



PSI

PSI Journal

International Magazine
For Promotional
Products

December 2022

Volume 61

including
PSI 2023
exhibitor list!

EUROPE

Stemming the packaging flood

Less, more sustainable, more aware

PSI 2023

Knowledge transfer
with an international flair

Product Guide

Made in Germany/Europe
Brand and design products,
fair trade

Roll'eat

Sustainable food wraps

Social selling

Increase
sales success



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TIP





Editorial

The glass is ?

Principally, I have always been a “glass half full” kind of person. The first few difficult months of Corona did shake this a bit – and not seldom. Then, when we were starting to get over Corona, Putin began a war in Europe. The problem today is that when almost every trade and almost every company is asking for state assistance, then something is not right in the European states. In the short term, this can be an appropriate measure, but it is by no means a concept for the future.

Instead, the states should take different, intelligent countermeasures: various taxes must be lowered; bureaucracy must be put to the test – properly, for once. Energy issues belong at the top of the agenda. Banks have to be able to grant loans more easily again, and digitalisation must be the top priority: in administration, in health care and in infrastructure issues. Then companies will be able to get through almost any crisis on their own.

We have a strong currency in Europe, even if many do not admit it. The euro is stronger than the German mark, stronger than all currencies before it and stronger than the British pound. In global comparison, European companies remain consistently healthy. Many corporations and family businesses are world leaders. The promotional products industry is also very well positioned in Europe. It includes strong manufacturers, importers and professional consultants and distributors. Due to the problems with China and Russia, many manufacturers will once again focus more strongly on Europe. This will help us to reduce our dependency on foreign markets. In this respect, the promotional products industry will also have tasks to master.

We seem to be well on the way to achieving this, however. Clear signals from the market confirm this. A strong industry with a large, international trade show like the PSI provides both the backbone and the platform. Because internationality is more important than ever: for product sourcing, for networking and for a positive atmosphere – only through this will the glass always be half full.

Let's look forward to the coming PSI. My personal wish for you is that you get through this time well, enjoy the pre-Christmas spirit, keep up your courage and stay positive.

In this spirit

Manfred Schlösser | Editor-in-Chief PSI Journal

Your opinion: schloesser@edit-line.de



Eco-Edition



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We say

THANK YOU!

Thank you for a good and the pleasant, trusting cooperation.

We wish you and your families a merry pre-Christmas period and a peaceful Christmas, happiness, health and success in the new year.

We are already looking forward to a good cooperation in 2023.

Your  **MISTER BAGS®** team

www.misterbags.de



Less, more sustainable, more aware

10

This time, our focus is on the subject of packaging overload. The amendment to the Packaging Act came into force in the middle of the year. In addition to countless questions surrounding the once again expanded packaging law obligations, the discussion has also reignited as to whether and how packaging can become more sustainable. An overview.

PSI 2023: Knowledge transfer in an international flair

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The PSI trade show team is gearing up for the final spurt to position PSI 2023 once again as the top event for the European promotional products industry. We pick up on particularly interesting points from the trade show program and introduce some of the exhibitors that have since been added.



Sustainable food wraps for smarter consumption

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A large drought in Spain in 2006 prompted Meritxell Hernandez, founder and CEO of Roll'eat, to take action. Between the first product developed, which saved 1.5 liters of water with every toilet flush, and today's product range of reusable food packaging, there has been a long and very successful journey.



Maximum benefit for PSI members

76

PSI Product Finder and the PSI Supplier Finder are continuously developed to offer PSI members the greatest possible benefit at all times. This also applies to "Product videos in the PSI Product Finder" and "Product lists in the PSI Supplier Finder company profile". These two features are available to all PSI supplier members.

PRODUCT
FINDER

LIVE



Warming slippers

Cuddly / comfortable socks

MALGRADO fashion & promotion GmbH

www.malgrado.de

PSI 46913



Cuddly, warm promotion

Teddy fabric feels cosy and snuggly – made into a soft coat or as a trendy armchair, cushion or lamp.

In general, cosy fabrics help you switch off and relax. They are comforting and warming – on a mental as well as a physical level. Especially at this time of year, warming accessories are more in demand than ever. And not only cuddly-soft products for outside warmth, but also thermo articles for warmth from the inside.



Heavy Metal to go

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Keep moving

The bicycle has experienced a huge boom, not only due to the abandonment of public transport once triggered by the pandemic – although this did push it even more. The term "velorution", i.e. the bicycle revolution, made the rounds. Yet this neologism by the Swiss Dres Balmer dates back to 1989. Keep moving, was the motto in 2022. The trend towards active mobility – whether among Generation Z or the Silver and Golden Agers – can be supported furthermore with strong promotion.

State of the art technology – retro design

Bluetooth loudspeaker with radio function "RETROradio"

micx-media in concept gmbh & co. kg

www.micx.media

PSI 45899



LOOKING BACK TO THE FUTURE

If looking back to the past does you good, nostalgia makes you happy. The veritable flood of retro trends that were popular in 2022 shows the strength of this sentiment. Every trend seems to return sooner or later, only to be reinvented again and again. This applies to almost all areas of life. Particularly popular: today's high tech in yesterday's design – a romanticisation that has also been creatively and successfully implemented haptically in the promotional products industry. Of course, the two trends that are also introduced on this page offer creative promotional chances, too – corresponding product ideas can be found within the PSI Product Finder.



Let plants speak

And yet another neologism entered the vernacular and became a part of everyday life: plantemic. The plant boom, which also started during the pandemic, has become a real trend that has come to stay. Here, too, the industry proves its creativity in green promotion.

Which trends will prevail?

The year 2023 and the PSI Journal with its "Trends & Brands" section will show.



JN1821 JN1837 JN1817 MB7551

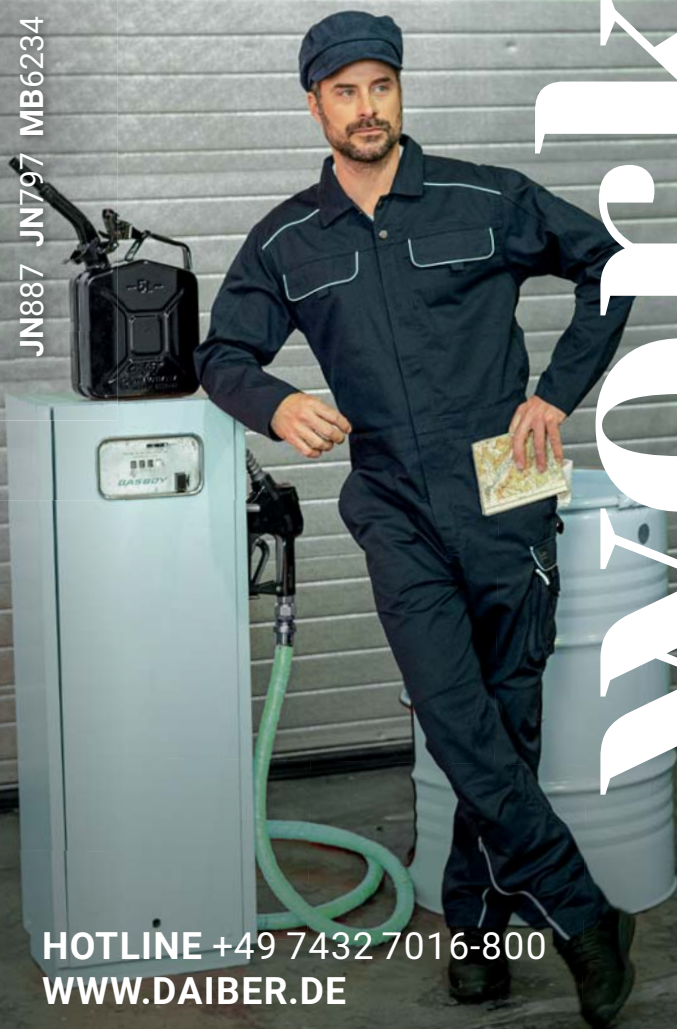


workwear

JN887 JN797 MB6234



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work

JN1821 JN1837 JN1817 MB7551



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82
per cent
 of those surveyed in a sustainability study by Burda

are convinced that everyone bears personal responsibility for climate and environmental protection.

horizont.net

0.3%

The gross domestic product has grown this much in the past three months in Germany according to the German Federal Statistical Office. Economists had expected a decline and thus a slide into recession. tagesschau.de

1 of 2

German B2B marketers are optimistic about the coming months, as a new study by the social network LinkedIn revealed. adzine.de

Three-quarters

of all Germans and 82 per cent of Europeans expect more innovative products and services from businesses due to the circular economy. This is a result of the consumer barometer "Circular Economy" from Consors Finanz. absatzwirtschaft.de

14.76 billion

Euros will be invested in digital advertising in Germany this year according to the "German Digital Advertising Latecast" of the Omnicom Media Group. Omnicommediagroup.de

190 billion

Dollars could go towards advertising by ad-financed streaming services this year according to an assessment by the market research company Omdia. wuv.de

63 per cent

of consumers surveyed by Wunderman Thompson are more likely to buy from brands that make a greater effort to represent all people; 66 per cent even prefer businesses, which speak out on issues of equality and inclusion. horizont.net



SUSTAINABLE T-SHIRTS & POLO SHIRTS IN 16 TREND COLOURS

CERTIFIED | SUSTAINABLE | COMFORTABLE

MADE FROM RECYCLED PLASTIC | WASHABLE AT 60° | PERFECT FOR TEXTILE FINISHING

The amendment to the Packaging Act came into force in the middle of this year. In addition to countless questions regarding the extended obligations regulated in packaging law, the discussion has reignited as to whether and how packaging can become more sustainable. An overview.

Limit packaging volume

More sustainable, more aware, less



Packaging is an indispensable, functional product that many goods require to be saleable.



Tonnes of packaging and plastic waste are flooding the planet. This is no longer ecologically sustainable. The impact on humans and nature is enormous; the disposal of this waste is complex and cost-intensive.

The primary goal must therefore be to reduce packaging, and the packaging that does accumulate must be recycled as far as possible or recovered in an environmentally sound, sensible and economical manner. This burden must be shared by all those who put packaged goods into circulation. On the following pages, we explore the question of whether packaging is compatible with sustainability.

Limiting packaging material

Significant facts in the packaging debate are provided by the packaging industry itself, for example through studies, congresses and trade publications. According to these, packaging requires fewer constituents and raw materials, yet annual packaging consumption is increasing. As a current study by the Gesellschaft für Verpackungsmarktforschung (GVM) on the occasion of the 8th Packaging Day (2022) shows, in 2020, 92 percent or 1.6 million tonnes of the consumption-related additional packaging in Germany was saved, in comparison with 1991, through re-



The trend towards take-out products, many single households, small package sizes and higher consumption lead to more packaging – and more waste.

duced material use. Overall, the material savings through lighter packaging since 1991 amount to 23 million tonnes.

More and more packaging

The fact that packaging use has nevertheless grown over the same period is due to the increased level of consumption and a change in consumer behaviour. If we consumed the same number of products today as we did 30 years ago, we would use 1.7 million tonnes less packaging each year. In addition to the increased number of products consumed, structural effects and socio-demographic factors have also led to an increased demand for packaging material. Aspects such as an increased number of smaller households and the increased demand for smaller package sizes have contributed another 0.9 million tonnes to the increase in packaging consumption. In the sum of increased consumption level, changed consumption structure and minus the efficiency gains through optimised packaging, the private final consumption of packaging across all materials increased by 1.04 million tonnes or 14 percent to 8.7 million tonnes from 1991

to 2020. Against the background of the repeated statement that no packaging is best and most sustainable, these figures are alarming. The majority of packaging associations are of the opinion that the situation can only be eased by more conscious consumer behaviour and responsible action on the part of the industry.

>>

Consumer behaviour, packaging quantities and material efficiency between 1991 and 2020

- In 2020 alone, increased consumption in Germany caused 1.7 million tonnes (22.2 percent) of additional packaging compared to 1991.
- Structural effects such as demographic factors contributed another 0.9 million tonnes to the increase in packaging consumption.
- Optimised packaging has been able to compensate for 92 per cent of the additional consumption. Overall, 23 million tonnes of material have been saved through lighter packaging since 1991.
- The study sees little scope for further efficiency gains through material use.
- The packaging industry associations emphasise the importance of consumer behaviour for environmental and climate protection. Product and packaging must be seen as a unit. Study provides insights for broader consumption debate.
- The packaging industry is driving innovation in the circular economy.

Quelle: Results of a current study by the Gesellschaft für Verpackungsmarktforschung (GVM).



Not only plastic packaging, but also cardboard and paper packaging have a high resource consumption, including recycling.

Packaging typology

Sales packaging

Sales packaging is used to contain, protect, handle, deliver or present goods. It is offered to the end consumer as a sales unit consisting of goods and packaging and typically accumulates as waste at the end consumer. This also includes service packaging and shipping packaging (see below for definition) as well as all components of the packaging and packaging aids such as labels, hanging aids and closures.

Outer packaging

Outer packaging combines a certain number of sales units and is offered to the end consumer in this form. It is treated like sales packaging and is subject to system participation.

Transport packaging

Transport packaging facilitates the handling and transport of goods to avoid direct contact and transport damage. It is typically not intended to be passed on to the end consumer and is therefore not subject to system participation.

Shipping packaging

Shipping packaging enables or supports the shipping of goods to the end user. The whole packing material including filling material that the end user has to dispose is treated as sales packaging and is subject to system participation.

Service packaging

Service packaging is only filled with goods at the final distributor. Typical examples are bread roll bags, butcher paper, trays for French fries, coffee-to-go cups (disposable) or bags for fruit and vegetables. Here – and only here – the person who puts this packaging into circulation for the first time, filled with goods, (e.g. baker, butcher, snack bar, café or retailer) may already buy the packaging with system participation. What is new is that they also have to register in the LUCID packaging register. In case of violations, a ban on distribution can be imposed.

>> Packaging is indispensable

To consider packaging solely in terms of resource consumption and environmental damage is not enough, and does not in fact make sense. After all, packaging is a highly functional product that we could not do without: it protects its contents, enables sensitive and liquid products to be transported and thus tradable in the first place, ensures shelf life and hygiene (e.g. in the case of food) and enables compact storage and product-friendly transport. If we consider materials, there is the definite possibility of sustainable alternatives. Taking into account the constraints imposed by the type of goods and the transport route, there is a choice of paper and cardboard, many variations of plastic, composites, glass or metal, as well as filling and insulating materials to protect the goods during transport.

Conscious use of packaging

Whatever we decide to do, we should always ask ourselves this basic question: what do we really need for safe transport and where can we save material and volume? If we choose paper or cardboard packaging, for example, this means: what thicknesses and sizes are really necessary? Is there an alternative to sending a huge cardboard box with a small gift packed in a mountain of bubble wrap? It is a mistake to assume that paper packaging is more sustainable than plastic packaging. After all, the resources consumed in cardboard production are not insignificant, especially when compared to thin, versatile film recyclates. In any case, the raw material, water and energy requirements of the packaging industry are very high, even for



In the three-stage distribution model, the goods are repacked several times – always in new cartons. Recently, there have also been closed-loop systems for recycling used cartons.

recycles. For example, when paper is recycled, new wood fibres have to be added each time.

