

# PSI 1

**PSI Journal**

International Magazine  
For Promotional  
Products

November 2022

Volume 61

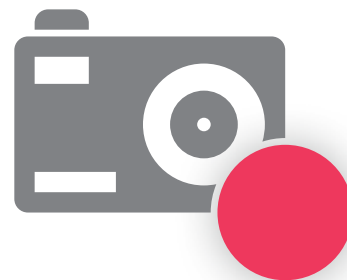
including  
**PSI 2023**  
exhibitor list!

# EUROPE



**Electronics,  
digital,  
energy-saving  
products**

**Efficient,  
smart,  
responsible**



## PSI 2023

Full speed ahead

### Product Guide

Car, bike, traffic, safety

### Flaschenfreunde

Partner for any bottle project

### PSI Product Finder PSI Supplier Finder

More possibilities,  
greater benefit

**fama**

NETWORKING ■  
KNOW-HOW ■  
INSPIRATION ■

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**28. – 29. NOVEMBER 2022**

**MESSE ERFURT**

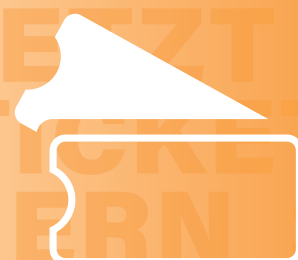


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**TICKET TICKET TICKET TICKET**  
**SICHERN SICHERN SICHERN SICHERN**





## Editorial

# Using time wisely

**U** know that it sounds somewhat overconfident when people say that we should accept and take advantage of these times, which are very difficult in so many aspects. But let us be honest: what is the alternative? When I hear people say this, a scene comes to mind. An older friend once confessed to me: "You know, it is no fun getting old." I then asked him: "What is the alternative?" We laughed heartily and agreed: "Nobody wants that to happen – so let's make the best out of it".

Yes – making the best of it will be the task for the short-term and maybe even more long-term future – for us in the promotional products industry too. For everyone out there: We have to gear our businesses towards profitability, use marketing mechanisms in a target-oriented manner and optimise logistics and digitalisation – all of this while citizens' willingness to consume is likely to be at an all-time low. A gordian knot?

It is surely not easy for small businesses, but the past has shown that small businesses are often more stable than mid-sized businesses because they are able to achieve a lot with smaller, individual measures. In the general consumer business sector, it can currently be observed that customers are again enjoying being inspired in shops. They want to feel, smell and taste again. Good prospects for haptic advertising.

The PSI member companies in the industry have apparently understood this. Visitors to the PSI can enjoy the experience of feeling, smelling and tasting. In this issue, you can read about why renowned companies like to show their products to their customers again and wish to win over new customers. Those who buy the right products for the kick-off of the year 2023 and in turn effectively communicate this will to their customers will be able to take advantage of the crisis. After all, every crisis has its winners.

Besides great products, the PSI will be offering very concrete solutions for marketing, ecological sustainability and digitalisation – only for members. And just to emphasise again: industrial customers are no longer an issue. The PSI absolutely does not invite them anymore – promised. And don't let anyone tell you otherwise.

Let us all take advantage of the opportunity that the re-start of the PSI offers not only us, but also the entire industry. When we see each other, talk with one another, come up with new ideas – maybe even new business ideas –, it will give us new strength to face 2023, which certainly will not be easy. That is the meaning and purpose of large trade shows. I am looking forward to seeing you.

In this spirit

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

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

## Can you hear it, the roaring of the sea?



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There are many ways to protect the environment. One of them is the use of reusable cotton or jute bags.

Whether it's a food-safe vegetable bag with a drawstring or our new jute bags with all kinds of capacity, there are no limits for usability. Even as a small gift bag or laundry bag our drawstring bags are perfect for everything.

## Advantages

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- ✓ can be closed
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- ✓ prove to be perfect advertising media

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





**Our assortment of  
Drawstring bags**



## **PSI 2023: Full speed ahead 10**

After a two-year break, the PSI trade show, the flagship of the European promotional products industry, is heading full steam ahead towards its target of 400 exhibitors. On board are renowned national and international industry players who do not want to miss the event as a presentation and networking platform.

## **Efficient, smart, responsible 26**



Digital media and haptic advertising go well together. Our industry is constantly creating new product ideas that know how to combine the digital and analogue worlds in an effective way - also with a view to saving energy, as the special pages at the beginning of this section show.

From page 52 onwards, there are innovations from the areas of "cars, bicycles, traffic and safety".

## **Partners for every bottle project 64**

The bottle friends love glass. And they support their customers in every bottle project, individually in shape, design and closure, no matter whether it is a drinking bottle with the desired logo, a guest gift for every occasion or a suitable bottle for the water dispenser. Thanks to a broad network of regional partners, there are no limits to creativity.



## **PSI Product Finder and PSI Supplier Finder 74**

The PSI Product Finder is the largest European database for promotional products and an intelligent search engine that brings suppliers and seekers together. All listed products are subject to a strict data quality standard and offer a high degree of comprehensive additional information. Now there are even more options for users.







**A quick wipe,  
and say goodbye to viruses**

Disinfectant wet wipes  
FrischTuch GmbH  
www.frischtuch.de  
PSI 60461

**Pickpocket alarm**

Pocket alarm PA6  
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www.indexa.de  
PSI 44531



# PLAYING IT SAFE

There are **sayings** that are simply the best way of expressing yourself in an **everyday language**.

**"Playing it safe"** is a perfect example of such a saying. If you play it safe, you don't take risks, you err on the side of caution. There are many other common idioms relating to safety: for example, the Victorian expression **'safe as houses'** meaning secure and with no risk of failure, or a safe bet, which comes from horse racing and means a horse that's sure to win, or you can refer to someone as having a safe pair of hands, which is a sporting **metaphor** from cricket and rugby referring to catching the ball. In today's world it's always better to be safe and sure than sorry. This applies in numerous contexts and to great **promotional effect** – whether relating to articles of daily use or metaphorically such as a sure sense of style, as the following examples show.

You can find still more **promotional products** relating to all aspects of safety from page 52 onwards in this issue and in the **PSI Product Finder**.



**A sense of style  
wherever you find yourself**

Lipstick insulated bottle and triplus ballpoint pen  
Staedtler Mars GmbH & Co. KG  
www.staedtler-promotional.de  
PSI 41108



**A mini-safe for smart cards**

RFID wallet  
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# WOOD GLAD

When it comes to popular sayings, there are several turns of phrase relating to wood and trees. **'Touch wood'** and **'a chip off the old block'** are just a couple of examples. We can't say for sure why there are numerous sayings. One thing's for certain: in terms of culture and history, **trees** and **woody plants** are among the oldest plants used by man. As a renewable raw material, **wood** still remains one of the most important plant products for the processing industry today. Our industry also sets great store by this material and is most definitely not barking up the **wrong tree**. And not only to this renewable raw material but also to a natural reusable one. That is made clear by these products and others from the **PSI Product Finder**.

## Sustainable timeless design

Heimrich1904® ECOjuego pen set (wood and brass, in eco-friendly box)  
Heimrich1904® c/o Kaldenbach GmbH  
[www.heimrich1904.de](http://www.heimrich1904.de)  
PSI 2043



## Investing in the future

uma Treeck (with a barrel made from FSC®-certified walnut wood; a corresponding number of trees is planted for each writing instrument or set purchased)  
uma Schreibgeräte Ullmann GmbH  
[www.uma-pen.com](http://www.uma-pen.com)  
PSI 41848



## Clean cutting

Bread knife in stainless steel with superior Italian olive-wood handle  
Schwertkrone – Daniel Weber  
[www.schwertkrone.de](http://www.schwertkrone.de)  
PSI 60446



## Notebook made of organic material

Coffee Notebook W001 with a cover made from coffee grounds that even smells of coffee too  
Clipper – Interall  
[www.clippergifts.com](http://www.clippergifts.com)  
PSI 40511



**25** JAHRE  
**CD LUX**

**TIPP**

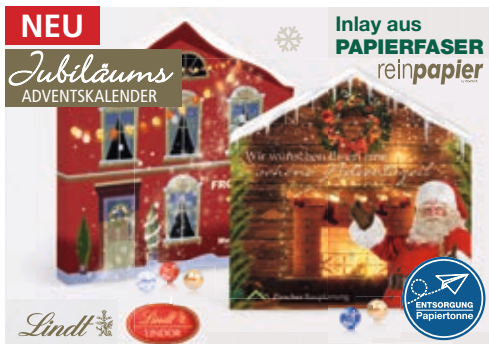


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Mehr Begeisterung. Mehr Möglichkeiten. Mehr Service.

**NEU**



**NEU**



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**NEU**



**PRÄSENTE**



**TIPP**



Unsere Qualität macht den Unterschied!

**ADVENTSKALENDER & PRÄSENTE  
MIT AUGENLEUCHTEN-GARANTIE**

Jetzt Händler werden und Welcome-Paket anfordern!



# 2.8

per cent  
instead of  
4.3 per

cent. The World Bank has significantly lowered its growth forecast for China. This means that China will lose its role as growth motor for Asia this year. tagesschau.de

# 83.5%

of German consumers do not find product tips and purchase recommendations from influencers to be any more credible than classic advertising, according to a survey from Next Media Hamburg. horizont.net

# 81 per cent

of surveyed Germans show understanding for increased prices for products and services in times of inflation. This is the result of a study by DCMN. horizont.net

# Five

aspects why promotional products are important in the marketing mix were highlighted by the British association BPMA in its 2021 Insight Report: brand building and trust, competitive advantage, recommendation and individuality. bpma.co.uk

# 85 per cent

of small family-run businesses and start-ups in the American promotional products industry have developed greater social consciousness than a few years ago according to the Advertising Speciality Institute® (ASI). asicentral.com

# 300

billion Dollars and more will be invested in social media advertising globally by the year 2024 according to AugustaFreePress.com. This corresponds to an increase of 33 per cent in two years.

# 1 of 2

respondents (58 %) to a survey carried out by Seedtag, a provider of contextual advertising, in cooperation with YouGov said they preferred free advertising-financed digital offerings. Three thousand people in six European countries were interviewed. Seedtag.com





THE FLORISTRY

# Collection

**CREATIVE | NATURALLY | PRACTICALLY**

COOL BASIC PRODUCTS IN A WIDE COLOURFUL VARIETY WITH UP TO 21 COLOURS  
FUNCTIONAL HIGH-QUALITY WORKWEAR | PERFECT FOR BRANDING & EMBROIDERY





After a two-year break, the PSI trade show, the flagship of the European promotional products industry, is heading full steam ahead towards its target of 400 exhibitors. On board are renowned national and international players eager to use this event as a presentation and networking platform.

**The list of exhibitors is growing steadily**

# Full speed ahead



**T**he January date of the traditional trade event PSI should be marked in every diary. Because the PSI has always been more than just a trade fair: it places the promotional products industry centre stage as a serious economic factor with a consistent focus on sustainability. And its products, including many that carry well-known labels, beat other forms of promotion hands down, thanks to their reach, longevity and emotional impact. The great diversity and creativity of this range have been on display for over six decades at the PSI, which has once again impressively asserted its status as Europe's leading

trade fair after this two-year break. This is evidenced by the numerous statements from exhibitors who are counting on the PSI 2023 as a presentation and networking platform and will be present in Düsseldorf from 10 to 12 January. Some of them are quoted on these pages.

## Bookings get off to a very good start

Planning is in full swing and the list of exhibitors continues to grow steadily. By the editorial deadline in mid-October, over 65 percent of the space in Halls 9 and 10 were firmly booked. This corresponds to 320 exhibitors from





23 countries who have secured stand space. Among them are more than 50 new exhibitors who enrich the range with interesting products. In addition, a further 20 percent of the hall space has been reserved. And there is also a lot happening on the visitor side: "The popularity of the industry means a lot to us," says PSI Director Petra Las-sahn, who is delighted. "Even before our ticket shop opened, there were many visitor enquiries from Germany and abroad. Tickets have been available since mid-September and we are very pleased with the high quality of our legitimised visitors from many European countries, such as Germany, France, Italy, Spain, Switzerland and Slovakia. And there are even enquiries from Brazil, Israel, Pakistan and other countries outside Europe." The exhibitor database is also online and can be used for planning the trade show.

### The PSI does not invite industrial customers

Contrary to all rumours, the PSI would like to clarify once again that they do not invite industrial customers. Only PSI distributors have the opportunity to invite up to ten of their industrial customers, and only on the third day of the trade fair. So if you want to show your customers the full variety and creativity of your promotional products, you can take your customers on an individual tour of the fair on your own responsibility on the last day of the fair. To avoid any uncertainties, the PSI asks all exhibitors to have appropriate price lists ready.

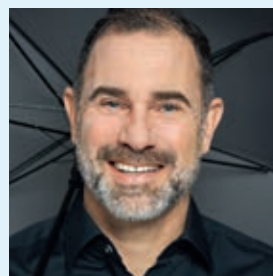
### Extensive specialist programme

Around three months before the start of the fair, conceptual ideas for the various special areas Community Café, GUSTO, Textile Campus, Textile Village, the touring exhibition ökoRAUSCH Wissenswelt (see page 15) and the new "Special Show Finishing" are in the middle of operational planning. "There are numerous new products and exciting concepts on the market that finally want to be



### Volker Griesel, Managing Director FARE – Guenther Fassbender GmbH

In our view, PSI is the showpiece of the European promotional products business. We are really looking forward to the long-overdue in-person meeting with our customers from within Germany and especially abroad.



At the trade show, politicians can see that our industry renders a significant contribution in terms of the economy and, in doing so, takes a responsible stance in dealing with the important topic of sustainability. At PSI 2023, FARE is going to demonstrate that the path we embarked upon more than ten years ago, with the introduction of the ÖkoBrella range, is continuing true to form: with a sustaina-

bility strategy which, among other things, encompasses our company's climate-neutrality exactly as much as climate-neutral umbrellas. We are particularly proud of the fact that our commitment on this future topic is regularly honoured at the PSI sustainability Awards, most recently in 2021 with the distinction, "Innovator of the Year" and in 2022 for the "Sustainable Campaign of the Year".

>>



**Silke Eckstein, Managing Director SND  
PorzellanManufaktur GmbH**

We are already looking forward to direct in-person contact with our customers and prospects at our PSI booth. For all the digital progress, the quality of our artisanship is still best experienced live. How do our porcelain feel to the touch with finishing? How exquisitely are designs realised, how pleasant are they to hold and how heavy are they? What product matches my design? All this and much more can be truly felt and discovered in direct comparison. Along the way we're looking forward to a high-quality brand environment at this established event, whose internationality in the sector is undisputedly attractive.



**Kai Gminder, Managing Director Gustav  
Daiber GmbH**

For us, PSI is the most important trade show, where the entire European industry meets and that includes the international market participants. From our viewpoint, the auspices are good, especially due to the new old date in January. Supported by the classic New Year motivation the need for solution-oriented dialogue on present day challenges, and the restart happening in the sector, we are looking forward to seeing our customers from across Germany and Europe in person again.



**Jan Breuer, Managing Director mbw  
Vertriebsges. mbH**

We are convinced: PSI is the country-wide shop window onto the sector for our products and finishing services. Here, we are able to exhibit our brand message to a broad-based, international target group that goes beyond the DACH region. In the milieu of high-quality products, we reach exactly the market participants we are looking for.







### Armin Halfar, Managing Director Halfar System GmbH

In our view, PSI is the leading platform for the promotional products business in Europe. This is where our subsidiaries show off their products to their and our customers. And important signals are sent to politicians and



businesses that use the products. Precisely in economically difficult times, the specifically deployed promotional product has a huge advantage in the marketing mix, since scatter losses are minimised. We are looking forward to the imminent relaunch of trade show business at PSI 2023 in Düsseldorf. Not only are products being presented there, but, after a long time, the European PSI network is convening again. Lots has happened in the past three years and alongside many topics that are currently occu-

pying us, sustainability is a really big one. We are excited to see what the industry exhibits on the subject in Düsseldorf in January 2023.



