.BloomsoutoftheBox.de	9E61
60556	Bombacio Sp. z o.o., POLAND		10L54
60539	BrandCommerce BV, NETHERLANDS (THE)		10E12
46905	Brauns-Heitmann GmbH & Co. KG, GERMANY		9C04
60187	Brevetti WAF S.r.l., ITALY	www.brevettiwaf.it	9D36
90103	BRIKL BV, BELGIUM		9G19
48045	B-TOKEN BVBA, BELGIUM		9B38
45956	burger pen AG, SWITZERLAND	burgerswisspen.com	10K49

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PSI No.	Aussteller	Web	Stand
47952	Büyüksoy Bayrak Ve Semsie San. Tic. A.S., TURKEY	heb.com.tr	10F26
49153	Calverley Ltd, UNITED KINGDOM (THE)	calverley.com	9B68
49960	Campo Sportivo GmbH, GERMANY	www.artiva-sports.com	9E25
60460	Candol Produktions- und HandelsgesmbH, AUSTRIA	www.candol.com	9C49
45140	Carry Products GmbH, GERMANY		9D76
46125	CG International GmbH, GERMANY		10G42
60458	Christian Fabrications SARL, FRANCE		9D62
46789	CoMo Europe B.V., NETHERLANDS (THE)		9G22
47506	Condom Message, NETHERLANDS (THE)		9F02
60181	Confiserie Möhlenkamp Gbr, GERMANY	www.confiserie-moehlenkamp.de	9B57
49112	Consilio Jakub Michalski, POLAND	consilio.com.pl/de	10B24
41421	Coolike-Regnery GmbH, GERMANY	www.coolike.de	9C39
47376	CosmoShop GmbH, GERMANY	www.werbemittelshop.de	9E69
43581	Croatian umbrella Ltd, CROATIA	croatianumbrella.com	10B32
43968	CRUX Sp.j., POLAND	greenplanet365.eu	10C63
47097	Disenos NT, SPAIN	notejido.com	9B14
48615	DIZAYN ETIKET San. ve Tic. A. S., TURKEY		9C40
60552	Domino Ideas Matbaacilik Ve Ticaret A.S., TURKEY		9B44
41752	doppler H. Wülfingsdobler GmbH, GERMANY	dopplerschirme.com	10A46
46897	Dosenspezialist GmbH, GERMANY		9E32
44886	DreiMeister Spezialitäten, GERMANY		9A37
60227	Earline AG, SWITZERLAND	www.saverave.ch	9G10
47300	Easy Gifts GmbH, GERMANY		10F35
43766	EcoSavers® - POWERplus®, NETHERLANDS (THE)	www.ecosavers.nl	9A51
60535	ECS Cleaning Solutions GmbH, GERMANY	www.ecsag.com	9D56
49982	Edition Michael Fischer GmbH - EMF Verlag, GERMANY	www.emf-verlag.de	10L55
49467	Einkaufswagenlöser.de, GERMANY		10B27



41369	elasto GmbH & Co. KG, GERMANY	www.elasto.de	10L49
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48996	ELITA S.J. Krzysztof Staszalek i Mateusz Staszalek, POLAND		10H55
47403	Ender Tekstil, TURKEY		9E30
47527	Erich Utsch AG, GERMANY		9D41
60160	ESPA SRL, ITALY	www.espaitalia.it	10H57



49118	Eurobottle B.V., NETHERLANDS (THE)		9E26
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45775	EUROPACK, AUSTRIA		9B08
43144	FARE - Guenther Fassbender GmbH, GERMANY	www.fare.de	10E36-01
47960	Feniks Sp. z o. o., POLAND	www.feniks.biz.pl	9F22
17344	FF-PACKAGING BV, NETHERLANDS (THE)		9C64
47123	fides Druck und Medien GmbH, GERMANY		9A39
60474	Filmar Factory Sp. z o.o., POLAND	www.filmarfactory.eu	10C40
60477	Finable Oy, FINLAND	www.greenfin.fi	9A59
48519	Finardi Milena SRL, ITALY	www.promotionalstrawhats.com	10B68
49141	FLÜWA GmbH, GERMANY		9C52
43641	Fragrans Michal Stolarczyk, POLAND	fragrans.pl	9C47
60424	FreeWings / FIBS, AUSTRIA		9C54
60461	Frischtuch GmbH, GERMANY	www.frischtuch.de	9B50
48691	GC Footwear GmbH, GERMANY		10A39
47052	GIFT STAR, POLAND		9A68
41734	giuseppe di natale spa, ITALY	www.dinatalestyle.com	10F62
45192	Glasmark Sp. z o.o., POLAND		9D24
42351	Gollnest & Kiesel GmbH & Co. KG, GERMANY		9G49
46517	Görenler Giyim Tekstil A.S, TURKEY	gorenler.com	9B06
49095	GPS BAGS SPA, ITALY	www.gpsbags.com	10E65
47265	GRASPO CZ, a.s., CZECH REPUBLIC (THE)	www.graspo.com	9C44
48277	Green Earth Products, NETHERLANDS (THE)	greenearthproducts.de	10E18

PSI No.	Aussteller	Web	Stand
42819	Gustav Daiber GmbH, GERMANY	www.daiber.de	10E36
46944	Gutting Pfalznudel GmbH, GERMANY		9C03
47881	Hädicke GmbH & Co. KG, GERMANY		9B47
45666	Halfar System GmbH, GERMANY		10E36-02
43749	HALM Straws GmbH, GERMANY		9B61
60517	HalmBrüder GmbH, GERMANY		9D47
60549	Happykeks GmbH, GERMANY		10C67
44954	happyROSS GmbH, GERMANY	www.happyross.de/wm	10A21
48313	Headwear PL Spolka z ograniczona odpowiedzialnoscia Sp.J., POLAND	headwear.com.pl/de	10F22
44885	Heinrich Sieber + Co. GmbH, GERMANY	www.sieber-taschen.de	10G50
46612	Hellma Gastronomie-Service GmbH, GERMANY	www.hellma.de	9G32-06
41583	HEPLA-Kunststofftechnik GmbH & Co KG, GERMANY	www.hepla.de	10A49
41016	Heri-Rigoni GmbH - emotion factory, GERMANY	www.heri.de	9F48
46235	HERKA GmbH, AUSTRIA	www.herka-frottier.at	10G28
41118	hoechstmass, GERMANY		9E50
46994	Hubbes Verkstad AB, SWEDEN		EN01
46478	Hultafors Group Germany GmbH, GERMANY		10B13
43000	IMTC Manufacturing & Trade GmbH, GERMANY	www.axopad-mousepad.de/preislisten	10B30
49880	Inkcups Europe GmbH, GERMANY	www.inkcups.com	10E62
60470	interfon adress GmbH, GERMANY	www.interfon-adress.de	9E47
44894	Intermed Asia Ltd., NETHERLANDS (THE)		10D29
60416	Istanbul Chamber of Commerce, TURKEY	www.ito.org.tr/en	9F07, 9E08
49767	J.S. Fashion GmbH, GERMANY	www.jungfleisch.de	9A71
60560	Jalema GmbH, GERMANY		9B54
48291	JH Innovations GmbH, GERMANY		9E51
41990	Joytex GmbH & Co. KG, GERMANY		10G19
60555	JULIUS-K9 GmbH, GERMANY		9C51
60200	Jungfleisch GmbH, GERMANY	www.jungfleisch.de	9E63
48245	JUTEKO GmbH, GERMANY		10B44
60462	KADRSON Joanna Łabeńska, POLAND	www.productphotography.pl	9B49
42706	Kalfany SüBe Werbung GmbH & Co. KG, GERMANY		10E20
49826	KERNenergie GmbH, GERMANY		9G32
48320	Kim Kranholdt GmbH, GERMANY	www.kranholdt.de	9A63
60471	Kingstar Technologie GmbH, GERMANY	ikingstar.com	9D45
60553	Klar Seifen GmbH, GERMANY		9A69
44071	KÖNITZ PORZELLAN GMBH, GERMANY	www.koenitz.com	9G27
47406	koziol ideas for friends GmbH, GERMANY	koziol-incentives.de	10D50
41565	KP Plattner GmbH, AUSTRIA	www.kp-plattner.at	9C43
49872	Landgarten GmbH & Co. KG, AUSTRIA	www.landgarten.at	10A27
49171	Lanyard.pro Allers Grupa sp. z.o.o., POLAND	lanyard.pro	9E21
60545	LASIT Laser Polska, POLAND		9E33
60562	Le Kevin T/A Styleengineered Ltd., UNITED KINGDOM (THE)		9B35
49644	LEONARDO - glaskoch B. Koch jr. GmbH + Co. KG, GERMANY		10D49-01
45457	Lexon SAS, FRANCE		10F27
47192	Linarts s.r.o., CZECH REPUBLIC (THE)		10G21
47225	LIP Handelsgesellschaft GmbH, AUSTRIA		9E55
46104	logolini Präsenze, GERMANY		9B22
51314	Lounge PSI GUSTO, GERMANY		9G32-03
20504	LPZ Handelsgesellschaft mbH, GERMANY	www.lpz-gmbh.de	9A56
40909	MACMA Werbeartikel OHG, GERMANY	www.macmaworld.com	10K53
44833	Mahlwerck Porzellan GmbH, GERMANY	www.mahlwerck.de	9E48
48309	Manufacturas Arpe, S.L., SPAIN	arpe.es	10A24
49315	MARNATI SAS, ITALY		10A28
49181	MART'S BAGS, POLAND	martsbags.com	10K43
60548	Marvin's BV, NETHERLANDS (THE)		9D57
45721	MASAS METAL AMBALAJ San. Ve. Tic. A.S., TURKEY	www.masas.com.tr/tr	9C18
60529	MASCOT International A/S, DENMARK	www.mascot.de/de	10A18
43478	MASGUANT, S. L., SPAIN		9A44
60546	Mat.en S.r.l., ITALY		9A62
49384	May Atki Market Etiket Dokuma San Tic Ltd. Sti, TURKEY	mayatki.com.tr	9A14
42020	mbw Vertriebsges. mbH, GERMANY		10E36-04

PSI No.	Aussteller	Web	Stand
49967	MEDIACONCEPT SRL, ROMANIA	www.media-concept.ro	9F08
7009	memo AG, GERMANY	www.memo-promotion.de	10E25
43618	Metal Silver and Golden Industries Co. Ltd., SAUDI ARABIA	sharatt.com	10D19
60121	MetalicCards UG, GERMANY		9B56
41680	METRICA SPA, ITALY	www.metrica.it	9B17
60521	Micro Mobility Systems D GmbH, GERMANY	www.microscooter-shop.de	9C62
43921	Microcarton Ambalaj ve Dis Ticaret Ltd Sti, TURKEY	microcarton.de	10B56
48364	MIYO MENDIL VE GIDA SANAYI DIS TICARET LTD STI, TURKEY	www.miyopromo.com	9A32
49997	MIZU Europe BV, NETHERLANDS (THE)		9F29
48784	Modal BRG Örgü Dokuma Tekstil, TURKEY	www.modaltexile.com	9E17
60492	MOUTH Propaganda GmbH, GERMANY		9E53
47925	mt products GmbH, GERMANY	www.mtproducts.de	9A75
44295	My Perfect Design by walther design GmbH & Co. KG, GERMANY	myperfect.design	10D64
60507	mydropz AG, SWITZERLAND	dropz.com	9C50
49948	MYRIX GmbH, GERMANY		10L38
49462	Nastrotecnica srl, ITALY	www.nastrotecnica.it	10D43
45411	Neutral.com, DENMARK		EN02, 10D36
60551	New Idea Crafts GmbH, GERMANY	newideacrafts.de	9C36
45981	NOEX Spółka z ograniczoną odpowiedzialnością sp.j., POLAND		9A35
60530	Nomenta Industries International B. V., NETHERLANDS (THE)		10F54
60436	NORDHORN J.M. Stasiak Spolka Jawna, POLAND		9C11
46403	NOTEDCO Spółka z ograniczoną, POLAND		10C43
43438	OMETEC S.R.L., ITALY	www.againdustrial.it/en	10E57
49663	Orakel bvba, BELGIUM		9B36
60550	Original Buff S.A., SPAIN		9C32
44057	PPH.U LEZAKOWO, POLAND	lezakowo.com	10E28
47378	Paper + Design GmbH, GERMANY	www.paper-design.de	10G60
43993	Paper Fantasies UAB, LITHUANIA	www.paper-fantasies.com	10H38
60225	Papermints S. A., BELGIUM	papermints.eu/logo-products	9D58
45999	PASSATGUMMI, GERMANY	www.passatgummi.de	9G20
47678	Paul Stricker, SA, PORTUGAL	www.stricker-europe.com	10D52
60009	Plastdiversity, Lda, PORTUGAL	plastdiversity.com	9C48
60516	Plegium AB, SWEDEN		9E75
49765	PNG 1962 Ltd, BULGARIA	www.png.bg	10D16
49402	Polskie Karty sp. z o.o., POLAND	plasticcards.zone	10G44
46596	POLYCLEAN International GmbH, GERMANY	www.polyclean.com	10C49
60512	Pottkorn GmbH, GERMANY		9C38
42713	POUL WILLUMSEN P/S, DENMARK	www.poul-willumsen.com	9C21
60563	projekt software GmbH, GERMANY		9A50
46355	Promidata GmbH, GERMANY	www.promidata.com	10H58
60219	Promocollection Limited, UNITED KINGDOM (THE)	www.promocollection.uk	9E74
60169	PROMODA TEKSTIL San. ve. Tic. Ltd. Sti, TURKEY	www.promodatekstil.com	10F18
49627	Promoteus 1000KOZ, s.r.o., CZECH REPUBLIC (THE)		10E19
60208	Protect-Ideas GmbH & Co. KG, GERMANY		9A40
 			
	PSI Promotional Product Service Institute	www.psi-messe.com	
	PSI Community Café & Product Presentations		9E82, 9E80
	PSI Community Café & Sonderschau Veredelung		10F10
	PSI Forum		10G04
	PSI Media Lounge		9G82
	PSI Newcomer Lounge		9F81, 9A81
	PSI Services & Info.		9A06, 9A05
	PSI Sustainability Awards Area	www.psi-awards.de	9G74
	PSI Textile Campus		10H10, 10L07, 10L02
	PSI TV Studio		10L03
60490	Purple Mustard Europe NV, BELGIUM	www.purplemustard.eu	9C35

PSI No.	Aussteller	Web	Stand
48954	Pusula Cizgi Alti Basim San. Ve Tic. LTD. STI., TURKEY	www.ecoprobags.com	10A14
49331	R3D, LDA, PORTUGAL		10L24
42487	REFLECTS GMBH, GERMANY		10L38
60235	REFLOACTIVE Sp. z o.o., POLAND		9B53
47182	Reisenthel Accessoires GmbH & Co. KG, GERMANY	reisenthel.com	10G49
48510	Reiter Polska Sp. z. o.o., POLAND		10A61
48273	Retap ApS, DENMARK	www.retap.com	9B26
44940	RICOLOR MK-Haushaltswaren, GERMANY		9C30
60451	RINAMA GmbH, AUSTRIA		10G32
44508	Ritter-Pen GmbH, GERMANY		9F44
49585	Rolleat, SPAIN	rolleat.com/corporate-gift	10B23
60448	Rommelsbacher ElektroHausgeräte GmbH, GERMANY	www.rommelsbacher.de	9C55
47430	RO-WE SNC DI Brusaterra Roberto & C., ITALY	www.rowekeyholders.com	9B40