High resource consumption

According to the courier-express parcel services study by the Bundesverband Paket und Expresslogistik (Federal Association of Parcel and Express Logistics), the number of parcel, express and courier shipments in Germany alone rose to more than four billion in 2020. More than five billion shipments were forecast for 2025 – this figure will probably already be reached this year. Recycling alone is not enough to reduce resource consumption for these quantities of boxes. The fact that shippers and online retailers repackage packaged goods is an additional step in the packaging chain that is anything but sustainable, especially since the accumulated packaging is immediately destroyed after one-time use. This is also often a common practice in the promotional products industry.

Recycling as a sustainable approach

The Berlin-based start-up SendMePack has developed an interesting product for online shops, brands and private customers. The founders are convinced that reuse is more sustainable than new production and recycling, even if investments are made in compensation projects. Their business model therefore works exclusively with existing resources and thus makes it possible to reduce packaging waste and lower CO₂ emissions. For this purpose, used cardboard boxes are re-integrated into the shipping chain in the sense of a circular economy. Customers who send

their goods in SendMePacks instead of new cardboard boxes are not only acting sustainably, but are also making a statement with this label by visibly positioning themselves as pioneers in sustainability. The provider also offers marketing aids and information.

Packaging Act creates transparency

One goal of the Packaging Act is to actively address the packaging problem by increasingly holding initial packaging distributors accountable, creating transparency and gradually tightening the requirements for packaging recycling. In the 2019 revision and the 2022 amendment, for example, the recycling quotas were raised in two steps: for glass, waste paper, ferrous metals and aluminium they were raised from 60 to 75 to 90 percent by 2022, for beverage cartons from 60 to 80 percent and for plastics from 36 to 63 percent. In addition, with the amendment of the Packaging Act, extended packaging law obligations apply from 1 July 2022.

Extended obligations under packaging law

Since 1 July 2022, all companies that commercially place packaged goods on the market in Germany must be registered in the LUCID packaging register. This obligation applies irrespective of the type of packaging, for sales, repackaging and shipping packaging as well as for transport packaging, reusable packaging, industrial packaging and one-way beverage packaging with deposits, etc. In this way, final distributors of service packaging who have delegated their obligations completely to a >>



>> pre-distributor are also affected: they must also register in the LUCID packaging register. In case of violations, a distribution ban can be imposed.

Sources and further information

General information:

<https://www.verpackungsregister.org/information-orientierung>

Registration:

<https://www.verpackungsregister.org/verpackungsregister-lucid/registrierung/auf-einen-blick>

Online-Licensing:

<https://www.gruener-punkt.de>

Deutsche Recycling: includes information on WEEE and battery law

<https://deutsche-recycling.de/verpackungsgesetz>

Deutsches Verpackungsinstitut

<https://www.verpackung.org>

Gesellschaft für Verpackungsmarktforschung (GVM):

Study from May 2022 on behalf of the Deutsches Verpackungsinstitut e.V. (dvi), the Arbeitsgemeinschaft Verpackung + Umwelt e.V. (AGVU), the Fachverband Faltschachtel Industrie e.V. (FFI), the Industrievereinigung Kunststoffverpackungen e.V. (IK) and the Industrieverband Papier- und Folienverpackungen e.V. (IPV).

www.sendmepack.de

The entire supply chain in view

A further restriction: electronic marketplaces may only offer goods from traders and sellers on their platforms if they are registered in the LUCID packaging register and fulfil their system participation obligations. In doing so, online traders and platform operators are under an obligation to verify this. The same applies to fulfilment service providers. They, too, must ensure that their clients comply with packaging law obligations. Otherwise they are no longer allowed to offer their services to their clients. In order to make it easier for electronic marketplaces and fulfilment service providers to comply with their verification obligations, the ZSVR provides them and other interested parties with an XML file on a daily basis with the option of a register retrieval.

Consequences for the industry

What does this mean for the promotional products industry? Let's take a look at the path a product takes along the retail chain. A delivery arrives in Germany. We can assume that the packaging of powerbanks, tools or bags, for example, has already been licensed by the producer or importer. The boxes in which the goods are delivered are considered transport packaging, they do not reach the end consumer and are therefore not subject to the participation obligation. Now the products are resold via the promotional products distributor. The latter now packs parts of the delivery together with other products in new packaging to send to the customer. In this case, this new packaging in this form arrives on the market for the first time and thus has to be licensed as a shipping package, provided it ultimately ends up with the end consumer. The same applies if a distributor repackages the products beforehand in decorative or individually designed packaging. Even if this packaging is used differently for a time, it must also be licensed. Even packaging that has already been used must be licensed by the trader. This obligation is only waived if they can prove that they have already been involved in the system once. Distributors must therefore always be able to prove that packaging has already been licensed. As a general rule, the final distributor in Germany must ensure that the obligations under the VerpackG are met. Whenever it is uncertain whether a product is subject to system participation, it makes sense to record a corresponding argumentation in the product files. This way, in case of doubt, those affected can justify why they have not licensed their product.

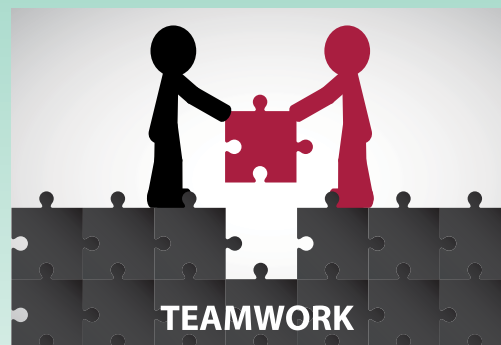
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WE ARE aimfap

THE MUST BE ASSOCIATION

Why be a member of AIMFAP?

Aimfap was born 20 years ago as a **non-profit association for the defending the interests of importers, manufacturers, wholesalers and printing companies of promotional items.** It is currently formed by more than 115 associated companies, with presence both at national and European level and is headquartered in Madrid.



Some AIMFAP services

- **Newsletter distribution** to our sectorial database, advertising companies at zero cost and social media diffusion.
- **Free page in our Directory of Members with all commercial data and product lines**, distributed at national and international fairs and roadshows. Highly valued tool for such events visitors.
- **Advertising at reduced cost** in AIMFAP graphic media, magazine (two editions, January and September), as well as in the Directory of Members.
- **Product searcher.**



In view of the growing number of companies wishing to take up the challenge of opening their market to other countries, AIMFAP is actively working to provide its members with this challenge.

For this reason, the internationalization of the association is very important through its participation in all the leading fairs of the sector, both in Spain and in Europe.

Within this international context, our objective is to give visibility and support to our member companies and to all those international companies interested in other markets, facilitating and promoting synergies and commercial contacts between all of them.

The "International AIMFAP" service will allow all the associated companies to be able to define to which national or international markets to direct their products and with which of them to establish commercial contacts.

AIMFAP is in possession of the Certificate of compliance in terms of Data Protection according to the new GDPR of May 25, 2018



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Follow us



The PSI trade show team is gearing up for the final sprint to once again position the PSI as the top event of the European promotional products industry. We will be focussing on particularly interesting items in the trade show programme and introducing some of the exhibitors who have been added more recently.

Networking, textile knowledge, refinement in practice

Knowledge transfer with an international flair



It is finally that time again from 10 to 12 January: the PSI 2023 will be continuing with its more than 60-year tradition and making Düsseldorf once again the meeting point of the international promotional products industry. As an innovation hot spot and platform for networking and new contacts, the PSI 2023 in early January will provide a professional environment with well-known exhibitors and big brand names, which will guarantee very much inspiration for successful business.

Platform for international contacts

The importance of the leading trade show of the European promotional products industry at the international level

is underscored, among other things, by the presence of the numerous associations and branch organisations from around the world. Representatives from the ASI from the USA, the BPMA from Great Britain as well as the branch service provider Sourcing City will be travelling to Düsseldorf. Even three organisations from the Spanish-speaking region will be coming to Düsseldorf: the Spanish-Portuguese branch association FYVAR, the Spanish association AIMFAP as well as the trade show organiser IFE-MA from Madrid. The Belgian promotional products industry will be represented by BAPP and the Polish industry by the PIAP. We will be greeting delegations of the VÖW from Austria and Promoswiss from Switzerland, while the Swedish association SBPR will also be travelling from Scandinavia.



Save the dates

In order for industry representatives to become acquainted with one another beyond national borders and continents, there are two important dates at the PSI, among others, which internationally oriented trade show participants should note in their calendars:

The International Lounge (10E05) will offer the chance for the international exchange of experiences on Wednesday, 11 January 2023 at 4pm.

Together with ASI and Sourcing City, PSI invites visitors to the PromoAlliance Reception on **Tuesday, 10 January 2023 at 4pm** at the Community Café (Hall 9E80/9E82), to promote dialogue between the American, British and European companies and industry representatives.

Competence Centre for promotional textiles

Textiles are attractive due to their great versatility and strong advertising effect. Mass customisation is the name of the game. The secret of promotional textiles is that they

skilfully adapt fashion trends and are also inspired by collections from the clothing industry in terms of quality. They are so chic, functional and stylish that they quickly become the favourite items of their recipients. Here too, there is an increasing trend towards ecological sustainability and innovative functionality. Resource-saving and socially responsible production, verified supply chains and recognised certifications result in high-quality, long-lasting and ecologically sound collections with future-oriented standards. The textile exhibitors will be offering an overview of this broad range of themes, which are reflected in their diverse products.

Textile Campus: Textile knowledge and innovations

During the past decade, the PSI has increasingly developed into a competence centre for promotional textiles. The PSI 2023 will be building on this with various special areas dedicated to the theme textiles. There will be a Textile Campus again, which will serve as a platform for information and networking with regard to ecological sustainability for textiles. Various stakeholders will be presenting solutions and standards or certificates there. The themes are diverse: fair trade, ecological production, fair

>>

supply chains, climate protection, social justice regarding production and trade along with many additional topics will be addressed. The participants are:

- > Akademie für Textilveredlung, Cologne
- > Bianca Seidel Consulting, Düsseldorf
- > Circular Sweater Project, Berlin
- > Ecosign Akademie für Gestaltung, Cologne
- > Gemeinwohlökonomie Regionalgruppe, Cologne
- > Hehlerei, Cologne
- > Hochschule für Technik und Wirtschaft, Berlin
- > Hochschule Niederrhein, Mönchengladbach
- > Planet Upcycling, Düsseldorf
- > Pure Waste Textiles Oy, Helsinki
- > Thomas Mosner GOTS- und Textildruck-Beratung & technischer Support, Cologne

Fan Corner: Refinement in practice

The PSI is also presenting itself as a trade show platform for knowledge transfer, networking and workshops related to ecological sustainability in textile advertising and promotions, corporate fashion, sports and workwear as well as textile refinement. A special show is dedicated to refinement. After all, only a perfectly executed refinement process that is tailored to the respective product and material turns an article into an individual advertising messenger. This requires a lot of know-how, which experts from recognised partner companies will be sharing in the special area for merchandising, personalisation and refinement. This area will be called Fan Corner due to the women's football world championship in Australia and New Zealand in 2023. Here, merchandising products are used to demonstrate what constitutes skilful refinement. The following companies will be participating:

- > Walz Solutions with an embroidery machine
- > Roland DG with UV printing on advertising products
- > Stahls' Europe will be demonstrating transfer printing on textiles
- > Brother will be bringing a DTG printer
- > New Wave is the team outfitter

All fans of the national women's football team and promotional products, in particular those with engraving, printing and embroidery, can pick up their own merchandising product in the PSI Fan Corner in Hall 9 at stand G79. Print Tattoo, a brand name of the PSI exhibitor Stainer Siebdruck, will be supporting the Fan Corner with 5,000 tattoos which will be handed out to trade show visitors and refer to the informative special area. <



The list of exhibitors wishing to take advantage of the PSI 2023 as a presentation and networking platform keeps growing. Therefore, the range of products that will be displayed in Düsseldorf is expanding and it will be more and more exciting to stroll through the trade show halls in January. In the following, we will present several of the exhibitors who have joined us.

The history of **Zippo** began in the early 1930s at the Bradford Country Club in Bradford, Pennsylvania, where George G. Blaisdell had an idea for a lighter, which is unique in terms of function and design. The Zippo pocket lighter is now deeply ingrained in American culture and recognised around the world as an icon of durability and reliability. In particular the branded promotional lighters are coveted collectors' items. Zippo's diverse product line now also includes lighter accessories, multi-purpose butane lighters, men's and women's fragrances, lifestyle accessories, eyewear and products for outdoor enthusiasts. Another global brand at the PSI 2023.

Pure Waste Germany is the first company in the world to create new yarns, fabrics and products from cutting scraps. In order to save water and energy during the production of t-shirts and sweatshirts, the company developed recycled materials to make production more ecologically sustainable. Pure Waste uses 100 per cent recycled knitwear for its durable textiles. Visitors will find information and inspiration regarding sustainable textiles at the PSI.

The family-run company **Boogaard Textiles B.V.** based in the Netherlands is known for high-quality textiles, which can also be individually manufactured on request and finished according to the most modern standards. Whether it is chic outfits for lifestyle and sport, varied seating furniture, home textiles or accessories, all products from the broad assortment meet the highest demands. Everyone can see for himself or herself at the PSI.

Everything made of leather and more: briefcases, handbags, folders, accessories and fashion in a large variety as well as fine leather goods from our own workshop – all of this is offered by the well-known label **Eurostyle** from the Emil Kreher leather goods factory in Bayreuth. Besides high quality, excellent service and many personalisation options, the tradition-rich company also offers creative products made of ecologically sustainable materials as well as stylish product ideas such as hand-made leather barbeque aprons. Be sure to have a look during the PSI!

The Polish manufacturer of pens is known, among other things, for its promotionally effective writing utensils under the brand name **DreamPen** with their individual, eye-catching and infinitely versatile clips. The company also sells printable fragrance products for cars under the brand name Invame as well as branded medical products under the brand name Best Cover. DreamPen has been on the market for over 20 years and manufactures in Poland.

Meterex, one of the leading European companies specialising in measuring tools, has enriched the promotional products market with its extraordinarily versatile assortment of folding rulers and measuring tape. The quality products provide for a wide range of applications up to the top of the line and guarantee high utility and lasting advertising impact. The company's own plastic injection moulding shop, production, pre-press, screen, pad and digital printing assure maximum flexibility and the realisation of all conceivable customer requests. In line with a decade-long tradition, Meterex will again be an exhibitor at the PSI 2023.

The Ireland-based wholesale company **Goldstar Europe** with additional locations in California, Tennessee and Mexico offer an impressive range of high-quality writing utensils, stationery, bags and other customer-specific, personalised promotional products. Writing utensils in trendy rosé and mineral tones, as well as classic metal and plastic writing utensils will be on display at the PSI among other products. In addition, the company will be providing information on tools and services to make business easier on customers.

Based on the motto "Trading Ideas", the mid-sized importer **Inspirion** has been offering innovative and eye-catching promotional products to its global clientele since 1998. The varied full range of products includes around 3000 promotional products for business and leisure for every type of application and since 2004 also suitcases under the brand name CHECK.IN®. It will all be on display at the PSI 2023. Reliability, adherence to schedules and flexibility, combined with high quality standards as the basis for good service, are firmly anchored in the company.