### Lorne Spranz, Managing Director of Spranz GmbH

The company Spranz has been a PSI exhibitor from practically the very beginning and still places great expectations on the PSI as an international meeting place of the industry. Especially after the two difficult previous



years without many contacts, we would like to strengthen this event and personally present the new collection to our customers directly at the beginning of the year. We welcome the announced new orientation and focus of the PSI as well as the return to more appreciation for exhibitors and in particular promotional products distributors. After all, they are our target group, which we would very much like to meet again personally at the PSI 2023. Since we

have been delivering climate-neutrally for eight years now, we will again focus on progressive, design-oriented articles in addition to the further development of this theme – which we also implement in other eco-friendly products. And it is going to be exciting, because we also have a surprise product line in the programme, which we will present at the PSI. The topics, which the industry is currently dealing with, are diverse. Besides the complex challenges regarding production, raw materials and transport, the increasingly difficult political and regulatory framework conditions in Germany are overwhelmingly present. It is important to take action from every direction. Promotional articles as the haptic extension of classic as well as online advertising also must be brought back into the focus of decision-makers and strengthened as an integral part of the marketing mix in line with compliance requirements.



presented on an international stage again,” explains Petra Lassahn and adds, “As organisers of the PSI and especially as Europe’s largest trade network, we are continuing to expand our specialist programme.” The focus will be on the megatrends of sustainability and digitalisation, including their impact on processes, products and business models, as well as dealing with strategic market changes such as supply chain disruptions, energy supply, raw material shortages, skills shortages, inflation, new work and diversification. Already enlisted as speakers are Alexander Stork, Head of Energy, Sustainability, Mobility and Logistics at “Bundesverband mittelständische Wirtschaft e.V.” (German SME Association), Marko Hanecke of PRINTELLIGENT, Hendrik Habermann and Guido Badjura of DATEV. Other confirmed speakers include Michael Bromberger, Managing Director of GERNET Printpack GmbH, and kmu-digital founder Dennis Arntjen.

#### Sustainability as a focal theme

One of the focal themes that is not only of concern to the trade but will also be in focus at the PSI 2023 is sustainability: the potential of sustainability aspects will be examined at the PSI in a practical and segment-specific manner. At the Textile Campus, experts will provide valuable impulses on sustainable textile production, fair and ecological supply chains, eco-design, circular economy, recycling and upcycling, seals, standards and certifications.

#### All-round support from the PSI

In addition to the lecture programme and visits to the special exhibition areas, Petra Lassahn particularly recommends the two Community Cafés to PSI members, which also bring the networking idea to life at the PSI. Anyone who would like to meet with business partners there to

exchange ideas or talk to customers in a relaxed atmosphere can get vouchers for this at the entrance to the trade fair. The PSI also supports exhibitors with the Premium Exhibitor Listing to make their trade fair presence as effective as possible. Three exclusive marketing packages are available to choose from, all with the aim of putting brands, innovations and products in the spotlight and addressing potential new customers. Another step towards successful new business is the collection, management and follow-up of trade fair contacts. The PSI offers the right tool for this with the lead management app Emperia. With it, exhibitors can scan, edit and manage their contacts - online, offline and all in one app. Incidentally, this is constantly being expanded and equipped with new functions. More information on this, as well as current information and FAQs for exhibitors and visitors to PSI, can be found at [www.psi-messe.com](http://www.psi-messe.com)

**The diversity of exhibitors from across the world with their creative promotional ideas and useful, business-boosting services is the big advantage of the PSI trade show.**

**The now 320 exhibitors from 23 countries include:**

The **New Wave Group ABB** is active in the Corporate Wear, Sports & Leisure and Home Furnishings areas of business. The company supplies the promotional products trade with a broad range of high-quality textiles from the brands Harvest, Printer, Projob, Clique, and more, which will also be on display at PSI 2023. The internationally active, stock exchange-listed Swedish manufacturer and importer is synonymous with impeccable service and short delivery times. It is the owner of the German New Wave GmbH.

**Offene Systeme Software!** specialises in innovative software for the promotional products sector. With now more 450 customers and many service partners, Offene Systeme Software! is among the leading manufacturers of software for trade in the German-speaking region. The no-cost inventory control system KS1 Economy, the more extensive versions KS1 Basic and KS1 Professional, the Product Database, along with the Anfrage shop system offer a diverse array of possibilities for distributors and suppliers alike. The experienced team will be providing information and advice to all trade show visitors wishing to know more at PSI.

**MAXIM Ceramics GmbH**, a subsidiary of the Polish porcelain manufacturer Maxim, has been offering since 2012 a wide range of ceramic, porcelain and glass products for commercial use in countries including Germany, Austria and Switzerland. The company, which is well-known for its high-quality promotional ceramic as well as finishing, will be showing off what it can do at PSI.

**The Walz corporate group** has been on the market as a proprietor-managed family business since 1979. Numerous patents and registered trademarks underscore the innovative impact of the divisions Walz Kunststoff kreativ, Wellness Promotion, Compact Paper Promotion and time4you Kalender. The stand-out feature: plastic injection moulding, paper processing, assembly and customisation of products take place in the company itself. Thanks to this extraordinary depth of production, Walz satisfies the highest demands on flexibility, quality and reliability. A visit to PSI is well rewarded.



**Markus Nawrotzky, Distribution Manager  
Individual Umbrellas at Doppler  
H. Würflingsdobler**

PSI is the leading international trade show and, at the start of the year, the kick-off event for the promotional products industry. For that reason, the decision to be there in Düsseldorf in January 2023 was a very easy

one to make and we are already very much looking forward to a successful relaunch after the pandemic. Once again we are anticipating high-quality conversations with national and international distributors and a productive gathering of the sector after two years. This is especially important against the background of the challenges the industry is currently having to face: these include supply chain problems, which are exacerbated by the tense situation in

container shipping, as well as currently poor trend in the price of the dollar. Economic trends continue to be crucially decisive for industry's success.







Sustainable lifestyles and blueprints for society

## ökoRAUSCH Wissenswelt touring exhibition

While it is true that the main focus at PSI 2023 is on promotional merchandise, the sector is still well aware of its social responsibility. That is the reason why the PSI is showcasing the ökoRAUSCH Wissenswelt touring exhibition that addresses the subjects of sustainable lifestyles and blueprints for society in Hall 10 Stand A 04.

**T**he interactive science exhibition, held for the first time at the 2020 ökoRAUSCH Festival für Design und Nachhaltigkeit (Festival for Design and Sustainability) in Cologne, ties in with the topics of sustainable design and makes the ecological and social context tangible. Why do we need to develop a new way of using materials that protects resources? Why are we committed to gender equality? What instruments can we use to transform visions of society into reality? Positive suggestions to solve these issues open people's minds to alternative concepts for life, consumption, production, the economy and politics that may make it possible for everyone to lead a good life that is environmentally and socially responsible. The PSI is holding the exhibition in Hall 10 Stand 04 as part of the trade fair.

### Five specific areas of focus

Positive alternatives for a sustainable future are explored at information stands and interactive exhibits corresponding to the five areas of focus, i.e. Natural, Digital, Creative, Fair and Inspirational.

#### 1. Natural = the future of design / safeguarding resources

We would need four planets to meet our present levels of consumption. It is just not possible for us to get this under control simply by using renewable raw materials since they take up land. Only by cutting consumption, using things for longer and recycling can we help to safeguard our resources.

#### 2. Digital = sustainable codes / innovating technology with sustainability

What is the carbon footprint of the virtual space? Should we not be measuring our digital activities in terms of emissions

and ethics as well, not just in shares and likes? Coming up with smart codes and innovative ideas might signal a shift towards a climate-friendlier Internet.

#### 3. Creative = creating value / repairing things and playing around with new ideas

We are surrounded by so much used stuff – the art is to recognise its value, preserve value and create new value from it. Everyday items are repaired and creatively repurposed. Craftsmanship is shown from a fresh perspective. Let us take pleasure in the excess we already have without depleting natural resources!

#### 4. Fair = creating fairness / experiencing and calling for empowerment

Equal rights, equal opportunities! Confronting stereotypes and prejudice with creativity and understanding: culture and personal commitment empower people to raise their voice independently and as they choose, enter the public space and demand their rights and visibility.

#### 5. Inspirational = re-imagining society / transformation design and the art of change

If we give thought patterns and habits a socio-ecological boost using creative means, sustainable futures will be within our reach. How can we encourage people to embrace change? Which instruments can we use to make visions for society become reality?

ökoRAUSCH Wissenswelt is a project from Stadt Land Welt e.V. in cooperation with ökoRAUSCH, sponsored by Stiftung Umwelt und Entwicklung in North-Rhine Westphalia.

Contact: [stadt.land.welt@posteo.de](mailto:stadt.land.welt@posteo.de)

[stadt-land-welt.org/wanderausstellung](http://stadt-land-welt.org/wanderausstellung)

Exhibition Centre Düsseldorf

10 -12

JAN

23

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

## PRELIMINARY EXHIBITOR LIST OF THE PSI 2023 BY REGIONS

We are happy to welcome the following exhibitors:

### G-S-A

PSI No.	Exhibitor	Web	Stand
60557	Bike Citizens Mobile Solutions GmbH, AUSTRIA		9C61
60491	BILLY the Clip Verwertungs GmbH, AUSTRIA	<a href="http://billytheclip.com">billytheclip.com</a>	9A57
60460	Candol Produktions- und HandelsgesmbH, AUSTRIA	<a href="http://www.candol.com">www.candol.com</a>	9C49
45775	EUROPACK, AUSTRIA		9B08
60424	FreeWings / FIBS, AUSTRIA		9C54
	Fresh Aid +, AUSTRIA		9D54
46235	HERKA GmbH, AUSTRIA	<a href="http://www.herka-frottier.at">www.herka-frottier.at</a>	10G28
41565	KP Plattner GmbH, AUSTRIA	<a href="http://www.kp-plattner.at">www.kp-plattner.at</a>	9C43
49872	Landgarten GmbH & Co. KG, AUSTRIA	<a href="http://www.landgarten.at">www.landgarten.at</a>	10A27
47225	LIP Handelsgesellschaft GmbH, AUSTRIA		9E55
60451	RINAMA GmbH, AUSTRIA		10G32
49286	STAINER Schriften & Siebdruck GmbH & Co KG, AUSTRIA	<a href="http://www.print-tattoo.com">www.print-tattoo.com</a>	9G21
44329	aditan, GERMANY		10L38
45448	Aetzkunst GmbH & Co. KG, GERMANY		9B29
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43602	Bauer GmbH Bandweberei, GERMANY		9C69
42275	brandsupply GmbH, GERMANY		9D51
46905	Brauns-Heitmann GmbH & Co. KG, GERMANY		9C04
49960	Campo Sportivo GmbH, GERMANY	<a href="http://www.artiva-sports.com">www.artiva-sports.com</a>	9E25
45140	Carry Products GmbH, GERMANY		9D76
46125	CG International GmbH, GERMANY		10G42
60181	Confiserie Möhlenkamp Gbr, GERMANY	<a href="http://www.confiserie-moehlenkamp.de">www.confiserie-moehlenkamp.de</a>	9B57
41421	Coolike-Regnery GmbH, GERMANY	<a href="http://www.coolike.de">www.coolike.de</a>	9C39
47376	CosmoShop GmbH, GERMANY	<a href="http://www.werbemittelshop.de">www.werbemittelshop.de</a>	9E69
48323	DigiPromo Software Partner Datenmedien, GERMANY		9D52
41752	doppler H. Würflingsdobler GmbH, GERMANY	<a href="http://dopplerschirme.com/de">dopplerschirme.com/de</a>	10A46
46897	Dosenspezialist GmbH, GERMANY		9E32
44886	DreiMeister Spezialitäten, GERMANY		9A37
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49467	Einkaufswagenlöser.de, GERMANY		10B27



41369	elasto GmbH & Co. KG, GERMANY	www.elasto.de	10L49
47527	Erich Utsch AG, GERMANY		9D41
43877	FAIRBAGS GmbH, GERMANY		10G50
43144	FARE - Guenther Fassbender GmbH, GERMANY	www.fare.de	10E36-01
47123	fides Druck und Medien GmbH, GERMANY		9A39
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42351	Gollnest & Kiesel GmbH & Co. KG, GERMANY		9G49
42819	Gustav Daiber GmbH, GERMANY	www.daiber.de	10E36
46944	Gutting Pfalznudel GmbH, GERMANY		9C03
47881	Hädicke GmbH & Co. KG, GERMANY		9B47
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44954	happyROSS GmbH, GERMANY	www.happyross.de/wm	10A21
44885	Heinrich Sieber + Co. GmbH, GERMANY	www.sieber-taschen.de	10G50
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41583	HEPLA-Kunststofftechnik GmbH & Co KG, GERMANY	www.hepla.de	10A49
41016	Heri-Rigoni GmbH - emotion factory, GERMANY	www.heri.de	9F48
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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
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60560	Jalema GmbH, GERMANY		9B54
48291	JH Innovations GmbH, GERMANY		9E51
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60555	JULIUS-K9 GmbH, GERMANY		9C51
60200	Jungfleisch GmbH, GERMANY	www.jungfleisch.de	9E63
48245	JUTEKO GmbH, GERMANY		10B44
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
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44071	KÖNITZ PORZELLAN GMBH, GERMANY	www.koenitz.com	9G27
47406	koziol ideas for friends GmbH, GERMANY	koziol-incentives.de	10D50
49644	LEONARDO - glaskoch B. Koch jr. GmbH + Co. KG, GERMANY		10D49-01
60565	Lexonnet Designwelt GmbH, GERMANY		10H56
49756	Living Bytes GmbH, GERMANY		9A76
46104	logolini Präsenze, GERMANY		9B22
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
46503	MAXIM Ceramics GmbH, GERMANY		9G63
42020	mbw Vertriebsges. mbH, GERMANY	mbw.sh/de	10E36-04
43927	memo AG, GERMANY	www.memo-promotion.de	10E25
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 47182 Reisenelthel Accessoires GmbH & Co. KG, GERMANY ..... [reisenelthel.com](http://reisenelthel.com) ..... 10G49  
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 60448 Rommelsbacher ElektroHausgeräte GmbH, GERMANY ..... [www.rommelsbacher.de](http://www.rommelsbacher.de) ..... 9C55



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60554	VOITED Adventure GmbH, GERMANY		9E39
44685	WAGUS GmbH, GERMANY	www.wagus.de	9F04
41594	Walz GmbH & Co.KG, GERMANY	www.walz-gruppe-ulm.de	9E54
60449	wende.interaktiv GmbH, GERMANY	www.touch-the-future.de	9C67
60179	WUNSCHPRODUCTS, GERMANY		9B48

## ZIPPO

44066	Zippro GmbH, GERMANY	www.zippro.de	10G61
45956	burger pen AG, SWITZERLAND	burgerswisspen.com	10K49
60227	Earline AG, SWITZERLAND	www.saverave.ch	9G10
60507	mydropz AG, SWITZERLAND	dropz.com	9C50
48816	Swiss Mountain Hand Bags ABC GmbH, SWITZERLAND		10E16
44281	VICTORINOX AG, SWITZERLAND	www.victorinox.com	10F36

## BENELUX

45194	ARA NV, BELGIUM		10L26
90103	BRIKL BV, BELGIUM		9G19
48045	B-TOKEN BVBA, BELGIUM		9B38
49663	Orakel bvba, BELGIUM		9B36
48836	Papermints S. A., BELGIUM	papermints.eu/logo-products	9D58
60490	Purple Mustard Europe NV, BELGIUM	www.purplemustard.eu	9C35
60441	AKROH INDUSTRIES BV, NETHERLANDS (The)	akroh.com	9F62
60514	Azurous, Inc. dba Cabeau, NETHERLANDS (The)		9E57
60394	Blooms out of the box B.V., NETHERLANDS (The)	www.BloomsoutoftheBox.de	9E61
48043	Boogaard Textiles B.V., NETHERLANDS (The)		10H49
60539	BrandCommerce BV, NETHERLANDS (The)	www.brandcommerce.nl	10E12
46789	CoMo Europe B.V., NETHERLANDS (The)		9G22
47506	Condom Message, NETHERLANDS (The)	www.condommessage.com	9F02
60575	Correctbook Europe BV, NETHERLANDS (The)		9B58
43766	EcoSavers® - POWERplus®, NETHERLANDS (The)	www.ecosavers.nl	9A51