RX Austria & Germany, . . . . . www.rxglobal.com/rx-austria-germany. . . . . 9A06, 9A05

60478	S.Simeonidis EE „Nicklis“, GERMANY	www.transferprint.de	9A47
60536	Salzmann GmbH, GERMANY		9B55
49516	Sandex M.Szandacki, J.Szandacka Sp.j, POLAND	sandex.pl/de/elementor-47-deutsch	10G27
46525	Sanjuan Hermanos, S.A., SPAIN		10G48
60513	SAS CSI (Carlo Saccettini Import), FRANCE	www.csi-coton.com	9D49

## SDG

60561	Scandinavian Design Group West AB, SWEDEN		9A52
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43416	Schneider Schreibgeräte GmbH, GERMANY		9G47
45297	SDX Group sp. z.o.o., POLAND	sdxgroup.pl/en/home-eng	10H31
48123	Silverspot Trading GmbH, GERMANY	www.silverspottrading.com	9C20
43807	SIPEC S.P.A., ITALY	www.sipec.com	10B50
49550	SKARPETA GmbH, GERMANY		10D56
46325	Śłodkie Upominki Spółka z o.o. Sp. k., POLAND		10B26
45567	SND Porzellanmanufaktur GmbH, GERMANY		10E36-03
44010	Softybag AB, SWEDEN	www.softybag.com	10B18
47677	Sopp Industrie GmbH, GERMANY	www.sopp.de	10G62
47019	SPÓLNOTA - Drzewna, POLAND		10H63
44120	Sport Böckmann GmbH, GERMANY		10F64
41462	Spranz GmbH, GERMANY	spranz.de	10A32



43287	STABILO Promotion Products GmbH & Co. KG, GERMANY	www.stabilo-promotion.com	9G29
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49286	STAINER Schriften & Siebdruck GmbH & Co KG, AUSTRIA	www.print-tattoo.com	9G21
45280	Stiefelmayer-Contento GmbH & Co. KG, GERMANY		9G08
60155	Sunware BV, NETHERLANDS (THE)	www.sunware.com	9A30
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48816	Swiss Mountain Hand Bags ABC GmbH, SWITZERLAND		10E16
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49090	TDJ Stadtgärtner GmbH, GERMANY	www.diestadtgaertner.de	9D48
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43407	testme GmbH, GERMANY		9B52
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60188	The Great Wall International Trading B.V., NETHERLANDS (THE)		9B64
90036	The Outdoors Company, UNITED KINGDOM (THE)		10D53
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Die Handarbeit der Zukunft

41848	uma Schreibgeräte, GERMANY	uma-pen.com	10E52
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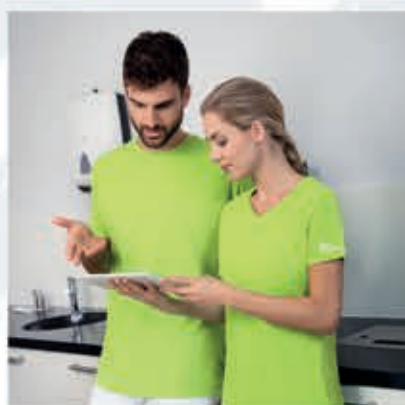


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An entire industry is dedicated to **the urge to get outside.**

The promotional products industry also has plenty to contribute to the “Outdoor” theme. We present corresponding products on the following pages.





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

## Promotional rain protection

The sport umbrella from Promocollection from Great Britain is equipped with a full-surface branding option so that your own brand is clearly visible. It is made from 210T pongee cap material with an automatic opening. The double-cap design enables ventilation on hot days. Both canopies can be individually designed with full-surface digital printing with the same or optionally different motives. The EVA grip can also be made from ABS material, allowing for the additional option of an epoxy doming sticker on the underside of the grip. This useful promotional give-away is ideally suited as a cost-effective and practical item for companies, schools and other organisations.

## Versatile little box

With the Outdoor Box from Römer Präsente, you are well equipped for every trip. The matt black Rominox® Lunchbox with a sealing ring offers a storage capacity of 900 millilitres and a removable and sliding divider. It also contains a practical Rominox® Keytool, multifunctional tool for a key ring with 18+ functions, including useful features such as a screwdriver, ruler and spoke square as well as space-saving and robust outdoor cutlery with six functions: a knife, fork, spoon, corkscrew, can and bottle opener. It additionally includes a hand cleansing spray and hand care cream. The promotional products specialist can apply advertisements by means of engraving or labels, for example.

PSI 43892  
Römer Präsente by Römer Wein und Sekt GmbH  
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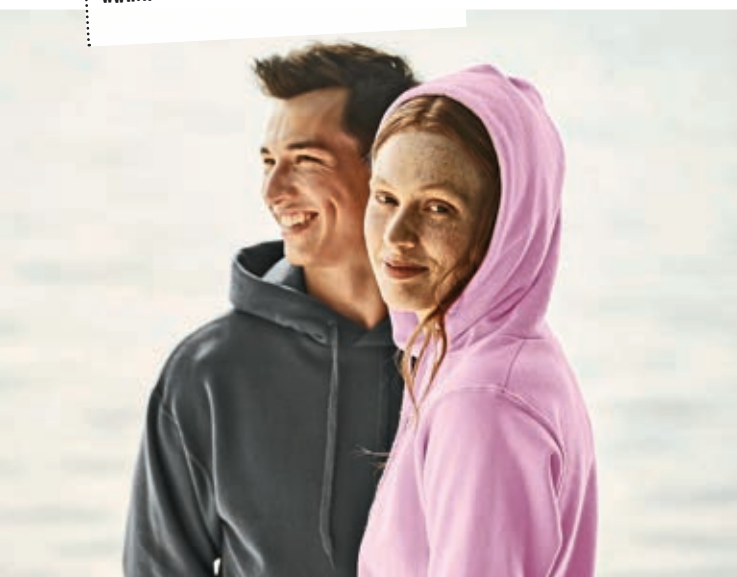
## Recycled rain protection specialist

The new model from the umbrella manufacturer Croatian Umbrella is made out of recycled canvas, which can be finished in unlimited ways. It features a recycled handle which is used for more than 30 models and comes in an endless array of colours. The canopy is made from recycled PET packaging, and the handle comes from recycled plastic granulate. Each product undergoes demanding quality checks at the end of production to ensure the highest standards are met. The umbrella can be fully customised. It is possible to design each part of the umbrella and thus create a one-of-a-kind product. The minimum order quantity is one unit. The Croatian umbrella specialist will showcase its product range at stand number 10B32 in Hall 10 at the upcoming PSI trade fair.

## Indoor and outdoor sweats

Sweats are not only perfect for lounging on a sofa. They also keep you cosy and warm during sports, camping and hiking, or as a layering piece to create a casual outdoor look. Fruit of the Loom offers two sweat collections, both of which are very comfortable, with soft, brushed fleece inside, but with a few key differences. The Classic Sweats are the all-rounders for every day, sustainably produced in Morocco, with a fabric weight of 280 g/m<sup>2</sup>. The soft, brushed fleece inside offers cosy comfort every day, while the 100 percent cotton outside ensures excellent print results. Classic Sweats are available in a wide range of sizes, from children's size 92 to 5XL and a range of styles for men, women and children. When only the best comes into question, the Premium Sweats made of combed, ring-spun cotton and fine, softly brushed fleece on the inside are the first choice. All Premium Sweats are made ethically from extra-fine combed ring-spun yarn, according to the guidelines outlined in The Fruit Way sustainability campaign, from raw cotton to finished product. Fruit of the Loom is committed to improving cotton farming practices worldwide and is a member of Better Cotton.

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



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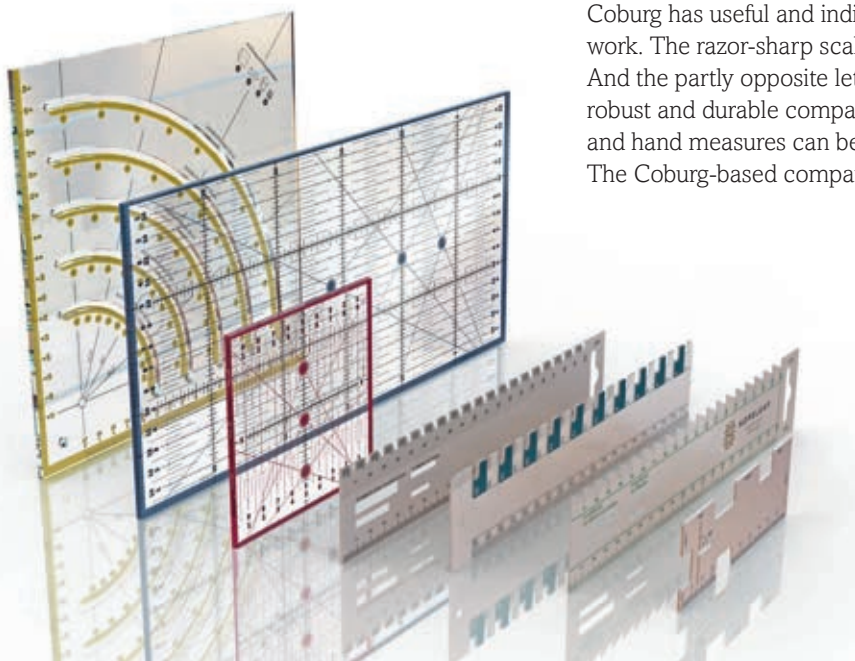


## Unlimited adhesion

The practical aid equipped with a magnet from Reidinger is always ready for use. While magnets are usually used on pinboards or refrigerators, magnetic products are also useful for repair shops. The folding rulers and carpenter pencils can be placed in a handy location with an integrated magnet so that they are always ready to use. What is more, the magnet can also be used to pick up nails, screws or other metal items from narrow spaces. When the two climate-neutral products feature custom printing, they underscore quality, functionality and customer loyalty. The integrated magnet makes it possible to place it in surprising places so that the imprinted advertising message is guaranteed to catch people's eye and stay in their memory. The desired product can be configured with just a few clicks in the practical online configurator available on the vendor's homepage. In addition, the promotional message's design, colour and placement can be individually adapted to a company's own corporate design.

## Indispensable and promotionally effective

Whether it's hem measurements, tailor's hand measurements in different designs, patchwork rulers, quilting templates or cutting templates for circles, Schreiner Coburg has useful and indispensable supporting products for sewing and tailoring work. The razor-sharp scale pressure ensures the precise processing of the fabric. And the partly opposite lettering is also suitable for left-handers. The rulers are robust and durable companions that save valuable time. The colours of the rulers and hand measures can be individually adapted to the company's corporate identity. The Coburg-based company also develops tailor-made rulers on customer request.



PSI 40785 • Schreiner Coburg GmbH  
Tel +49 9561 8330-0 • [info@schreinercoburg.de](mailto:info@schreinercoburg.de)  
[www.lineale.de](http://www.lineale.de)



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

## Spotlessly prepared

With the ski care set from Frank Bürsten, nothing stands in the way of a fast descent. The set is stored in a transparent click box and contains a professional racing ski wax, a high-quality nylon-tipped ski brush as well as an efficient edge breaker. With this equipment, the skis can also be waxed at any time during a skiing holiday. The bottle comes with a sponge for easy application of the liquid wax. The wax is then removed with the ski brush. If necessary, the edges can also be worked on with the edge grinder. The next ski slopes are waiting to be conquered. On request, Frank Bürsten can print individual advertising messages or company logos on the click box or ski brush.

## Taking measurements with top-notch technology

With the Quick Magic laser measuring device, meterex is selling new, top-notch technology at an interesting price/performance ratio. The handy measurement device is suitable for taking quick and precise measurements of rooms, doors or windows. The maximum measurement distance is 30 meters, and the device has a measuring precision of  $\pm 3$  millimetres. The surfaces and volume of rooms, garages, or halls can automatically be taken and displayed by taking two or three measurements (length  $\times$  width  $\times$  height). When a flat or house is being renovated, this device can help determine the amount of materials needed, such as tiles, carpeting and wallpaper. The product is currently one of the smallest laser measuring devices in Europe. Thanks to the centrally-placed red button, it is also easy for laypeople to use. The last four measurement results, data on the charging status and zero point measurement are displayed in colour on the 1.44" inch TFT-LCD display. The product does not require batteries since it has a powerful rechargeable battery. It will be sufficient for taking loads of measurements. It is charged using the USB cable included with delivery. The device consumes very little energy since the laser automatically turns off after 30 seconds, and the device shuts off after 90 seconds. The laser measuring device is CE-certified and fulfils all safety standards for laser protection class 2. It comes in an elegant, black gift box with a magnetic fastener with easy-to-understand operating instructions in German/English or French. Customer logos can be placed on the device using doming. This laser measuring device is ideal as a giveaway or present for companies in the real estate industry or skilled crafts and trade, industrial companies, banks and financial institutions, etc. Meterex has exclusive sales rights for Europe.



PSI 41836 • meterex Karl Kuntze GmbH & Co.  
Tel +49 2173 998869-0  
meterex@meterex.com  
www.meterex.com



## A sporty must-have

The ActiveTowel<sup>®</sup> Sports from Polyclean is a sports towel for fitness fans and sports enthusiasts. The compact and light microfibre towel can be used in everyday life at home, in the fitness studio or while working out outdoors. It is easy to transport thanks to the practical mesh bag, which comes with the towel. It also has an advantage in terms of advertising effect: A full-surface photo-quality print placed on the ActiveTowel<sup>®</sup> Sports offers numerous ways to customise the towel according to a customer's wishes. The product is made from high-quality P-9000<sup>®</sup> microfibre and can be ordered at short notice for a minimum order of 25 units.

## Ultra light weight

The Troika rucksack is a "quick-change artist" with a load capacity of up to 6.5 kilograms. It weighs only 115 grams and converts into a rucksack with a full 18-litre volume in a matter of seconds. It doesn't matter if you are shopping spontaneously or with a plan: when folded up, it becomes a spacious rucksack in a flash. The equipment includes a large main compartment with a zipper, a small inner compartment with a Velcro fastener and two outer mesh pockets as well as adjustable shoulder straps. The robust product consists of 100 per cent polyester and is available in the colour combinations green-black or grey-black.