The global brand **STAEDTLER** with German roots offers the promotional products business the entire range of pens and products for painting, as well as markers, pencils and accessories, writing utensils, modelling clay and materials for technical drawing along with artists' supplies. Around two-thirds of all products are manufactured in Germany, while 80 per cent of products are exported. Thus, the brand is present in over 150 countries. STAEDTLER attaches particular importance to ecological sustainability: for example, chips from wood processing are used in the upcycling process in the production of wood-cased pencils. A visit is a must during your walk around the trade show.

SL Bags has already been established on the market since 1973 as a professional bag manufacturer. The Dutch company emerged from the leather processing company VAS-AD. Nowadays SL Bags specialises in the design and production of high-quality bags from different materials and has developed into a global player. The product portfolio also includes recycled bags. The foldable shopping bags consist of 100 per cent used and recycled plastic bags.

The corporate philosophy of **Anda Present** is based on four main pillars: product and printing technology innovations, a market-oriented and partnership-based business strategy, a full range of services as well as social and environmental responsibility. The Hungarian promotional products supplier offers its own collection known as "BE CREATIVE" and according to its own statements places particular value on innovative products, which can be customised to a large extent. Many of them are manufactured and assembled in Europe.

José Albero Puerto SL has been on the market for 80 years. The firm from Alicante, which has established itself in Spain and many parts of Europe, produces and sells all kinds of towels, terry goods and other home textiles. It puts a particular focus on ecologically sustainable and responsible production, supported by modern textile technology. In the area of advertising materials, José Albero Puerto offers a wide range of personalised towels, sarongs and other textiles.

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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
45448	Aetzkunst GmbH & Co. KG, GERMANY		9B29
45590	aloga gmbh, GERMANY		10D27
43602	Bauer GmbH Bandweberei, GERMANY		9C69
60598	BELAMY GmbH, GERMANY	www.belamy.de/pages/individualisieren	9F69
43535	Beutler Eco Solutions GmbH, GERMANY		9D64
804027	Bianca Seidel Consulting, GERMANY		10G34-10
60585	BIM GmbH, GERMANY	www.yangspatch.com	9D42
42275	brandsupply GmbH, GERMANY	brand-supply.com	9D51
46905	Brauns-Heitmann GmbH & Co. KG, GERMANY		9C04
	BROTHER Internationale Industriemaschinen GmbH, GERMANY		9G79
45107	Cameo Laser Franz Hagemann GmbH, GERMANY		9G79
49960	Campo Sportivo GmbH, GERMANY	www.artiva-sports.com	9E25
45140	Carry Products GmbH, GERMANY	carrybottles.com	9D76
46125	CG International GmbH, GERMANY		10G42
	Circular Sweater Project, GERMANY		10G34-06
60181	Confiserie Möhlenkamp Gbr, GERMANY	www.confiserie-moehlenkamp.de	9B57
41421	Coolike-Regnery GmbH, GERMANY	www.coolike.de	9C39
47376	CosmoShop GmbH, GERMANY	www.werbemittelshop.de	9E69
60589	Delikatessenwinkel GbR, GERMANY	shop.delikatessenwinkel.de	9E07
48323	digipromo Software Partner Datenmedien-Service		
	und -vertriebs GmbH, GERMANY		9D52
40723	DOM POLYMER-TECHNIK GMBH, GERMANY		10L57
41752	doppler H. Würflingsdobler GmbH, GERMANY	dopplerschirme.comde	10A46
46897	Dosenspezialist GmbH, GERMANY		9E32
476761	Dr. Harnisch Verlags GmbH, GERMANY	harnisch.comdedica	9A05 Media Lounge
44886	DreiMeister Spezialitäten, GERMANY	www.dreimeister.de	9A37
60569	Durable Hunke & Jochheim GmbH & Co. KG, GERMANY		9D69
47300	Easy Gifts GmbH, GERMANY		10F35
681753	ecosign/Akademie für Gestaltung, GERMANY	www.ecosign.de	10G34-04
60535	ECS Cleaning Solutions GmbH, GERMANY	www.ecsag.com	9D56

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49982	Edition Michael Fischer GmbH - EMF Verlag, GERMANY	www.emf-verlag.de	10L55
49467	Einkaufswagenlöser.de, GERMANY		10B27
			
41369	elasto GmbH & Co. KG, GERMANY	www.elasto.de	10L49
47527	Erich Utsch AG, GERMANY		9D41
41857	EUROSTYLE - Emil Kreher GmbH & Co. KG, GERMANY		10E35
43877	FAIRBAGS GmbH, GERMANY		10G50
43144	FARE - Guenther Fassbender GmbH, GERMANY	www.fare.de	10E36-01
47123	fides Druck und Medien GmbH, GERMANY		9A39
49141	FLÜWA GmbH, GERMANY		9C52
60603	Fountn GmbH, GERMANY		9F71
60461	Frischtuch GmbH, GERMANY	www.frischtuch.de	9B50
60571	frunol delicia GmbH, GERMANY	www.delicia-gartenvogelfutter.de	9E75
48691	GC Footwear GmbH, GERMANY	gcfootwear.com	10A39
60573	GEFU GmbH, GERMANY	www.gefu.com	9B73
	Gemeinwohlökonomie Rheinland, GERMANY	germany.ecogood.org	10G34-05
42351	Gollnest & Kiesel GmbH & Co. KG, GERMANY	www.goki.eu	9G49
42819	Gustav Daiber GmbH, GERMANY	www.daiber.de	10E36
46944	Gutting Pfalznudel GmbH, GERMANY		9C03
47881	Hädicke GmbH & Co. KG, GERMANY	www.haedicke-kerzen.de	9B47
45666	Halfar System GmbH, GERMANY		10E36-02
43749	HALM Straws GmbH, GERMANY	www.halm.co/pages/ firmengeschenk-werbemittel	9B61
60517	HalmBrüder GmbH, GERMANY	halmbrueder.de	9D47
60549	Happykeks GmbH, GERMANY		10C67
44954	happyROSS GmbH, GERMANY	www.happyross.de/wm	10A21
	Hehlerei - Das Bündnis für textile Delikte, GERMANY	www.hehlerei.eu	10G34-02
44885	Heinrich Sieber + Co. GmbH, GERMANY	www.sieber-taschen.de	10G50
46612	Hellma Gastronomie-Service GmbH, GERMANY	www.hellma.de	9G32-06
41583	HEPLA-Kunststofftechnik GmbH & Co KG, GERMANY	www.hepla.de	10A49
41016	Heri-Rigoni GmbH - emotion factory, GERMANY	www.heri.de	9F48
	Hochschule Niederrhein, GERMANY		10G34-09
41118	hoechstmass, GERMANY		9E50
45973	Hörsteler Interior Design GmbH, GERMANY	www.hoersteler.de	10C57
	HTW Berlin, Hochschule für Technik und Wirtschaft, GERMANY		10G34-07
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
51319	INNOVATIONS-FORUM, GERMANY		9D68
42907	Inspirion GmbH, GERMANY	www.inspiration.eu/de	9G48
60470	interfon adress GmbH, GERMANY	www.interfon-adress.de	9E47
49767	J.S. Fashion GmbH, GERMANY	www.js-fashion-gmbh.de	9A71
60560	Jalema GmbH, GERMANY	www.jalema.com	9B54
48291	JH Innovations GmbH, GERMANY		9E51
41990	Joytex GmbH & Co. KG, GERMANY		10G19
60555	JULIUS-K9 GmbH, GERMANY		9C51
60200	Jungfleisch GmbH, GERMANY	www.jungfleisch.de	9E63
48245	JUTEKO GmbH, GERMANY		10B44
42706	Kalfany SüBe Werbung GmbH & Co. KG, GERMANY	www.suesse-werbung.de/en	10E20
49826	KERNenergie GmbH, GERMANY		9G32
48320	Kim Kranholdt GmbH, GERMANY	www.kranholdt.de	9A63
60471	Kingstar Technologie GmbH, GERMANY	ikingstar.com	9D45
60553	KLAR Seifen, GERMANY	www.seife.de	9A69
44071	KÖNITZ PORZELLAN GMBH, GERMANY	www.koenitz.com	9G27
47406	koziol ideas for friends GmbH, GERMANY	koziol-incentives.de	10D50
44323	Ledlenser GmbH & Co KG, GERMANY		10G56
49644	LEONARDO - glaskoch B. Koch jr. GmbH + Co. KG, GERMANY	www.leonardo.de	10D49-01
60565	Lexonnet Designwelt GmbH, GERMANY	www.lexonnet.com.cn	10H56
49756	Living Bytes GmbH, GERMANY		9A76

PSI No.	Exhibitor	Web	Stand
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
804181	marketing-BÖRSE GmbH, GERMANY		9A05 Media Lounge
15944	Maxilia Werbeartikel GmbH, GERMANY	www.maxilia.de	10F57
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
60121	MetalicCards UG, GERMANY	metalliccards.com	9B56



41836	meterex, GERMANY	www.meterex.com/de	10D34
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60521	Micro Mobility Systems D GmbH, GERMANY	www.microscooter-shop.de	9C62
60492	MOUTH Propaganda GmbH, GERMANY		9E53
76979	mt products GmbH, GERMANY	www.mtproducts.de	9A75
47774	Müller Werbemittel GmbH & Co. KG, GERMANY		10L56
60584	naschlabor GmbH, GERMANY		9G32-01
60551	New Idea Crafts GmbH, GERMANY	newideacrafts.de	9C36
44367	New Wave GmbH, GERMANY		9G79
80075	Offene Systeme Software!, GERMANY	www.ks1.de	10B48
	ökoRAUSCH Wissenswelt - Wanderausstellung, GERMANY		10L36
47378	Paper + Design GmbH, GERMANY	www.paper-design.de	10G60
45999	PASSATGUMMI, GERMANY	www.passatgummi.de	9G20
60537	Pink Pepper Media GmbH, GERMANY	www.pinkpm.de	9C53
	Planet Upcycling, GERMANY	www.planet-upcycling.de	10G34-01
46596	POLYCLEAN International GmbH, GERMANY	www.polyclean.com	10C49
	Porzellanmanufaktur Kahla, GERMANY	www.kahlaporzellan.com	10B14
60512	Pottkorn GmbH, GERMANY		9C38
60563	projekt software GmbH, GERMANY	www.projekt-software.de	9A50
46355	Promidata GmbH, GERMANY	www.promidata.com	10H58
60208	Protect-Ideas GmbH & Co. KG, GERMANY		9A40



PSI Community Café — join. drink. link.	10G26
PSI Community Café & Product Presentations	9E82, 9E80
PSI Design Forum	9C68
PSI Fan Corner - Sonderschau für Merchandising, Personalisierung und Veredlung	9G74, 9G79
PSI Forum	10G18
PSI GUSTO Lounge	9G32-03
PSI International Lounge	10G20
PSI Media Lounge	9G82
PSI Meeting-Room	10L06
PSI Newcomer Lounge	9F81, 9A81
PSI Services & Info	9A06, 9A05
PSI TV Studio	10L05

42487	REFLECTS GMBH, GERMANY	www.reflects.com	10L38
43507	Reichweite GmbH, GERMANY		9C73
47182	Reisenthel Accessoires GmbH & Co. KG, GERMANY	reisenthel.com	10G49
811783	Relaxound GmbH, GERMANY		9C81
40884	Richartz GmbH, GERMANY		10E41
44940	RICOLOR MK-Haushaltswaren, GERMANY		9C30
44508	Ritter-Pen GmbH, GERMANY	www.ritter-pen.de	9F44
	Roland DG Deutschland GmbH, GERMANY		9G79
60448	Rommelsbacher ElektroHausgeräte GmbH, GERMANY	www.rommelsbacher.de	9C55

PSI No.	Exhibitor	Web	Stand
	 In the business of building businesses		
	RX Austria & Germany	www.rxglobal.com/rx-austria-germany	9A06, 9A05

60536	Salzmann GmbH, GERMANY	www.salzmann.eu	9B55
49768	SANDINI GmbH, GERMANY	www.sandini.de	9A80
43416	Schneider Schreibgeräte GmbH, GERMANY		9G47
41838	SENATOR GmbH, GERMANY		10B14
47022	SI POS GmbH & Co. KG, GERMANY	www.si-pos.de	9F45
48311	sigikid, GERMANY	sigikid.de	9C75
48123	Silverspot Trading GmbH, GERMANY	www.silverspottrading.com	9C20
49550	SKARPETA GmbH, GERMANY	skarpeta.eu	10D56
60203	snagger GmbH, GERMANY	www.snagger-germany.com/b2b	9C58
45567	SND PorzellanManufaktur GmbH, GERMANY		10E36-03
47677	Sopp Industrie GmbH, GERMANY	www.sopp.de	10G62
44120	Sport Böckmann GmbH, GERMANY		10F64
41462	Spranz GmbH, GERMANY	spranz.de	10A32



43287	STABILO Promotion Products GmbH & Co. KG, GERMANY	www.stabilo-promotion.com	9G29
41108	STAEDTLER Mars GmbH & Co. KG, GERMANY	www.staedtler-promotional.de	10D51
	Stahls Europe GmbH, GERMANY		9G79
45280	Stiefelmayer-Contento GmbH & Co. KG, GERMANY	www.contento.com	9G08
41032	Suthor Papierverarbeitung, GERMANY	www.suthor.de	9G16
44574	Take2-Design GmbH & Co. KG, GERMANY	www.take2-design.de	10A26
49090	TDJ Stadtgärtner GmbH, GERMANY	www.diestadtgaertner.de	9D48
43817	TechnoTrade, GERMANY	www.technoline-berlin.de	9G28
48161	Tessloff Verlag Ragnar Tessloff GmbH & Co. KG, GERMANY		10F43
43407	testme GmbH, GERMANY	www.testme.de	9B52
41875	TFA Dostmann GmbH & Co KG, GERMANY	www.tfa-dostmann.de	10A17
807533	Thomas Mosner Consulting, GERMANY		10G34-03
47317	tobra GmbH & Co. KG, GERMANY	www.tobra.io	10K41
46108	travelite GmbH & Co. KG, GERMANY	www.travelite.de	10E63
49563	Trendy Sport GmbH & Co.KG, GERMANY	trendy-sport.eu	9A29
44970	Trigon Deutschland GmbH, GERMANY	www.semo.de	9E29
60543	TRIKORA Deutschland GmbH / recaddy		
	Mehrwegverpackung mit System, GERMANY		9D61
46311	TROIKA Germany GmbH, GERMANY	business.troika.de	10A35
43590	Tüpfelchen GmbH, GERMANY		9A53



41848	uma Schreibgeräte, GERMANY	uma-pen.com	10E52
51324	Verlag Chmielorz GmbH, GERMANY		9A05 Media Lounge
100080	Verlagshaus Gruber GmbH, GERMANY		9A05 Media Lounge
60554	VOITED Adventure GmbH, GERMANY		9E39
60497	Vonmählen GmbH, GERMANY		10B31
44685	WAGUS GmbH, GERMANY	www.wagus.de	9F04
41594	Walz GmbH & Co.KG, GERMANY	www.walz-gruppe-ulm.de	9E54
60583	Warimex GmbH, GERMANY		9A72
60449	wende.interaktiv GmbH, GERMANY	www.touch-the-future.de	9C67
683345	WIRmachenDRUCK GmbH, GERMANY	www.wir-machen-druck.de	10H35
60179	WUNSCHPRODUCTS, GERMANY		9B48