49118	Eurobottle B.V., NETHERLANDS (THE)		9E26
17344	FF-PACKAGING BV, NETHERLANDS (The)		9C64
48277	Green Earth Products, NETHERLANDS (The)	greenearthproducts.de	10E18
60498	Hypon BV, NETHERLANDS (The)		9B25
44894	Intermed Asia Ltd., NETHERLANDS (The)		10D29
60548	Marvin's BV, NETHERLANDS (The)		9D57
49997	MIZU Europe BV, NETHERLANDS (The)		9F29
60530	Nomenta Industries International B. V., NETHERLANDS (The)		10F54
60479	Retulp Custom BV, NETHERLANDS (The)	www.retulp.de	9C70
48301	SL BAGS, NETHERLANDS (The)	slbags.com	10K37
60155	Sunware BV, NETHERLANDS (The)	www.sunware.com	9A30
46766	Tasty Present, NETHERLANDS (The)		9A36
60188	The Great Wall International Trading B.V., NETHERLANDS (The)		9B64
60574	Treebytree BV, NETHERLANDS (The)		10F14
49918	Xapron B.V., NETHERLANDS (The)	xapron.nl	9A58



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49765	PNG 1962 Ltd, BULGARIA	www.png.bg	10D16
43581	Croatian umbrella Ltd, CROATIA	croatianumbrella.com	10B32
49994	UMBRA design d.o.o., CROATIA		9E46
43549	ArtForFans, Jan Bagin, CZECH REPUBLIC (THE)	www.artforfans.eu	9A67
47265	GRASPO CZ, a.s., CZECH REPUBLIC (THE)	www.graspo.com	9C44
47192	Linarts s.r.o., CZECH REPUBLIC (THE)		10G21
49627	Promoteus 1000KOZ, s.r.o., CZECH REPUBLIC (THE)		10E19
60529	MASCOT International A/S, DENMARK	www.mascot.de/de	10A18
43439	MIIEGO AUDIO, DENMARK		9C13
45411	Neutral.com, DENMARK		EN02, 10D36
42713	POUL WILLUMSEN P/S, DENMARK	www.poul-willumsen.com	9C21
48273	Retap ApS, DENMARK	www.retap.com	9B26
60477	Finable Oy, FINLAND	www.greenfin.fi	9A59

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60570	Pure Waste Textiles Oy, FINLAND	www.purewaste.com	9F50
60458	Christian Fabrications SARL, FRANCE		9D62
60513	CSI COTON, FRANCE	www.csi-coton.com	9D49
45457	Lexon SAS, FRANCE		10F27
60478	S.Simeonidis EE „Nicklis“, GREECE	www.transferprint.de	9A47
45829	Goldstar- Europe, IRELAND	goldstarpens.de/UI/Default.aspx	9F37
60506	Bettinardi Srl, ITALY	www.bettinardiwatch.com	9A64
60187	Brevetti WAF S.r.l., ITALY	www.brevettiwaf.it	9D36
60160	ESPA SRL, ITALY	www.espaitalia.it	10H57
48519	Finardi Milena SRL, ITALY	www.promotionalstrawhats.com	10B68
41734	giuseppe di natale spa, ITALY	www.dinatalestyle.com	10F62
49095	GPS BAGS SPA, ITALY	www.gpsbags.com	10E65
na/a	LASIT Sistemi e Tecnologie Elettrotecniche S.p.A., ITALY		9E31
49315	MARNATI SAS, ITALY		10A28
60546	Mat.en S.r.l., ITALY		9A62
41680	METRICA SPA, ITALY	www.metrica.it	9B17
49462	Nastrotecnica srl, ITALY	www.nastrotecnica.it	10D43
43438	OMETEC S.R.L., ITALY	www.againdustrial.it/en	10E57
47430	RO-WE SNC DI Brusaterra Roberto & C., ITALY	www.rowekeyholders.com	9B40
43807	SIPEC S.P.A., ITALY	www.sipec.com	10B50
43993	Paper Fantasies UAB, LITHUANIA	www.paper-fantasies.com	10H38
60526	Taures Ltd., LITHUANIA		9E49
49009	12M, POLAND	12m.eu	9A38
60572	ABERO Sp. z o.o., POLAND		9D44
60541	AIRFRESH, POLAND	airfresh.pl	9D55
49719	AMGS GROUP JERZ I GIGOŁŁO		
	SPÓŁKA KOMANDYTOWA, POLAND	amgsgroup.com/en	10A13
60454	Anita Makarska-Gurgacz, POLAND		9B63
46148	ATUT & PRIMAR s.c, POLAND	atutwood.pl; atut-primar.pl	10B25
60193	AUF Robert Mariusz Lewandowski, POLAND	Drinklogo.eu	9D50
47411	badge4u Wojciech Pawlowski, POLAND		9D04
60556	Bombacio Sp. z o.o., POLAND	bombacio.eu/en	10L54
49753	BOTT Sp. Z o.o., POLAND	bottdruck.de	10E27

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49112	Consilio Jakub Michalski, POLAND	<a href="http://consilio.com.pl/de">consilio.com.pl/de</a>	10B24
43968	CRUX Sp.j., POLAND	<a href="http://greenplanet365.eu">greenplanet365.eu</a>	10C63
48996	ELITA S.J. Krzysztof Staszalek i Mateusz Staszalek, POLAND		10H55
47960	Feniks Sp. z o.o., POLAND	<a href="http://www.feniks.biz.pl">www.feniks.biz.pl</a>	9F22
60474	Filmar Factory Sp. z o.o., POLAND	<a href="http://www.filmarfactory.eu">www.filmarfactory.eu</a>	10C40
43641	Fragrans Michal Stolarczyk, POLAND	<a href="http://fragrans.pl">fragrans.pl</a>	9C47
47052	GIFT STAR, POLAND		9A68
45192	Glasmark Sp. z o.o., POLAND	<a href="http://glasmark.pl">glasmark.pl</a>	9D24
48313	Headwear PL Spolka z ograniczona odpowiedzialnoscia Sp.J., POLAND	<a href="http://headwear.com.pl/de">headwear.com.pl/de</a>	10F22
60462	KADRSON Joanna Łabeńska, POLAND	<a href="http://www.productphotography.pl">www.productphotography.pl</a>	9B49
49171	Lanyard.pro Allers Grupa sp. z.o.o., POLAND	<a href="http://lanyard.pro">lanyard.pro</a>	9E21
49181	MART'S BAGS, POLAND	<a href="http://martsbags.com">martsbags.com</a>	10K43
60576	Mondo Calza Sp Z o.o, POLAND		9B74
45981	NOEX Spółka z ograniczoną odpowiedzialnością sp.j., POLAND		9A35
60436	NORDHORN J.M. Stasiak Spolka Jawna, POLAND		9C11
46403	NOTEDECO Spółka z ograniczona, POLAND		10C43
44057	P.P.H.U LEZAKOWO, POLAND	<a href="http://lezakowa.com">lezakowa.com</a>	10E28
49402	Polskie Karty sp. z.o.o., POLAND	<a href="http://plasticcards.zone">plasticcards.zone</a>	10G44
43454	Rascal Sp. z.o.o., POLAND	<a href="http://www.rascalindustry.eu">www.rascalindustry.eu</a>	9C63
60564	REFLECT GROUP SZYMON FRIESKE, POLAND		9D70
60235	REFLOACTIVE Sp. z o.o., POLAND	<a href="http://refloactive.com/en">refloactive.com/en</a>	9B53
48510	Reiter Polska Sp. z. o.o., POLAND		10A61
49516	Sandex M.Szandecki, J.Szandecka Sp.j, POLAND	<a href="http://sandex.pl/de/elementor-47-deutsch">sandex.pl/de/elementor-47-deutsch</a>	10G27
45297	SDX Group sp. z.o.o., POLAND	<a href="http://sdxgroup.pl/en/home-eng">sdxgroup.pl/en/home-eng</a>	10H31
46325	Słodkie Upominki Spółka z o.o. Sp. k., POLAND		10B26
47019	SPÓLNOTA - Drzewna, POLAND		10H63
48418	Ted Gifted, POLAND	<a href="http://www.tedgifted.com">www.tedgifted.com</a>	9D03
60542	UNICUP Sergei Maltcev, POLAND	<a href="http://www.printcup24.com">www.printcup24.com</a>	9B51
60558	Universe Print Mariusz Baranowski, POLAND		9G23
60469	UTAL sp. z o.o., POLAND	<a href="http://www.atal.pl">www.atal.pl</a>	10B40
60566	WHITEBOX, POLAND	<a href="http://whitebox.pl">whitebox.pl</a>	9C82
60452	Wooden World - Kamil Goluszka, POLAND	<a href="http://www.woodenworld.eu/indexen.html">www.woodenworld.eu/indexen.html</a>	9A48
47678	Paul Stricker, SA, PORTUGAL	<a href="http://www.stricker-europe.com/de">www.stricker-europe.com/de</a>	10D52
60009	Plastdiversity, Lda, PORTUGAL	<a href="http://plastdiversity.com">plastdiversity.com</a>	9C48
43406	Polipromotion, S.A., PORTUGAL	<a href="http://www.polipromotion.com/pt">www.polipromotion.com/pt</a>	9C57
49331	R3D, LDA, PORTUGAL		10L24
49967	MEDIACONCEPT SRL, ROMANIA	<a href="http://www.media-concept.ro">www.media-concept.ro</a>	9F08
46643	Caramelos Cerdán S.L., SPAIN	<a href="http://carameloscerdan.com">carameloscerdan.com</a>	9D13
47097	Disenos NT, SPAIN	<a href="http://notejido.com">notejido.com</a>	9B14
45193	ID-Sneakers, SPAIN	<a href="http://idsneakers.com">idsneakers.com</a>	9E19
46097	José Albero Puerto, S.L. - Secaneta, SPAIN		10G17
48309	Manufacturas Arpe, S.L., SPAIN	<a href="http://arpe.es">arpe.es</a>	10A24
43478	MASGUANT, S. L., SPAIN		9A44
49585	Rolleat, SPAIN	<a href="http://rolleat.com/corporate-gift">rolleat.com/corporate-gift</a>	10B23
46525	Sanjuan Hermanos, S.A., SPAIN		10G48
49830	Vidrios San Miguel SL, SPAIN	<a href="http://www.vsanmiguel.com">www.vsanmiguel.com</a>	9B16
46994	Hubbes Verkstad AB, SWEDEN		EN01
60561	Scandinavian Design Group West AB, SWEDEN		9A52
44010	Softybag AB, SWEDEN	<a href="http://www.softybag.com">www.softybag.com</a>	10B18
47879	Teko Tryck AB, SWEDEN	<a href="http://www.tekotryck.se">www.tekotryck.se</a>	10B29



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60207	ATACA TEKSTIL SANAYI VE TICARET LTD STI, TURKEY	www.atacatekstil.com	10B28
49958	Aysoy Pazarlama Konfeksiyon Tekstil Sanayi ve Ticaret Limited Sirketi, TURKEY	aysoytextile.com.tr	10C36
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48954	Pusula Cizgi Altı Basım San. Ve Tic. LTD. STI., TURKEY	www.ecoprobags.com	10A14
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49153	Calverley Ltd, UNITED KINGDOM (THE)	calverley.com	9B68
60562	Le Kevin T/A Styleengineered Ltd., UNITED KINGDOM (THE)	www.lekevin.co.uk	9B35
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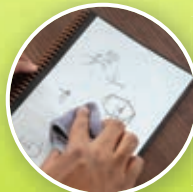
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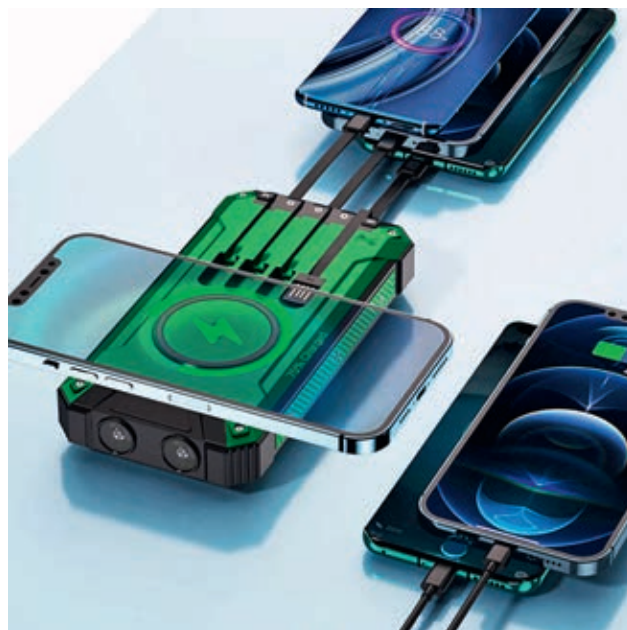
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## Two-in-one solar modules

EcoFlow's 220W bifacial portable solar panel combines two solar panels in one. The panel has a 220W primary side and a 155W back side for ambient lighting, so you can harvest up to 25 percent more solar energy and charge your portable power station even faster. With a mirrored surface, you can even collect up to 80 percent more energy. Its thin one-piece tempered glass construction makes it five times more durable than similar panels. This portable solar panel is designed for maximum compactness. It is 10 percent smaller than comparable 220-W modules. It comes with a special carrying case that you can easily unfold anywhere and use as a stand to perfectly align the module with the sun. What's more, it's ready to use right out of the box. The module is completely waterproof and dustproof, and it folds to a size of 3cm so it can fit in any storage space. It comes with a MC4 plug and socket for connecting it directly to the Ecoflow Power Box or solar charge controller.



PSI 49556 • Asgard Sp. z o.o.  
Tel +48 61 8400740  
m.bujakowska@asgard.gifts  
www.asgard.gifts

## Just clap your hands

The practical desk clock CLAP made of high-quality MDF fireboard is finished with wood veneer. The red display is hidden under the veneer and creates a surprising visual effect. The clock's features include displaying the time, date and temperature and setting up to three alarms. The clock is powered by AAA batteries or the included USB cable. This watch uses innovative energy-saving technology to activate the display with sounds while the battery is running. When the sound activation is on, you can activate the display just by clapping once or touching the clock.

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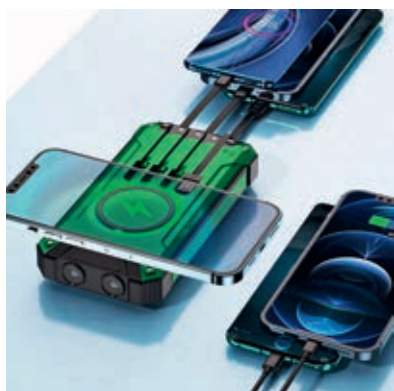
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## Solar charged powerhouse

Using solar energy has many advantages. That's why this power bank is also inspiring. In addition to its environmental friendliness, it wins people over with its flexibility for charging phones or other portable electronic devices anywhere – independent of power outlets. Large solar cells make it possible. Two lights and a high battery capacity are practical basic features that are invaluable outdoors. This powerbank is a high-performance powerhouse with partial charging through a photovoltaic (solar) panel. The advanced wireless charging technology makes it possible to charging cell phones that support the corresponding Qi standard. With its USB output and additional integrated output cables, the powerbank can charge smartphones (Android), iPhones, Windows Phones, iPads and tablets (Android), as well as a wide range of other electronic devices. More Promoteus products can be seen at PSI 2023, stand 10E19.