POPSOCKETS

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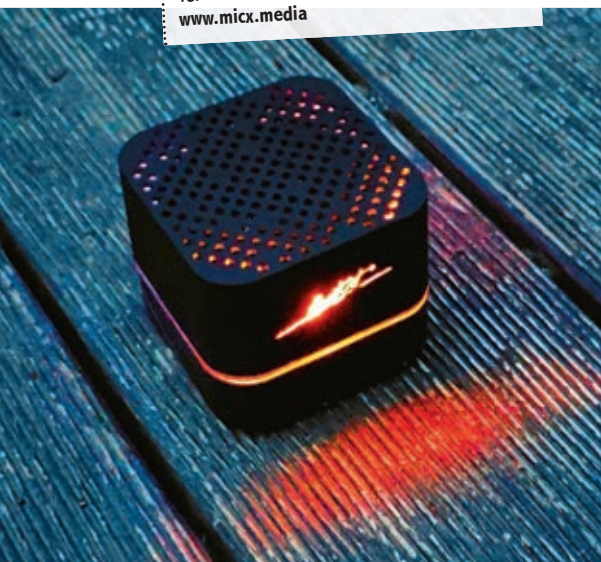


## Sustainable outdoor teamwear

Since 1902, Russell has stood for know-how, trust and experience. Sustainability and transparency are of utmost importance to the brand, as evidenced by the manufacturer's comprehensive catalogue of sustainability measures, "Belong to a better future", and the corresponding product range. With their sustainable jackets, Russell Europe meets the demand for high-quality and durable outdoor teamwear. With their insulated jackets for employees, for example, the wearer is also sustainably dressed for outdoor activities on cold days: both the Cross Jacket 430M/F and the Hooded Nano Jacket 440M/F are ideal for colder conditions and offer state-of-the-art and environmentally friendly thermal insulation from Dupont™ Sorona®, which is made from 37 percent plant-based material. Also on offer are their Bionic Softshell Jackets, which are functional, stylish and sustainable, made from three-layer softshell fabric of 94 per cent polyester and 6 per cent elastane treated with Bionic-Finish®Eco. This makes the jacket water-repellent, ecologically. A special Hydrosheath material under the arms ensures good air circulation. A stand-up collar with a wind flap offers protection from wind and icy draughts. The jacket has a particularly light weight of just 320 g/m² and fits comfortably and loosely thanks to the classic modern cut. The colour selection includes Stone, Classic Red, French Navy, Iron Grey and Black, depending on the jacket model. The "Belong to a better future" campaign stands for responsible production, sustainable products, the highest standards for working conditions and 100% transparency of the supply chain and certifications.



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



## Perfect sound outdoors

It doesn't matter if you are barbecuing with friends, on a spontaneous camping trip or relaxing on your balcony at home: the Bluetooth®-Speaker LED Outdoor from micx-media in concept ensures relaxed music enjoyment anytime and anywhere. It doesn't even require a smartphone, because LED Outdoor has a radio function and can play music directly from a micro SD card, in addition to Bluetooth®. The integrated LED light with changing colours will put people in the right mood. Even a rain shower or a location near a pool are no problem for the splash-proof product. A logo engraving is included for effective branding.



PSI 48301 • Vasad (By SL Bags)  
Tel +31 575 510077 • info@vasad.eu  
www.vasad.eu



## All weather collection

The Vasad All Weather collection features robust and strong bags made of waterproof truck tarpaulin. The sleek design, reflective print and matte colours create a rugged and modern look: ideal for an outdoor trip or sporting activities. The choice of recycled PET lining makes this collection a sustainable and future-oriented choice. Vasad is a trendy bag brand, founded three generations ago in 1923. A label that stands for modern, functional bags, for a collection of unisex bags that you want to be seen with.



## Maximum sharpness

The days of cutters falling apart are over since Condedi came up with a solution in their Maxicut and Minicut cutters. The razor-sharp cutters from Condedi are the perfect helpers for cutting and opening packaging while working at the office, at home or in the garden. They are stable, rust-free and have a lovely and harmonious black/silver design. These functional products have a comfortable feel and high-quality cutting quality; they also come with snap-off blades. The cutters have a long use-life and long-term advertising potential. Both cutters have a practical metal clip on the backside for wearing it on a belt, or they can be carried in a pocket. The Maxicut and Minicut cutters each come packaged inside a black gift box, and finishing is realised on the back through printing or engraving. Striking, multi-coloured advertising imprints can be placed on Shorty's keyring and the fastening clip of Safecut. The products are available from stock at short notice for a minimum order of 50 units. Special production runs are also possible.



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





## Multitasking for advanced users

The Swiss tool Spirit MX from Victorinox is a real multi-tasker with a one-hand opening mechanism. Build, repair, craft, create: The small, versatile tool from the Swiss company is an expert in multitasking. The compact, multi-functional tool can do practically everything and even more. The shape and functionality are flawless, as are its surprising 24 different functions, which are all fully identifiable and accessible from the exterior of the tool. It also features a one-hand opening mechanism to quickly and easily access the main blade. This high-performance multi-talented tool is a practical tool kit that can fit inside trousers' pockets. All tools are made out of finely polished and easy-to-clean stainless steel.

PSI 44281 • Victorinox AG  
Tel +41 41 8181211  
B2B.ch@victorinox.com  
[www.victorinox.com](http://www.victorinox.com)



## Versatile source of light

The Solar Power Lamp is new in Lumitoys' range of products. This practical combination of solar-powered outdoor light, power bank and dry bag, which is either used for storage or turns the light element into a decorative lamp, is a useful companion for on the go. The ultra-bright LEDs can be adjusted to current light requirements through various dimming levels, right down to a snooze light. An additional SOS function provides extra security. They are charged by a solar cell and alternatively via a USB connection, which can also be used to charge a mobile phone. The current charge level of the lamp or power bank is displayed by LED. Individual printing on the IP 66 dust and water-resistant Solar Power Lamp is possible, as is individual packaging.



PSI 46095 • Lumitoys GmbH  
Tel +49 2331 377545-0 • [info@lumitoys.de](mailto:info@lumitoys.de)  
[www.lumitoys.de](http://www.lumitoys.de)



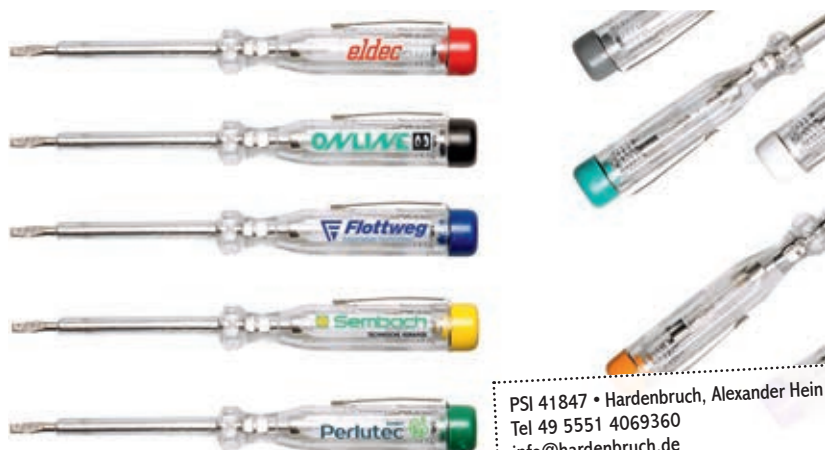
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## Sharp packaging

Rolled-up knife and tool bags are no longer used exclusively by professional chefs and Formula 1 mechatronic technicians. The sophisticated and, at the same time, safe packaging from Bühring for high-quality knives or tools is generating enthusiasm in more and more private households, and it is suitable as a high-quality promotional product or packaging upgrade for existing products. The promotional product specialist from northern Germany produces custom bags and cases for knives and tools. The starting point is the Sharky model made from cowhide, PU leather or plant-based imitation leather. After assessing your needs together, the straps and compartments are clearly defined, the materials are specially selected for the contents, and the final product is stitched by hand. Advertising can be placed on the product using embossing or in the form of rustic leather applications. Adding special details, including suede blade guards or other appropriate compartments, can be easily realised: Every product can be custom-made.

## Under tension

With the phase tester 421, which is made in Germany by Hardenbruch, advertising companies and their target groups are literally on the safe side. The CE-compliant tool which bears the seal of quality from the Association for Electrical, Electronic & Information Technologies (VDE-GS) has a voltage range from 120 to 250 volts. Thanks to the hardened and bright zinc-plated screwdriver blade, the classically designed, 14 centimetre long model is also suitable for long-term use. The phase tester, which can be supplied with the standard cap colours red, black, blue, yellow, green and orange, can be individually printed on both sides on an area of 6 × 30 millimetres respectively. Starting at a minimum order quantity of 5000, the caps can also be selected in special colours. It can be shipped in individual packaging as well. Further models for electrifying promotions can be found on the company's website.



PSI 41847 • Hardenbruch, Alexander Hein e.K.  
Tel 49 5551 4069360  
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www.hardenbruch.de

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Colors



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## ALL WEATHER BACKPACK

A modern, robust and practical backpack with rolltop closing. The waterproof material, coarse zipper, metal buckle and the reflective VASAD printing ensure a sturdy appearance. **NEW: RPET Lining.**



Colors



WWW.VASAD.EU

SL BAGS

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PSI 90036 • The Outdoors Company Ltd.  
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sales@theoutdoorscompany.co.uk  
www.theoutdoorscompany.co.uk

## Functional leisure-wear

The Original Rucksack Herschel Classic™ XL from The Outdoors Company's product range was developed for daily use and offers compartments for water bottles and a 15" laptop, as well as an additional storage compartment for other important things. The North Face Jester-Rucksack for adventures, which is made out of recycled materials, is narrower but not any less functional. It has different compartments, including a zipper compartment and a bungee system on the outside of the bag, which can hold a bike helmet or jacket. The British company also offers a comfortable, classic, warm Patagonia down pullover vest. It is lightweight and windproof; it has an outer material made from recycled polyester ripstop and has a down filling with 800 fill power, which comes from traceable sources. Last but not least, outdoor enthusiasts will be delighted with the Columbia Powder Lite jacket, which is exceptionally insulated and perfect for a hiking trail or walks. The heat-reflecting material keeps the person wearing it warm and is water-repellent. Moreover, it features a security compartment inside, zipper compartments in the hand area and an adjustable drawstring in the seam.



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

## Embroidered rain cover

High-quality umbrellas, refined with embroidery from Klam, are the ideal equipment for valued employees and selected customers. Not only do they offer the ideal opportunity to increase product awareness in everyday life, but are also very useful advertising media. The umbrellas can be refined in the classic manner with a company logo or with an innovative QR code stick, which offers a multitude of options thanks to dynamic storage processes: for example as effective support in the search for applicants or during a presentation of the company video. Embroidery Klam offers extra high-contrast colour combinations that serve as eye-catchers as well as models which perfectly match corporate identity colours. The embroideries produced at the company's location in Germany are guaranteed to be water-proof as well as light-resistant and colourfast thanks to a professional post-treatment process.



## Santa Claus as a tradesman

Santa Claus now comes in a customised look, for example as a tradesman, in an outdoor outfit or in a classic robe: the likeable Maxi Chocolate Santa Claus hollow figures from Kalfany Süße Werbung can be completely custom printed for each customer and thus adapted to any trade. As of this year, the popular hollow figures are optionally available in vegetarian or vegan chocolate – because the demand for vegan products is growing in the world of promotional products too. The Maxi Chocolate Santa Claus is available from 480 pieces, packed in a counter display with 24 pieces each. It can be wrapped in white, silver or gold aluminium foil.

## Something special for special occasions

The Rominox® Key Tools from Römer Lifestyle are practical multi-tools for key rings, in particular for on the go. Due to their size, weight and broad target group, the small versatile mini-tools are ideal mailing items and give-aways at fairs. In addition to 19 standard designs, which are always in stock, the promotional products specialist offers to individually manufacture this multi-functional tool. Starting in quantities of 3000, customers can have their company logo, product or trademark designed as an original multi-functional tool made of tool steel. The manufacturer even provides a free design proposal including the visualisation of all “built-in” functions. This allows for the creation of unique tools that are perfectly tailored to the company with a large selection of possible functions such as bottle openers, shopping cart openers, screwdrivers, hexagonal keys or nail files.





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

## Practical companion

Everyone loves listening to music when they go jogging or exercising, but finding a good place for their mobile phone can sometimes be tricky. The Runfree arm case for mobile phones offers a comfortable solution to this dilemma. The neoprene material turns it into a comfy accessory you can wear on your arm, offering you a suitable and accessible place for your mobile phone. The armband is a brand-new member of the be-Creative collection from Anda Present, and its entire surface can be customised with full-colour imprint motifs. Runfree is made in Europe and is suitable for mobile phones with a screen size up to six inches.



## Noticeable presence

The spoke reflectors from Refloactive are an essential accessory for every cyclist. They are designed to be easily attached to your own bicycle as well as your child's bicycle. There is no need to worry about falling and losing these products. They are characterised by the durability of their materials which are highly esteemed worldwide. Thus, every cyclist is visible in traffic, which ensures their own safety. The materials used when manufacturing this product are certified and make the reflector visible from a distance of 200 metres, thereby providing a huge safety advantage. The reflectors are designed to be visible from all sides. They fit on spokes and are extremely easy to install.



PSI 60235 • Refloactive Sp. z o.o.  
Tel +48 52 3249010  
sales@refloactive.com  
www.refloactive.com



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

## Sustainable umbrella

Umbrellas are the best option for getting through the day nice and dry during the autumn's windy and rainy weather. For this reason, Bronson® has recently added the ECOumbrella made out of PET bottles to its product range just in time for this time of year. The environmentally-friendly umbrella features a shaft, end tip and top notch made out of wood, black metal stretchers, a canopy made out of RPET and an untreated, curved handle made of wood. The umbrella has a diameter of 107 centimetres. Advertising can be up to 211 × 211 millimetres in size and can be placed on the umbrella by means of silk screen printing.

# FACT

  
by FARE®


## ÖkoBrella umbrellas now climate-neutral

FARE as a company is climate-neutral since 2021.

Now we offer with our ÖkoBrella umbrellas also climate-neutral products – for a climate neutrality along the entire supply chain. **#FAREfact**



Scan here and  
Learn more!



» For more facts about ÖkoBrella visit

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

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



## Edible building blocks

For anyone who likes to tackle new obstacles or challenges, Der Zuckerbäcker offers sweet-filled snack bags. The delicious chewy sherbet candy bricks are not only tasty, they're also vegan. From a minimum quantity of 250 pieces, the cardboard rider is printed full-surface and in four colours inside and out with the design of your choice. Many other varieties of fillings are available on request, for example marshmallow, fruit gums, sweets, nuts or other delicious snacks: Der Zuckerbäcker creates product ideas to suit any occasion, and their unique designs are a joy to behold.

## Summer advertising fun

Whether it is in the pool, sea or lake, the air mattresses from Global Innovations Germany offer an ideal opportunity not only for more bathing fun, but also to simply lie on the beach in the sun and relax. They are an effective promotional item in the summer for young and old. With an air mattress in your own wish design, they will surely spread both the advertising message and a good mood. The company from Rhineland-Palatinate offers air mattresses as individual custom-made products in all designs and shapes. The minimum purchase quantity is 1,000.