44066	Zippo GmbH, GERMANY	www.zippo.de	10G61
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PSI No.	Exhibitor	Web	Stand
60557	Bike Citizens Mobile Solutions GmbH, AUSTRIA		9C61
60491	BILLY the Clip Verwertungs GmbH, AUSTRIA	billythecclip.com	9A57
60460	Candol Produktions- und HandelsgesmbH, AUSTRIA	www.candol.com	9C49
45775	EP VERPACKUNGS GMBH, AUSTRIA		9B08
45775	EUROPACK, AUSTRIA	www.europack-world.com/de	9B08
60424	FreeWings / FIBS, AUSTRIA	www.fi-bs.com	9C54
	Fresh Aid +, AUSTRIA		9D54
46235	HERKA GmbH, AUSTRIA	www.herka-frottier.at	10G36
41565	KP Plattner GmbH, AUSTRIA	www.kp-plattner.at	9C43
49872	Landgarten GmbH & Co. KG, AUSTRIA	www.landgarten.at	10A27
47225	LIP Handelsgesellschaft GmbH, AUSTRIA		9E55, 9D54
60451	RINAMA GmbH, AUSTRIA	rinama-giveaway.at	10D23
49286	STAINER Schriften & Siebdruck GmbH & Co KG, AUSTRIA	www.print-tattoo.com	9G21
45956	burger pen AG, SWITZERLAND	burgerswisspen.com	10K49
60227	Earline AG, SWITZERLAND	www.saverave.ch	9G10
578380	IPPAG Cooperative, SWITZERLAND	www.ippag.net	10G20
60507	mydropz AG, SWITZERLAND	dropz.com	9C50
48816	Swiss Mountain Hand Bags ABC GmbH, SWITZERLAND		9G53
44281	VICTORINOX AG, SWITZERLAND	www.victorinox.com	10F36
45194	ARA NV, BELGIUM		9F25
50176	BAPP, BELGIUM	www.bapp.be	10G20
90103	BRIKL BV, BELGIUM		9G19
48045	B-TOKEN BVBA, BELGIUM		9B38
60600	Matvertise, BELGIUM matvertise.eu		9E13
49663	Orakel bvba, BELGIUM		9B36
48836	Papermints S. A., BELGIUM	papermints.eu/logo-products	9D58
60496	Product Media Group BV, BELGIUM		9G07
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	10A56
46789	CoMo Europe B.V., NETHERLANDS (The)	www.como-europe.com	9G22
47506	Condom Message, NETHERLANDS (The)	www.condommessage.com	9F02
60575	Correctbook Europe BV, NETHERLANDS (The)		9B58
45939	Corthogreen bv, NETHERLANDS (The)		10D42
43766	EcoSavers® - POWERplus®, NETHERLANDS (The)	www.ecosavers.nl	9A51
49118	Eurobottle B.V., NETHERLANDS (THE)		9E26
17344	FF-PACKAGING / East West Packaging, NETHERLANDS (The)	www.ff-packaging.com	9C64
48277	Green Earth Products, NETHERLANDS (The)	greeneearthproducts.de	10E18
60498	Hypon BV, NETHERLANDS (The)		9B25
44894	Intermed Asia Ltd., NETHERLANDS (The)	www.intermedasia.com	10D29
60548	Marvin's BV, NETHERLANDS (The)		9D57
49997	MIZU Europe BV, NETHERLANDS (The)	mizulife.eu	9F29
60530	Nomenta Industries International B. V., NETHERLANDS (The)		10F54
663314	onderdeel van Virtùmedia B.V., NETHERLANDS (The)		9A05 Media Lounge
	PPP - Product Promotional Professionals, NETHERLANDS (The)	www.ppp-online.nl	10G20
	Promidata B.V., NETHERLANDS (The)		10H58
41446	Promocorp BV, NETHERLANDS (The)		10G58
60479	Retulp Custom BV, NETHERLANDS (The)	www.retulp.de	9C70
48301	SL BAGS, NETHERLANDS (The)	slbags.com	10K37



PSI No.	Exhibitor	Web	Stand
60155	Sunware BV, NETHERLANDS (The)	www.sunware.com	9A30
46766	Tasty Present, NETHERLANDS (The)	tastypresent.com	9A36
60188	The Great Wall International Trading B.V., NETHERLANDS (The)	www.greatwallpromo.com	9B64
60574	Treebytree BV, NETHERLANDS (The)	www.treebytree.earth	10F14
49918	Xapron B.V., NETHERLANDS (The)	xapron.nl	9A58

EUROPE (excluding GSA & BENELUX)

49765	PNG 1962 Ltd, BULGARIA	www.png.bg	10D16
49601	Adore s.r.o., CZECH REPUBLIC (THE)		10A40
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)	www.promoteusgifts.com	10E19
60529	MASCOT International A/S, DENMARK	www.mascot.de/de	10A18
43439	MIIEGO AUDIO, DENMARK	miiego.com	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
574777	aimfap, SPAIN		10G20
46643	Caramelos Cerdán S.L., SPAIN	carameloscerdan.com	9D13
47097	Disenos NT, SPAIN	notejido.com	9B14
	FYVAR, SPAIN	www.fyvar.es	10G20
45193	ID-Sneakers, SPAIN	idsneakers.com	9E19
	IFEMA Feria de Madrid, SPAIN	www.ifema.es/en/promogift	10G20
46097	José Albero Puerto, S.L. - Secaneta, SPAIN		10G17
48309	Manufacturas Arpe, S.L., SPAIN	arpe.es	10A24
43478	MASGUANT, S. L., SPAIN		9A44
60550	Original Buff S.A., SPAIN	www.buff.com/de_de/custom-business	9C32
49585	Rolleat, SPAIN	rolleat.com/corporate-gift	10B23
46525	Sanjuan Hermanos, S.A., SPAIN		10G48
49830	Vidrios San Miguel SL, SPAIN	www.vsanmiguel.com	9B16
60477	Finable Oy, FINLAND	www.greenfin.fi	9A59

Pure Waste

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
49704	European Sourcing, FRANCE	europeansourcing.com	10A42
45457	Lexon, FRANCE	lexon-design.com	10F27
60559	Anchor sourcing (UK) Ltd, UNITED KINGDOM (THE)		9A54
60237	Black + Blum Ltd, UNITED KINGDOM (THE)	www.black-blum.com	10D58
	BPMA, UNITED KINGDOM (THE)	www.bpma.co.uk	10G20
49153	Calverley Ltd, UNITED KINGDOM (THE)	calverley.com	9B68
90029	Disrupt Sports Ltd, UNITED KINGDOM (THE)	branded.disruptsports.com	9C56
60562	Le Kevin T/A Styleengineered Ltd., UNITED KINGDOM (THE)	www.lekevin.co.uk	9B35
60219	Promocollection Limited, UNITED KINGDOM (THE)	www.promocollection.uk	9E74
60427	Rocketbook, UNITED KINGDOM (THE)	customrocketbooks.eu	9D63
	Sourcing City, UNITED KINGDOM (THE)	www.sourcingcity.co.uk	10G20
90036	The Outdoors Company Ltd., UNITED KINGDOM (THE)	theoutdoorscompany.co.uk	10D53
60478	S.Simeonidis EE „Nicklis“, GREECE	www.transferprint.de	9A47

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43581	Croatian umbrella Ltd, CROATIA	croatianumbrella.com	10B32
49994	UMBRA design d.o.o., CROATIA		9E46
45753	Anda Present Ltd., HUNGARY		10A50
45829	Goldstar- Europe, IRELAND	www.goldstareurope.com/de_eu	9F37
60531	Therabody International Ltd., IRELAND	www.therabody.com	9F67
60506	Bettinardi Srl, ITALY	www.bettinardiwatch.com	9A64
60187	Brevetti WAF S.r.l., ITALY	www.brevettiwaf.it	9D36
60582	Customize S.r.l., ITALY		9A70
48961	ELJTE, ITALY	www.eljte.com/index.php	9G71
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
60581	LASIT Sistemi e Tecnologie Elettrottriche S.p.A., ITALY		9E31
49315	MARNATI SAS, ITALY		10A28
60546	Mat.en S.r.l., ITALY	www.mat-en.com/en	9A62
41680	METRICA SPA, ITALY	www.metrica.it	9B17
49462	Nastrotecnica srl, ITALY	www.nastrotecnica.it	10D43
43438	OMETEC S.R.L., ITALY	aga-design.com	10E57
47430	RO-WE SNC DI Brusaterra Roberto & C., ITALY	www.rowekeyholders.com	9B40
43807	SIPEC S.P.A., ITALY	www.sipec.com	10B50
60489	TEXmarket GmbH, ITALY	www.texmarket.it	
		www.texmarketsports.com	9C76
60579	TONKI SRL, ITALY	www.tonki.com/it	9B81
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 SP. Z O.O. Manufacturer of car fragrances, POLAND	airfresh.pl	9D55
49719	AMGS GROUP JERZ I GIGOŁO.		
	SPÓŁKA KOMANDYTOWA, POLAND	amgsgroup.com/en	10A13
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
49112	Consilio Jakub Michalski, POLAND	consilio.com.pl/de	10B24
43968	CRUX Sp.j., POLAND	greenplanet365.eu	10C63
45720	DreamPen Producer of Ballpens, POLAND	dreampen.plenhome	10A36
48996	ELITA S.J. Krzysztof Staszałek i Mateusz Staszałek, POLAND	lanyardsonline.de	10H55
49205	Fabryka Zabawek Pluszowych „Kolor Plusz”, POLAND	www.kolor-plusz.pl	9C12
47960	Feniks Sp. z. o. o., POLAND	www.feniks.biz.pl	9F22
60474	Filmar Factory Sp. z o.o., POLAND	www.filmarfactory.eu	10C40
43641	Fragrans Michal Stolarczyk, POLAND	fragrans.pl	9C47
47052	GIFT STAR, POLAND		9A68
558273	GJC International Sp. z o.o. sp. k., POLAND	giftsjournal.pl	9A05 Media Lounge
45192	Glasmark Sp. z o.o., POLAND	glasmark.pl	9D24
48313	Headwear PL Spolka z ograniczona odpowiedzialnoscia Sp.J., POLAND	headwear.com.pl/de	10F22
60462	KADRSON Joanna Łabeńska, POLAND	www.productphotography.pl	9B49
49171	Lanyard.pro - Lanyard factory		
	Allers Grupa sp. z.o.o., POLAND	lanyard.pro	9E21
49438	Lema Krzysztof Jan Buszko, POLAND		10D26
60576	Mondo Calza Sp Z o.o, POLAND		9B74
60454	Mousepad24 Anita Makarska-Gurgacz, POLAND	podkladki24.pl	9B63
45981	NOEX Spółka z ograniczoną odpowiedzialnością sp.j., POLAND	noex.com.pl	9A35

PSI No.	Exhibitor	Web	Stand
60436	NORDHORN J.M. Stasiak Spolka Jawna, POLAND		9C11
46403	NOTEDECO Spółka z ograniczona, POLAND		10C43
44057	P.P.H.U LEZAKOWO, POLAND	lezakowo.com	10E28
50288	PIAP - Polish Chamber of Promotional Products, POLAND	www.piap-org.pl	10G20
49402	Polskie Karty sp. z o.o., POLAND	plasticcards.zone	10G44
43454	Rascal Sp. z o.o., POLAND	www.rascalindustry.eu	9C63
60564	REFLECT GROUP, POLAND	www.reflectprint.eu	9D70
60235	REFLOACTIVE Sp. z o.o., POLAND	refloactive.com/en	9B53
48510	Reiter Polska Sp. z o.o., POLAND		10A61
49516	Sandex.pl Sp.zo.o, POLAND	sandex.pl/de/elementor-47-deutsch	10G27
45297	SDX Group sp. z o.o., POLAND	sdxgroup.pl/en/home-eng	10H31
46325	SŁODKIE Sp. z o.o., POLAND		10B26
47019	SPÓLNOTA - Drzewna, POLAND		10H63
48418	Ted Gifted, POLAND	www.tedgifted.com	9D03
60592	TOBEECO, POLAND	www.tobeeco.eu	9B69
60443	TOMADDEX S.C., POLAND	sox.zone	10C55
60542	UNICUP Sergei Maltcev, POLAND	www.printcup24.com	9B51
60558	Universe Print Mariusz Baranowski, POLAND		9G23
60469	UTAL sp. z o.o., POLAND	www.utsal.pl	10B40
46622	Viva-Plus II Firma Handlowa, POLAND	www.vivaplus.pl/pl/aktualnosci.html	9F54
60566	WHITEBOX, POLAND	whitebox.pl	9C82
60452	Wooden World - Kamil Goluszka, POLAND	www.woodenworld.eu/indexen.html	9A48
60473	KUBIKEXOTIK. Ida, PORTUGAL	www.vacuum.cards	9E64
47678	Paul Stricker, SA, PORTUGAL	www.stricker-europe.com/de	10D52
60009	Plastdiversity, Lda, PORTUGAL	plastdiversity.com	9C48
43406	Polipromotion, S.A., PORTUGAL	www.polipromotion.com/pt	9C57
49331	R3D, LDA, PORTUGAL		10F61
49967	MEDIACONCEPT SRL, ROMANIA	www.media-concept.ro	9F08
60587	Deltahub, razvoj inovacij d.o.o., SLOVENIA		9D75
60599	Rogac d.o.o., SLOVENIA		9F68
42664	AB Sporrang, SWEDEN	www.sporrang.com	9D14
46994	Hubbes Verkstad AB, SWEDEN	www.ecokeyrings.se	EN01
50175	S.B.P.R. Svensk Branschförening, SWEDEN		10G20
SDG			
60561	Scandinavian Design Group West AB, SWEDEN		9A52
44010	Softybag AB, SWEDEN	www.softybag.com	10B18
47879	Teko Tryck AB, SWEDEN	www.tekotryck.se	10B29