PSI 41816 • Nestler-matho GmbH & Co. KG  
Tel +49 7221 21540  
info@nestler-matho.de  
www.nestler-matho.de

## Save energy and protect your eyes

Whether in the office or your office at home, bright light in workspaces increases well-being and productivity. If this light also helps to reduce electricity usage – all the better. The 60 LEDs in the LIGHT monitor lamp consume an average of only 4.5W of electricity. This not only saves energy, but is also easy on the eyes. The lamp is particularly easy to attach to angular monitor housings. Three light colours can be selected using a sensor button: warm white, neutral white, daylight white. In addition, the luminosity of the screen light is infinitely dimmable.

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## Optimal indoor climate

There are numerous reasons to use energy sparingly and thus efficiently. One important aspect is having the right temperature and humidity for an optimal indoor climate. The technoline WS 9422 room climate station can help you find an optimal setting with its indoor temperature and humidity display, programmable humidity alarm with LED, a LED mould alarm, and symbols such as coloured room comfort display. Thanks to the extra-large LC display, you will have all the important data immediately in view. More products from TechnoTrade/technoline can be seen at PSI 2023, stand 9G28.

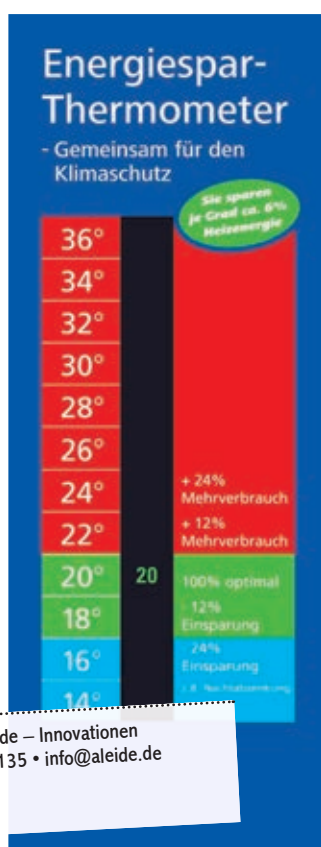


## Perfect timing

There are many ways to protect the environment and conserve resources. Even a small change in everyone's daily life can have a big impact. We can use solar energy to charge electronic devices or simply take shorter showers with the help of a timer or shower timer. This is where the Shower timer comes in. The plastic hourglass with suction cup helps people limit their water consumption while taking a shower.



PSI 45737 • Giving Europe B.V.  
Tel +31 344 640500  
marketing@givingeurope.com  
www.impression-catalogue.com



## Energy-saving offensive

This energy-saving thermometer provides valuable information on optimum room temperature. Many rooms are significantly overheated. Setting the temperature just 1 °C higher causes a six percent increase in energy costs. The innovative energy-saving thermometer from Aleide Innovationen instantly shows consumers where they can save money. It can be custom made according to customer requirements. This thermometer takes precise readings and can be hung up anywhere, guaranteeing consumers transparency at all times.

PSI 43604 • Aleide – Innovationen  
Tel +49 5651 5135 • info@aleide.de  
www.aleide.de



## Saving energy made easy

The new solar flashlight/torch 'Solar Torch' from Lumitoys-GmbH is the perfect combination of 'practical and handy' features with powerful LEDs that will always bring light to the dark, where ever you are. The rechargeable battery can be easily charged using the solar cell, which supplies the lamp with energy for up to 3 hours. The 'Solar Torch Plus' can also function as a powerbank, it can be charged using a USB cable and has different dimming levels for the LEDs, which significantly extends the battery life. The Solar Torch is also available in a 'mini' version with a ring for a keychain for anyone who would like a smaller and even more practical version. All torches can be customized by means of printing and/or engraving and come individually packaged in a neutral cardboard box, which can also be imprinted according to customer specifications upon request.



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# FACT

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



## Excellent combination

As a winner of several prestigious awards, the Turnus twist-action ballpoint pen from Klio Eterna elegantly combines functionality and design. The combination of traditional ballpoint pen technology and modern storage medium makes the promotional ballpoint pen a product that stands out from the crowd. Inside the removable cap, there is a COB technology-based USB memory. Customers can select the storage capacity: 4GB to 32GB for the USB 2.0 standard or 16GB to 32GB for the USB 3.0 version. In addition, the pen comes in up to 14 high-gloss, vibrant standard colours or a transparent version.

## Full power on the road

With the Metmaxx® speakers 'MrBoombasticPartyTowerXL' and 'MrBoombasticPartyTower XXL', Spranz is presenting two boom boxes for use at home and on the road, which have mega sound and power. The two boom boxes have  $2 \times 5$  watts or  $2 \times 10$  watts and a subwoofer standing behind them. They receive their data by Blue wireless 5.0, AUX or through the integrated FM radio. The rechargeable battery provides 2 to 5 hours of power so you can enjoy music freely. A microphone for announcements, mood makers and singing at events, as well as a practical carrying strap, round off the package.



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## Digital and analog with one tool

The smartphone/tablet stand from HEPLA with a notepad box and integrated pen holder brings together work in the digital and analogue world both in the office and at home. The edge of the base frame offers an advertising space, and the stable base frame with non-slip rubber studs ensures the stand is sturdy. It can securely hold a smartphone or tablet in place vertically or horizontally. Even pens and paper are always at hand for writing memos on the notepad. The standard colour of the note holder is transparent-frosted, and the base plate comes in white, red, blue or black. Special colours are available upon request.

## Power and light on the handlebars

This bicycle mount for smartphones from Promoteus will win you over with its four functions. In addition to its actual safe holding function, the device offers a powerful lamp with three lighting modes on the handlebars as well as a power bank with either 2000 or 4000 milliamps and a loud alarm function. When cycling, users have the mobile phone display right in front of their eyes and can use it for navigation. When the battery needs to be charged, the lamp works as a power bank.







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

## Eye-catcher with multiple uses

The small, round eye-catcher called MultiSnap from Gabriele Bühring combines several gimmicks in one and offers a lot of space for your advertising imprint due to its round shape. Gone are the days of tangled cable: Whether as a cable organiser in your bag or cable holder on your jacket – MultiSnap will always keep all of your cables where they should be, thanks to its shape and high-quality neodymium magnets. When used on magnetic table edges, this promotional product keeps cables handy on the side and prevents them from falling down. Alternatively, the Multi-Snap can be used as a webcam cover, offering maximum privacy.



PSI 45899  
micx – media in concept – gmbH & co. kg  
Tel +49 5205 99100 • info@micx-media.de  
www.micx-media.de

## Always a good connection

The new charging cables from 'micx media' bring innovative features to a user's everyday life. For example, the 'Magnetwist' models offer a magnetic charging connector with a swivel joint, so the connector can be angled 90° in both directions, giving the charging cable unprecedented freedom of movement. The 'Duo USB-C' has two USB-C outputs to charge up to four end devices. Last but not least, the two 'USB-C&A' cables are equipped with a USB-C input as well as a USB-A adapter. These charging cables keep up with the trend that USB-C outputs and power plugs are increasingly being installed in cars. However, the integrated adapter means that it can still be used with any conventional USB-A port.

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## Modern and yet natural

It's always nice to have a comfortable, portable pair of headphones for outdoor activities, a long journey or a holiday. Bloofi from Anda Present has what it takes to become every music fan's new best friend. These foldable Bluetooth headphones are convenient to carry in your bag and no longer require a cumbersome cord. It is part of Anda's Go Green collection. The device has a built-in rechargeable battery, speakerphone mode and micro-SD MP3 playback.

PSI 45753 • ANDA Present Ltd.  
Tel +36 1 210 0758  
export@andapresent.com  
[www.andapresent.com](http://www.andapresent.com)

## Cute laptop book calendar

The cute A5 cover advent calendar from Kalfany Sweet Werbung offers a lot of advertising space and brings advertising into the focus of the customer, regardless of whether it is in landscape format as a laptop or in portrait format as a book or even as a calendar. Moreover, this fully customisable advertising messenger with its melt-in-the-mouth milk chocolate contents promises individuality and originality. Its special form will amaze every recipient. Kalfany Süße Werbung produces the extraordinary A5 cover Advent calendars in its own IFS-certified production department.



PSI 42706  
Kalfany Süße Werbung GmbH & Co. KG  
Tel +49 7643 8010 • [info@ksw24.com](mailto:info@ksw24.com)  
[www.suesse-werbung.de](http://www.suesse-werbung.de)



PSI 41782 • Holz Fichtner  
Tel +49 921 789510 • info@holz-fichtner.de  
https://holz-fichtner.de



## Protection from local natural wood

A smartphone has become a constant companion in everyday life and is therefore exposed to many dangers. An iPhone can be protected by an elegant case made of natural wood, like the one from Holz Fichtner, so that it does not suffer any damage. Each cover is a real unique specimen made of durable natural materials. You will not only be captivated by the elegant look and the beautiful appearance of the elegant wood but also by the robust texture. The natural wood has a pleasing feel and protects the smartphone optimally.

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



## Perfect for offices at home

The gift set from Römer Präsente with black decorative material is how you bring structure to your office at home. It contains a practical ROMINOX® cable organiser for tidy cable management with five slots in three different widths. It also includes a ROMINOX® 3in1 smartphone stand for all common smartphones and tablets, an audio amplifier function for the smartphone speaker and a bottle of red wine Cabernet Sauvignon (0.75 l). This set is a perfect combination of products for your clients' or customers' desks at home or in the office. Römer Präsente can add a customer's logo by engraving the mobile phone stand or the cable organiser.

## RB BASIC BACKPACK

The most popular and common backpack, but now made in a sustainable version! Outer fabric, lining fabric, zipper tape and webbing are all made from RPET, in total 17 recycled plastic bottles.



Colors



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Colors



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SL BAGS

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

## Climate-neutral organisation

Halfar has a great organiser to bring whatever you need to take along with you to survive a marathon meeting just one room away, to visit a customer or to spontaneously move from your office to your office at home: At Halfar, you can be sure that your most essential things will fit into the two modern classic organisers. The two felt bags have the right format to carry keyboards, thermos flasks and telephones, and anything else you might need for your day at the office. The bags are sustainable as they are made from Recycle PES felt. Both organisers are great advertising mediums as they offer large areas for finishing.

## Secure bike phone mount

The branded smartphone mount Finn from Bike Citizens Mobile Solutions is a perfect solution for securely mounting almost any smartphone to a bike. The different branding options mean that advertising messages can be transported in a various ways. Since Finn is made out of high-quality silicone, it is light as a feather. The vendor's designers also support customers with branding during all the production steps.



PSI 60557  
Bike Citizens Mobile Solutions GmbH  
Tel +436602607843  
daniela.kratz@bikecitizens.net  
www.bikecitizens.net



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



## Bright Mini-VW Bus keychain

The DNA comes from the legendary VW Bus T1, the concept is for the future, and Troika Germany is selling a miniature version of it in the form of a keychain. The new electric 'VW ID. BUZZ' model also drives sustainably as an environmentally-friendly mini version. The white LED light is powered by a rechargeable battery and can be refuelled using a USB-C cable. Overcharging protection and deep discharge protection are always on board as standard features. The high-quality, chrome-plated, shiny silver flashlight with keychain runs on a lithium polymer battery with 60 mAh and comes with a charging cable.



## Never again tangled cables

The practical 3in1 charging cables from Lumitoys GmbH not only light up a customer logo, they can also charge up to three devices simultaneously because it features a normal USB, a micro-USB and a USB-C port in addition to lighting. As a special highlight, it can be equipped with an NFC chip. The cables are available in different lengths and LED colours, additional printing is possible and they can come delivered in an individual gift box. There is the backlit wireless charger for all wireless fans, which becomes a real eye-catcher with its fully printable surface.



PSI 46095 • Lumitoys-GmbH  
 Tel +49 2331 3775450 • info@lumitoys.de  
[www.lumitoys.de](http://www.lumitoys.de)



PSI 44954 • happyROSS GmbH  
Tel +49 4532 28050 • info@happyross.de  
www.happyross.de

## Secure hold for smartphones

With the modern smartphone necklace from happyROSS, customers will always have their hands free and still have their phones handy. The length-adjustable bands are available as a cord or flat band. They can be made in any colour, and customers can even choose the design of the cord. If you want to be on the safe side, you can opt for a band with reflective printing or have reflective yarn woven into the cord. This ensures that the people wearing it are clearly visible even in the darker months of the year.

## Keeping phones safe

Promocollection's lockable phone case is made of neoprene and aluminium and offers top security for smartphones while you are out and about. It can be used in a variety of places, ranging from concerts to meetings to school classes. The phone can be removed using the magnetic base.



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



## Photos become unforgettable

Edition Michael Fischer guarantees special souvenir photos with a high fun factor with the book 'Selfie Time'. The book's cards with sayings are a nice souvenir for parties and the ideal gift for customers and employees. The content and design can be individually tailored to the company. The product can be customised for any target group: teens, adults or families, dog, cat, horse or car lovers – there is something for everyone.

PSI 49982 • Edition Michael Fischer GmbH  
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## 50 years of personalised advice

TIP GmbH, whose offices are in Geisenfeld, Bavaria, is marking its 50th anniversary in 2022 with a special event, prize draws and sales campaigns.

The family business specialises in marketing promotional merchandise, clothing and gifts. Personal contact with customers lies at the heart of the company philosophy to guarantee targeted advice that fully addresses customers' individual needs. "TIP GmbH sees itself as a service provider offering personalised advice for promotional planning. It offers customers the certainty that the desired articles can actually be seen and tested directly. This service is more valued than ever in today's era of the Internet", said managing director Claus-Jörg Franke, whose company was also able to successfully rise to the challenges of the pandemic. Internal business processes were "digitised and automated to the maximum" during this time.

**TIP GmbH**



Managing director Claus-Jörg Franke and company founder Jörg Franke at anniversary celebrations

### Timeline (Quelle: TIP GmbH)

- 1972: The family business was founded in Baden-Württemberg in 1972 with share capital of DM 100,000. Construction of new premises.
  - 1974: The 3-million D-mark sales threshold is passed for the first time. The main source of revenue is production and marketing of clothing. Second premises are added.
  - 1976: One of the first companies on the market to have its own production and direct imports from Asia.
  - 1979: Third company premises are built. Fully integrated production takes place on factory site covering over 12,000 sq.m. Over 10 million D-mark in turnover.
  - 1990: Merger of TIP GmbH with Franke Kinderkonfektion GmbH in 1990. Children's clothing is discontinued in order to concentrate on promotional wear.
  - 2004: Own production lines in Portugal and Morocco.
  - 2010: Relaunch of website; next generation assumes management of the company. Production office in Asia.
  - 2012: TIP's 40th anniversary
  - 2014: New offices and move to Geisenfeld/Bavaria; expansion of sales with individual direct marketing to small and mid-sized companies.
  - 2020: Challenging times during the coronavirus pandemic.
  - 2022: TIP's 50th anniversary
- TIP is a family business managed by the second generation of owners. A nationwide sales force looks after customers, now numbering 2500, from all sectors with regard to promotional merchandise, gifts, luxury articles and promotional wear. The TIP collection is updated regularly with new articles and innovations from all areas of advertising. The sales force is supported by knowledgeable office staff and a very creative artwork department. [www.tipgmbh.de](http://www.tipgmbh.de)



## PaperMints distributes CoolCaps exclusively again

The CoolCaps of the Belgian company PaperMints, which were distributed by BelgoSweet for a short period of time, are now available again exclusively at PaperMints for the B2B business. According to PaperMints, the company is the only supplier in Europe here. The CoolCaps are distinctive, exquisite double capsules and always provide fresh breath quickly. PaperMints will present the CoolCaps together with a refreshing assortment at PSI 2023.

[www.papermints.eu](http://www.papermints.eu)

**PaperMints**



## New member of the PSI network / Expansion into the European market

As one of the UK's leading premium brand suppliers, with long established partnerships already in place with many of the world's top retail brands including The North Face, Herschel, Columbia, Eastpak, Montane and Patagonia to name but a few, The Outdoors Company is expanding its business to corporate customers across Europe.

The Outdoors Company connects customers to sought-after, premium brands through exciting promotional merchandise, gifts, and corporate wear solutions. It was set up back in 2007 by co-Directors Mark Dix and Paul Morley-Smith. The business was set up to establish partnerships with brands to look after the needs of the corporate sector, and it now boasts a large portfolio of premium retail brands as partners. The business operates in a diverse group of sectors, but the promotional sector is a key sector of its business, hence the decision to join the PSI network.