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





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

## Sustainable double use

In 2020, the ÖkoBrella shopping bag from Fare became a sales hit. It is two sustainable products in one: an umbrella and a shopping bag. There are now two new starter models available: the AC walking-stick umbrella, which has an attractive price, and the mini pocket umbrella that can be opened by hand. Both models feature a polyester pongee material made out of recycled plastic and certified by the Standard 100 by Oeko-Tex®. Both umbrellas and the case can be finished with screen printing. The pocket umbrella also has a doming option available for the handle, which matches the umbrella, or a laser sticker for wood can be used. The ÖkoBrella products are ideally suitable for sustainable communication in any industry and for any budget.



PSI 49623  
Industriewerbung Promotia GmbH  
Tel +43 1 4054615-19 • info@promotia.at  
www.promotia.at

## Famous winding aid

The SURVIVOR emergency radio provides all outdoor enthusiasts a vital service. The innovative device ensures you will have the optimal equipment for any blackout incidents which may occur – even when at home. SURVIVOR works as a wind-up radio with a built-in powerbank. It is easy to carry and equipped with a solar panel. It also comes with an additional dynamo as well as a rechargeable 4,000mAh battery. Additional features include: a SOS alarm function, AM/FM radio, LED pocket torch with 4 modes, LED reading light with a movement sensor. SURVIVOR can be recharged using a USB cable.

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

## Companion for every adventure

Special moments, exciting discoveries and new friendships during excursions, trips and holidays deserve to be remembered. This travel diary published by Edition Michael Fischer contains helpful lists and tips for ecologically sustainable travel as well as plenty of space for your own thoughts and experiences. Inspirational quotes increase our desire to travel. The EMP publishing house produces a very individual travel diary as an advertising medium. The content and design can be adapted to the company and one's own ideas. Full-page advertisements or discretely placed products can be integrated on request. A logo can also be easily placed on the cover.



## High-quality outdoor equipment

Global Innovations Germany has expanded its range of products and established a partner network for the outdoor segment with the highest quality standards. In the new company building, high-quality outdoor equipment from well-known manufacturers is exhibited in a lush outdoor and indoor area. The exhibition includes garden furniture from Cane-line, plant pots from fleur-ami, canopies from Renson as well as whirlpools from Villeroy & Boch. The company's offer also includes complete pool systems as well as roofing. Global Innovations offers the opportunity to purchase discounted exhibits as well as inflatables for outdoors and accessories for promotional purposes.



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



PSI 60185 • Nuts Innovations AG  
Tel +41 44 9282510  
info@nuts-innovations.com  
www.nuts-innovations.com

## Reusable lunch bag

Sustainable promotional items that are fun and long-lasting are possible with Nuts Innovations AG. Their vegan lunch bags are particularly suitable for all those who like to be outdoors: promotional items that accompany them and underline the company's environmental awareness. Lunch Bag is ideal for taking snacks, sandwiches, fruit and vegetables with you. And all this without producing any waste. Furthermore, the reusable bag is made of 100 percent natural, vegan materials. To initiate an effective promotional campaign with this vegan lunch bag, we recommend customising the packaging or the bags, possible from 3,000 pieces.

## Practical everyday helper

Thanks to the arrangement of the keys next to each other, the key organiser from Holz Fichtner saves a lot of space. This is particularly advantageous and pleasant when every centimetre counts, for example when packing a bag or in tight pants. In contrast to openly carried keys, these keys are protected from wear and tear by the key organiser. It is a great accessory that always fits in well with a smartphone and does not have to be hidden in your pocket. Elegant, light, robust and optionally available in oak, walnut and cherry wood, the product is made in Germany and suitable for one up to a maximum of twelve keys. The key organiser is quickly assembled and ready for use. Based on the principle of a Swiss Army Knife, several keys can be put together in the key organiser to save space and can be folded out when needed. Valuables and mobile phone displays are also better protected from scratches with the key organiser. A logo can be applied by laser engraving.

PSI 41782 • Holz Fichtner  
Tel 49 921 789510 • info@holz-fichtner.de  
www.holz-fichtner.de



# Shiva O<sub>2</sub>

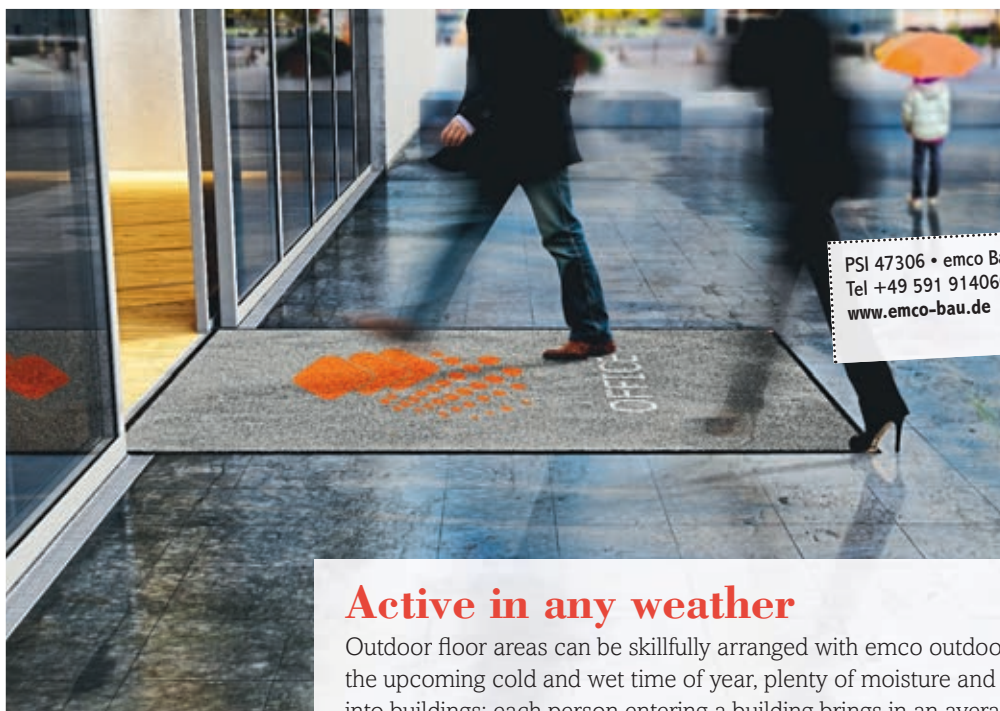
Help improve the environment  
and opt for the Shiva O<sub>2</sub> bottle!

Made from sugarcane,  
a 100% biobased  
renewed raw material that  
contributes to the reduction  
of greenhouse gas emissions.

Reduce	CO <sub>2</sub>
Recycle	100%
Refill	Durable



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



PSI 47306 • emco Bautechnik GmbH  
Tel +49 591 9140603 • n.rudau@emco.de  
[www.emco-bau.de](http://www.emco-bau.de)

## Active in any weather

Outdoor floor areas can be skillfully arranged with emco outdoor mats. Especially in the upcoming cold and wet time of year, plenty of moisture and dirt will be brought into buildings: each person entering a building brings in an average of 12 grams of dirt from the street and moisture and distributes 80 per cent of this further in the building. This can be prevented with individually designed floor mats, which can already be used outside as an eye-catcher, greeting or signpost. In addition to benefits such as individual measurements, the outdoor mat made in Germany also wins people over with its tough structure, drainage holes, UV-resistant yarn as well as the permanent presence of the advertising message. Available starting in quantities of one.

## A cutting-edge Japanese knife

The 31-cm long WMF Santoku knife Kineo, which is available from Lehoff, can be considered exotic among other knives. Originally made for the preparation of Japanese dishes, it has long since found its way into kitchens around the world. A Santoku knife is ideal for preparing wok dishes and razor-thin sushi. It confidently cuts and chops meat, fish, vegetables and herbs. It was designed solely for pressure cutting, not weighing. Besides being extremely sharp, the Santoku knife is also characterised by its special shape. Unlike European models, the corrosion-resistant Kineo blade made of especially hardened stainless steel is wider than the handle, so that the fingers have more space when cutting. Furthermore, a Santoku knife is often lighter than its European counterparts of comparable size. The blade grind ensures a performance cut for long-lasting sharpness. The secondary blade in the secondary cut design uniformly increases the blade stability. Made in Germany.



PSI 41259 • Lehoff Im- und Export GmbH  
Tel +49 40 529607-0 • [info@lehoff.de](mailto:info@lehoff.de)  
[www.lehoff.de](http://www.lehoff.de)



## Perfect weather protection

Metmaxx® RainLedPro is a compact luxury umbrella made from ecologically valuable, recycled PET material available from Spranz. The practical product is delivered to the customer with a protective cover. It also has an integrated path light, protects against wind and includes all the features of the reference class at an economy price. Made from Luxury RPET material, it is Teflon coated and equipped with an automatic opening and closure. The packaging unit consists of 50 umbrellas. The LED is located in the handle and the button cells can be changed. It is supplied in a polybag with a design info card.



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



## Reflective arm band pocket

The small arm band pocket from Troika is perfect for bikers, joggers, walkers and for all those who only want to have the bare essentials with them when they are outdoors. Very practical: two separate compartments with rubberised zippers for smartphones, keys and cards. Very comfortable: infinitely adjustable elastic Velcro fastener and padded back for more comfort. Very safe: with its extremely reflective material, the arm lamp is guaranteed to attract attention in the wind, bad weather and at dusk. It is IPX4 protected and made of robust grey-black polyester. The arm band pocket is equipped with two reflective zipper compartments for sport and leisure, a main compartment suitable for conventional smartphones as well as a front compartment for wireless in-ear headphones, keys and cards, for example. It is made from 100 per cent polyester and available in the colour combination grey-black.



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



PSI 48418 • Ted Gifted  
Tel +48 61 3072345 • info@tedgifted.com  
www.tedgifted.com



## Multifunctional bandana

Ted Gifted's multifunctional 10-in-1 tubular bandana is made from high quality, flexible and breathable materials for comfort and quality. It is made of seamless polyester and is printed from edge to edge. Its over ten functions make this practical product universal. The bandana can thus be used as a neck and face protector, headgear, wristband or hair tie. It completes leisure and weekend outfits. A versatile product to showcase a brand and a practical gift for an employee or a client and ideal for extreme sports lovers, mountaineers or motorsport enthusiasts.

## Stylish cases

Broken glasses are a nuisance, especially when they could have been protected from the break. That's why a good case is an effective way to keep glasses safe. Mafali has developed a solid and attractive case that is strong enough to protect glasses from dents and damage, well embedded in a felt interior, thus avoiding scratches. These features make it a perfect companion for outdoor activities such as cycling, camping, mountaineering or hiking. Easy to open and close and slim enough to fit in a jacket or back pocket. An effective promotional product that can be customised with a logo and contact information. Available in two sizes and four colours.



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



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

## A sharp carpenter's accessory

The special guidance technology of Hepla's pencil sharpener is a well-rounded solution for sharpening angular and round carpenter pens. The practical helper should have a permanent place in every DIY or handyman's tool kit as the sharp and robust blades ensure pencils are sharpened easily, quickly and neatly. Resharpener pencils with a knife or cutter is no longer necessary, as the carpenter pencil can be used optimally with minimal waste. Thanks to its modern, practical and suitable shape, the product can be attached to a keychain so that the sharpener is always handy. The sharpener comes in white as a standard colour and is available at short notice; the sharpener offers many options for realising advertising ideas and customer wishes inexpensively and attractively. In addition to this product, Hepla also offers other pencil sharpener models in different sizes that have different designs. Upon request, this useful advertising medium can be finished with pad printing in the company's printing facilities.

## A great hand-held sunshade

The hand-held sunshade from Croatian Umbrella has the shape of a normal umbrella, but it features pongee fabric that protects users from sun rays. It is a practical concept offering special protection from the sun and rain. The covering can be used on any umbrella model. Therefore, it is possible to order a collapsible version or a classic, longer version of the hand-held sunshade, which comes in different diameters. The cover has two colours, whereby the inside layer of the canvas is silver, and it blocks harmful sun rays. The hand-held sunshade sold by the Croatian Umbrella is a new addition to the company's product range and is a rarity on the market. While the cover of most hand-held sunshades is usually made from cotton, Croatian Umbrella produces its special sunshades out of pongee fabric, which makes it watertight as well. This way, users get a 2-in-1 product: a sunshade and an umbrella. The promotional product can be personalised according to a customer's wishes. Customers can have an imprint placed on the cap, the construction or the handle, and they can also select different finishing methods to ensure they create a unique product. A minimum order of one unit is required. At the upcoming PSI, Croatian Umbrella will be located at stand 10B32.



PSI 43581 • Croatian Umbrella  
Tel +385 1 311331  
info@hrvatskikisobran.com  
www.croatianumbrella.com

## New address and two new members

At the beginning of July, the promotional product full-service provider CALL A GIFT Service e.K opened its new office at Bahnstrasse 6 in the German city of Langen, which is only a few doors away from its old office. 'Our office space is now in an even more central location in the heart of Langen', states Managing Director Ulrike Halboth with delight. The warehouses in Idstein are not being affected by the move.

At the same time, CALL A GIFT is reporting that two new colleagues are being added to the order processing team: Commercial clerks Andrea Nink and Stefanie Schirmacher will support the team at the promotional product specialist from now on.

CALL A GIFT Service was founded 24 years ago by Ulrike Halboth and has been growing in part by acquiring of fellow firms such as the recent acquisition of Presentwerbung Rüdiger Schneider in Bad Soden. 'Other owners of promotional product businesses who also want to close their businesses and put their customers in experienced hands are welcome to contact me', says Halboth. [www.callagift.de](http://www.callagift.de)



Fresh coffee at CALL A GIFT (L/R):

Stefanie Schirmacher and Andrea Nink.

## Bee sponsorship renewed again

Since August 2019 around 50,000 bees have found a home yet again in the outdoor areas of the calendar manufacturer Terminic's facilities in Bremen. The company has agreed to a one-year bee sponsorship for the fourth time in a row. The partner for the bee sponsorship program is 'Die Bienerei' from Weyhe, which is run by the brothers and Bioland beekeepers Axel and David Zehle. They regularly look after the ecological bee colonies on the premises in Bremen-Hemelingen and make sure they have everything they need.

'The bee sponsorship is an important part of our endeavours of advocating for the protection of the species living in our region. It was also important for us to have a regional partner on our side. Now we have decided to take on a one-year bee sponsorship for the fourth time, and we

honestly cannot imagine our entrance gate without the bees anymore', explains Managing Director Huschke Rolla du Rosey. The company supports the ecological bee colony as part of their commitment to regional biodiversity. Bees contribute to maintaining plant diversity by pollinating plants and thus ensure an important nutritional basis for different animals and humans as well.