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44151	ADA KUPA SERAMİK IC DIS TICARET LIMITED SİRKETİ, TURKEY		9E36
60515	Alfa Beta Tekstil Is Kiyafetleri San. Ve Dis Ticaret AS, TURKEY.	www.alfabetatextile.com	9B62
47800	ALFA PROMOSYON TEKSTİL Pazarlama Sanayi Ve Ticaret Anonim Sirketi, TURKEY		9G41
43615	Asya Bayrak Reklam Prom. San. Tic. Ltd. Sti., TURKEY		9F07, 9E08
60207	ATACA TEKSTİL SANAYI VE TICARET LTD STİ, TURKEY	www.atacatekstil.com	10B28
60500	Aydın Basım San. Tic. Ltd. Şti., TURKEY		9F07, 9E08
49958	Aysoy Pazarlama Konfeksiyon Tekstil Sanayi ve Ticaret Limited Sirketi, TURKEY	aysoytextile.com.tr	10C36
60595	Be Smart Promosyon Tekstil San. Ve Tic. Ltd. Sti., TURKEY		9F07, 9E08
47952	Büyüksoy Bayrak Ve Semsie San. Tic. A.S., TURKEY	heb.com.tr	10F26
43415	Demre Tarım Turizm Tekstil Gıda Ins. Kuyum Bil. Emil. lth. lhr. San Tic Ltd Sti, TURKEY	www.myros.com	9C22
48615	DIZAYN ETİKET San. ve Tic. A. S., TURKEY		9C40
60552	Domino Ideas Matbaacılık Ve Ticaret A.S., TURKEY	www.dominoideas.com	9B44
47403	Ender Tekstil, TURKEY		9E30
49093	Eren Kadife Tekstil Nakliye San.Tic. Ltd Sti, TURKEY	www.erenkadife.com.tr	9E45
	Filmon Baskı Çözümleri A.Ş., TURKEY		9F07, 9E08
60418	Gimel Hediyeelik Esya Ltd Sti, TURKEY	www.gimelbags.com/en	9F07, 9E08
46517	Görenler Giyim Tekstil A.S, TURKEY	gorenler.com	9B06
60602	GRNPACK AMBALAJ VE CANTA İMALATI, TURKEY		9E58
60416	İstanbul Chamber of Commerce, TURKEY	www.ito.org.tr/en.	9F07, 9E08
	İstanbul Network Yurtdışı Ürün Paz. Tic. Ltd. Şti., TURKEY		9F07, 9E08
60591	Koksall Canta Ve Saraciye SAN TIC LTD STİ, TURKEY		9F07, 9E08
	Lenora Tekstil San. ve Tic AS, TURKEY	www.lenora.com.tr	9F07, 9E08
45721	MASAS METAL AMBALAJ San. Ve. Tic. A.S., TURKEY	www.masas.com.tr/tr	9C18
49384	May Atki Market Etiket Dokuma San Tic Ltd. Sti, TURKEY	mayatki.com.tr	9A14
78921	MAYER ORME TEKSTİL SAN. VE TIC. LTD. STİ, TURKEY	www.mayerorme.com	9E40
43921	Microcarton Packaging GmbH , TURKEY	www.papersupcycled.com	10B56
48364	MIYO MENDİL VE GIDA SANAYI DIS TICARET LTD STİ, TURKEY.	www.miyopromo.com	9A32
48784	Modal BRG Örgü Dokuma Tekstil, TURKEY	www.modaltextile.com	9E17
48393	MORE KAGIT SAN. VE TIC.LTD.STİ, TURKEY		9C15
60534	NOON CONCEPT, TURKEY.	www.noonconcept.com	9F60
60580	NOUS GRUP MED CAL TEKST L LTD. T, TURKEY.		10L58
49791	Özen Promosyon ve Reklam San. Tic. Ltd. Sti., TURKEY.	ozenpromosyon.com	9A33
48943	PROMODA TEKSTİL San. ve. Tic. Ltd. Stİ, TURKEY	www.promodatekstil.com	10F18

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43618	Metal Silver and Golden Industries Co. Ltd., SAUDI ARABIA . . .	sharatt.com	10D19
60540	Allpromoted Inc., UNITED STATES (THE)		10C39
	Asi, UNITED STATES (THE)		10G20
60604	LARQ inc, UNITED STATES (THE)		9F64
90102	Rhombus Canvas LLC, UNITED STATES (THE)	www.rhombuscanvas.com	9B70

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This is what the epithet „Made in Germany“ conveys, making these promotional items even more effective. But products from other EU countries have long met similarly high standards.



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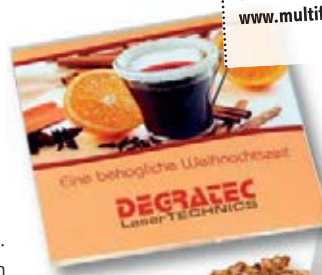


Hats made of wood

Uncommon, sustainable hats from German production, made from fabric derived from wood fibres, are available from Holz Fichtner. The creative Airwood brand beanies are made of Lyocell, also known under the brand name Tencel, the trendy fabric for sustainable fashion. The basis of Tencel Lyocell fibres is cellulose, which is made from wood. This fabric is silky soft and has unique features. The beanies have properties similar to those of activewear garments. They have an antibacterial effect, balance temperature and wick moisture away to the outside. This means they cool when it's warm and warm when it's cool and simply stay fresh longer. Beanies have established themselves as a fashion accessory – not only in winter. They look cool and are an accessory that can complete a style. The Fjell model is a reversible outdoor beanie that comes in 14 colour combinations. Custom colour combinations are also possible.

Mulled wine sachet

Multiflower's mulled wine sachets let you prepare a delicious mulled wine in no time at all, a delight during the winter and Christmas season. The folding card from the range of this promotional material specialist from Baden-Württemberg contains two grams of mulled wine spice in a transparent sachet. The standard motif on the card provides space for customisation, which is carried out by digital printing and according to the customer's wish. Alternatively, your own design can also be implemented, in each case from a minimum order of 250 pieces.



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PSI 41016 • emotion factory c/o Heri-Rigoni GmbH • Tel +49 7725 93930
info@emotion-factory.com • www.emotion-factory.com

Contribution to biodiversity

With its products for birds, the emotion factory has decided to work actively against increased bird extinction, and to add the topic of birds to the current key topics of climate change, forest, indoor climate and biodiversity. With the bird house, the bird food box, the bird food to go or the bird food bag, this promotional material manufacturer from the Black Forest creates high-quality custom products that address this important topic. They thus give the promoting company the opportunity to improve its ecological footprint, to sensitise customers to the topic and to convey a sustainable promotional message at the same time. All products are offered with customised promotional riders or packaging. The birdseed bag in particular is ideal as a flat mailing product.

Fleece shopping bags

Pusula Basim produces 100 per cent environmentally friendly, recyclable fleece shopping and promotional bags. Made in Turkey, these bags can be ordered in laminated or non-laminated versions, ultrasonically welded or hand-sewn, full colour or subtly coloured: any design and any size can be realised. The fabric from which the bag is made is environmentally friendly, antibacterial, non-toxic, recyclable, durable and harmless to health.



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www.tobra.io

Foldable mobile phone holder

tobra has further developed their new FSC® certified mobile phone holder. The innovative new fold-n-hold is now also available integrated into a postcard in DIN long format, an ideal mailing gimmick. The product, with the addition of personal words and information, can simply be torn out and given to the customer. In keeping with the theme of Made in Germany and sustainability, the phone holder is made in the company's own production facilities, where the machines are powered by solar energy or hydroelectric power.

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Customisable folding card

Made in Germany, available in various sizes and formats and with four changing motifs, the fascinating endless folding card from the e!xact range will delight customers. Starting closed, the card is simply folded repeatedly until the viewer automatically lands on the front page again. Surprisingly analogue. The folded card, for example designed as a square, is always a classic and yet always new. As a DIN long version, it is perfect for mailing campaigns, and as a house, it is ideal for sectors from the real estate, finance or building material world. The folding card is also widely enjoyed in its circular form – a symbol of unity, the absolute or perfection. There are no limits to creativity. Other shapes on request. The minimum quantity is 100 pieces.

Promotion made to measure

Schreiner Coburg's high-quality and durable aluminium triangular ruler is sustainable and elegant, with attractive extra features: it can be printed either with the standard scales 1:100, 1:125/1:20, 1:75/1:50, 1:25 or with your own desired scales according to the metric or imperial system of measurement. Promotion can be printed discreetly on one or effectively on up to three sides using pad printing. Laser engraving is also possible. The ruler is delivered in a transparent hard case. The aluminium triangular ruler is Made in Germany and contains a high percentage of recycled material.



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

Custom aprons

CG Workwear aprons are Made in Germany, washable at 95° Celsius and suitable for industrial laundering. The highly refined fabric is hard-wearing, colourfast, crease-resistant and durable. With EasyMix, everyone can put together their own individual apron from just one piece. Simply select the desired model, bistro or bib apron, fabric and colour, combine the ribbons in the desired colour and your apron is ready. You can choose from 42 varieties. Depending on your wishes, taste or corporate identity, aprons and ribbons are colour-coordinated. The ribbons are quickly and easily fastened with press studs. This means that the ribbon colours can be changed and exchanged at any time. A high-quality logo embroidery gives the EasyMix a final touch.



PSI 60175 • CG International GmbH
Tel +43 8061 4952924
info@cginternational.de
www.cginternational.de



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

Effective and original

With Frank Bürsten's helmet brush, which is completely Made in Germany, promotional companies play it safe and at the same time help their target group make a clean appearance. This colourful and eye-catching promotional item is shaped like an original construction and safety helmet. Its clothes brush with synthetic bristles helps keep clothes clean, thus combining practicality with an original look. Through the combination of brush and helmet, the user also associates positive characteristics such as safety and reliability with the promoting company, so different target groups can be reached, be it the construction industry, building materials trade, banks, insurance companies or the pharmaceutical industry. The helmet brush is available in white, black, yellow, orange, red and blue. If desired, the helmet or the accompanying gift box can be refined with custom promotional messages or logos.



PSI 49677 • Likor East-West Promotion
Tel +48 61 6521212 • office@likor.pl
www.promotionalclocks.eu

Time is money

Likor East-West Promotion, based in western Poland, produces various promotional wall clocks with different transport options to all of Europe. The items are manufactured in the company's own factory in Poland. Some components are imported, but many materials are sourced in the manufacturer's country, including glass, PVC, plastic and vinyl. So there are no problems with long import routes from distant countries, which has been shown to cause delivery delays. Time is and will remain extremely important in virtually all business sectors, because customers who order diverse products from all over the world expect to receive the items they need in the shortest possible time. Likor East-West stands for products Made in Europe, from qualified manufacturers and reliable business partners with short delivery times.

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Fulfilled wishes

Sustainable, beautiful and very special: Stadtgärtner, promotional material specialists from Nordhorn, share their fascination for nature by making it come alive through beautiful gifts. Whether with seed bombs in a jute bag, a dandelion in a jar, colourful flower marbles or growing greeting cards: the unique and customisable gift ideas are always well received by customers, guests and employees. All products are handmade in Germany, many of them in cooperation with workshops for people with special needs. Natural raw materials such as earth, seeds and clay are used in production. Customisation takes place via the hangtag made from recycled paper. PEFC certified natural kraft paper is used for the packaging.



PSI 49090 • TDI Die Stadtgärtner GmbH
Tel +49 5921 8183986
werbemittel@diestadtgaertner.de
www.diestadtgaertner.de

Cork shopper

In response to many customer requests, Gabriele Bühling and her team have added natural and eye-catching cork items to their range. One real eye-catcher is the cork shopper Ribeira, Made in Portugal. Named after a vibrant district in Portugal's port city of Porto, the cork shopper stands for Portuguese nonchalance. Whether for shopping, as a tote bag or shoulder bag: with this product, the wearer definitely stands out. The upper material consists entirely of natural cork from Portugal, which is grown under state supervision according to strict ecological standards. To avoid unnecessary transport, further processing takes place in small and medium-sized family businesses in Portugal. If desired, production in Germany is also possible. In its simple form, Ribeira comes without an inner lining, but can also be fitted with inner pockets and other details at the customer's request. Printing or laser engraving is recommended for promotional purposes. In certain cases, embossing is also possible. Delivery is possible at short notice for orders of ten or more.



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www.buehring-shop.com

Sustainable mobile phone stand

This sustainable mobile phone or tablet stand by Promoteus, made of solid beech, will stand out as a beautiful eye-catcher on any table. This attractive product makes you forget about unsightly plastic stands. The stand is made in the EU with a focus on sustainable forestry and is PEFC certified. The minimalist, natural design suits any interior. Customers can choose from many different shapes: triangle, circle, rectangle, square and other creative designs. The practical product can be embellished with laser engraving or a full colour image (CMYK) of the customer's choice.



PSI 49627 • Promoteus 1000KOZ, s.r.o.
Tel +420 222932315
sales@promoteusgifts.com
www.promoteusgifts.com

LAMY safari ncode

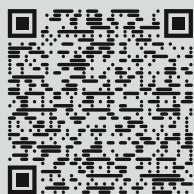


Catalogue



NEW

**LAMY safari all black ncode –
digital & analog writing!**



Tutorial



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PSI 48880 • Tramontina Germany GmbH
Tel +49 221 778999-10
info.tgermany@tramontina.com
www.tramontina.de

A hearty snack set

Whether it is for a replenishing sandwich or a stylish cheese platter: the 2-in-1 combis from Tramontina are always a well-received gift. Consisting of a matching board made of FSC-certified teakwood and a sandwich, cheese, universal or bread knife, the sets impress with its durability, functionality and environmentally friendly design. All knives have an FSC-certified, dishwasher-safe real wood handle, are manufactured with stainless steel rivets and meet high quality standards for the restaurant business based on the German Food and Feed Code (LFGB). Tramontina offers the 2-in-1 sets with a five-year guarantee. From a minimum purchase quantity, the boards can be branded with a logo of your choice, so that your customer will be fondly remembered by the recipient of the promotional gift for a long time.



Frames that fit

Most pictures and works of art do not always conform to standard dimensions. For this reason, Walther Design now once again offers custom-made picture frames. The frames can be configured in a few simple steps. In addition to the size of the frames, the material and the design of the profiles can be selected. The selection consists of 23 high-quality, different solid wood profiles in over 100 different colours and shapes, in matt or glossy. With regard to the type of glass, customers choose between premium clear glass and anti-reflective glass with a matt surface for particularly bright rooms. In just a few self-explanatory steps, each custom frame can be created using the frame configurator. The detailed overview of the range of mouldings, with profile drawing and colour selection, makes the decision easier. After completing the configuration, the frame is displayed as an overview. Each frame is equipped with a standard back panel. The back panels are equipped with hanging devices in portrait or landscape format and, for smaller formats, with an additional upright. The frame configurator can be found on the internet at <https://myperfect.design/zuschnittservice.html>; in the webshop at <https://myperfect.design>, products can be custom designed and unique, personalised, one-of-a-kind items can be created.



PSI 44295 • Walther Design GmbH & Co. KG
Tel +49 2157 81860
service@waltherdesign.de
www.waltherdesign.de



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

Regional cuisine

Delicious food from your own garden: home-grown vegetables taste especially good and small herb beds are also worth planting and tending, which, by the way, also works wonderfully on the balcony. This book on the subject from the EMF Verlag range is the ideal companion for hobby gardeners, with valuable tips, calendars showing sowing and harvesting times, information on bee-friendly gardening and much more. EMF publishing house (Edition Michael Fischer) compiles the contents individually for its interested parties, resulting in a book that is perfectly tailored to the promoting company. A logo can be placed on the cover and the company's own products and services can also be presented on the inside pages. The customised products for companies are printed in EU countries.

Hip headwear

Whether flatcap, baseball cap or snapback, Klam Corporate Fashion has a large selection of diverse visor caps. Made in Europe. Whether stylish or functional, Klam is guaranteed to make the right choice, together with the customer, thanks to its innovative design and service team. The caps, which are completely manufactured in Central Europe, are finished directly at the company's location in Germany according to the customer's wishes and ideas. It goes without saying that only the finest and highest quality yarns Made in Germany are used.

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



retumbler.