From 2023 they will operate from a dedicated EU distribution hub in The Netherlands and will be able to offer promotional distributors an end-to-end service of garment supply with decoration and delivery direct to the end-user client.

On joining PSI, Paul Morley-Smith, Director and Founder of The Outdoors Company, said:

"The Outdoors Company are really excited to be expanding proactively into the European promotional products sector. Having had more than 10 years being very successful in the UK sector, to now be able to offer our premium brands to the whole of the European market is a real step change for us. We are looking forward to reaching many new customers and distributors to create more amazing merchandise for EU companies. With a new distribution centre ready to roll from early 2023 the building blocks are in place and ready, so these are certainly exciting times for our business."

For enquiries into The Outdoors Company's brands or products, please visit [www.theoutdoorscompany.co.uk](http://www.theoutdoorscompany.co.uk), contact [sales@theoutdoorscompany.co.uk](mailto:sales@theoutdoorscompany.co.uk) or call 00 44 (0)1270 757890.

Check them out on LinkedIn: <https://www.linkedin.com/company/the-outdoors-company-uk-limited/>



The Outdoors Company



## ASSOPROM has elected new Board

Following the annual Members Meeting of ASSOPROM, the Italian Association of Promotional Business, held on August 1, has been elected the new Board for the biennium 2022–2024. Mario Bertino (BIC Graphic Europe SA Italy) was elected President, succeeding Aldo Basilico (Promotion Italia Srl) who will assume the position of Past President for one semester. Members of the ASSOPROM Board are also Rosanna Corvasce (EMO Servizi Srl) as Vice President, Giovanni Spiezio (Gimasa Srl) as Secretary, Paolo Cattaneo (2Pierre Srl) as Treasurer and Graziano Grillo (Embroidery Service Srl) as Councilman.

Founded in 1988, ASSOPROM brings together companies operating in the promotional business, gathered around shared interests with the aim of contributing to the businesses' enhancement by building brand values.

[www.assoprom.it](http://www.assoprom.it)



ASSOCIAZIONE  
ITALIANA  
PRODUTTORI E  
DISTRIBUTORI  
ARTICOLI  
PUBBLICITARI  
E PROMOZIONALI

## Dates have been set

Following two years of Welcome Home Digital, the firms of Aditan, Daiber, FARE, Geiger-Notes, Halfar, JUNG, Koziol, mbw, Reflects, SND and uma are once again inviting guests back to their homes.

In keeping with the motto "The best. At home", the organisers are promising the "best product innovations, best ideas and new articles as well as the best professional advice". In the run-up to Christmas, trends for 2023 will be presented and you can learn about current topics such as "Sustainable promotions" in a festive atmosphere with local dishes and personal meetings. In a nutshell: innovation and advice on the spot and straight from the experts. The tour, which is carbon-neutral thanks to offsetting, covers six locations all over Germany, allowing all trade partners to visit at a location close to them. Further details will follow soon. Learn more at: [www.welcome-home-tour.de](http://www.welcome-home-tour.de)



### Dates for Welcome Home 2022:

- 29/11/2022 | mbw (Hamburg)
- 30/11/2022 | HALFAR (Bielefeld)
- 01/12/2022 | FARE (Remscheid)
- 06/12/2022 | SND & Jung (München)
- 07/12/2022 | UMA (Fischerbach)
- 08/12/2022 | Koziol (Erbach)

## DTF know-how live at FOL International

It was a packed house at Fruit of the Loom and Russel Europe: On 22 September 2022, almost 70 visitors took the opportunity to get fully informed about the megatrend in textile finishing at the DTF Convention. For one day, they could experience DTF know-how live at the headquarters of FOL International GmbH in Kaiserslautern, where they networked and obtained information about DTF solutions from more than 20 exhibitors. Numerous industry experts spoke live on stage and provided exciting insight into various aspects of the DTF process. Additionally, DTF solution providers showcased their products, premieres and technology updates. Fruit of the Loom and Russell Europe presented their latest collections and main warehouse and invited the guests to a barbecue. The Academy for Textile Finishing (Aka-Tex) is the event organiser of the DRF Convention.

The megatrend of textile finishing, direct-to-foil (abbreviated as DTF), promises fast, inexpensive and easy production of transfers. The process no longer requires weeding, and multi-coloured as well as photo-realistic prints can be realised on foil.

It is easy to iron transfers onto textiles. The Academy for Textile Finishing (Aka-Tex) put the spotlight on the budding technology at the DTF Convention on 22 September 2022 at the headquarters of FOL International GmbH in Kaiserslautern. [www.fruitoftheloom.eu](http://www.fruitoftheloom.eu), [www.russelleurope.com](http://www.russelleurope.com)



© Aka-Tex

## A service-side boost

To ensure continued high-quality customer support in the future, prodono Werbemittel has given itself a boost on the service side: Since September, Manuel Frisch belongs to the sales and advisory team. The graduate textile engineer with an additional qualification as a service specialist in dialogue marketing also brings along excellent people skills, the company indicates. Manuel Frisch is currently undergoing comprehensive initiation into the world of promotional products by experienced colleagues. [www.prodono.de](http://www.prodono.de)



Manuel Frisch

**prodono Werbemittel**



## Occupancy taken of new HQ

With effect from 1 September, following a construction period of just under a year, L-SHOP- TEAM took occupancy of its new offices in MLP Logistics Park Unna. The move into the 52,000 m2 logistics halls will take place from January 2023. A new step is taken in the corporate history of L-SHOP-TEAM: After more than 40 years, the formerly Dortmund-based company has relocated its headquarters to Unna. During a formal ceremony at the MLP Logistics Park in Unna in late May 2022, the MLP Group handed over the completed premises to new tenant L-SHOP-TEAM. The approximately 100 administrative employees moved into their new offices in September. With the new location, the course is set for continued international growth.

The two-storey office building extends across more than 3,000 square metres. Extensive floor spans enable flexible room division and modern work environments. Break areas for the company's future workforce of around 400 are provided by a terrace and verdant outdoor spaces. In addition, the grounds will comprise more than 200 parking spots – some with charging points – and a bicycle station.

"Our thanks go to everyone involved for the smooth partnership: MLP Group, construction company Goldbeck and the City of Anna, and others, and we are delighted to have been able to move into this new development on schedule. We can face the challenging future confidently and optimistically in Unna," reports Stefan Schenk, Managing Director, L-SHOP-TEAM.

Gradual occupancy will be taken of the neighbouring logistics halls from January 2023.

Until mid-2023, L-SHOP-TEAM retains its logistics halls at Weißenburger Str. 69-71, 44145 Dortmund. [www.l-shop-team.de](http://www.l-shop-team.de)



L-SHOP-TEAM

Exterior view of the new corporate head office.

## Fresh look – chic design: the new website is online

elasto, a specialist for promotional items made of plastic, has relaunched its completely modernised website, with streamlined content and a fresh look. There is now plenty of brand-new content to discover.

A special highlight is the company's first sustainability report, which has also appeared online in the course of the internet relaunch. Here, this specialist for promotional prod-

ucts presents important facts about its environmental concept and details of its sustainability management.

Anyone interested in the company's history will also find what they are looking for. On their website, elasto shows all the important milestones in the now 40-year existence of this global player.

In the newly created elasto blog, articles about key current topics, as well as elements of the corporate philosophy will appear regularly in the future. And the chic design of the new content pages invites visitors to linger. Click here for the new online presence: [www.elasto.de](http://www.elasto.de)



elasto



## “Russell Athletic Sessions” supports young artists

With the new concert format “Russell Athletic Sessions”, textile company FOL International GmbH, together with distributor MAPROM, is promoting the artist platform Step on Tour.



**FOL International**

At the first concert of the series on 30 September 2022 in Aschaffenburg, the American rapper Marcandre made his live debut in Germany and thrilled the numerous visitors with a melodic mix of hip hop and R'n'B. The event was the successful start of a new concert format with which FOL International GmbH and the distributor MAPROM support the artist platform Step on Tour.

Fruit of the Loom and Russell are among the world's leading brands in the merch business. Together with the distributor MAPROM, the two brands support young artists who want to take their first professional steps in the music world. To this end, the two textile companies support the artist platform Step on Tour. The project considers itself a partner for aspiring musicians and offers support in all areas of a music career. Step on Tour organises concerts and live performances.

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

[www.fruitoftheloom.eu](http://www.fruitoftheloom.eu)

At the first concert of the series on 30 September 2022 in Aschaffenburg, the American rapper Marcandre made his live debut in Germany.

## Trade flyer for target group-oriented customer approach

Gustav Daiber GmbH provides its distributors with printed trade flyers containing product recommendations for corporate fashion from the JAMES & NICHOLSON and myrtle beach brands that is suitable for different areas of application. With the all-round service campaign, which also includes editable newsletter templates for each topic, this family business supports its dealers in addressing customers in a way that suits the target group.

The new trade flyers for distributors contain product recommendations for corporate fashion from the JAMES & NICHOLSON and myrtle beach brands, each of which is tailored to specific areas of work or applications. They support dealers in offering suitable products to customers from different trades, as well as opening up new customer groups and address-

ing them in a targeted manner. In this way, buyers have all the products suitable for their area of work ready at a glance. There will be a total of around 10 flyers for different areas of application, including the topics of medical, logistics & delivery, cities and municipalities, trades, (home) office and education.

Suitable images – both product and lifestyle images – for the products shown are available to retailers in the Daiber Media Cloud. “With this new service campaign, we want to make it easier for our dealers to address customers in a target group-oriented manner and provide them with a tool that helps them select the right product. We are pleased to be able to offer added value and to be able to further strengthen our relationships with our retailers,” explains Mario Besenfelder, Sales Manager at Daiber.

About 20 products from the corporate fashion range of JAMES & NICHOLSON and myrtle beach are presented in each flyer, which are tailored to the different requirements of the respective industries and applications. Each flyer is structured in such a way that all the advantages of the product line can be seen at a glance right from the start - for example the high durability of the materials, the use of sustainable fabrics such as organic cotton and recycled polyester or the wide range of colours and sizes available. This is followed by possible recommendations for individual refinement, depending on the industry. If you want

to see the refinement visualized, you can use the Daiber Designer. Finally, the products themselves are clearly presented one after the other. Further information at: [www.daiber.de](http://www.daiber.de)



**Daiber**

The Swiss promotional products industry is breathing a sigh of relief: after a break of more than two years due to the pandemic, PromoSwiss, the Swiss trade association, was able to relaunch its double trade fair, the PSF (PromoSwiss Forum) and the TOUCH. Scheduled in the autumn for the first time, this double event attracted a record number of visitors.

## PSF and TOUCH 2022

# Record attendance at this double event



**T**he double trade fair of Swiss Promotional Products Association PromoSwiss, the PSF (PromoSwissForum) and the TOUCH (formerly Newsweek Switzerland) took place in the autumn for the first time this year. These events, like so many others, had to be cancelled in the last two years due to the Corona security conditions, and this new beginning experienced a highly gratifying attendance. The fair took place once again in the tried and true venue of the Umwelt Arena in Spreitenbach, near Zurich, on 21 and 22 September.

### A strong start

The first day of the fair was reserved for the PSF, to which, as usual, only trade visitors from the Swiss promotional products trade were admitted. Even here, the organisers tallied a very strong response: 120 people from 48 companies came to find out about the latest products and trends in the industry. PromoSwiss then invited visitors

and exhibiting supplier partners to their traditional aperitif and gala dinner. PromoSwiss President Urs Germann took over the moderation of this exciting evening.

### New name – great reception

The TOUCH opened its doors at 10 a.m. the following day. Under this new name, it carries on the tradition of the former Newsweek Switzerland, a cooperation between PromoSwiss and the German GWW (Gesamtverband der Werbeartikel-Wirtschaft e.V.). The 10 sponsoring agencies had obviously prepared well, because right from the start, visitors were flocking to the 3,000 m<sup>2</sup> location. Around 70 exhibitors displayed their new products, innovations and trends. At noon, the association had already tallied 500 visitors to the exhibition hall, who could fortify themselves at a pasta buffet between talks with their advisors and the exhibitors. By the end of the fair, the number of visitors had risen to 800 admissions, which was a new record. According to PromoSwiss, however, it was not only the quantity but also the quality of the visitors that was highlighted by the exhibitors, who were lavish with praise for the venue and organisation.

### Thanks and wrap-up

On behalf of the association, PromoSwiss President Urs Germann then thanked the organisation team with Rebecca Zollinger, Ralf Schmid, René Dubach and Tom Oester, as well as the GWW, for all their cooperation and support. “The atmosphere during the event was great; people are clearly looking forward to the next one! The TOUCH will take place again next year. We’ll be announcing the date for 2023 as soon as possible,” Germann said in his wrap-up. <



On 26 September, the German Promotional Products Association (GWW) invited its members to the annual general meeting. In addition to information on the activities of the association, the agenda included the presentation of study results of emotional research into promotional products and the campaign #1001Emotion as well as the re-election of the executive board.

## Annual general meeting of GWW

# The association faces major challenges



The newly elected executive board:  
(from the left) managing directors Ralf Samuel, Gunter Langenberg, Ingo Malinowski, chairman Steven Baumgärtner, Ronald Eckert, Frank Jansen.

**W**he GWW held its annual meeting on the day before the Autumn Trend show. In his introduction, Frank Dangmann, acting chairman of the executive board, stated that Corona, the Ukraine war, supply chain problems and the energy crisis pose enormous challenges to the industry. Nevertheless, he sees the association in a favourable position and as ready to support its member companies to the best of its ability.

### Promotional products are pure emotion

Especially in this day and age, it is evident how important it is to provide marketing decision-makers with valid arguments as to why and how promotional products have such a targeted and enduring effect. In order to strengthen the basis for these arguments, the GWW has commissioned a total of four advertising impact studies since 2011, which provide impressive evidence of the reach, recall

and further recommendation rate. However, how exactly promotional products are experienced emotionally and what impact they have on brands has still not been explored yet. This gap has now been filled by the new Emotion Study carried out by the market research association “September”, which specialises in emotion research, on behalf of the GWW. As part of the study, the body signals and emotional reactions of a representative test group aged 18 to 65 were measured. Oliver Spitzer, managing partner of the Institute September Strategy & Research, summarised the result as follows: “The study shows that promotional products can have a strong emotionalising effect. This should not surprise anyone who has ever received a really good promotional article. Suitable promotional articles have a much more positive effect than most common advertising formats”. The GWW thus provides its members with valid data, which are helpful in generating new business and convincing existing customers of the promotional product time and time again.

### Campaign #1001Emotion

Haptic advertising has proven to generate affection, relevance and attraction, while also intensively appealing to the subconscious. This puts it at an advantage over other forms of advertising and this also has to be communicated more clearly. Therefore, the GWW will promote the extraordinary study results in the nationwide campaign #1001Emotion, which was developed by the company Bartenbach AG. The aim of this information and communication campaign is to convey the importance and (emotion) benefit of promotional products, and thus to increase their acceptance and the demand for them. As the GWW's largest campaign to date, it targets the promotional products and marketing branch, including in particular decision-makers from industry and trade. More information on the campaign and the GWW toolkit are available at [www.1001emotion.de](http://www.1001emotion.de).

### Support and service

During the further course of the meeting, GWW managing director Ralf Samuel presented the 2021 annual report: besides surveys on the situation of the industry, the Emotion Study, webinars, training courses, brochures,



One of the ad motives of the #1001Emotion campaign.



Tobias Bartenbach presented the campaign developed by Bartenbach AG based on the results of the study.