'Bees are very important for our ecosystem, which is why we are even more delighted when our clients like Terminic GmbH decide to renew a bee

sponsorship. When they do this, they are not only making a contribution to the regional diversity, but they are also offering bees a habitat', says David Zehle, founder and owner of Die Bienerei. The bee sponsorship also has another positive side-effect for Terminic: Every year the calendar producer receives high-quality honey produced by the bees on its own grounds, and the company loves to give it away as presents. The sponsorship for the ecological bee colony is not the only project that Terminic GmbH implemented in the area of regional species protection. The family-run company in Bremen has set up a biotope in the outdoor areas of its facilities, which offers many living creatures protection and food. <https://bienerei.com> • [www.terminic.eu](http://www.terminic.eu)



Paulina Rottmann, Corporate Communications at Terminic GmbH, Huschke Rolla du Rosey, Managing Director of Terminic GmbH and David Zehle, Bioland beekeeper / owner 'Die Bienerei' (L/R) are delighted about the decision to renew the bee sponsorship.

## New Account Manager

As of 15 August, Nina Hennersdorf has joined the team of experts for high-end business gifts at Dankebox in their sales department, which is based out of Düsseldorf. She is a qualified management assistant in e-commerce and has customer service experience. She also has gained experience in project management at Aldi Süd and a fashion start-up. The native of Aachen with a passion for old-timers will be working with the entire Dankebox team remotely. In addition to her main duties in the sales department, she will also report on her daily work routine on social media and promote the topics of 'new work' and social media marketing for Dankebox.

Dankebox founder and Managing Director Alexander Hoyer is delighted that he could convince Hennersdorf to join his company: 'Nina is inquisitive, very nice and always gives you the feeling that she is always listening to you. She is also clever and friendly as well as a quick learner. She prioritizes clearly and is able to find the right level of perfectionism and pragmatism'.

In her freetime, Nina likes traveling on short trips to Belgium, the Netherlands, Luxembourg, Germany and France with her camper – preferably to destinations close to the sea. Once she even made it to Sweden. In the future, Nina wants to travel even more since she will not be tied down to one location while working for Dankebox, as she will be a fully-remote employee with various workstations. Nina will be reporting on her day-to-day work at Dankebox on social media, especially on LinkedIn. She will address contemporary issues such as 'new work', generation Z and van life. The promotional products industry is still relatively new to Nina, but she says, 'I am looking really forward to meeting promotional product distributors and manufacturers at upcoming trade fairs and gaining insight into this exciting industry'.

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

**Dankebox**



Nina Hennersdorf, the new account manager at Dankebox, has a passion for old-timers.

## New arrivals in the marketing and financial accounting divisions

Kalfany Süße Werbung is pleased to welcome not one, but two new colleagues at its Herbolzheim site. Tizian Böcherer has been providing support to Financial Accounting since 30 May 2022. Böcherer completed his training as an industrial business management assistant at Kalfany Süße Werbung back in 2016 and was subsequently employed in accounting. In parallel to that, he completed a qualification as a business economist. From 2021, Böcherer was briefly employed in another company, where he was able to advance personally and professionally. "We are delighted to now have him back at Kalfany Süße Werbung and set to take on management of Financial Accounting from July, where exciting projects await him," the company states.

Moreover, Jenny Mangold comes to strengthen the Marketing team of Kalfany Süße Werbung from 1 June 2022. Following her studies at the University of Basel in the field of media studies and German language & literature, she was able to garner a considerable amount of experience in marketing and public relations. She will now be using her know-how to support the team at Kalfany Süße Werbung during on & offline campaigns in the B2B area, among other tasks, as well as in creating content for various media. [www.suesse-werbung.de](http://www.suesse-werbung.de)

**Kalfany Süße Werbung**



Jenny Mangold (r.) and Tizian Böcherer



Peter Quenzel

## New project manager at CosmoShop

The firm CosmoShop GmbH, a manufacturer of shop software for promotional products distributors is welcoming a new employee. Peter Quenzel will now be supporting the team based in Eichenau as an eCommerce project manager. He was previously employed as a logistics manager at Orovivo (jewellery & watches) and is now switching sides from a distributor to a shop system manufacturer. The team headed by managing director Silvan Dolezalek, which has already been setting up promotional products shops since 2001, is therefore even more effective and can further enhance its support and service quality. [www.cosmoshop.de](http://www.cosmoshop.de)

**CosmoShop**

## Constant product quality

Kalfany Süße Werbung GmbH & Co. KG in Herbolzheim has now won the Award for Consistent Product Quality ("Preis für langjährige Produktqualität") at the DLG Food Test Centre (DLG = German Agricultural Society) for the eighth time. The award is in recognition of the company's rigorous pursuit of quality and is only given if food products have undergone regular and successful testing by the DLG for at least five years.

For many companies in the food sector, maintaining a high standard of quality is an innate aspect of their business model. In addition to internal quality controls, they voluntarily have their products undergo external inspections by experts from the DLG. The DLG makes the Award for Consistent Product Quality in order to promote this pursuit of product quality. "In entering and winning the award, food producers are registering their quality strategy as a firm pledge to consistently maintain and improve quality" stresses Hubertus Paetow, DLG President.

Companies have to take part in the international quality testing by the DLG Food Test Centre for five consecutive years and obtain at least three awards per award year. Upon the fifth year of successful participation, the company is presented with the Award for Consistent Product Quality. If a producer fails to participate one year or if they do not manage to achieve the required number of awards, they lose their entitlement to the award. [www.suesse-werbung.de](http://www.suesse-werbung.de)



**Kalfany Süße Werbung**

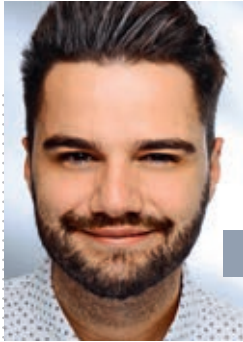
## The uma team continues to grow

Samira Meier und Laura Becherer from the team at uma Writing Utensils Ullmann GmbH have successfully completed their final exams for training as industrial management assistants. Since 1 July, both of them have been supporting the uma team and will continue to do so in the future.

Samira Meier has already taken a position in the accounting department. Laura Becherer will join the sales department and support the uma team in order processing, while taking care of the wishes and requests of customers. uma has been training young, motivated employees for the future in the commercial and industrial sectors for years. The company has already been offering various apprenticeships in the commercial sector: industrial management assistant, industrial management assistant with the additional qualification international business management as well as wholesale and foreign trade specialist. There is also the possibility of a dual Bachelor of Arts study course with the Baden-Wuerttemberg Cooperative State University Villingen-Schwenningen or Karlsruhe. In the commercial sector, training is offered for media technicians as well as specialists for warehouse logistics. "Once again this year we are expecting a breath of fresh air in the uma team for the beginning of training on 1 September", says training supervisor Meilin Müller. [www.uma-pen.com](http://www.uma-pen.com)



The new employees at uma (from the left):  
Samira Meier and Laura Becherer.



Elvir Rizvic

## New sales manager for Germany

The burger pen team has acquired skilled support for the German market by recruiting Elvir Rizvic, who has significant experience in the branch. In addition to representing the company Quatron from Stuttgart, Elvir Rizvic will now also be presenting the writing utensils of the burger swiss pen brand as Sales Manager for Germany. As the Swiss writing utensils specialist reports, he has come to know the range of design products from burger swiss pen “from the bottom up” while completing his training at burger pen AG and then deepening his knowledge for another two years in sales. “These synergies provide a double benefit for trading partners: promotional products distributors only need one appointment for both brands and the fewer travelled kilometres are good for the environment. An additional small contribution to reducing our carbon footprint”, says burger pen managing director Xavier Canton.

**burger pen**

**Contact: Elvir Rizvic: [Elvir.Rizvic@burgerpen.com](mailto:Elvir.Rizvic@burgerpen.com) · Tel. +49 176 22599297 · [www.burgerswisspen.com](http://www.burgerswisspen.com)**

## New sales recruit

The porcelain specialists from Kolbermoor, Mahlwerck Porzellan GmbH, are delighted to welcome a new addition to their sales team: from early September, Marcus Hegel – an experienced industry professional – joins the team at Mahlwerck Porzellan. Marcus Hegel, jointly with Uwe Ritter, will look after all federal states except for Bavaria and Baden-Württemberg.

Hegel has been part of the promotional products family for many years and has gathered a plentiful store of experience, not least in dealing with high-quality branded products. Word from Mahlwerck Porzellan is that the company is delighted to be able to intensify and deepen its proximity to the professional trade thanks to this team reinforcement. **[www.mahlwerck.de](http://www.mahlwerck.de)**

**Mahlwerck Porzellan GmbH**



Managing Director Tobias Köckert, Marcus Hegel  
Managing Director Heike Hampel-Rudolph (from l.).

## A fresh force in sales and customer service



Emre Aras

**Gabriele Bühring**

After a long period of freelance work, Emre Aras recently joined Gabriele Bühring's team to take over sales and customer service. Growing up in Stuttgart, Aras moved to Hamburg and gained experience in sales, tourism and the entertainment industry. He is now looking forward to the challenges ahead and comments positively on his first few weeks, “Even coming, as I did, from a lateral career change, I was warmly welcomed into the industry and am enjoying an incredible number of appreciative and pleasant conversations. I hope we can go into these more deeply at the upcoming industry trade shows!” **[www.buehring-shop.com](http://www.buehring-shop.com)**



Jenny Mangold and Tizian Böcherer

## Even more expertise for their clients

The team and customers of the Mering, Bavaria, promotional media professional Pins & more can now look forward to even more expertise, thanks to two new additions to the company.

All-rounder Mariann Geiger is a new force in the marketing team. After training as a photographer and studying linguistics at the LMU Munich, she dedicated herself to marketing and gained many years of experience in this field. Among other things, she is responsible for media content creation.

At the same time, Christian Schäfer is an asset to the company with his expertise and decades of experience in the fashion jewellery industry. As Business Development Manager, he not only supports the sales team with his know-how, but also optimises the company's internal processes.

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

## RASTAL is once again manufacturing the official Oktoberfest collector's mug

RASTAL, the renowned manufacturer of table and drinking culture products, has again been entrusted with the production of the official collector's mug for the Oktoberfest, the world's largest folk festival which is taking place again on the Munich Wiesn after two years of the Corona pandemic.

This mug, which is exclusively manufactured by the tradition-rich company RASTAL, is just as unmistakable as the Oktoberfest itself. The simple shape of the grey stoneware beer mug, which is also known as "Keferloher" in Bavaria, has remained unchanged for more than 100 years. Only the official collector's mug bears the Oktoberfest poster motive, which changes every year. It is manufactured by means of extremely complex manual work as a highly limited edition.

The poster motive for 2022 illustrates the yearning for the Oktoberfest. With his design, Leo Höfter directly appeals to the feelings of the Oktoberfest fans and the anticipation for the event. To capture the magic of the moment, the self-taught Munich-based artist chose a radiant shade of yellow as a symbol for light. A bright glow outshines the Ferris wheel and marquee. Full of anticipation, the well-known Munich originals, the angel Aloisius and the Munich Kindl, enter the scene hand in hand. There is also a long tradition of decorating the tin lids of the collector's mugs with portraits of Oktoberfest originals. This year, the image of the former Oktoberfest beer tent host "Franz Xaver Kugler (1873–1935)" is imprinted on the handmade lid.

The company RASTAL, which is based in Höhr-Grenzhausen in Rhineland-Palatinate/Germany, manufactures the coveted collector's item with high recognition value in a complex manual process. The high-quality workmanship, which is visible in the many details, makes the official Oktoberfest mug a valuable example of traditional craftsmanship. On request, Rastal still manufactures the stoneware and tin lid according to the masterful tradition of the so-called Kannenbäckerland of the Westerwald region. The authentic and highly limited annual mug for the largest folk festival in the world is available in the beer tents and well-known points of sale as well as in the RASTAL online shop. [www.rastal.com](http://www.rastal.com)

**RASTAL**



## New transfer printing machine in use

Recently, mbw® customers have been benefiting from a new printing process for textile accessories, cuddly toys, key rings and co. On its new transfer printing machine, mbw® produces high-quality transfer prints in – as the Wanderup-based company puts it – “breathtaking quality and at top conditions that reach a whole new level”.

Each design in CMYK plus white achieves brilliant results, even on dark textiles, thanks to the “DTplus” process. Whether finest details or large-scale motifs, single-colour logos or halftone printing and gradients, almost any type of textile can be finished using this process. The transfers are particularly durable, stretchable, almost tear-proof, and can even be washed at up to 60 degrees. This is an innovative alternative to previous printing processes, especially for sportswear finishing. Using a hot press for the direct application of transfer prints to the carrier material also eliminates the need for time-consuming weeding, as for example with flex films.

A big advantage for the customer here is that the set-up costs for multicolour motifs printed using the DTplus process are significantly lower than for classic printing methods, as these are only incurred once and not per print colour. The minimum quantities for multi-colour motifs remain low. Print proofs are uncomplicated. “More than 150,000 transfers have now run through the mbw® transfer printing machine and have delighted customers from various industries,” says Managing Director Jan Breuer. To ensure that the quality of the transfers remains at the usual high level, the mbw® team has been expanded to include Mark Beckmann, industrial master craftsman for digital and print media. [www.mbw.sh](http://www.mbw.sh)



## Optimally prepared for the calendar business 2023

Bottlenecks in the world's seas, chaos at ports, the war in the Ukraine and the effects of corona are paralysing the world economy. SPRINTIS, an internationally active specialist wholesaler for printing, book binding and promotional product supplies has prepared itself early on for the challenging market situation. By undertaking cautious planning and making proactive changes in procurement processes, the warehouse of the online company is well-stocked. The supplier known throughout the industry is optimally prepared for the upcoming calendar business 2023.

The online wholesaler is selling practically all types of supplies for calendar accessories and has a vast range of varieties available from one source. According to SPRINTIS, it is the largest European suppliers for many products that can also produce custom-made products. Through adequate strategies, the company has taken measures early on to successfully counter the adverse market conditions. SPRINTIS assures its customers delivery capacity for its products as well as their availability at the start of the calendar production for 2023. Its full assortment of products can be seen in its online shop at: [www.sprintis.de](http://www.sprintis.de)



The ballpoint pen is the undisputed favourite promotional product on the market. The company Schneider Schreibgeräte has been a competent expert of manufacturing ballpoint pens for more than 80 years. Sustainability is also an essential part of the company's philosophy thanks to the proximity of the company's facilities to nature.

**Schneider Schreibgeräte**

# Sustainability with tradition



The Slider series from Schneider Schreibgeräte fulfils an important criterium: Users feel good about the brand each time they hold it in their hand.



uality, innovation and a clear commitment to sustainability have led to the fact that six out of the ten most sold pens in Germany are made by Schneider. They are developed and produced in Germany.

## Numerous examples of sustainability

Schneider is located in the Black Forest and the highland region of the Harz in northern Germany. 'Sustainability has deep roots in the company's philosophy thanks to the company's close proximity to nature, and it guides Schneider like a compass when decisions have to be made', explains Managing Director Christian Schneider. Conser-

vation of resources, climate protection, waste prevention, energy efficiency and the exclusive use of renewable energies are only some of the many examples of how the company demonstrates its ongoing commitment to sustainability.

## Certified according to EMAS

According to a company statement, Schneider is the only writing instruments manufacturer to have EMAS certification for all of its production facilities; EMAS certification is issued by the European Union and is the most demanding environmental management system certification process in the world. One of the main EMAS requirements is that producers must have an ongoing improvement process with new, continuously-updated environmental goals. This also includes reducing emissions and harmful CO<sub>2</sub>.