BEST OF DRINKWARE

myVivero

A cool design really can be this hot



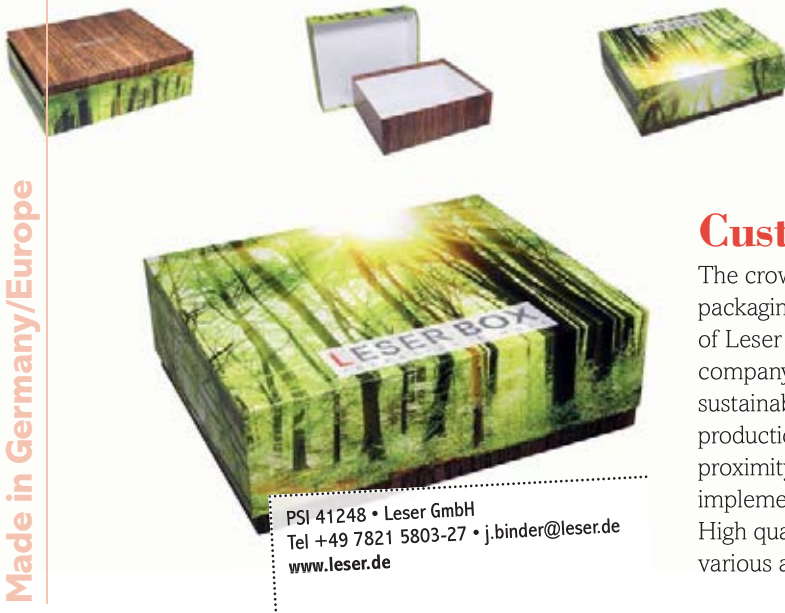
May we introduce: our new favourite mug **RETUMBLER myVivero** in our exclusive own design.

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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PSI 41248 • Leser GmbH
Tel +49 7821 5803-27 • j.binder@leser.de
www.leser.de

Custom packaging concept

The crowning touch for any product is its packaging. Developing optimal packaging and implementing it quickly is part of the long-standing expertise of Leser GmbH Packaging & More. For over 85 years, this family-owned company has specialised in high-quality, product-specific and increasingly sustainable cardboard packaging for a wide range of industries. In-house production at their site in the Black Forest offers the advantage of customer proximity and a short supply chain, but also the added value of fast project implementation, delivery reliability and environmentally friendly logistics. High quality standards, resource-saving manufacturing processes and various additional services round off Leser's service.



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

Large promotional space

emco Bautechnik's printed floor mats from have been traditionally Made in Germany for 75 years and have more potential than one might think. There are many uses for the promotional mat: as a customer gift in the real estate sector, floor protection in entrances, for presenting products at the PoS, as a tool mat for motorbikes, doormats in mobile homes, as a signpost or as an eye-catcher in custom shapes. The decisive factor is the permanent presence of the message or customer logo. Advantages include printing with bright, durable colours, the possibility for custom sizes, customised printing and the use of sustainable, regenerated Econyl® yarn.

SixPack for half the year

"Time out" for the future: customers can order a SixPack – no sports necessary – from Bremen calendar manufacturer terminic. Instead of muscles, this SixPack is made of high-quality paper and cardboard: it is the Super 1 SixPack, a new, customisable 6-month wall calendar, Made in Germany. The special feature: the SixPack combines the extensive overview of a 6-month calendar with the compact dimensions of a 4-month wall calendar. This is made possible by the 2-month overview in the upper and lower calendar blocks. The space-saving Super 1 SixPack is an optimal planning tool and a promotional medium that catches the eye of its target group day after day.

PSI 41308 • terminic GmbH
Tel +49 421 87145-0 • info@terminic.eu
www.terminic.eu



Promotional sweets

European manufacturer of promotional sweets Slodkie manufactures their Honeybee Line sweets according to their own original recipe, based on ingredients like natural honey, bee pollen and lemon peel. All components used in the production, both the sweets and the packaging, are of European origin. Each sweet is wrapped in a compostable film and in packaging made of FSC-certified paper, in white or hand-made, customisable using high-quality digital printing. All production steps, from candy making to packaging design, printing and packaging, are carried out in Poland. Made in the EU, Slodkie exports fully designed and packaged promotional products throughout Europe, guaranteeing not only high quality but also an affordable price.

PSI 46325
Slodkie Upominki Spolka z o.o. Sp. k.
Tel +48 226479000 • sales@slodkie.com
www.slodkie.eu



Candy Set Honeybee
line Cat. No 0313



slodkie

-Advert-

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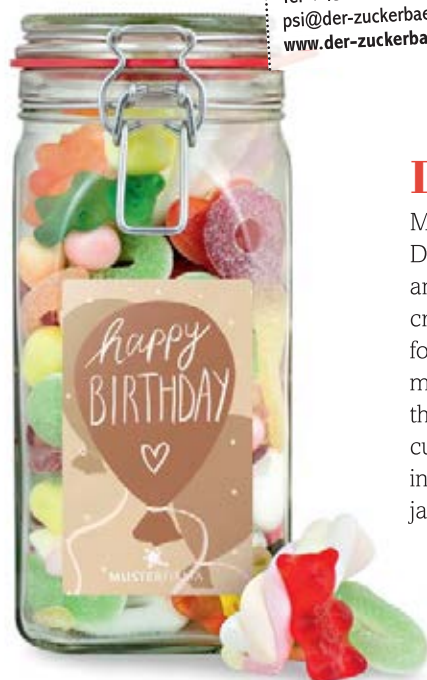
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PSI 48449 • Der Zuckerbäcker GmbH
Tel +49 7131 8996146
psi@der-zuckerbaecker.de
www.der-zuckerbaecker.de



Delicious promotional specials

Made in Germany and handcrafted with love: this is the motto of Der Zuckerbäcker products, which stand for a clear conscience and sweet relaxation. Because the right promotional product creates joy and is a positive, lasting memory. Whether you're looking for a colourful selection of sweets for a birthday or a vegetarian mix to match a promotional campaign, Der Zuckerbäcker always works closely with their distributors to create the perfect product for their customers' needs. With the custom printed label, available from a minimum of 50 pieces, the promotion is far-reaching and long-lasting. In the spirit of sustainability, the jars can be refilled, reused as storage jars for other foods or as lanterns.



Well-groomed customer communication

With Römer Wellness tubes in a practical pocket format, ideal for a handbag, sports bag or travel bag, companies take customer care literally and pamper their customers. Römer Wellness offers 20 millilitre and 50 millilitre tubes with different fillings for daily needs: 2in1 shower gel Body & Hair Sensitiv, hand and nail cream Sensitiv with panthenol and urea, waterproof sun lotion with sun protection factor 30 with panthenol and with disinfectant hand cleansing gel. Other fillings such as sun lotion with sun protection factor 50 are also available on request. The promotional message can be applied with a print or label from 100 pieces.



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

Advertising with bows

Ribbons and bows with logo printing are a tried and tested solution to make a promotional item a personal gift, with a sympathetic branding. The ecological alternative from Sopp Industrie GmbH is Tencel® ribbon made from environmentally friendly cellulose fibres, made in Europe and biodegradable. Also available as a loop, ready-made for quick attachment by means of a clip or adhesive dot. Numerous material, colour and finishing variants support every market appearance in a noble and effective way. New is the gift envelope with ribbon, consisting of a slip-in envelope with an already fixed ribbon and an individually printable insert card. It is easy to handle, can be produced in small quantities and is ideal for promotions, vouchers, certificates or invitations. An optional viewing window makes part of the advertising message directly visible. Cleverly packaged as a gift in no time at all.

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





**For this, and any other questions...
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PSI 45753 • Anda Present Ltd.
Tel +36 1 210 0758
export@andapresent.com
www.andapresent.com

Made to measure bag solutions

Made to measure in the EU at Anda Present: the CreaFelt line of bags are created for different purposes. Shop A, Shop B and CreaFelt Laptop are shopping or laptop bags made of RPET felt, equipped with a full-colour printed front pocket or side fold. Features are the short handles, the bottom fold and the unmistakable RPET label. Also available from the CreaFelt line is the Docu model, a document bag with a practical zipped compartment. The price includes sublimation printing. The minimum order quantity is 50 pieces.



Shifting appointments easily

The Lumocolor® Year Planner mini from Staedtler is an extremely flexible office assistant that takes care of office organisation for twelve months at a time. The rewritable wall calendar in DIN A3 format has a hard PVC surface that can be dry-wiped without leaving any residue and thus enables flexible scheduling. Always in view: the logo and promotional message, which are digitally printed on an area of 30 × 2.5 centimetres. Delivery includes a Staedtler Lumocolor correctable pen and a self-adhesive pen-holder. Thanks to digital printing technology, this Franconian manufacturer offers its annual planner from 50 pieces without additional set-up and printing costs.



PSI 41108 • Staedtler Mars GmbH & Co. KG
Tel +49 911 9365514
Promotional.products@staedtler.com
www.staedtler-promotional.de

Safely through the night

By using the Reflaktive range of high-quality reflective products such as snap bands, jogger bands, tags or stickers, all of which are Made in Germany, users multiply the likelihood of being seen. Especially in times when more and more cities and municipalities are reducing night-time lighting in public spaces or switching off street lighting completely for a few hours. Combined with the trend of more and more people using public transport, including walking to the bus stop and back, or using bicycles and e-scooters in road traffic, the risk of not being seen by other road users increases enormously. The products are Made in Germany from quality-tested, German and Western European materials. They comply with the applicable regulations and already meet the requirements of the Supply Chain Act that will be valid from January 2023.



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



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PSI 48593 • Smartklic GmbH
Tel. +43 7229 930800
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www.smartklic.com



Environmentally conscious assistant

Sustainable advertising with a clear conscience and also doing something for the environment? You can do this with Smartklic® shopping trolley dispensers! It's colourful, modern and sustainable – everyone likes to carry the Smartklic® BIO shopping trolley release on their key ring. The new Smartklic® BIO shopping trolley release is 100% compostable and made in Austria. It is available in many colours and can be customised. Smartklic prints 1 or 2-sided, 4-colour up to photo quality and also QR codes. The BIO shopping trolley release can also be used as a tyre tread gauge. The cooperation with Austrian companies and the local proximity of the production companies allow for an intensive and, above all, personal exchange of experience. This allows the Smartklic team to work quickly and efficiently and to concentrate fully on the individual wishes of the customers. The short delivery times are adapted to the customer's specifications and fixed delivery dates are met. Due to the short transport routes, Smartklic contributes to a reduction in environmental pollution.



Highly individual pen

Writing instrument manufacturer Klio-Eterna®'s Jona product family is an eye-catcher with its diverse designs and component combinations. The retractable bios combine timeless design and attractive price like hardly any other writing instrument on the market. Large promotional spaces, numerous colours and the special customisable clip distinguish Jona as an effective promotional medium. The plastic components as well as the high-quality metal tip and the harmoniously designed metal clip of the MMn versions are manufactured exclusively in Germany. In addition, Klio-Eterna bears the seal of being climate-neutral, producing with photovoltaics and 100 percent green electricity. In addition to the standard versions in high gloss and transparent, the versatile biro is also available in recycled plastic, with antibacterial and antiviral protection or with special surface finishes in softtouch, softfrost, softgrip, matt, metallic or even an incorporated structure in drop optics. With the „mix it, match it“ modular system, the components can be combined in any colour at no extra charge. From 3000 pieces upwards, creative colour design in custom house colours is possible. The XL shaft print as well as the possibility of a permanent laser engraving on the optional metal clip distinguish the Jona as the perfect promotional biro.

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



Yes, ve gan!/Vegan tastes good too

Christmas jellies without gelatine are now available from Kalfany Süße Werbung. The delicious, fruity, vegan Christmas jellies are produced in the in-house, climate-neutral and IFS-certified fruit jelly production at their Herbolzheim site. With natural flavours, no artificial colours and a bright mix of flavours and colours, there are four Christmas jelly stars, each weighing four grams, packed in a 100 × 95 millimetre bag. The sugared jelly stars are available in conventional sachet quality or with compostable foils and colours. The minimum order is 5,000 sachets. On request, they can also be delivered express. The vegan jellies are also available as Easter treats, for example, as an ideal gift for Easter. Vegan fruit jelly treats are an alternative to chocolate products.



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

Import & Großhandel für textiles Zubehör zu verkaufen

Renommiertes Familienunternehmen mit sehr guter Ertragslage und großem Kundenstamm wegen geplanter Nachfolge an artverwandtes Unternehmen oder Existenzgründer zu verkaufen.

Wir vertreiben textiles Zubehör (Nischenprodukte) an ausschließlich gewerbliche Abnehmer, (99% Direktkunden). Die Produkte werden importiert, bedruckt und/oder kommissioniert und teilweise auch noch selbst hergestellt.

Der Betrieb ist seit über 25 Jahren am Markt etabliert, bei soliden Umsätzen (€ 2,5 Mio, <10 Vollzeitmitarbeiter). Die betrieblich genutzte Immobilie kann vom Erwerber mit übernommen oder gemietet werden (keine Bedingung).

Die Geschäftstätigkeit ist nach Übernahme nicht standortgebunden.

Bitte senden Sie Ihre aussagefähige Anfrage unter **Chiffre Nr. 20221201** an:

PSI Promotional Product Service Institute
RX Deutschland GmbH | PSI Journal
Völklinger Str. 4
40219 Düsseldorf
verlag@psi-network.de

New Head of Production at Senator

Ismail Eligül has been in charge of production and supply chain management at Senator GmbH since October 2022. He assumes overall responsibility for all areas of production and logistics in the firm situated in the south of the German state of Hesse.

Ismail Eligül has 25 years' experience working in the company. He already brought to bear his in-depth knowledge of developing and optimising strategic processes early on in the area of continuous improvement. He eventually assumed management of quality assurance in 2016 and has been on the management board since January 2022. Now he has assumed management of production and supply chains, he can also contribute his valuable expertise to the production process as a whole, bringing together research and development, procurement, production and logistics.



Ismail Eligül

Senator

"I am grateful for the trust you have placed in me and look forward to fresh challenges in a forward-looking family business that I have been associated with for so long", said Eligül.

Since the firm was first founded in 1920, Senator GmbH's production has been situated in Gross-Bieberau, Germany. In addition to injection moulding, assembly and printing of plastic senator® ball-point pens, this is also where upstream and downstream processes such as research and development, procurement, quality assurance, storage and shipping occur.

www.senator.com

Climate-neutral package shipping – from the warehouse to the customer

Starting now, all packages leaving the logistics centre of the textile wholesaler L-SHOP-TEAM are sent out climate-neutrally with all shipping partners. By doing so, it is taking an additional stance for more ecological sustainability.

"Processing and shipping orders is the core business of the online textile wholesaler L-SHOP-TEAM. Several thousand orders are placed and several thousand packages dispatched everyday. The transport of packages to customers causes CO₂ emissions and too many CO₂ emissions endanger our climate. Therefore, it is all the more important for L-SHOP TEAM, together with its shipping partners, to make a contribution to reducing, avoiding and compensating CO₂ in order to achieve climate neutrality," says Gabriela Bendiks from L-SHOP-TEAM in a press release.

"Together with a total of three partners, L-SHOP-TEAM is now ensuring climate-neutral package shipping from the warehouse to customers across Europe. There are no extra costs for L-SHOP-TEAM customers – even for express deliveries", adds Bendiks. To avoid and reduce emissions, the shipping partners are expanding their electric vehicle fleet, among other things. In addition, they rely for example on modern IT-supported planning instruments to improve transport processes and consistently minimise transport routes. The shipping companies also invest in various climate protection projects, i.e. so called compensation projects, which focus on topics such as forest protection and reforestation or the expansion of wind energy. L-SHOP-TEAM receives annual certification of this from the shipping partners. www.l-shop-team.de

l-shopteam
textile partner

New Co-Presidents for BAPP Board of Directors

As the mandate of Fabrice Casul (Mld concept) is coming to an end, the BAPP Board of Directors has appointed two new co-Presidents: Bert Anthonissen (Sky-O) and Olivier Claeys (Screen), who will work closely together with the support of Michel Deboudt. In a rapidly changing market, the fact that the presidency is shared between a distributor and a supplier will allow BAPP to be more responsive to both its distributor and supplier members. As BAPP's aim is to professionalise the sector, the end customer will be the focus of all negotiations with the BAPP recognised distributor: www.bapp.be

BAPP



From left to right:
Olivier Claeys, Fabrice Casul, Bert Anthonissen.