Oliver Spitzer, Managing Partner of the Institute September Strategy & Research, explained the results of the study on the emotional impact of promotional products.

the product catalogue “Newsbook” for the Newsweek as well as communication measures, the GWW is present among the branch with two trend trade shows and the Newsweek event. Dealing with the 2020 wave of warning letters and its consequences was a key focus of the association's activities, as the GWW stands behind affected members with advice and support to this day. Both Crimex and WER took legal action against Giffits and were successful. In the meantime, the illegality of the mass warning letter has been confirmed in several court decisions. Ralf Samuel reported that the GWW management, executive board and individual members have approached Giffits numerous times, hoping to ultimately get a positive signal for fair cooperation. However, after all attempts at mediation failed and no agreement is recognisable, WER managing director Alex Heinecke has drawn consequences and filed an application for the member's exclusion. The association will now deal with the application.

### Political work continues

Under the keyword “political work”, Frank Dangmann has also had a considerable number of meetings on the political stage, where he presented diverse concepts, strategy papers and applications with a focus on dismantling bureaucracy. With the support of the Federation of German Wholesale, Foreign Trade and Services (BGA), in collaboration with the central associations and since 2020 in cooperation with the advocacy group FinTax – backed by the PSI –, the GWW continues to strive for the simplification and more suitable wording of the regulations

in § 4, Paragraph 5, Item 1 of the German Income Tax Act (EStG). These are still tailored towards “gifts” and not to promotional products as understood by the industry and have long been in need of reform. “The German Income Tax Act (EStG) § 4, Paragraph 5, Item 1 and the associated record requirement is a bureaucratic obstacle which prevents companies from using promotional products and thus deprives them of one of the most efficient forms of advertising”, says Dangmann, summing up the position of the GWW. The draft reform of the Institute for Finances and Taxes (Ifst) provides for a shift to an object- or fact-related exemp-

tion limit as well as a record requirement applicable from 35 Euros and above. In particular, the elimination of the record requirement below the value limit would significantly contribute to dismantling bureaucracy, says Dangmann, who will continue the political work for the time being. After the approval of the 2023 budget presented by Ronald Eckert, the discharge of the executive board and management and the re-election of Wolfgang Schmitt as auditor, the annual general meeting concluded with the election of the executive board.

### Executive board election with obstacles

After the request for a secret ballot and the corresponding procedure had led to a delay of more than one and a half hours, the result was clear. The executive board newly elected by the 157 voters includes:

- > Steven Baumgärtner, cyber-Wear (chairman of the executive board), 82 per cent of votes
- > Ronald Eckert, Erich G. Döbler e.K. (section spokesman for distributors), 53 per cent
- > Gunther Langenberg, WIL Langenberg (section spokesman for suppliers), 79 per cent
- > Ingo Malinowski, Quadro GmbH (section spokesman for business partners), 63 per cent
- > **Frank** Jansen, representative of corporate customers of J.G. NIEDEREGGER (section spokesman for brands), 80 per cent.



Change of generations at the head of the GWW:  
Steven Baumgärtner succeeds Frank Dangmann.

- > Petra Lassahn, PSI, 42 per cent, thus remaining slightly below the 50 per cent hurdle and therefore not elected.

Petra Lassahn did not accept this result with reference to the statutes. In the course of the unification process for the entire association, it was stipulated in the statutes that the PSI has a permanent seat on the executive board. All other associations, which existed before the central association, also have a permanent seat on the executive board by means of their sections. However, the situation of the PSI was not addressed at the annual general meeting and there were also reasons for criticism of the election process due to various other factors. The af-

fected parties are currently discussing how to proceed. Petra Lassahn points out that she is very interested in a joint arrangement. "Today is not a time for disputes and unilateral actions. Rather it should be a time for togetherness", says Lassahn.

### Looking forward together

The newly elected chairman of the executive board has set two main priorities: emotion and a sense of community. After all, promotional articles, which were proven by the most recent GWW study to have an extreme emotional effect, are both his business and passion. And a sense of community is essential especially in this day and age. In order to achieve great things together, it is important to look forward together and talk to one another. Only this way can we face the challenges of the future.

 A creative advertisement for 'LUXU SPROBLEM'. It features a collage of images: a woman in a patterned dress, a colorful abstract painting, a woman in a black dress, a gift box with a red ribbon, and several balloons in red, white, and teal. The text includes:
 

- » Extrem emotional. Immer.
- Jeder Werbeartikel ist immer ein emotionales Feuerwerk / Geschenk!
- Am besten funktioniert's, wenn ... der Werbeartikel zur Beziehungstafel zwischen Marke und Kunden passt!
- Dann darf sich das innere Kind ungebremsst freuen!
- LUXU SPROBLEM**





## GWW TREND

### Quality advice in a relaxed atmosphere

On 27 September, 143 exhibitors in the North Hall of the RMCC welcomed the invited promotional products consultants to present to them a wide range of products with many creative innovations and trends and to provide them with focussed product information. Although they were at the trade show for only one day, the exhibiting companies had designed some very elaborate individual presentations at the individual stands. A total of 590 promotional products consultants visited the TREND show this year. The event not only offered professional advice, but also the usual friendly sense of togetherness and a good atmosphere.



**Mobility knows no bounds.** And when promotional products – preferably useful and attractively designed – come along for the ride, their effectiveness is boundless as well. And ideally also safe...







PSI 44531 • Indexa GmbH  
Tel +49 7136 98100 • info@indexa.de  
www.indexa.de

## The schoolchild's companion

Indexa's cute, German-made RX01 reflector pendants ensure safety in traffic: equipped with a reflector, pedestrians can be clearly seen by drivers at a distance of 150 metres, whereas without a reflector this decreases to about 30 metres. The reflectors can be attached to school bags, for example, to serve as safe companions for children on their way to school. The available motifs are a bear or a snowflake, which can be customised with an individual print on request.

## From A to B – effortlessly

The sporty, environmentally friendly and powerful micro e-bike from the Micro Mobility Systems D GmbH range not only looks stylish, but is also particularly light and can be compactly unfolded in just a few seconds. On the way to work or university, it can thus be easily taken along in public transport. But the e-bike is also the ideal companion when travelling, as it can be easily stowed in a car boot, caravan or camper van. A highlight is also the battery, which attaches to the handlebars magnetically, can be changed at any time, and even used as a power bank, so that mobile phones can charge on the road.



PSI 60521 • Micro Mobility Systems D GmbH  
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www.micro-mobility.de



## Plant Wood Star-Box Xmas

ef  
... aus dem Schwarzwald  
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## Seed card fir tree



**NEW!**



## Gift-Set Xmas







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## Always a clean display

Polyclean's recent award-winning HFX®-DisplaySprayer is doubly useful. It not only cleans display surfaces, but also dries them. The combination of P-9000® microfibre cloth and integrated spray bottle makes the product an everyday companion for cleaning touchscreens and displays. Fingerprints are removed from sensitive display surfaces without chemicals, only with water. One filling is enough for about 80 sprays, then the display cleaner can easily be refilled. The HFX®-DisplaySprayer scores with its ergonomic design and various finishing options. Custom motifs can be implemented using full-surface high-resolution digital printing.

## Prepare for emergencies

Cycling is beneficial to your health and ideal for building strength, burning calories and lifting your spirits. Therefore, maintenance and care of the bike should naturally also be a top priority. The perfect companion on a bike tour is the Eddy bike repair kit from the Anda Present product collection. From tyre levers and patches to valve caps and inner tubes, it contains all the tools needed to keep bikes in good condition. All these tools and much more are contained in the transparent plastic Eddy case, which can be customised with the company's logo. Eddy is easy and practical to carry, so the user is prepared for cycling emergencies.



PSI 45753 • Anda Present Ltd.  
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PSI 49982 • Edition Michael Fischer GmbH  
Tel +49 89 2123107-50  
tatjana.bleiler@emf-verlag.de  
www.emf-verlag.de



## A fleet of vehicles for the crafts corner

Learning to use scissors and glue is easy with the picture and crafts book by Edition Michael Fischer: even little hands can press out the motifs, and the shapes are then easy to cut out. Clear markings help little ones glue each element into the narrative scenes. There is a variety of vehicles there to discover and, in the end, children create a picture book of their own: a lasting, positive memory of the gift giver. EMF publishing house (Edition Michael Fischer) prints the customer's logo on the cover. The number of pages, layout and design can be customised. The EMF team develops customised print media with an all-inclusive guarantee, from concept to delivery.



## Great bike tuning

Twin-Reflex from reflAktive are small reflectors that perfectly embellish bicycles, prams, wheelchairs or walkers. The stickers are available in all reflective foil colours and come with customer imprint, making them an effective promotional tool by day and by night. The self-adhesive reflectors are simply stuck around the cables or attached elsewhere on the bicycle. They increase visibility in traffic, especially in the dark season. Available in different shapes such as a circle, heart, arrow, cloverleaf or upon request also as a custom shape. These faithful safety companions are particularly popular on children's bicycles and scooters.



PSI 46970  
reflAktive – Eine Marke der safeReflex GmbH  
Tel +49 4971 9233-12 • info@reflaktive.de  
www.reflaktive.de



# retumbler.

BEST OF DRINKWARE

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A cool design really  
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May we introduce: our new favourite mug **RETUMBLER myVivero** in our exclusive own design.

The thermo mug redefines the principle of the reusable mug. Its design is breathtakingly clear, its shape classically beautiful, the **printable area on the innovative lid extra-large**. If required, its transparent outer mug can be used as a drinking mug. Capacity: **350 ml**

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www.condedi.de

## Multifunctional promotion

Anyone who is mobile knows about the practical use of helpful multi-functional tools like the one from Condedi: with just a few flicks of the wrist, the Stop & Go multi-functional tool helps with unexpected problems or small changes. The 16-piece all-round tool is not only suitable for repairing bicycles, but is also versatile. In addition to Phillips and slotted screwdrivers and three nuts together with an adapter, the set has six different Allen keys and a spoke spanner. The compact tool is packed in a black gift box and can be refined by printing. Happy Pen, a practical bit pen from the Condedi range, is also an excellent promotional tool. The multi-tool contains various bits, is packed in a black gift box and can be customised by printing or engraving. Stop & Go and Happy-Pen are sturdy and rustproof, beautifully designed in black and silver, combined with absolute functionality. The products are also available from stock in smaller quantities.

## Clever light source

Metmaxx® LED MegaBeam HeadlightSwipe is a headlamp from the Spranz range. The rechargeable high-tech headlamp has an LED distance main beam with a power of 120 lumens and also functions as a 350 lumen or 5 watt COB strip light, ensuring bright close-range illumination. Ideal for keeping your hands free at work or for activities at home, during sports or when travelling. Innovative contactless switching on and off is possible via a swipe on the integrated motion sensor. COB and LED have three light modes, including a flashing function. A signal reflector band at the back of the head provides additional safety. The environmentally friendly product does not require disposable batteries and can be recharged with a 1200 mAh lithium polymer battery.



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





## Emergency equipment

The Victorinox Rescue Tool is indispensable for emergencies. The large pocket knife has a windscreen saw for laminated glass: the Swiss manufacturer of high-quality cutlery has worked with professional rescue workers over many years to develop the Rescue Tool pocket knife. The product is equipped with a belt cutter, a windshield shatterer and a windshield saw for laminated glass. Each tool is suitable for both right-handed and left-handed users. When every second counts in an emergency, you can count on the Rescue Tool.



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## First aid and navigation

Troika's Bike Bag First Aid frame bag is very compact and attaches to the top tube of a bike. But it still has lots of room. The main compartment holds a first aid kit that has a usage life of five years and an extra-small foldable rain poncho. Common types of smartphones fit into the upper compartment, with a touchscreen viewing window that is helpful for navigation and orientation. The nylon product, equipped with reflective strips on the sides, has straps for flexible attachment to the frame. The first aid kit contains two polyester wound dressings, alcohol swabs, antiseptic wipes, pads for insect bites and one unit each consisting of a mouth-to-mouth mask, vinyl gloves, emergency blanket and triangular cloth as well as a small pair of scissors. Four gauze compresses and 27 different plasters complete the set.

PSI 46311 • Troika Germany GmbH  
Tel +49 2662 9511505 • d.geimer@troika.de  
<https://business.troika.de>

## Illuminating example

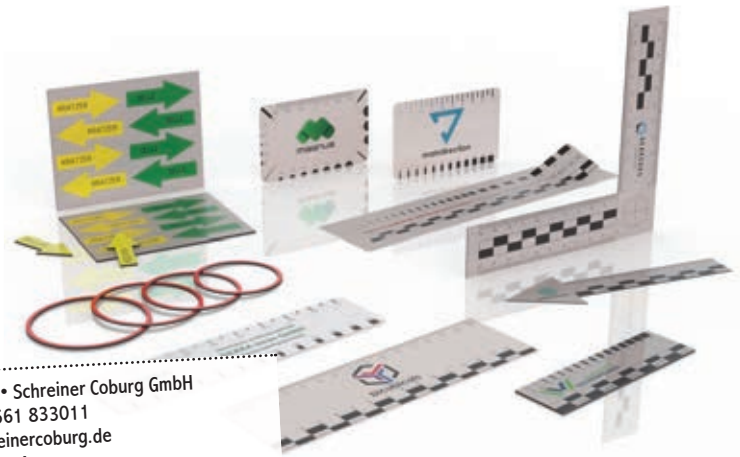
To see and be seen: this is important in traffic, especially for anyone on the road after dark. The lighting specialists at Lumitoys-GmbH have a large portfolio of products in this area. Safety lights for children, athletes and walkers in the form of pendants, clips or bracelets, bicycle accessories such as bike lights and spoke lights, or car breakdown lights are just a few examples of how everything and everyone can easily be visible. This also applies to our four-legged companions, with luminous collars or pendants. As an additional safety plus, many articles have a reflective surface in addition to the LEDs. Attachment is always quick, easy and practical using Velcro, magnets or clips. Many items are equipped with rechargeable batteries and can charge via USB, so there is no need to change batteries. Special designs and custom printing are available for all products.



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PSI 40785 • Schreiner Coburg GmbH  
Tel +49 9561 833011  
info@schreinercoburg.de  
www.lineale.de

## Precise measuring

The self-adhesive rulers and supplies from Schreiner Coburg's product range guarantee precise display and measurement. Safety is their top priority. Adhesive rulers can help in tricky situations. For example, if the surface to be measured by an expert is curved, angled or somehow outside the norm, or an expert wants to measure damage but take photographs at the same time: these rulers adhere to all smooth surfaces without damaging them and ensure that hands are free for other activities. In addition, the Coburg company offers other adhesive tools that support experts and surveyors in their work. With the help of these practical adhesive products, cracks, scratches or dents in the object can be marked with different coloured arrows or rings, which can be removed and reused without leaving any residue after use.

## Glow-in-the-dark thread

Stickerei Klam's glow-in-the-dark thread ensures greater visibility in traffic. When the days turn grey and rainy and autumn arrives, it is especially important to be as visible as possible in traffic. Cyclists or pedestrians are also fashionably on the safe side on gloomy days with brightly embroidered clothing and accessories. At the company's location at the foot of the Swabian Alb, Klam finishes custom products with glow-in-the-dark thread or conspicuously reflective prints according to the customer's wishes, thus putting logos or motifs in the spotlight. This form of finishing is ideal for saddlebags, clothing and many other accessories.



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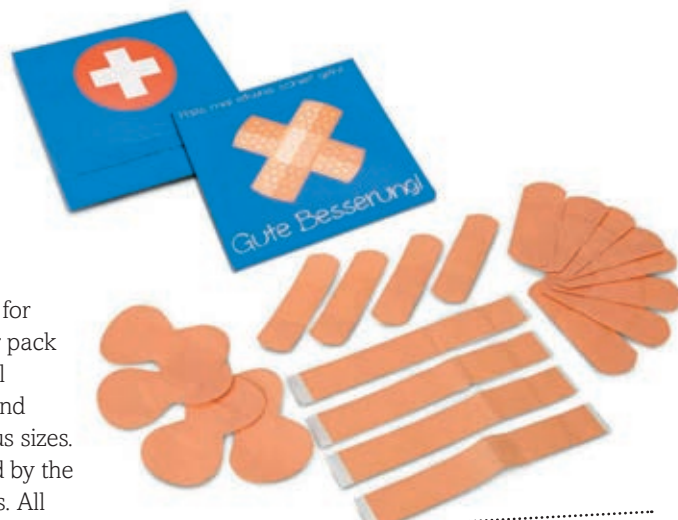
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TEL: +49 (0)69 254 271 27  
VERKAUF@CHOCOLISSIMO.DE

**WWW.CHOCOLISSIMO.DE**  
B2B.CHOCOLISSIMO.DE/KATALOGE



## Plaster pack

Everyone should have a small supply of plasters for everyday use. With Leina's 30-piece XXL plaster pack from their Römer Wellness range, the user is well provided for. The care kit contains six fingertip and finger bandages as well as plaster strips of various sizes. The outer cardboard case can be custom printed by the manufacturer according to the customer's wishes. All plasters are manufactured in Europe. The contents can be used for DIN 13157 or DIN 13169. This keeps customers, business partners or employees on the safe side. The Römer Wellness range includes high-quality towelling articles, fleece blankets, wellness gift sets and care-product giveaways.