## Climate-neutral manufacturing

However, Schneider's impact has limitations (e.g. processes at sub-suppliers), which is why Schneider has commissioned climate partners with the task of keeping track of the unavoidable CO<sub>2</sub> emissions it generates. Schneider has already been manufacturing many of its products and series in a climate-neutral manner for many years, including the Slider series. It recently decided to produce and sell its entire range of promotional writing instruments in a climate-neutral way as well in order to be able to give back to the environment and society even more. This means the emissions that are inevitably generated while producing promotional writing instruments (product carbon footprint) are being offset by investing in certified climate protection projects. Reducing and offsetting unavoidable emissions is undertaken during and after production. <

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

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# GAST

Built by



In the business of  
building businesses

The promotional products distributor allbranded from Hamburg sees itself not only as a seller, but also as an expert in its industry. This is why the allbranded team has conducted its first survey on the subject of “Promotional items in companies and organisations”. With consistently positive results for the three-dimensional advertising medium.

## Survey attests to major role of promotional items

# Substantial benefits for business

**A**llbranded used a survey to carry out a detailed analysis of various aspects of the subject: How important are promotional products nowadays for companies and organisations? And how important will they be in the future? What are the most common reasons for using promotional gifts? What attributes should they have in order to be viewed positively? And what role does COVID-19 play here? These and other questions covering the subject of promotional merchandise were put to 120 employees at various companies and organisations. They delivered some fascinating results:

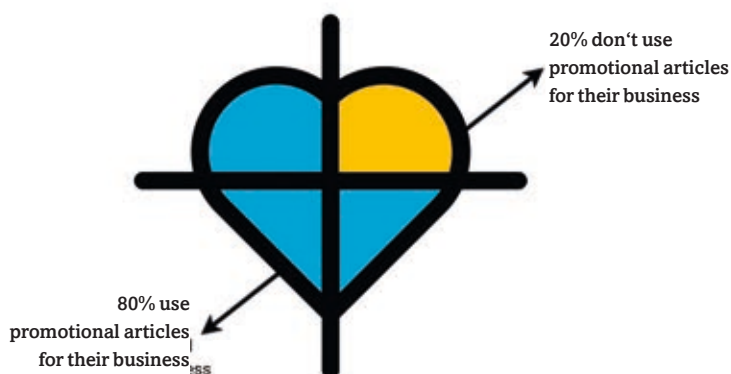
- 80% of respondents use promotional products regularly in their company or organisation and recognise how important the tactile qualities of this type of advertising are for their business.
- Over 60% of those surveyed rank promotional merchandise in their top-three most important marketing measures. This means that promotional gifts win out over the

digital marketing activities SEA and SEO.

- A majority of respondents use promotional items to direct attention to their own brand, to boost popularity and attract new customers.
- The subject of sustainability is constantly gaining in importance in the promotional merchandise industry as sustainable promotional products certainly represent a decisive factor for a majority of recipients.
- 8 out of 10 respondents indicated that their budget for promotional merchandise will stay the same for the next three years or even increase. For the majority of participants in the survey, promotional gifts are at least as important today as they were before the COVID-19 pandemic. You can find these and further results from the survey in allbranded's detailed white paper at: [www.allbranded.de/export/shop-de/Promotional-Items-in-Companies-and-Organisations.pdf](http://www.allbranded.de/export/shop-de/Promotional-Items-in-Companies-and-Organisations.pdf)

### International resonance

The great majority of respondents use promotional merchandise for their business. Whereas for just 20% of respondents, promotional merchandise plays no role in their company or organisation. The majority however recognise the crucial advantages that promotional gifts offer for their success. The online survey was conducted between March and April 2022. 120 employees from companies, institutions or organisations were asked 19 questions. Participants were based in Germany, Switzerland, Austria, France and the UK. According to allbranded “data was compiled with all due care and to the best of our knowledge but there is no claim that content is up-to-date or exhaustive. This is not a scientific study.” For further information go to: [www.allbranded.de](http://www.allbranded.de)



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During an online press conference, the GWW presented the results from the research study into emotions that was conducted by the september Strategie & Forschung institute. It also used the occasion to launch a major awareness and communications campaign. Photo (from left): Oliver Spitzer, Frank Dangmann, host Tobias Bartenbach, Jürgen Geiger.

Tactile advertising is effective, and not just when you touch it but when it touches you. The study from the september Strategie & Forschung institute in Cologne demonstrates that promotional merchandise also resonates with us on the emotional level. The institute presented the surprising results from their study jointly with the GWW (German trade association for the promotional merchandise industry), which had commissioned the study.

## GWW launches nationwide campaign

# Promotional merchandise evoke #1001 Emotion

**S**cientific studies consistently attest to the effectiveness of promotional merchandise but the big unknown was how promotional gifts appealed to recipients on the emotional level. Until now, that is. Precisely this gap in the research was GWW's motive in commissioning the study from the september institute in Cologne.

### Reliable figures

"The effectiveness of promotional merchandise had already been impressively proven by a market research agency in earlier periodic surveys through reliable indicators, such as reach, recall or recommendation rates. However we were convinced that promotional merchandise can

deliver more. They are sheer emotion," says Frank Dangmann, president of GWW. Reliable figures were needed to underpin this assumption. These were at last provided by the september institute, which specialises in research into emotions, in the course of a major study.

### Surprising results

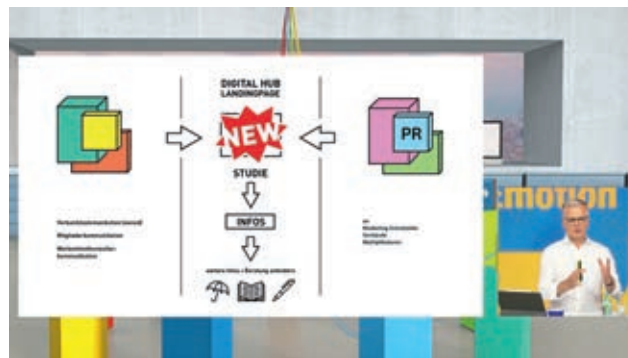
Oliver Spitzer, Managing Partner at september Strategie & Forschung, presented the results of the study. The aim was to establish just how promotional merchandise is experienced on the emotional level and what impact it has on the brand. A new scientific method was used in the survey: measurement of emotions translates body language into emotions, such that they are live and cannot



be falsified, while the test subjects are experiencing a promotional article. In addition, in-depth psychological interviews are held lasting about 90 minutes. The group surveyed ranged in age from 18 to 65. The focus was on an average mix of gender, age and income. The test subjects were given promotional products from various categories, from small complimentary gifts to subtly branded articles and high-end products with obvious branding.

### Promotional articles can elicit strong emotional responses

"The study demonstrates that promotional merchandise



can elicit strong emotional responses – that in itself shouldn't surprise anyone who has ever received a really great article" is how Spitzer summed things up. Three findings were truly fascinating, continued Spitzer: "#Intensity: in the case of some emotions – notably when you want to boost popularity – many promotional products go beyond the scope of our database that is well stocked with TV, social ads etc. #Psychologics: The study demonstrates where this intense emotional response comes from. So we no longer need to rely on luck and gut feeling when selecting merchandise. #Certainty: foolproof. It sounds unfair but I intend it as the absolute opposite. We were able to measure that in fact you can't put a step wrong. Say you choose the least-suited article imaginable – it goes without saying that there's plenty of potential out there, but that doesn't wreck the customer relationship, on the contrary." Similarly, it was also possible to draw conclusions from the study about the relationship between the person and the brand, which may be helpful when selecting suitable promotional merchandise.

### Launch of nationwide campaign

"The study has confirmed what we have long suspected: promotional merchandise is a very effective form of advertising. Tactile advertising is on a par with other forms of advertising and certainly bears comparison," said Dangman. This is why the presentation of the study also spells the launch of the nationwide #1001Emotion campaign, which the GWW will use to promote the extraordinary results from the study until the end of the year. The aim of this awareness and communications campaign is to convey the importance and the (emotional) advantages of promotional merchandise, i.e. to increase acceptance and thus also boost demand. The value of promotional merchandise as a form of advertising is significantly enhanced and its status is raised as a recognised and substantial component in the marketing mix. GWW's most widespread campaign until now is aimed at the promotional merchandise and marketing sector, including the decision-makers from trade and industry in particular.

**Learn more about the campaign at:**  
**[www.1001emotion.de](http://www.1001emotion.de)**

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



Covid reinforced our existing awareness of the important **link between hygiene and health**. Our industry has developed a number of useful, attractive and promotionally effective products in this context.



## Christmas soap dreams

Multiflower promises a Christmas surprise for its customers with high-end soaps made from sheep's milk that come in the shape of a star or Christmas tree. Sheep's wool fat and sheep's milk are natural ingredients that soothe sensitive skin. The standard design can include individual promotional prints on the accompanying insert for a minimum order of 250 units. Full custom designs are also available for orders larger than 250 units.

## Fresh skincare – best protection

Sustainability, protection and skincare go together. This is particularly the case when it comes into contact with our skin. The founders of ProPulsan asked themselves, 'How can we better protect ourselves and the environment/world?' The answer is innovative skin disinfection, which is suitable for both children and adults. The aloe vera disinfectant solution has not been tested on animals and does not contain animal-based ingredients, alcohol or dangerous ingredients such as colourings or fragrances. Moreover, the company's two founders avoid packaging and plastic waste by offering a refill pack for sale.



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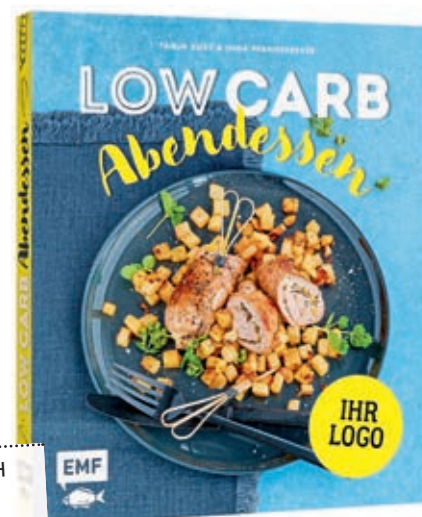


## Gift-Set Xmas



## Healthy food – quick and easy

Do you want healthy and delicious recipes without investing lots of time? EMF Publishing (Edition Michael Fischer) says no problem. The publisher creates personalised cookbooks for its customers with exquisite and healthy recipes tailored to any target group. It can also add a customer's products and/or services to the content. Page counts, features and the design can be customised to meet the advertiser's wishes. Many layouts are available, ranging from cheap promotional products to high-end hardcovers.



PSI 49982 • Edition Michael Fischer GmbH  
Tel +49 89 213107-50  
tatjana.bleiler@emf-verlag.de  
www.emf-verlag.de



## A radiant smile

The sonic vibration toothbrush Oral-B Pulsonic Slim Clean removes plaque for a radiant smile and is available through Lehoff Import und Export. It removes more plaque than ordinary hand-held toothbrushes with gentle sonic vibration technology and 39,000 brush head movements. The elongated brush head gently cleans and whitens teeth with the vibrating round bristles. In addition, Lehoff also offers a complete service package, which includes everything from giving potential customers advice and purchasing information to deliveries.

PSI 41259 • Lehoff Im- und Export GmbH  
Tel +49 40 5296070 • info@lehoff.de  
www.lehoff.de

## No chance for viruses and germs

Metmaxx®CleanStation Pro UV from Spranz sees to health and safety. The device neutralises viruses, germs and bacteria (source: German Federal Office for Radiation Protection). Millions of germs and various types of viruses can develop, especially on smartphones, keys, money purses, masks, etc. Therefore, there is a risk of the germs spreading and a risk of infection, which is why it is particularly important to clean these items on a regular basis so that bacteria, germs and viruses do not have any opportunity to proliferate on them. CleanStation Pro UV disinfects quickly, effectively and in an environmentally-friendly manner without using chemicals or releasing ozone.



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



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

## Working together with hygiene-plus

The pandemic has taught us that good hygiene is essential for protection from bacteria and viruses. Römer Wellness sells two suitable products for maintaining hygiene. One is a mild olive soap enriched with moisturising argan oil, sweet almond oil, cacao and shea butter. It cleans the skin softly and thoroughly. The bar of soap (approx. 30 grams) smells like olives and is wrapped lovingly by hand in environmentally-friendly packing paper. The 100 ml hand sanitising gel is ideal for cleaning hands hygienically without water and soothes the skin with aloe vera.

## New hygiene standards for plastic ball pens

burger swiss pen ballpoints are produced specially for hospitals and medical practices by using a self-disinfecting plastic material called \*clinic® plastics, able to combat corona viruses as well as multi-resistant germs rapidly and effectively. Embedded microscopic sized semiconductors incorporated in \*clinic® plastics generate electrostatic voltage on top of the surface. In connection with air humidity, oxygen radicals are created and build up a germicidal acid environment, like the skin's natural protective acid mantle. Once charged by light, the reaction is self-sustaining. Since catalysts are practically not used up, the germicidal effect lasts for sure at least 10 years – thus remaining reliable and undiminished in its effect. The active agents are 100% biocompatible – meaning inoffensive for health and the environment. They currently offer the best hygiene solution for ballpoint pens. The mode of action is scientifically confirmed, certified and patented. \*clinic® technology has the only microbially effective biocide with valid EU approval. This special plastic material doesn't contain any silver, silver ions or nano-particles. \*clinic® ball pens are the perfect promotional items – a must have not only for hospitals, medical practices, physiotherapists or the catering industry but also the ideal campaign companion to the future restart of airlines, hotels and the whole tourism industry. Absolutely certain – after Corona hygiene standards will be higher than ever. Clinic® plastics meet these high demand of hygiene standards already today – why should you be satisfied with less than the best make?

PSI 45956 • burger pen AG  
 Tel +41 26 4959470 • info@burgerpen.com  
 www.burgerswisspen.com





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

## Antimicrobial writing

The writing instruments from the klio protect® brand are advertising mediums with special advantages. In addition to their sustainable material basis, the models Jona Recycling Antibacterial, Trias Recycling Antibacterial and Zeno Recycling Antibacterial offer antibacterial protection against microorganisms and antiviral protection against the coronavirus. In terms of labelling, the klio protect® antimicrobial writing instruments have a recycling symbol as well as the additional text 'antibacterial' printed on them. This protective effect is achieved by mixing the plastic with a special additive known as silver ions.



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

## Wellness for the eyes

The company elxact sells a comfortable mask that is good for sleep, protects the skin and prevents wrinkles. The mask offers relief and wellness for the eyes after a particularly hard day in the digital world – in a surprisingly analogue way. Furthermore, it fulfils people's desire for absolute darkness while meditating or doing yoga. This is easy-peasy to achieve with the sleep eye mask thanks to its soft and snug surface. A wide rubber band gives it a comfortable and flexible fit. The entire surface can feature digital printing with photo quality.