A breath of fresh air for the world of brands from Gustav Daiber



Gustav Daiber

The workwear and promotional textiles manufacturer Gustav Daiber GmbH has gained reinforcement with Marcel Helbig as new Head of Marketing. One of Helbig's main goals is to use his creative mind to strengthen and further develop the brands of the family business with new ideas. Marcel Helbig will be enriching the Albstadt-based firm Gustav Daibler GmbH with his many years of experience in the textiles sector. As Head of Marketing, he has been responsible for the brands JAMES & NICHOLSON and myrtle beach since August 2022. Helbig's vision for Daibler is to bring the image of the company and its own brand names to a new level, while also strengthening employer branding at the same time. Telling the right story is decisive for him: "In the future, we wish to appear even more modern, fresher and simply unique both visually and in terms of language", says Helbig, "without losing sight of our roots and tradition." The forty-year old draws on expertise from his own history. Helbig has already created successful worlds of branding. Most recently, he directed the marketing department of a Swabian manufacturer of underwear. Environmental protection and sustainability are also playing an increasingly important role. This applies to both the materials used for new collections – for example recycled polyester and organic cotton – as well as the entire value creation chain and the company's activities at its headquarters in Albstadt. "We are delighted to have acquired Marcel Helbig as an experienced and creative marketing expert", says Kai Gminder, fourth-generation managing director of Gustav Daibler GmbH. "In this arrangement we can now face new challenges of the market and reach our ambitious goals". www.daiber.de

Marcel Helbig

New Managing Director and Shareholder

At the beginning of August 2022, Michael Hug, son of the founder of lupenmaxx GmbH, was appointed Managing Director and Shareholder. For Michael Hug, who has been working as a Key Account Manager in the company since June 2021, this marks the next step towards succession in the company. Max Speth remarks, "I am very happy that my son has taken up the position as Managing Director and Shareholder. This is a further important step towards a transition to the next generation." From now on, Michael Hug will take care of the company's day-to-day business and marketing activities. "I am very much looking forward to leading lupenmaxx GmbH into a successful future, together with my father," he comments. www.lupenmaxx.de

lupenmaxx



Michael Hug

Express lanyards thanks to fast precision printer

Lautus Werbemittel GmbH is the first company in Germany to benefit from the latest sublimation printer from the Mimaki family. Located in the heart of Berlin, the company has specialised in an extensive range of lanyards and entry bracelets since 2004. They can be produced within 48h or even 24h as express orders in Lautus' in-house production facilities. The

company has a new TS330-1600 sublimation printer that can optimise production by 30%. Mimaki describes its latest printer in the 330 series as its 'flagship model', which combines printing precision and production speed thanks to the latest technology. It offers completely new possibilities in sublimation.

Lautus Werbemittel GmbH gives special attention to ensuring fast and high-quality throughput in production in order to reliably and competently meet the increasing demand of its customers from a wide range of industries. As a result, up to 35,000 lanyards and 20,000 entry bands can leave the Berlin production facility every day to delight its clients throughout Germany.

The new machine takes the company's products to a new level with even more brilliant colours and highly precise print quality thanks to the latest Mimaki Weaving Dot technology. This minimises individual print head errors and improves the ink circulation system. Mimaki has improved its Variable Dot technol-

ogy to achieve finer colour gradations in colour gradients. The printer handles three times the workload of the previously used models and is therefore a valuable addition to the company's machinery. www.lautus-shop.de



Lautus Werbemittel

Photo with the new printer (from left): Ibrahim Halabi (Managing Director of Lautus Werbemittel GmbH), Armin Glaser (Armin Glaser & Klaus Pietsch GbR | *die12monate), Steffen Glöckner (Mimaki).

New employee in transfer printing

Since April, customers of the Wanderup-based company mbw have been benefiting from a new, high-quality printing process for textile accessories, cuddly toys, key rings and the like. Almost any type of textile can be finished using this process for imprints, regardless of whether they have very fine details, are large-scale motifs or single-colour logos or require halftone printing and gradients. Along with the introduction of the new printing process, the mbw team has welcomed Mark Beckmann, an industrial master craftsman for digital and print media.

Since spring, he has been responsible for checking the data, creating the transfers and operating the machine. "I have a lot of fun alternating between printing and working with data", says Beckmann. "We are happy about our competent new employee and the great projects that we can now implement even better", states Managing Director Jan Breuer. www.mbw.sh



Mark Beckmann at the new transfer printing machine.



Reinforcement for burger pen

The Swiss writing instruments manufacturer burger pen AG has received further reinforcement in the form of Hanna Herr. Hanna Herr acquired profound knowledge in purchasing, sales and warehousing during her training as an industrial clerk at the burger group. Even at that time she supported the team of burger pen AG in Schönwald and was able to gain valuable experience in the field of promotional pens. After successfully completing her training, she has been permanently employed at burger pen AG in the administration/sales area since July 2022. "With her winning nature and her hands-on manner, she is a valuable support for the entire team and an always informed and reliable contact person for the customer," says burger pen Managing Director Xavier Canton. www.burgerpen.com



Hanna Herr

burger pen



Kim Robin Riedle

Photo: ©BAGS BY RIEDLE

BAGS BY RIEDLE®

New addition and expansion of social media activities

Since the beginning of October 2022, Kim Robin Riedle, a state-certified graphic designer, has been strengthening the (online) marketing team of the renowned paper bag manufacturer BAGS BY RIEDLE® from Langenbrettach (Baden-Württemberg). The 20-year-old son of the founding family will be responsible for social media activities, managing communication across all channels (Facebook, Instagram, Pinterest, YouTube, Xing and LinkedIn) and publishing for specific target groups. 'Bags by RIEDLE wants to take an even more comprehensive and trendy approach to messaging in the future and to position itself amongst the decision-makers of tomorrow – the technology-savvy, demanding and health and environmentally conscious Generation Z. Today's fans will become tomorrow's customers, which is why the channels will also be used as sales channels in the medium-term', explains Managing Director Volker Riedle. Additional information is available at: www.riedle.de

Lisa Hilser with the company for 35 years

Lisa Hilser is a prime example of company loyalty. In October 2022, she will have been with Heri-Rigoni GmbH / emotion factory for 35 years. "Lisa Hilser started as a trainee and, over the years, has been personally instrumental in the continuous rise of the Heri brand", praises Managing Director Armin Rigoni. As Sales Manager, she has long been well known among customers as a competent and reliable contact person.

"Her sense of duty makes her a trusted person par excellence among her colleagues and company owners, the family Rigoni", Armin Rigoni continues. In a small ceremony, the Rigoni family and all company employees thanked her for her decades of tireless commitment. "Lisa Hilser has never seen herself as above any job. She sees work and tackles it", said Armin Rigoni. "I know it's not trendy these days to stay with one employer for so long. But I hope that you won't jump on that bandwagon, and that you will stay with us for many more years." www.heri.de



Lisa Hilser

Photo: Heri Rigoni

Heri-Rigoni

In rapidly changing markets, brand names **increase the orientation and confidence of customer decisions.** As promotional media, they also create trust, convey values and facilitate lasting customer relationships.





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

Good Mood for the Summer

Global Innovations has designed its own summer collection together with the design team of its partner factory in China. The self-developed design was initially used for bestsellers, especially in the drinkware & food sectors. It can be transferred to any product or even modified. If desired, the company can check to see if the option of launch exclusivity for a product is possible. If a customer is interested, Global Innovations would be happy to send them the entire collection and make a non-binding offer.

Perfection with Precious Stones

Quality down to the last detail and stylish design is the highest motivation for the German writing instrument specialist Reidinger from Franconia. One example of this is the sparkling crystal pencils. Here, Reidinger relies on the Bohemian quality stones from Preciosa®. The centuries of experience of Czech glassmakers are combined with innovative production technologies. High-quality crystals transform the climate-neutral quality pencils into brilliantly shining pieces of jewellery. Standard lacquer colours and crystal colours can be individually combined and perfectly matched to the customer's corporate design according to the „mix & match“ principle, even orders of small quantities.



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

Spring is
coming

ef
emotion
factory
... aus dem Schwarzwald

Seed paper in
flower-folding card



Colourful mini Flower-Balls



Seed-packet



Plantodrom





PSI 42706
Kalfany Süße Werbung GmbH & Co. KG
Tel +49 7643 8010 • info@ksw24.com
www.suesse-werbung.de

Memorable Xmas greetings

Kalfany Süße Werbung pours its own Christmas MIDI chocolate bars and refines them with the greatest of care to create a very personal promotional item. The fine vegetarian milk chocolate with at least 30 per cent Fairtrade certified cocoa is available at Christmas time with three different star motifs, which are mixed 3-fold. The popular chocolate bars are now available individually wrapped in white FSC® certified paper flowpack. The packaging is 100 percent recyclable.

PSI 60186 • SINNUP GmbH
Tel +43 773321600 • office@sinnup.com
www.sinnup.com



Smart Metal Business Card

A genuine luxury business card that combines the possibilities of the traditional with the digital world is presented here by Sinnup. The card enables simple contact exchange without an app. The high-quality and robust card is also very suitable for continuous use of digital contact exchange and can also be given out just as well. It is made of metal and plastic, available in matt black and has an integrated NFC chip. An additional QR code is also possible as an option.



An Accessory with a Great Effect

The all-over print finishing options for the mini T-shirts from mbw® have already become firmly established and are well received by customers. Now the triangular scarves for the cute plushies from the mbw® range can also be fully customised and imprinted and are "handmade in Germany". A triangular scarf is the right choice for cuddly animals in a sitting position to optimally set the scene for a promotional message since their front legs would cover a T-shirt print. A full-surface, digital, all-over print of a desired motif can be realised for a minimum order of only 50 units.



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



Colourful sustainability

With a total of 16 colours, the new all-around shirts from Karlowsky Fashion are literally bursting with variety: There is the right colour accent for everyone, ranging from trendy fuchsia and pacific blue to sophisticated aubergine and moss green. But the Modern-Flair polo shirts and Casual-Flair T-shirts for men and women can do much more. With their material mix of recycled polyester (GRS certified) and cotton, the shirts offer exceptional durability, are easy to clean and are ideally suited for all standard types of finishing. The high stretch content in the material also ensures plenty of freedom of movement. In addition, both shirts have been awarded the Green Button and thus meet the highest sustainability and environmental awareness standards.

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Mini-Light with Maxi Power

With the Metmaxx® LED MegaBeam lamp MiniSquareLightReCharge, Spranz introduces a small torch with so much potential. The innovative rechargeable 500mAh aluminium key ring and work light has 500 lumens of powerful COB light. Users can select from three light modes: 100%, 70% and strobe light. This light environmentally conscious as it does not require disposable batteries but instead runs on a rechargeable lithium polymer battery. The mini-light is suitable for handling breakdowns or for use when doing home repairs, sports, household chores and everyday activities. It can be positioned securely with an integrated stand-up mechanism or a six-millimetre attachment for a tripod or selfie stick can be used to position it securely. It also features an integrated bottle opener.



PSI 60126
Johannes Buchsteiner GmbH & Co. KG
Tel +49 7162 40960 • info@buchsteiner.de
www.buchsteiner.de

Organic Material Packed with a Click

Buchsteiner is now selling select top models of storage containers made with renewable and organically based raw materials with its B-Collection. These latest additions to Buchsteiner's product range are ideal as lunchboxes and as sustainable, long-living containers that can be reused repeatedly. Customers continue to have the choice of selecting containers made with polypropylene (PP) or containers made with renewable raw materials, over 70% of which are sugarcane.

Full Selection of Stamps

Anything that is written down or stamped is clear, explicit, precise and cannot be lost. Heri-Rigoni's product line encompasses the entire bandwidth of high-quality stamp products that bring together design with functionality and innovative ideas. There are classic wooden stamps in many shapes and sizes, stamps for bonus systems, contests, rallies or tickets. They come with integrated or separate stamp pads and other unique features. The patented stamp pens are the pinnacle of what Heri has to offer, with an optimal combination of writing and stamping. Promotional messages can be added via pad printing, digital printing, laser engraving or doming.

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



A Bar of Chocolate in an
Envelope 70 g NXT Generation
Cat. No. 0382



slodkie

Vegan Chocolate for a Change

NTX chocolate from Slodkie Upominki Spolka is vegan chocolate made from 100 per cent plant-based ingredients, and it contains no traces of milk or dairy products. It guarantees the indulgence and creaminess of traditional milk chocolate, thanks to the innovative ingredient chufa, also known as tiger nut, which is a fibre-rich substitute for milk. This chocolate contains no allergens and carries a 'clean' label. It is certified by the Cocoa Horizons Foundation. It is packaged in compostable film and FSC-certified paper packaging, which can be customised with a high-quality digital print.



PSI 46325
Slodkie Upominki Spolka z o.o. Sp. k.
Tel +48 226479000 • sales@slodkie.com
www.slodkie.eu

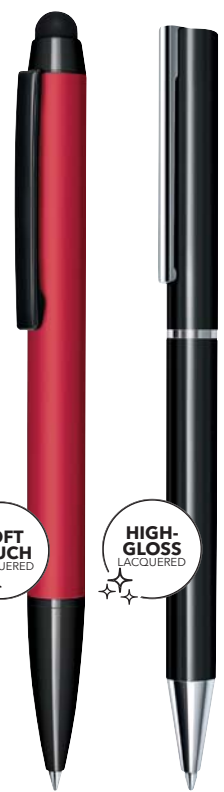


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Sophisticated Steel for the Lunch Box

You expect the best quality when a lunch box comes from Dosenspezialist GmbH. This is also the case with this stainless steel box, which features a secure silicone sealing ring under the pure bamboo lid. So if the breakfast kebab is too juicy, you don't have to worry about the garlic sauce leaking out. The body has a filling volume of 1100 ml and is made of brushed stainless steel. The click fastener eliminates any chance the last drops escape.



Cutting with Style

When gourmets are in search of the perfect knife for their favourite cheeses, they quickly land at the four-piece cheese knife set by Anda Present. Boursin is a product under the André Philippe brand and guarantees high-quality materials and elegant packaging. The knife set is made out of bamboo, which gives it a natural look and makes it a durable, environmentally friendly product. The set can be fully personalised by printing a logo or graphic on the black gift box or engraving it on the handle of the knives.



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

The Art of Beautiful Letters

Greeting cards, journals, invitations, name tags – all of these look much more beautiful when handmade or hand-lettered. With the instructions and templates of the EMF-Verlag (Edition Michael Fischer), beginners and advanced users alike can create great designs. A logo can be placed on the cover to promote one's own brand positively, and products or services are also often integrated into the inside of the book. The number of pages is individually adapted to the customer's wishes.