PSI 46887 Römer Wellness Kundenpflege  
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Tel +49 6541 812950  
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www.roemer-wellness.de

PSI 44531 • Indexa GmbH  
Tel +49 7136 98100 • info@indexa.de  
www.indexa.de



## Energy-saving night light

Ideal for children's rooms, hallways and stairwells: Indexa's LED night light NL04 leaves no one in the dark. The soft and warm white light ensures well-being and safety in every home. Thanks to the integrated twilight sensor, the light switches on automatically in the dark and off again in daylight. The long-lasting LED light can simply be plugged into a socket. With its flat design, it matches any décor. The white housing and the transparent illuminated surface can be customised.

## Presentation surfaces for bicycles

With the custom-printable promotional mats from emco Bautechnik, bicycle brands can be highlighted and perfectly presented at the point of sale in the bicycle trade. The promotional mats can be provided with the customer's logo, design or slogan. In the promotional campaign's design to present individual brands or as a high-quality entrance mat with high dirt and moisture absorption to support the corporate design: everything is possible. Advantages of the mats, which are Made in Germany, are the printing with bright, durable colours, the possibility for custom sizes and shapes, as well as the use of sustainable, regenerated Econyl® yarn. Even short-term ideas can be realised. Available from one piece.



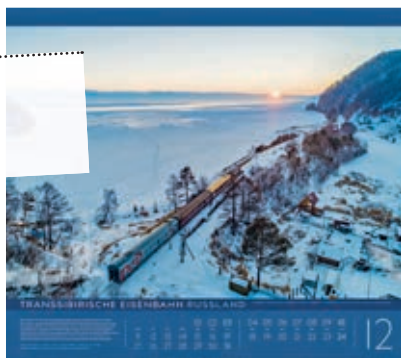
PSI 47306 • emco Bautechnik GmbH  
Tel +49 591 9140603 • n.rudau@emco.de  
www.emco-bau.de



## Adventure train journeys

Ackermann Kunstverlag's Abenteuer Zugreisen (Adventure Train Journeys) 2023 calendar is something for railway fans: since the 19th century, legendary railway lines have sometimes spanned entire continents and brought travellers comfortably along scenic routes to remote regions of the world. In times of climate change, this probably most climate-friendly form of travel is gaining a whole new relevance. Travelling by rail, you can approach your destination slowly and enjoyably, and at the same time have the opportunity to let landscapes roll past you in complete tranquillity. Whether in Switzerland or New Zealand, whether on the Eastern and Oriental Express or on The Ghan: with this calendar, the viewer goes on a great journey through spectacular landscapes on twelve routes of different lengths. Like all Ackermann calendars, it is produced exclusively in Germany and printed climate neutrally on paper from sustainable forestry in cooperation with NatureOffice. Promotional prints are possible from 50 pieces.

PSI 40604 • Ackermann Kunstverlag  
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www.ackermann-kalender.de



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Man nehme den Gewinner des Promotional Gift Award 2021, gebe ihm mehr Volumen und einen Deckel oben drauf: Voilà, der neue MODERNCLASSIC Organizer XL. Gemacht für das mobile Arbeiten, gefertigt mit recyceltem PET. [www.halfar.com](http://www.halfar.com)



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PSI 43144  
Fare – Guenther Fassbender GmbH  
Tel +49 2191 60915-0 • info@fare.de  
www.fare.de

## Colourful rain protection

The new, high-quality and robust Fare® 4Kids pocket umbrella is always ready for fun. Its colourful rainbow design makes children's eyes sparkle even on dull days. Easy and safe use is ensured by the springless safety slider and the rounded, enlarged tips to protect against injuries. Even the tip of the umbrella is rounded so that children can discover the world in any weather free of care. The windproof system ensures that any umbrella that has been blown inside out by the wind can be easily returned to its original position without damage. When closed, the children's umbrella fits perfectly into the side pocket of any schoolbag. The matching soft-feel handle is equipped with a promotional attachment option. The coloured wedges of the cover can also be finished.



## Practical bike gadget

Suitable for the dark season, micx media has produced a versatile new gadget: the splash-proof Power Bike Holder. This serves as a practical supplementary light and does not replace the bike light. The luminosity is 400 lumens. Three light modes can be set. The product also holds smartphones securely in place during the ride. Since most functions such as navigation or Bluetooth® consume a lot of battery power, a power bank is also integrated in this smart promotional item. The Power Bike Holder also has an electric horn with five adjustable tones that can be activated at the touch of a button. A 1C print on the front is included for an effective promotional message.



PSI 45899  
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www.micx.media





## Practical reflective armband

The small, reflective Armleuchter armband by Troika is ideal for bikers, joggers, walkers and any outdoor activity. And for all those who only want to take the essentials with them when they go outside. It has two separate compartments with rubberised zips for a smartphone, keys and cards. The continuously adjustable, elastic Velcro fastener and the padded back give you even more carrying comfort. Nice and safe: with its highly reflective material, this practical companion is guaranteed to stand out in wind, weather and twilight. The IPX4-protected product is made of robust polyester in grey-black.



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## Elegant passenger

Everyone knows them; everyone has them in their glove compartment: the logbook folder, now available from Bühring as a promotional item. Gabriele Bühring produces a large number of logbook folders as special designs for press vehicles before market launch, in the form of custom models for fleet managers or as special designs for car brands. The starting point for most of the designs is the Easy Driver I model, which conveys unobtrusive elegance through its simple and timeless design. A clear division, high-quality edges and sufficient space make this logbook folder a customer favourite. Whether genuine or imitation leather: high-quality materials ensure a haptic product experience and a long-lasting memory. The logbook folder can be finished with embossing, screen printing or embroidery. Available in black and imitation leather as standard, the folder can also be produced in other colours or as a genuine leather version at extra cost.

## Highly visible

Hepla's plastic safety reflectors are available in the shapes of bears, owls, cats and roundels, as well as in different colours, and offer protection in the dark. The reflectors are a road safety classic, certified according to EN 13356:2001 and EC Type, and are supplied individually in a polybag. The enclosed string enables easy attachment to, for example, a school or kindergarten backpack, as well as a work or sports bag. It also makes sense to attach the reflector to a pram or jacket to ensure visibility to other road users at dusk and in the dark. As soon as the reflector is illuminated, it shines and is visible from different directions due to its two reflective surfaces and the movable position on the person or object. Made in Europe and also available in larger quantities at short notice. On request, the promotional item can be finished with a motif and additional promotional message in the in-house print shop using pad printing. Hepla also offers safety snap bracelets in various sizes and colours as well as soft reflectors.

PSI 41583  
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The company Flaschenfreunde loves glass and offers their customers assistance with each and every bottle project in terms of customised shapes, design and caps – regardless of whether the bottle should feature a special logo, be used as a gift for any special occasion or as the right bottle for a water dispenser. Thanks to a wide network with regional partners, there are no limits to creativity – for a minimum order of only 50 bottles.

## Sustainable out of conviction

# Partner for any bottle project



The Flaschenfreunde supply perfectly fitting glass bottles for every occasion.

**I**n a world of climate change and impending climate collapse, sustainability is a more prevailing topic than ever. While we may all leave behind our CO2 footprint, we should try to keep it as small as possible. An increasing number of companies are following this knowledge, such as the 'Flaschenfreunde', a young start-up headquartered in Tettau/Schauberg, Germany. The environment is dear to their heart and their stated goal is to reduce unnecessary plastic consumption and plastic waste. And in concrete terms, this looks as follows: 'By offering sustainable, high-quality and fully customizable beverage bottles, we offer companies the opportunity to support this goal for a minimum order of 50 bottles, while at the same time, we are offering them a real added value for all their employees, business partners, guests or customers. It's an added value that is remembered positively', states

project manager Julian Kappelt when summarising the core expertise of the Flaschenfreunde.

### Glass, ceramic and wood from local production

Kappelt adds, 'Our team has been pursuing different ways to produce glass bottles as well as the most suitable finishing processes and caps. We have always been working closely with the sustainable materials of glass, ceramic and wood as well as with their local production. However, the search for sustainable innovations and effective improvement processes still makes up a large part of our daily work'. The idea for the 'Flaschenfreunde' project originated in 2019 and a year later it was put into practice.

### Real added value for the region

The company Flaschenfreunde has its headquarters in the Rennsteig region in the Franconian Forest in Northern Bavaria. The very successful company in the glass and ceramic industry has had strong roots there for centuries and it brings the region real added value. 'Our start-up, Flaschenfreunde, builds upon its sustainability concept precisely here. We combine our many years of experience with new and innovative ideas. By working closely together with regional partners, we can guarantee sustainable production as well as short transport routes', explains Elisabeth Heyder, manager of Social Media Management and Marketing.

### Everything is regionally processed

Over 80% of the components and added value of the Flaschenfreunde products come from a radius of only 20 kilometres. 'We only source components from other parts



Flaschenfreunde meets the individual needs of their customers with adapted shapes for bottles and the caps.

The cap can also be customised and given a personal touch.



Bottles for any occasion, including the right bottle for water dispensers – instead of plastic cups.

A custom-made bottle from Flaschenfreunde always makes for a great gift for business contacts and friends.



The “Immergern” glass bottle series comes with another cap version.

partners or customers. It is quite popular to place imprints of company logos, the names of employees or even natural motifs with a corporate design on the bottles. We even have the right glass bottles to use with invitations or as guest presents to be given out at weddings or other large events.’

### Individually designed glass masterpieces

Julian Kappelt describes the team spirit at the company: ‘We are sustainable and in tune with nature. We are globe-trotters and yet love our local region. We are innovative and down-to-earth as well as party-lovers and health-conscious’. Kappelt adds a few reasons for their approach: ‘Drinking water is a fundamental need. Encouraging people to drink liquids in a healthy and sustainable way is what drives us and gives our project real meaning. The glass masterpieces with custom designs are loyal daily companions for employees, guests, business partners or customers, and they make the drinking bottles made by Flaschenfreunde fun.’

### ‘We love glass’

The bottles are produced in a climate-friendly manner; they are hygienic, recyclable, tasteless, non-toxic, dishwasher-safe and leak-proof – Are there any more good reasons needed for a beverage bottle that is ideal for daily use? ‘We love glass and its countless advantages. It is a great material that makes a small contribution to protecting the environment when it comes in the form of high-quality and custom-made beverage bottles. Due in particular to the extensive experience of our team and partners, we offer top-notch products at a fair price,’ says Elisabeth Heyder when summarising the essence of what Flaschenfreunde stands for.

of Germany and EU when we have no other option,’ continues Heyder. The customization, caps and packaging are also carried out in the local region – the keyword is ‘short routes’. So why use plastic that is made out of environmentally-unfriendly, unhealthy and frequently non-tasteless plastic? Why import empty bottles from Asia resulting in higher CO2 emissions? Why buy bottled water if high-quality tap water is available in every household and can be accessed comfortably and cheaply? This is Flaschenfreunde’s environmentally-friendly approach. ‘Drinking water from reusable glass bottles is the groundwork for a healthy and sustainable lifestyle. Our focus is not on selling a brand, but on the flexible creation of innovative, sustainable and healthy beverage bottles for small and large business’, explains Rösler, one of the members from the Flaschenfreunde team.

### Main focus on customers

‘The main focus is not on us but rather on our customers. To meet their wishes and demands, we offer a wide variety of in-house finishing methods, which give them absolute freedom when designing their beverage bottles. This includes everything from silk screen printing, digital printing and pad printing to laser engraving and customization of swing stoppers and screw caps’, reiterates Kerstin Seitz from Customer Service, adding ‘Our bottles with top quality imprints make for ideal gifts for employees, guests, business



Neutral® ranks itself as one of the market-leading manufacturers of ecologically sustainable clothing and accessories for the B2B market. Based in Copenhagen, Denmark, the company manufactures entirely in India and emphasises that its products “are made according to the highest international social, ethical and ecological standards”.

## Platform for ecologically sustainable clothing

# More than just funky

## Neutral®

Certified Responsibility™



### Platform with a holistic approach

In 2008, the time had come: Neutral® officially became this platform. In their own words, the entrepreneurs pursue a holistic approach based on commitment and continuous improvement. This approach also includes direct co-operation with local farmers to help them improve their situation and enhance biodiversity.

### Objective certifications

Neutral® products have multiple certifications. According to their business principle, “The certificates are defined and monitored by external organisations and are our way of making the most responsible clothing we can. By applying these standards we have defined several objective criteria for the manufacturing of every single Neutral® product,” explain the Danes, while emphasising:

“Our certificates are more than just funky-looking stamps”. A look at the certificates such as GOTS, Ecolabel, Fair-trade Cotton and Oeko-Tex Standard 100 prove this.

Visitors to the PSI 2023 can convince themselves of the range and depth of products. Neutral® will be presenting itself there at stand EN02, 10D36. On the following page, Lars Bech, founder and CEO of Neutral®, explains why the company will exhibit once again.

The foundation of Neutral® is the result of more than 20 years of experience in the conventional textile industry – a time during which founders Lars Bech and Christina Larsen felt the constant pressure to produce at lower prices and thus “at the expense of natural and human resources”. This compelled them to “develop a platform for sustainable clothing, which is made with genuine respect for people and the environment”.





Lars Bech, founder and CEO of Neutral®, in an organic cotton field in India.

Picture: Neutral® press



#### Why did you choose PSI 2023?

We at Neutral® have been an exhibitor of the PSI trade show several times, and we are always very happy about the outcome. When you like us have a lot of partners and customers among the gift and promotional companies PSI is the place to be. We are on our mission of changing the way the textile industry works and bringing our know-how and expertise on clever solutions into the promotional industry is an important task for us. In the challenge of spreading our philosophy beyond the textile industry, there is no doubt that attending PSI is an important part.

**“We are on our mission of changing the way the textile industry works. It is an important task for us to bring our know-how on clever solutions into the promotional industry.”**

**Lars Bech, founder and CEO of Neutral®**

#### Having a look at the current energy crisis: Which three are your top devices? And why?

Being born out of philosophy of respect for all the resources from which we benefit – both natural and human – it is quite honestly impossible to choose one product over another. Every single Neutral® item, whether it starts with cotton or recycled polyester, is produced only using wind and solar energy.

In fact, the entire Neutral® production uses only about one third of the power our renewable energy plants produce. If we must choose only three products, we suppose that a jumpsuit, a hoodie and a beanie can help keep our end users warm this coming winter.

#### What are your expectations for the trade show?

We expect to meet a lot of people who have the same agenda as us, and considering the challenged world we experience, we expect an increased focus on sustainable and responsible production. We will be there to share knowledge, to inspire, to get inspired, to build and develop connections and to showcase how we do it at Neutral®.

#### What will you present at PSI? What will be your highlight/focus?

The headline for our participation in PSI 2023 will be “Transparency”. We will come to PSI to show and tell how we make our products. We want our visitors to learn why we believe that our uncompromising stand on being responsible in every step of the supply chain, from cotton field to final product, is the right way to go. And we want them to see, feel and hear exactly how we do it.