## Perfectly protected against viruses

The SaniStick from KHK is a good choice for quickly and hygienically sanitising hands at home or while out and about. Thanks to its handy size, it fits inside any small bag, it is leakproof and easy to use with its spray pump. SaniStick can be ordered to come with a patented clip or with a cap. The hand disinfectant spray effectively kills viruses according to RKI recommendations and EN 14476, and it has been shown to have 'very good skin tolerability' in dermatological tests. The bottle can be personalised with an all-around label featuring a 4C digital print.

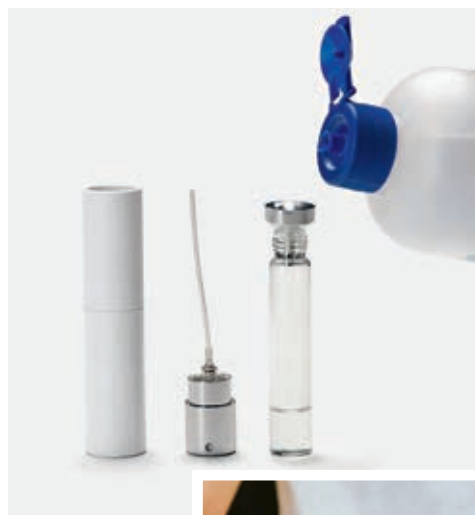


PSI 46131 • KHK GmbH  
Tel +49 2233 717710 • sales@lipcare.de  
www.lipcare.de



## Refillable universal helper

The refillable sprayer from i4 is probably the most comfortable, elegant and economical solution for taking hand disinfectants with you while out and about. It is simple to use and can be quickly refilled in a matter of seconds. This high-quality, leakproof sprayer works perfectly with liquid hand disinfectants as well as perfume, fragrances, water and mosquito repellent. The sprayer comes in black or white with a silver spray nozzle.



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www.suesse-werbung.de



## Vegan chocolates during advent

Vegan is more than just a trend and is a permanent part of Kalfany Süße Werbung's product range, which is why the alternative vegan Advent calendar cannot be missing at Christmas time. The vegan classic table/wall Advent calendar has 24 little doors which contain purely plant-based, vegan chocolate with at least 37 per cent cacao. The chocolate Advent calendar can be designed with your personal motif or have a standard basic motif.



## Lots of fun with a small ball

Portable, magnetic, refillable, multi-functional and versatile – these are the basic properties of the new disinfectant dispenser from ProPulsan. The SaniBall can be used as a practical, fun and sustainable solution during leisure time or at work to disinfect hands in an original way anytime and anywhere. SaniBall, an innovative and clever alternative to hand hygiene, helps save valuable resources and reduce plastic waste considerably. Additionally, ProPulsan sells a disinfectant solution suitable for children as well.



PSI 42275 • brandsupply GmbH  
Tel +49 911 37433767  
e.syring@brand-supply.com  
www.brand-supply.com



## Keeping hands clean

The antibacterial iPROTECT® pen from Stilolinea with zinc ions is equipped with bacteriostatic technology that prevents bacteria from spreading across the entire surface of the pen and halts the spread of bacteria from hand to hand. The inorganic additive that makes the pen bacteriostatic utilises neither biocides nor toxic substances. The effectiveness of the product is guaranteed for its entire lifespan. For these reasons, iPROTECT® is especially attractive for businesses in the healthcare industry but also in schools, banks, retail companies and any place where many people touch pens.

PSI 45328 • Stilolinea S.R.L.  
Tel +39 011 2236350 • info@stilolinea.it  
www.stilolinea.it



## Protective helper while on the move

The plaster box 7341 from HEPLA is a helpful promotional product with great benefits for users on trips, undertaking outdoor activities or while at home. The handy box features a practical hinged lid and six individually sealed high-quality plasters, and it can fit inside any bag. The following standard colours are in stock: upper part white, lower part white, red, green, blue or yellow. Special colours are possible upon request. Customers can also request that the box be finished with screen or digital printing in HEPLA's in-house printing facilities.

PSI 41583  
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PSI 45753 • ANDA Present Ltd.  
Tel +36 1 210 0758  
export@andapresent.com  
www.andapresent.com



## Beauty in small things

The cosmetic bags CreaBeauty Trapeze from ANDA Present are a much appreciated promotional gift for people who are looking for an unusual cosmetic bag for their beauty products and want to keep their ecological footprint in check. The bag is made from environmentally-friendly RPET polyester with an unmistakable RPET label. In addition, the entire surface of the trapezoidal bag can feature a full-colour custom print. This product is made in Europe and is available in three different sizes.

## Hygienic and colourful

While people try to avoid using single-use plastic every chance they get, it is often indispensable in the health sector. However, Gabriele Bühring knows that many single-use products can be replaced with reusable, hygienic products. The floor mat Clean & Colourful is a perfect example of this. This closed-pores PVC mat can be embossed and altered according to a customer's wishes, and the padded mat provides the necessary stability and comfort. These floor mats are available in all standard sizes and colours. Special shapes are also possible, and advertising can be placed on the mat by means of embossing or screen printing, which will give it a personal touch.



PSI 40807 • GABRIELE BÜHRING  
Tel +49 4154 795400  
Vertrieb@Buehring-Shop.com  
www.buehring-shop.com

## Keeping medications in order

The pill container Alpha from HEPLA ensures your daily medications are kept in proper order with four compartments for morning, mid-day, evening and night. The compartments are separated with partitions and are large enough for different pills. The times for taking the medications are indicated with pictograms on the interior of the lid and can be understood regardless of the language a person speaks. The easy-to-open cover is particularly suitable for people with limited motor function or impaired dexterity. Advertising campaigns that properly reflect a company's CI can be realised with a special two-colour design for the lid and lower part. Six colour combinations are available for delivery.



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



## Comfort for the neck

The neck pillows from ASB Herbalind fulfil several prerequisites for pleasant travel accessories. They provide soothing support and smell good, too. These neck pillows can be filled, for example, with organic grain, and several other varieties are also available. Options range from the gentle scent of lavender, the fresh fragrance of mint, or a neutral scent. When these pillows are heated in the microwave or a convection oven, or chilled in the freezer, they pamper the neck and shoulder area. High-end cotton and carefully selected, sustainable fillings are used across the range of products available.



PSI 46706 • ASB Herbalind gGmbH  
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Tel +49 7131 8996146  
werbeartikel@der-zuckerbaecker.de  
www.suesses-schenken.de



## Muesli mix with nuts

Der Zuckerbäcker from Heilbronn, Germany fills preserving jars by hand with a crunchy organic mix of muesli and nuts and offers special filling and finishing options for the jars. Custom designs and fillings can reflect a company's colours, or the jar can contain a mix of vegetarian or vegan treats upon request. Advertising is realised by custom printed labels and will be positively received by the outside world for a long time. A minimum order of 50 units is required. In line with sustainability, the glasses can be refilled and reused as storage jars for other food, or they can be used as lanterns.



## Snacking without a bad conscience

You see a bowl with delicious nuts, but you are timid about eating food from a shared bowl for hygienic reasons, right? There is a solution for this, and it is called SNAGGER. It is the first of its kind: a refillable sanitary snack dispenser developed by the SNAGGER company. The front offers a presentation space for a logo or advertising message. It is also possible to have the individual parts come in custom colours. Snagger GmbH has specialised in the development and sale of its own products. In 2020 the snack dispenser was the first product to be successfully transferred to the series.

PSI 60203 • snagger GmbH  
Tel +49 170 5557393  
hello@snagger-germany.com  
www.snagger-germany.com

## Tea from a test tube

Multiflower is presenting a great idea for packaging tea with its new tea product packaged inside a test tube. The company is presenting this snazzy idea as a new way to package tea. The glass can be repeatedly refilled and reused since it comes with a screw on top. Space for advertising is reserved on the flag of the standard model. Custom designs are available for orders of 250 units or more. The test tube contains approximately six grams of ginger nut-orange rooibos tea.

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





PSI 49767 • J.S. Fashion GmbH  
Tel +49 2871241650  
info@js-fashion-gmbh.de  
www.js-fashion-gmbh.de

## Protection during the next wave

Practically everyone believes that the next pandemic wave is inevitable, and when it hits, everyone should have a safe FFP 2 mask in their bag. So why not combine the need to wear mask with something useful and release a customised advertising message into the world that is printed on a mask? The coloured FFP 2 masks featuring custom logos from J.S. Fashion show how it can be done. They are ideal for business customers, clubs or associations. For a minimum order of 250 units, customers can spread some colour and their message around in public during the autumn and winter despite the seriousness of having to wear masks again.



## Sweet sample set from bees

Ecobrand's respectful distribution GmbH has put together a set consisting of the six most popular honey varieties in little 50-millilitre glass jars as well as an original "ecotaste" honey spoon. Recipients of the set can try honey from linden, lavender, acacia, phacelia, rape seed and summer blooms. The vendor indicates that all varieties are organic and come from sustainable beekeeping. For a minimum order of 48 sets, a customer's logo can be communicated on a label and/or by engraving the honey spoon. The labels on the little glass jars can also be personalised for a minimum order of 48 units.

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

Violin & Garlic GmbH presents: cleaning cube QYOUB – cool and useful, an innovation, developed and created regionally. The smart cleaning aid for smartphone and tablet surfaces is manufactured in inclusive workshops in Fulda – in other words, entirely made in Germany.

## Innovative cleaning cube made in Germany

# Clean displays in a flash thanks to QYOUB



Not magic, but a “magic cube”: the handy, practical cleaning QYOUB.



Your cleaning fluid is empty? Simply refill the tank.



The QYOUB cleans smartphone and tablet surfaces quickly and sustainably – dry or damp.

**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 a good regional network here”, says founder and Managing Director, Michael Knoblauch. In 2020, he noticed a need in his own daily experience, developed an idea and then persistently implemented it to achieve a good solution.

### Location is everything

“The development of the QYOUB product was only possible thanks to the exemplary regional network here in the Main-Tauber district. I’m thinking here of the Wirtschafts-

junieren, the Sparkasse, the Chamber of Industry and Commerce, and many other advocates who supported me incredibly well in this project. I’m very grateful for that”, says the entrepreneur, who produces at the Werbach site “out of conviction”. Because: “For Violin & Garlic GmbH, ecological and social responsibility is of the utmost importance.”

### Sustainable through and through

The company, which is based in the Main-Tauber district, is committed to the 17 UN sustainability goals. The focus is on regional value chains, environmental compatibility, sustainability and social aspects in production. Their smart cleaning aid for smartphone and tablet surfaces is man-



ufactured in the inclusive St. Antonius workshops in Fulda, an hour and a half away by car. Made in Germany – from beginning to end.

### Handy, practical, patented

Michael Knoblauch has been in the region for 20 years and has extensive experience as a sales manager and managing director. His name was also mentioned in the “Hidden Champions”. In the middle of the Corona period, in 2020, he realized his desire to set up something new with his GmbH. The result is the patented product QYOUNG – a small, handy cleaning cube that can clean the surfaces of smartphones and tablets or screens quickly and sustainably. Waste is avoided as much as possible because the cube can be refilled and easily washed – and is therefore not a disposable product.

### Always in view

The first benefit of the cube is hygiene. But not only that: companies and organizations can use this small device as a customized ambassador for logos, claims and slogans. Because as three-dimensional haptic promotion, the QYOUNG is sustainable: it is always next to the main tools of the day – and thus becomes a 24/7 promotion for logo, slogan, etc. The cube as a modern accessory has quickly become indispensable. The promotional message is clearly visible in the office. To read it, nothing needs to be “started” or “booted up”.

### What the cube can do

The cube is colourful, patterned, fresh – exactly as you please. It transports logos and claims throughout the world

**The QYOUNG aroused great interest at the spring Trend in Cologne.**



**Michael Knoblauch, founder and Managing Director of Violin & Garlic GmbH.**



**The stylish packaging can also be customized.**

and is a fun and sustainable way to clean smartphones and co., with a value chain made in Germany. Using recyclable materials. The cleaning liquid is empty? Simply refill the tank. The QYOUNG can clean displays that are dry or damp. With a specially developed, patented system. By squeezing the cube, one side of the QYOUNG is moistened – surfaces can be cleaned quickly and thoroughly. Then the cube is rotated once and wiped with one of the dry sides. Cleaning displays has never been so easy. With its removable lid, the QYOUNG can be easily filled with the cleaning liquid supplied and then securely closed again.

### Supply chain and production

These are exclusively mono-materials that can be recycled. Despite the higher costs, the plastic parts are manufactured exclusively in Germany. The QYOUNG is manufactured in Fulda in the St. Antonius workshop, where people with special needs make an important contribution to the added value through their specially adapted work processes. So not only is this a very practical product, it is also one with strong ethics behind it.

### Lasting brand ambassador

With four sides measuring 6cm x 6cm, the QYOUNG is a wonderful brand ambassador that combines sustainability and social issues with design and function. Customized colours and patterns make it an eye-catcher. There is enough space on the cube for a good “impression”. And the customer is happy to receive something really practical, which is worth more than many conventional “giveaways”. The stylish packaging is made exclusively of folded cardboard and thus scores another sustainability point. Another example of sustainability: the cleaning expert can be washed, either by hand or in a laundry bag in the washing machine. A very durable product. Function and fun included. The QYOUNG can be customized from as small an order as 25, the packaging from 1,000 pieces.

Renewable energy, transparent supply chains and fair labour conditions – the Gustav Daiber GmbH textile company is aware of its economic, environmental and social responsibility. In signing the WIN-Charta, the sustainable management system launched by the state of Baden-Württemberg (Germany), it is boosting its efforts to address these issues.

In signing the WIN-Charta, the sustainable management system launched by the state of Baden-Württemberg, Daiber is pledging to accept its economic, environmental and social responsibility.

(Photo: Daiber)



## Another step towards more sustainable business

# Daiber signs the WIN-Charta

**U**n signing the charter, Daiber has pledged to observe the twelve principles for sustainable business and to improve its sustainability on an ongoing basis. One major step has already been taken: Daiber's main site in Albstadt switched to 100 per cent green electricity in August.

### Sustainability as a factor for success

As Daiber sees it, sustainability is one of the crucial factors for success. This is why Managing Director Kai Gminder has signed the WIN-Charta on behalf of the textile firm that is thus committing itself to sustainable

business practices. Gminder: "Energy and emissions, product accountability and creating incentives for a change in policies are the main focus for future efforts towards sustainability." In addition to the planned measures, the prime objective based on the WIN-Charta also covers previous sustainability achievements. Gustav Daiber GmbH has been member of the amfori Business Social Compliance Initiative (BSCI) since 2012 and is thus committed to social provision and fair working conditions in the international supply chain. In future, the focus will increasingly be on environmental protection with the help of the planned introduction of the amfori Business Environmental Performance Initiative (BEPI).



**“Energy and emissions, product accountability and creating incentives for a change in policies are the main focus for future efforts towards sustainability.”**

Kai Gminder

regularly made aware of sustainability issues and can play an active role in climate protection via campaigns such as the bike-to-work scheme subsidised by Daiber. As part of the CITYCYCLING campaign, Daiber staff got pedalling in aid of climate protection and made seventh place in the Zollernalbkreis district. With an average of 334 kilometres per person, they achieved third place in the local ‘race’. CITYCYCLING is a nationwide competition in Germany where participants aim to travel as many kilometres by bike as possible within 21 days, protecting the environment at the same time.