Picture: Neutral® press



## 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.

PSI 42275 • ProPulsan c/o brandsupply GmbH  
Tel +49 911 37433767 • kontakt@propulsan.de  
[propulsan.de](http://propulsan.de)



## Ball games for indoors and outdoors

The inflatable soft sports balls from ballprint are made of foamed plastic and are suitable both for indoor and outdoor ball games. They are waterproof and abrasion-resistant. These **sports and recreation balls** with their soft, easy-grip surface are available to order in a wide choice of different models, sizes and weights. The balls come in the colours of yellow, red, green, white, orange, blue or black. The minimum order quantity is 50.

PSI 48636 • ballprint gmbh  
Tel +49 172 4346500 • info@ballprint.de  
[www.ballprint.de](http://www.ballprint.de)



## Magical gift

The original Rubik's Cube is a true challenge to our intelligence and a **symbol of ingenuity and skills**. Surely, it is a toy, but definitely no child's play. A contemporary gift at a time when we all are facing complex challenges. Just like with the Rubik's Cube, these challenges can be more easily mastered with playful curiosity, creativity and perseverance. Whether at Christmas, for a company anniversary or onboarding, the original Rubik's

Cube is a beloved gift across generations. Life is a puzzle! Starting in quantities of 100 and finished on one side in photo quality, the cubes are delivered in just three to four weeks. In quantities of 250 or more, the Rubik's Cube can even be finished on six sides. In this case, the delivery time is five to six weeks. Available for the promotional products industry from Touchmore.

PSI 60538 • Touchmore GmbH  
Tel + 49 2191 9837-0 • [intouch@touchmore.de](mailto:intouch@touchmore.de)  
[www.touchmore.de](http://www.touchmore.de)



## Creative outfit for florists and gardeners

Karlowsky Fashion, the workwear specialist, is making its mark right before the end of the year with a new **comprehensive collection for florists and garden centres**. Practical basic aprons (e.g. BLS 4) in up to 21 colours form the basis for the wide variety of different outfits in the Karlowsky product range. The natural colours of forest green, sand, moss green, light brown and sunny yellow stand out in particular. In addition to these aprons, there are extra-stretchy 5-pocket chinos in organic cotton, classic polo shirts and water-repellent work aprons. The outfits are complemented with extra-lightweight, anti-slip work shoes in addition to utilitarian, warm softshell jackets and gilets. Karlowsky's 5-panel caps are the perfect matching accessory for every day at work. They can be finished using all the usual methods as can almost the entire Karlowsky collection.

PSI 47464 • Karlowsky Fashion GmbH  
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## For that special festive flair

Making Xmas so special: **handblown glass balls** from emotion factory lend a festive flair to the approaching Christmas season. Glass ball ornaments for the Christmas tree have long been one of the most popular festive decorations and when flickering candlelight is reflected in these glittering globes, a festive mood is guaranteed. The handblown glass balls are produced and individually printed in the Czech Republic. The printing process also calls for skilled craftsmanship, making these out-of-the-ordinary Christmas gifts in various colours something truly special for customers. There is an aluminium loop for hanging the ball, which is eight centimetres in size. An individual promotional message can be applied to the ball itself on one or both sides or all around the ball.



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



## Time for cosy hats

The season of low temperatures and constant battling with gusts of winds is also the time for warm beanies. Bosscher supplies these customised head coverings. The customer can choose between acrylic knit, chunky knit, braided models, fine knit with a leather label or a bobble hat in different colours or with different-style cuffs. **A sustainable alternative** are the hats made from organic cotton or recycled plastic (rPET) available for orders of 250 and above.

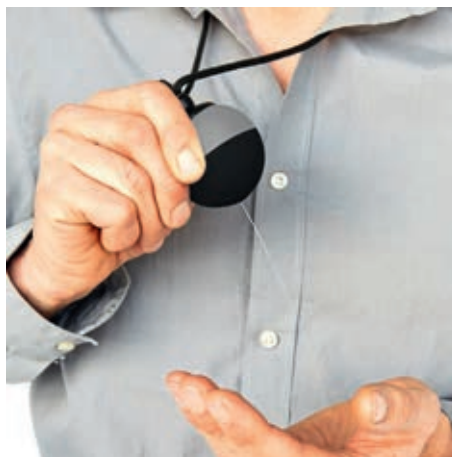
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www.bosscher-international.com

## Nasal spray against COVID-19

The VirX Enovid nasal spray developed and manufactured in Israel is now also available from distributors of promotional products in Germany at wholesale conditions. Tapex GmbH, which specialises in corporate fashion, supplies the easy-to-use nasal spray. VirX Enovid is a **virus blocker and killer** and is effective against viruses such as COVID-19, influenza A, HRV14 or RSV. According to information from Tapex GmbH, the spray has been proven to reduce the risk of infection with COVID-19 by 75 per cent. Viruses are inactivated by 99.9 per cent within two minutes. The length of illness can be shortened by half, the infection period is shortened from eight to four days. "The viral load in infected people has been proven to decrease within 24 hours after treatment by over 94 per cent and within 48 hours by over 99 per cent," said Tapex-GmbH. You can request information from Tapex about the scientific studies that explain the effectiveness of the nasal spray. The nasal spray has both a preventive effect and is also effective in the event of an existing infection. A bottle contains 25 ml active substance or about 200 puffs and will last for about one month.

PSI 41932 • TAPEX GmbH Textilproduktion  
Tel +49 7031 793740 • info@tapex.de  
www.tapex.de





## 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 • ProPulsan c/o brandsupply GmbH  
Tel +49 911 37433767 • kontakt@propulsan.de  
[propulsan.de](http://propulsan.de)

## A bakery in a tin

The practical metal tin from Multiflower contains a 500-gram cookie baking mix, a tea towel, a mixing spoon and two cookie cutters each in the forms of a star and a Christmas tree for Christmas baking fun. An **all-in-one kit** that is sure to give pleasure in the festive season especially. There is space for your personalised message on the separate gift tag for orders of 250 and above, on a separate card from the Multiflower range or on an enclosed card upon request.

PSI 45974 • Multiflower GmbH  
Tel +49 6226 927980 • info@multiflower.de  
[www.multiflower.de](http://www.multiflower.de)







## Customised insulated cups

The myVivero model is the new insulated cup from the Retumbler® range by Reflects. This innovative in-house development gives fresh meaning to the concept of reusable cups. Its **clean design** and classic form speak for themselves. You can configure your 350 ml insulated cup online with a choice of twelve cup colours and two lid colours. The transparent or opaque outer cup can also be used as an additional cup for drinks if needed. A 'floating' inner cup made of stainless steel suggests lightness, and ensures effective insulation at the same time. Applying your promotional message to the transparent outer cup lends it a new visual dimension. When it comes to sustainability too, myVivero really sets an example: the cup is available as a carbon-neutral version through offsetting. The insulated cup is only fully assembled at the company in Cologne, reaching its finished packed size.

PSI 42487 • REFLECTS GmbH  
Tel +49 2234 99000 • info@reflects.com  
[www.reflects.com](http://www.reflects.com)

## A real treasure in shell limestone

Constantly refining existing products with great attention to detail – Prodir has succeeded in this with the new DS5 metal clip: an exclusive writing instrument with quality details in **innovative, sustainable materials**. The casing of the Shell model is made from plastic enriched with recycled shell limestone. The natural material defines the tactile and visual experience of the writing instrument. The untreated natural surface exudes sustainability, the pen has a comfortable weight in the hand, is especially durable and very long-lasting. In addition to the Shell model, the DS5 metal clip is also available with a conventional plastic casing. From 2022 on, all of Prodir's coloured writing instruments will be injection-moulded using 50% recycled and regenerated plastic. Prodir now uses 100% recycled or regenerated plastic to manufacture the black and white casings, which are most in demand. Prodir supplies the DS5 metal clip in eight selected matt colours, including one in classy black Soft touch too. Custom colours are possible for orders of 10,000 and above.

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





## This is where your message will be

The gifts all lie under the Christmas tree in their pretty wrappings. There's something for everyone. Christmas gift tags from emotion factory really help to make sure every present finds the right recipient. Their flat shape and light weight make these gift tags the ideal item as give-aways or for self-mailers. They can also be sent to customers in a DIN long envelope made of sustainable seeded paper from emotion factory. Five round gift tags in the shape of a snow-covered Christmas ball ornament are supplied in a small transparent pouch. There is room for your Christmas message on the enclosed promotional card that immediately catches the eye.

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



## Sparkling silver stars

This 20 to 30-centimetre tall white spruce from Multiflower is a classic for the Christmas period. Prettily decorated with silver star wire garland, it lends a festive touch to every room. Upon request, it can be packed individually and sent directly to the recipient. The planter is wrapped with silver plant foil and finished with a bow. The colours of the bows (red, orange, blue, gold or silver) and the planter foils (gold, silver, jute or uncoated paper) can be combined as wished. A slipcase is available to order separately. There is space for your personalised message on the separate greeting card or, upon request, on an enclosure.

PSI 45974 • Multiflower GmbH  
Tel +49 6226 927980 • info@multiflower.de  
[www.multiflower.de](http://www.multiflower.de)

# PSI Product Finder and PSI Supplier Finder

| More possibilities, more benefits

**Example product: Ceramic mug**  
Product number: Example\_1

1-2 Weeks Delivery time   20 pc. Minimum order quantity   From 8,00 € Price excl. VAT

**Colors**   **Properties**   **Material**

Supplier  
PSI Product Finder

**DETAILS**

**Description**

**Example product:**  
Ceramic mug with geometric pattern, capacity approx. 200 ml.

**Prices**

AMOUNT FROM	PRICE (EUR)	PRICE (EUR)
20	10,00 €	8,00 €

Price information: These are only example prices

**Product Details**

Certificates: FoodSafe  
Brand: PSI Product Finder  
EAN code: 123456789  
Material information: Ceramic  
Material: Ceramix  
Length: 30 mm

Weight (Net): 65 g  
Weight (Gross): 68 g  
Country of Origin: Germany  
Legal information: Mug, example product  
Target group: ladies, gentlemen, children  
Finishing information: Everything is possible  
Finishing: airbrush, All colours possible, included in price  
Banderole, Print up to 4c  
Packaging unit: 20 pieces  
Stock item: Yes  
Delivery information: FOB  
Last update: 20.09.2022

The PSI Product Finder is the largest European promotional products database and an intelligent search engine that brings suppliers together with customers. All products listed are subject to a strict data quality standard and offer a high degree of extensive additional information. We are continuously working to give users more options. Some of these options are presented below.

## Extended product detail page

Until now, there was a difference in the product details: suppliers could already fill in some detailed data fields, but these were not yet displayed on the detail pages. This is now possible, i.e. all of the suppliers' product detail information is now listed. In addition, each product detail page contains information about when this product entry was last updated.

## Filter by latest products

There is a new sorting function for search results. Whereas they could previously only be sorted by relevance, alphabet or price, they can now also be sorted by the date of the last update. For promotional products retailers, this means that they will always find the latest products.

## Image gallery in the Supplier Finder

Using the already familiar product list function in the Product Finder backend, suppliers can now also define a list where products are displayed as a highlight image gallery in the company profile in the PSI Supplier Finder. This list is created like a normal product list and filled with products. Suppliers only need to tick "Die Produkte dieser Liste als Bildergalerie in Ihrem Supplier Finder Profil anzeigen?" when creating it.

**Informationen**

Interne Bezeichnung\*  
Allgemeine Informationen zum PSI

Name der Produktlinie\*  
Allgemeine Informationen zum PSI

Überschrift\*  
Allgemeine Informationen zum PSI

Fügen Sie hier den Link zu Ihrem Produktvideo auf YouTube ein.  
<https://www.youtube.com/watch?v=XXXXXX>

( ) Diese Produktion auf Ihrer Profiseite im PSI Supplier Finder verbinden?  
Die Produkte dieser Liste als Bildergalerie in Ihrem Supplier Finder Profil anzeigen?

If you have any questions about these or other options relating to the PSI Product Finder, please contact the PSI Product Finder Team – by e-mail to [importe-productfinder@reedexpo.de](mailto:importe-productfinder@reedexpo.de) or by telephone: +49 211 90191-721.

my PSI





## LIVE EVENT

Conception – Planning – Visualization – Implementation

Exhibitions

Congresses

Events

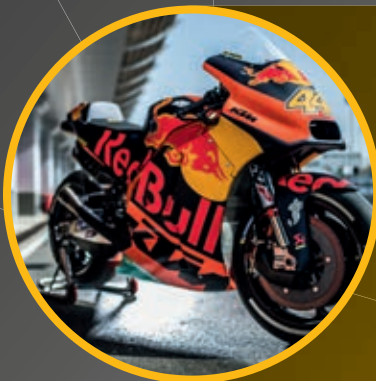
## DIGITAL STAGE

Real meets Digital

360° Room Tour

3D Showrooms

Digital Exhibition Stands & Events



## BRANDING

Advertising Technology

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Signage

POS

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[standout.eu](http://standout.eu)

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[www.planetadvertising.com/job](http://www.planetadvertising.com/job)

## EVENTS

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4175	doppler H. Wüflingsdobler GmbH Knirps	027			
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42819	Gustav Daiber GmbH	005			
45666	Halfar System GmbH	061			
41016	Heri-Rigoni GmbH emotion factory	053			
46235	HERKA GmbH	076			
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43927	memo AG	057			
41836	meterex - Karl Kuntze (GmbH & Co.)	029			
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43755	PopSockets Europe B.V	033			
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			42487	REFLECTS GMBH	055
				RX - Reed Exhibitions Deutschland GmbH	041, 079, U3/IBC
			48301	SL Lederwaren B.V.	037
			45767	Tacx B.V. a Tacx International Company	035
			41848	uma Schreibgeräte Ullmann GmbH	U4/OBC

# TOP PRODUCT TOPICS IN PSI JOURNAL

Is your company synonymous with fair trade and Made In Europe/Germany? Are you aware of your corporate responsibility and also willing to assume it for your employees and products? Then an advertisement for your products in the *PSI Journal* is the right choice for you! Here you will reach a broad audience that attaches particular importance to these characteristics.

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**

Copy deadline: 9.11.2022  
Deadline for ads: 18.11.2022



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





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the promotional products industry



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## Trustworthy products

In modern markets that are changing ever faster, brands offer important orientation and decision-making security. They enable identification with the company's offers or services. Brands give impulses, arouse feelings, occupy positions. As advertising media, they also create trust and convey values, thus creating credible identities and enabling lasting customer relationships, because they stand out from the endless flood of communication messages as "hapticals" that can be grasped in the long term. Hand in hand with design, they generate powerful impulses. In addition to the themes of "Brands, Design and Fair Trade", we will be showing new products from the "Made in Germany/Europe" sector.

**Please start thinking now about the product presentations for the PSI Journal January 2023 issue, which will be dedicated to the topic groups "Trade show innovations PSI 2023" and "Ecological and sustainable products", and send your product suggestions (image and text) by 9 November 2022 at the latest to: Edit Line GmbH, Editorial Office PSI Journal, e-mail: hoechemer@edit-line.de**

## Success through social selling



Like, share, follow, comment: this is a matter of course for users of social networks – at least privately. But what about business-related social media usage? What needs to be considered and how can businesses increase their sales success by means of social selling? The December issue of PSI Journal will show.

## Not only for exhibitors

They have once been developed exclusively for the participating exhibitors of PSI Digital. For quite a long time now, these two features are available for all suppliers within the PSI: product videos in the PSI Product Finder and product lists in the company's profile in the PSI Supplier Finder. We will explain how they work.

PRODUCT  
FINDER **LIVE**

## Imprint



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**RX** Austria & Germany



# Events 2022/23

## RX Austria & Germany



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**Bar Convent Berlin**  
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Beverage Trade Show

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

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

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

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

**PSI**  
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**10.01. – 12.01.2023**  
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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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**absolut allrad**<sup>1</sup>  
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Geländefahrzeugen

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

**Power-Days**  
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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>  
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Wohntrends, Möbel, Garten &  
Design

**15.03. – 19.03.2023**  
Messe Wien  
wohnen-interieur.at

<sup>1</sup> Publikumsoffene Messen. Alle anderen Messen sind nur für Fachbesucher zugänglich.



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