### **Fair working conditions and long-term partnerships**

### **Many options for greater sustainability**

It is clear that the focus in current sustainability efforts is on actions that are ecologically beneficial: Daiber collaborates with the not-for-profit myclimate foundation and has consistently developed measures to reduce carbon emissions since 2018 using annual analyses. For example, increased amounts of sustainable materials such as organic cotton and recycled polyester are used in production. Articles in defined product groups are packaged in recycled poly bags. What is more, the main catalogues Daiber produces each year with ClimatePartner are carbon-neutral. An internal recycling system including a cardboard press also plays a part in the responsible value chain.

### **Saving energy and cutting emissions on site**

The key words are green electricity, bike-to-work and electromobility. Since the main site in Albstadt switched to 100 per cent green electricity, carbon savings of around 300 tons a year have been achieved since August. albstrom aqua is generated from hydropower and supplied by Albstadtwerke (utility company in Albstadt). Charging points powered by green electricity are already in place for the firm’s fleet of hybrid vehicles. In addition, staff are

Apart from environmental protection, social sustainability is of particular concern to Daiber. As part of the JCK-Holding GmbH Textil KG group of companies, the firm has adhered to the JCK code of conduct when working with suppliers since 1999. As a result of this and its membership in amfori BSCI, it complies with binding requirements relating to social issues and fair working conditions throughout the world. “Long-standing partnerships and close contact with suppliers are a given for Daiber,” said Gminder. Environmental measures already put in place at Daiber will be recorded and reviewed once the amfori BEPI system has been introduced as planned. Following critical examination, new approaches will be developed and implemented to achieve greater product accountability and a more responsible value chain – such as currently in progress with Daiber’s main suppliers for the T-shirts, polo shirts and sweatshirts groups of products. Progress in implementation will be documented transparently and the sustainability pledge will be renewed each year in order to permanently establish the sustainability process initiated with the WIN-Charta.

For details of sustainable products from the Gustav-Daiber brands JAMES & NICHOLSON and myrtle beach go to: [www.daiber.de/de/company/sustainability/products](http://www.daiber.de/de/company/sustainability/products) <



## Classy shell design

With its new DS5 Shell Metal Clip, Prodir proves that recycled shell waste can be used to make not only particularly sustainable writing instruments, but also **beautiful and communicative** ones. The pen's barrel is made from a plastic enriched with shell lime. This natural material determines the haptic and visual experience of the writing instrument, it is pleasantly heavy in the hand, particularly resilient and very durable. The beautiful colours of the fine but very stable metal clip provide a striking contrast to the pen's natural casing.

PSI 42332 • Prodir  
Tel +41 91 9355555 • sales@prodir.de • sales@prodir.ch  
[www.prodir.com](http://www.prodir.com)

## Meeting every demand

Schneider Schreibgeräte sells an entire line of attractive pens with the Silder series so that every user receives the pen they need to meet their demands. The retractable pens Slider Rave, Slider Xite Promo or the capped pens Slider Memo XB, Slider Edge XB, Slider Basic XB and Link-It Slider come with **classic designs or in a three-edged ergonomic shape**. Behind the Viscoglide® technology used in these pens hides a sophisticated mechanism that gives the user unusually easy, soft and fast command over their writing. All models (except Slider Xite Promo) feature a resilient rubber surface. They rest extraordinarily softly in the hand and allow for slip-free, effortless writing. The extra-wide lead thickness and special variety of colours available are additional selling points of this modern writing instrument series. The cartridges included in the Slider models Xite Promo and Rave are replaceable. Refills in various formats with different coloured ink and line widths can be used in one single pen. Naturally, all models can be branded individually to meet a customer's wishes. By the way: Schneider is the only manufacturer of writing instruments certified according to the demanding environmental management system EMAS of the European Union in all of its production locations.

PSI 43416 • Schneider Schreibgeräte GmbH  
Tel +49 7729 8880 • promotion@schneiderpen.com  
[www.schneiderpen.de](http://www.schneiderpen.de)





## Plant-Woods with a new look

A star with your name on it, or rather your logo... The product developers have **created a real highlight** with their new Star Boxes, creative packaging for the emotion factory's popular Plant-Woods. The Plant-Wood is a sustainable promotional gift and comes in high-quality packaging with a star-shaped advent seal, just in time for Christmas. The packaging can contain any of the different versions of Plant-Wood, such as the classic Plant-Wood, the maxi version with a side length of six centimetres, or the office version with an integrated pen-holder and magnet.

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

## The right cut

Questions such as "How do I stand out from the competition?" or "What can I do to keep my salon appealing for customers?" are currently being asked by many hairdressers and stylists, due to the difficult market conditions in these economically strained times. In addition to digital measures, traditional analogue strategies that help salons stand out are increasingly coming into focus. Careful consideration must be given to the appearance, both internal and external, of the salon or barbershop. For example, corporate wear should always be chosen to match the furnishings – an especially decisive factor in the field of beauty and cosmetics. Karlowsky Fashion from Magdeburg shows itself to be an innovative and competent partner and explicitly addresses the cosmetics and hairdressing professions with its Workwear range. Rough leather aprons for rustic barbershops or innovative polo shirts, t-shirts and aprons made of recycled polyester for sustainable hairstylists are just the "finishing touch". Karlowsky Fashion offers **many cool basics** in different colours, as well as functional and high-quality accessories, such as scissor holsters and cleaning cloths. Customers can discover Karlowsky's range for the cosmetics and hairdressing professions at: [www.karlowsky.de/Barber&Hair\\_2022\\_de.pdf](http://www.karlowsky.de/Barber&Hair_2022_de.pdf)

PSI 47464 • Karlowsky Fashion GmbH  
Tel +49 39204 91280 • [info@karlowsky.de](mailto:info@karlowsky.de)  
[www.karlowsky.de](http://www.karlowsky.de)





## A passion for caps

Mister Dreher has brought forth a sustainable collection of jersey and knitted caps, all made in the EU. **Design Made in Germany, quality and sustainability Made in EU** as well as Custom Made are cornerstones of the company. The caps are produced in Poland in cooperation with a family business. They attach great importance to quality derived from sustainable raw materials. That means caps made of wood fibre, caps made of material mixtures of wool and recycled PET or upcycled cotton. From a quantity of 500 pieces, custom-made hats with new designs or customised knitting patterns are also possible. New in the programme are sets of scarves with hats. More information is available on request.

Mister Dreher  
Tel +49 6766 9899840 • MD@MisterDreher.de  
[www.misterdreher.de](http://www.misterdreher.de)



## Gel rollerball for trendsetters

The STABILO Modern Flow is a trendy gel rollerball pen with a modern design, comfortable grip and proven STABILO quality. The space for promotion on the cap and barrel, as well as the **eye-catching look**, guarantee a strong promotional impact. The pen is a companion for trend-conscious, creative people and influencers. The rollerball's robust gel refill with a 0.4 mm line width ensures maximum writing comfort. There is space for promotion on the cap and the barrel.

PSI 43287 • STABILO Promotion Products GmbH & Co. KG  
Tel +49 911 5673455 • [service@stabilo-promotion.com](mailto:service@stabilo-promotion.com)  
[www.stabilo-promotion.com](http://www.stabilo-promotion.com)



## Cheer in spite of the cold

Sports fans can now enjoy having warm hands when they sit on the sidelines cheering and celebrating their team's goals. Whether they're watching football, basketball or tennis, fans are always in style with the CHEER scarf from Bosscher International. The scarf is **made of high-quality acrylic** and has warming pockets for your hands. The scarf can be personalised with a logo or matching corporate colours.

PSI 44755 • Bosscher-International BV  
Tel +31 10 2651168 • [info@bosscher-international.com](mailto:info@bosscher-international.com)  
[www.bosscher-international.com](http://www.bosscher-international.com)

## Customised chocolate gifts

The name Chocollissimo stands for delicious Belgian pralines and chocolate. These **hand-made** products stand for particularly high quality. A special feature of Chocollissimo chocolates: both the pralines and the chocolate, as well as the packaging, can be designed according to the customer's specifications and with their desired motif – from quantities of just 30 pieces. Whether with a sticker, banderole, screen printing, engraving, or with a customised bow – there are no limits to creativity when it comes to product finishing. With ChocoPostcards, the picture in the middle can be customised from one piece.

PSI 48316 • MM Brown Deutschland GmbH  
Tel +49 69 25427127 • [verkauf@chocollissimo.de](mailto:verkauf@chocollissimo.de)  
[www.b2b.chocollissimo.de](http://www.b2b.chocollissimo.de)



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# TOP PRODUCT TOPICS IN PSI JOURNAL

Technicalization is advancing more and more and is making our everyday life easier to a large extent. Are you a driver of this development and do you sell products that ensure greater road safety or make it easier to use mobile phones? Then advertise your products in the November issue of the *PSI Journal*.


**Issue 11**  
2022

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

Copy deadline: 19.9.2022

Deadline for ads: 17.10.2022

**Issue 12**  
2022

**BRAND AND DESIGN PRODUCTS, FAIR TRADE and MADE IN GERMANY/EUROPE**

Copy deadline: 19.10.2022

Deadline for ads: 9.11.2022

**Issue 01**  
2023

**TRADE SHOW INNOVATIONS PSI 2023 and ECOLOGICAL AND SUSTAINABLE PRODUCTS**

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Please don't hesitate to contact the PSI Cross-Media Sales Team at any time for assistance.

Phone +49 211 90191-114/-150, Fax +49 211 90191-180, e-Mail publishing@psi-network.de

**PSI**

# Centre stage for promotional products



Excuse me, but I have to get something off my chest right now that has been bothering me for a long time: people keep asking me whether the PSI 2023 will take place. For some time now, I've simply shaken my head at this question, and now it's getting on my nerves, because it doesn't always seem to be well-intentioned. To my counter-question, "Why shouldn't it take place?" I hear at best, "You never know". But what, pray tell, do we "never know"? The PSI and I personally have been saying for months on all channels and platforms – repeating it like a mantra - that the PSI will of course take place. And why not?

Yes, there will always be conceivable reasons, but these also existed before Putin and Corona. It's just that we never thought in these catastrophic categories. Optimism was our guiding principle. So: if no one upsets the world, we will all meet again between 10 and 12 January at the PSI in Düsseldorf. I am really looking forward to it and so are many trade members. That's what I've heard again and again in the past weeks and months when I visited distributors and suppliers. After the trade fair's standstill during the Corona period, they are all looking forward to coming into contact with customers again, to the haptic experience of being able to feel and examine products, to the direct exchange with people they haven't seen for years in some cases. This certainly applies especially to our international exhibitors and visitors. The only and therefore most important meeting point for them is of course the PSI.

I am pleased that the industry supports the PSI so clearly. And these are not simply empty words, but are borne out by statistics. The mood is very positive: over 60 percent of the hall space is booked, and another 25 percent is reserved. That's already 85 percent in the first few days of October - that wasn't always the case even before Corona. We are currently developing visitor packages for different countries in order to make the visit as easy and pleasant as possible for the distributors, together with the international associations. Exhibitors will be pleased. Even before tickets went on sale, there were many enquiries. Now tickets are finally available. So the signs are good for a successful PSI 2023. Don't let anyone tell you otherwise - we know our business and our members. We all want to lift promotional products onto centre stage again – and centre stage is and remains the PSI.

Yours,

Petra Lassahn  
Director PSI



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## Mobile promotional products

Mobility has no bounds. It doesn't necessarily have to go into space like Bezos or Musk: even on earth, people are constantly on the move. Whether in business or leisure, life never stands still. And this "on the move" theme gives our industry numerous options for promotion that is good, beautiful and effective. That's why we are presenting new and creative "Hapticals" on the topics of "Car, Bike, Traffic and Safety" in our November issue, because if you're constantly going from A to B, you want to do it as safely as possible. Our second product theme is going to present articles on the topics of "Electronics, Digital and Smartphone Accessories".

**Now is the time to start planning your product presentations for the PSI Journal December 2022 issue, which will be dedicated to the areas "Brand and Design Products, Fair Trade" and "Made in Germany/Europe". Please send your product suggestions (image and text) by 19 October 2022 at the latest to: Edit Line GmbH, Editorial Office PSI Journal, e-mail: hoechemer@edit-line.de**

## PSI 2023: Right on schedule!



The anticipation is growing: after the enforced break, a PSI trade show will finally take place again from 10 to 12 January 2023! Preliminary planning is already in full swing. At the time this issue went to press, more than 60 percent of the stand space had already been booked, and more than 25 percent had been optioned. Big brands and well-known exhibitors represent the internationality of this industry event. We'll let you know what great things await you.

## Your partner for bottles



Flaschenfreunde bottle manufacturers love glass. And they support their customers in all their bottle needs, customising shape, design and lid, whether it's a drinking bottle with a custom logo, a hospitality gift for any occasion or a bottle to match their water dispenser. Creativity knows no bounds.

## Imprint

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**Editor-in-chief:** Manfred Schlösser

**Deputy Chief Editor:** Manfred Schlösser

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

**Duty Editor:** Martin Höchemer

**Head of Media Solutions:** Anja Späker

**Advertising Sales Manager:** Lars Kessler

### Cross Media Sales

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

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

### Regional contacts

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

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

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

**Turkey:** Istexpo  
Sevinc Abdullayeva,  
sevinc@istexpo.com

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

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# Events 2022/23

## RX Austria & Germany

**Bar Convent Berlin**  
International Bar and  
Beverage Trade Show

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

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für die gesamte  
Gastronomie und Hotellerie

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

**Bauen+Wohnen Wien**<sup>1</sup>  
Internationale Messe  
für Bauen, Wohnen und  
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**10.11. – 13.11.2022**  
Messe Wien  
bauenwohnenwien.at

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**10.01. – 12.01.2023**  
Messegelände Düsseldorf  
psi-messe.com

**Bauen+Wohnen Salzburg**<sup>1</sup>  
Internationale Messe  
für Bauen, Wohnen und  
Energiesparen

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

**Die Hohe Jagd und Fischerei**<sup>1</sup>  
Internationale Messe für Jagd,  
Fischerei, Abenteuer, Natur &  
Reisen

**16.02. – 19.02.2023**  
Messezentrum Salzburg  
hohejagd.at  
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Geländefahrzeugen

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absolut-allrad.at  
*zeitgleich mit der Hohe Jagd*

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Licht-, Haus- und Gebäude-  
technik

**08.03. – 10.03.2023**  
Messezentrum Salzburg  
power-days.at

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

**09.03. – 15.03.2023**  
Messe Essen  
equitana.com

**Wohnen & Interieur**<sup>1</sup>  
Österreichs größte Messe für  
Wohntrends, Möbel, Garten &  
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<sup>1</sup> Source: Statégir - U&A Flame & Spark – September 2016. <sup>2</sup> Source: Action Plus Shopper Research – November 2017