PSI 49982
Edition Michael Fischer GmbH – EMF Verlag
Tel. +49 89 21231744
tatjana.bleiler@emf-verlag.de
www.emf-verlag.de





PSI 42332 • PRODIR
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sales@prodir.de • sales@prodir.ch
www.prodir.com

Sustainable Design

For its innovative combination of design, nature and sustainability, the QS40 True Biotic from the Swiss writing instruments manufacturer Prodir has won the iF Design Award 2022, one of the most important awards for good product design worldwide. Even the honeycomb structure of its timeless shape is derived from nature. The perforated surface of the QS40 True Biotic is not only aesthetically convincing but also enables a 60 per cent reduction in the amount of material used. What is more, the material used is also a natural substance, almost as old as the world itself. It is biopolymers (PHA), which microorganisms have been biosynthesising as a food reserve for millions of years. It is precisely this aspect that ultimately ensures that wherever microorganisms come across PHA, they break it down again quickly and without residue. This occurs everywhere in nature: in seawater, freshwater and soil. In the process, only CO₂, water and biomass are returned to the cycle of nature: Everything is converted, nothing is wasted, and nothing is lost. The product is certified by TÜV Austria.

Protection for Any Snack

Whether it is an apple for school or a little sweet snack on the go, the HEPLA fruit box offers enough space and protection for any treat. The box, which comes with a domed lid and a click fastener, is especially convenient for round foods such as apples, oranges and peaches but also works well for grapes, nuts or muffins. It offers protection from bruising and keeps contents fresh for a long time. The fruit box is available for delivery in six standard colours and provides many possibilities for realising promotional ideas and customer requests. The manufacturer offers many more lunchbox models for fruit, snacks and sandwiches in various sizes and designs, also made from renewable raw materials.

PSI 41583
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www.troika.de/business



Hot Espresso with Bamboo Hat

With a volume of 160 ml, the little thermos by Troika Germany is perfect for a hot espresso refill while you are on the go. It is infinitely reusable thanks to its stable design with double-walled, vacuum-sealed stainless steel and a lid made with FSC-certified bamboo and silicone sealant. It fits nicely with all current coffee machines and cupholders. The neutral or engraved bamboo lid can also be used as a coaster and is dishwasher safe.

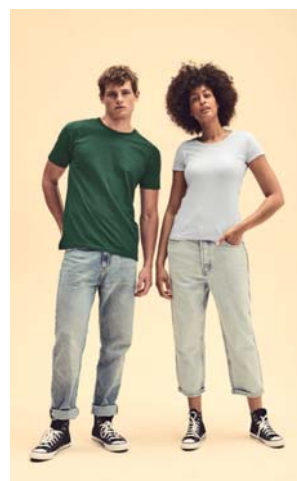


Colourful wave of new products

News times four: Fruit of the Loom presents several new products in 2023. The cult brand is expanding its range with four new, pastel trend colours: Sage (soft sage green), Mineral Blue (soft light blue), Powder Rose (delicate rosé) and Soft Lavender (light violet). New names will be given to the Ringspun Premium T's: From 2023, the 195 g/m² heavyweights will be part of the Iconic Collection as Iconic 195 Ringspun Premium T and Ladies Iconic 195 Ringspun Premium T. Nothing will change in terms of quality and features. Speaking of the Iconic Collection: The popular collection is growing with a new addition. The Iconic 195 Ringspun Premium Long Sleeve T made of 100 % combed, ring-spun cotton is washable at 60°, comes in six classic colours and in a size range from XS to 5XL. Last but not least: Fruit of the Loom offers even more size variety with selected styles of Premium Sweats in 3XL and 4XL. A new year also means new colour variety: Fruit of the Loom has four new trend colours in store for 2023. The four modern pastel shades are used in selected T-shirt styles of the Iconic Collection and the Classic Set-In Sweat as well as the Classic Raglan Sweat.



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



A Guaranteed Smile Included

The mission of the company mbw® from northern Germany is to make the world a happier and more colourful place and to make people smile with the cheeky and detailed toy ducks called Schnabels®. The Schnabels® family is constantly growing since people are unique, have different professions and hobbies and live diverse lifestyles. This way, recipients can identify with what the duck represents. There are now more than 250 different models. Naturally, the ducks can be decorated with a logo or slogan.



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PSI 47879 • Teko Tryck AB
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www.tekotryck.se

Organic Dish Towel

The Swedish dish towel is an environmentally friendly messenger for promotional messages that will last a long time. The towel is made with 100% compostable material and decomposes in 8 to 12 weeks. It is both washing machine and dishwasher safe. The towel can soak up to 15 times its own weight and is perfect for cleaning and wiping surfaces. This high-quality, lightweight promotional product is fully compostable and has a very long exposure time and great functionality. The manufacturer will be introducing this product at PSI 2023 at Stand 10B29.

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Practical and Clean Transport

The RB rucksack from Recyclebags by SL Bags is a stylish and practical rucksack with a simple roll-top closure. The large opening makes it quick and easy to find things like books, documents, (sports) clothes or other essentials when you are on the go. A laptop or tablet can fit in the special laptop compartment, which is protected by a padded back panel. The side zipper compartment can be used to smaller items. The high-quality, two-tone material and the lining, zip tape and woven strap are made from recycled PET bottles.

Porcelain from the Elements

The new TERRA porcelain series from Seltmann Weiden is made of fire, air, water and earth: 'It is an allegory of our planet' is how the manufacturer explains this series. Whether in white or four current colour glazes, a wide variety of items such as plates, bowls and cups are available. All items are 100 per cent Made in Germany, dishwasher safe and microwaveable.



PSI 49025
Porzellanfabriken Christian Seltmann GmbH
Tel. +49 961 204141
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www.seltmann.com

Natural Lip Care

Lipcare Recycled Plastic by the specialists at KHK is a sustainable alternative to classic lip balms. The high-quality recipe "LipNature Fair" comes from KHK's own laboratory. It is 100% plant-based (i.e., vegan) and contains a large proportion (62%) of Fairtrade raw materials. All lip care products are manufactured in Germany in accordance with the new Cosmetics Ordinance and Cosmetics GMP and are registered on the CPNP portal. In addition, the Frisenius Institute continually tests the recipe, as required by European regulations.



PSI 46131 • KHK GmbH
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www.lipcare.de

PSI 48917 • Promo-House
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www.promohouse.pl



Fashion Trends Perfectly Implemented

Besides the striking Venzo design, Promo-House scarves and belts are made of natural silk fabric and natural leather. The company's designers strive to maintain a balance between user requirements, functionality and current fashion trends. Depending on the customer's needs, these designs can be highlighted more or less. The attention to detail, the precision of the cutting and the professional knowledge of the fabrics make it possible to create products that meet the needs of Promo-House's customers.

Stylish Bowl

Through an exclusive distribution partnership, Römer Lifestyle is selling a selection of bestsellers from the German ceramic manufacturer ASA Selection for the promotional products market. Among the products is a modern hot beverage mug for the cold season. In addition, an asymmetrical black and white bowl from the Vongole series can be a beautiful eye-catcher in your kitchen or on a set dining room table, thanks to its shape. It can be used as a fruit or salad bowl or for nibbles, Christmas biscuits or side dishes. At Römer Präsente, the bowl is also available filled with Lindt Lindor balls.



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ALTENBURGER

A large drought in Spain in 2006 prompted Meritxell Hernandez, founder and CEO of Roll'eat, to take action. A long and very successful pathway lies between the first developed product, which saved 1.5 litres of water with every toilet flush, and today's range of reusable food packaging products.

Research, development and innovation as a recipe for success

Sustainable food wraps for smart consumption



Picture above: The smart bag Grab'n'Go recently joined the Roll'eat family.

On the right: The original product in the company's range – the Boc'n'Roll.



It was an “aha experience” which fundamentally changed the life of Meritxell Hernandez – the realisation of simply doing a little more than just following the useful tips in a leaflet from the regional government on saving water and fighting the drought. Meritxell Hernandez was already thinking a step ahead and wondering what if a device could be developed to help people save water while using it. The result of her reflections was the development of a volumetric dosing device for toilets, which saves 1.5 litres of water with every toilet flush. It was distributed to public institutions and already in the first year, more than one million of them were further customised by the individual institutions with logos and further details. Thus, a volumetric dosing device laid the foundations for Roll'eat. “Recognised a need, found a solution” could thus be the motto of the Catalan company. “But that was not yet everything,” recalled Meritxell Hernandez. “We saw that the environment is threatened daily by many problems. We then concentrated on one of those problems: waste at schools”.

The need to create awareness

Reusable sandwich paper was created as an alternative solution to reduce waste in schools. The Boc'n'Roll was born. In doing so, Roll'eat drew on a traditional product like the one used by grandparents: fabric packaging adapted to the needs of the 21st century. The Boc'n'Roll was the original product in the range of products which has long since grown and aims to reduce the amount of waste and decrease the CO₂ footprint of consumers. However, it was not as simple and hassle-free as it sounds. On the contrary, “It was not easy to be pioneers”. In the begin-

ning we faced numerous challenges. People did not know how damaging single-use packaging is for the environment and we therefore had to do a lot of awareness and educational work,” explains Meritxell Hernandez while looking back at her company’s first steps. Yet the challenges also brought benefits. “It was also interesting to be the first in this niche market because we had the opportunity to work closely with public institutions and schools that use our products as an instrument for environmental campaigns and to promote awareness among people. We allowed them to individually design the products so that their message could be spread,” says the Roll’eat founder and CEO. Thanks to its sustainable, functional and original products and designs, Roll’eat is among the leading manufacturers of reusable foods packaging. It has long established itself globally and is represented in more than 25 countries in Europe, Asia and America. Fifteen years of development, research and innovation have been the foundation of this success. “At the company’s headquarters in Barcelona, a team of eight people work every day to transfer the Roll’eat philosophy to all areas of everyday life,” reports the company from the Catalan capital. The “Roll’eat” family is however significantly larger and consists of international partners who live out the same values.

Individual adaptation as the key to success

A secret to the success of the company also lies in individual adaptation, a recurrent theme which runs through the company’s history. Moreover, “It lies in the DNA of Roll’eat since the beginnings in 2006 when public institutions starting adapting the water saving device,” explains Meritxell Hernandez. This is indeed one of the pillars upon which Roll’eat was built, and besides the retail sector it is one of the main areas of business of the company today. The Catalans themselves name sustainability, design, usefulness and functionality to be the aspects of their products which users appreciate. However, it was necessary to adapt to customers’ demands in order to expand the business and address potential customers who were receptive for purchasing sustainable products, such as schools, public institutions as well as private businesses. With custom-made products, Roll’eat was also able to develop the market for corporate promotional products. Since 2015, the company has belonged to the PSI network. The expansion of the customer and contact network contributed to Roll’eat’s participation not only in projects such as giveaways, but also other campaigns such as POS, events, festivals, etc. “The B2B market was huge and custom-made products were key to entering this market”. We had the tools and experience from the past year during which we worked with schools and public institutions, but we wanted to take new pathways to spread the company’s values and thought about promotional products. That is >>



Patchwork style in different models: above as snack-sized bag Snack’n’Go, below as Boc’n’Roll.



The Roll’eat team works every day to transfer the Roll’eat philosophy by means of creative products to all areas of everyday life.



Accuracy, professionalism, expertise

The current product portfolio of Roll'eat is divided into four main categories: Boc'n'Roll; Snack'n'Go, the sandwich or snack-sized bag; Eat'n'Out mini, a lunch bag, which becomes a little placemat when entirely opened; Grab'n'Go, a smart bag, which recently joined the Roll'eat family. This airtight bag provides a solution to keeping items separate from liquids in the bag or backpack. Boc'n'Roll, Snack'n'Go, Eat'n'Out mini and Grab'n'Go offer nearly endless customisation options, starting with standardised personalisation by adding illustrations or logos through single-colour printing up to customer-specific, made-to-measure production in your own corporate design. "Customers can obtain their own Roll'eat product – customised or fully customised – in a timeframe of three weeks to three months," emphasises Roll'eat export manager Anna Hernandez. Whatever product customers choose, they can always rely on three important criteria for their campaigns at Roll'eat: accuracy, professionalism and flexibility. And last but not least – innovations. In 2020, Roll'eat invested in such an innovation: the BIO Collection. It not only helps to reduce waste. According to the company, CO₂ emissions are also reduced in the manufacture and return process of the products. "BIO is the first



reusable fabric food wrap which is made of 100 per cent biologically degradable and compostable materials, organic cotton and a bio-based inner lining on site in Barcelona," emphasises the company with regard to its ecologically sustainable and local approach to linking the values and messages of its customers with reusable and innovative products. Since 2022, the BIO line can also be customised. By doing so, Roll'eat is able to address numerous customer requests.

Sustainable across borders

With its reusable Food Wraps, Roll'eat wishes to contribute to making this planet a little bit healthier and promoting smarter consumption. Researching, developing and being innovative – that is the triad that defines the activities of Roll'eat. Its goal: offering new products and services to improve its customers' experiences and spread sustainable values across borders.

>> why we registered with PSI in 2015 to expand our network," as Anna Hernandez, export manager of Roll'eat, explains the advantages of the PSI membership.



As those in the know are already aware, strong promotional products and gift items with lots of potential come from close to Denmark's border in the North. One figure from the mbw® range is particularly eye-catching, and has what it takes to become a cult figure: Herr Bert®.

A multi-talent on the way to cult figure status

One Man, One Bert®

mbw

A tall of 10 cm, bubbling with positive energy, as charming as can be and made of soft polyurethane foam: the squeeze figure Herr Bert®, with his broad smile, has been conquering many a heart for more than 30 years. But how was this figure actually created? And where does his name come from?

How the Bert story began

Herr Bert® was designed by Italian graphic artist Massimo Indrio, the originator of a number of enormously popular comic figures. It did not take long to come up with a name. Jan Breuer, nowadays the managing director and a former sales team member at mbw®, spotted in the drawings a resemblance to Bert Schmitz, an equally popular and well-known sales colleague from the promotional products industry. The Bert story now had a beginning.

More than 70 variants

After the first Bert®, a hobby mechanic, made such a popular appearance, more figures were developed. Today, there are more than 70 models: Busy Bert®, Dr. Bert®, Santa Bert®, Schwimmer Bert®, Super Bert®. Herr Bert® now has a female companion, named Berta®.



An amiably squeezey cult star

Whatever form it takes – as a small gift for new employees, mail-out to loyal customers, promotional gift or sales item – the squeeze figure is hard to let go of, getting constantly squished and passed from one hand to the other and so delivering relaxation or relief from stress. Especially in times when things aren't going to plan or many uncertainties are making day-to-day business difficult, it is a particularly warm gesture to simply let Bert® (or Berta®) sincerely say “Sorry I’m late” or “Together we are strong”. Give Herr Bert® a squeeze, create lasting closeness and cultivate a stable business connection. He’s a “brick”, this Bert, and he undoubtedly has cult star qualities.

Like, share, follow and 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? Marketing Manager Christian Vith from OMA365, an online marketing unit of Reiber Marketing GmbH, reveals the answer.

Increase sales success by means of social selling

Be found by customers in a targeted manner



By definition, social selling is a process of initiating and maintaining customer relationships as part of the sales process – online and in social networks. To do so, businesses share relevant content and interact directly with potential customers. In this context, important keywords are personal branding, brand development as well as social listening. “First, the company has to acquire information via its relevant platforms and iden-

tify the decision-makers in the community”, says Christian Vith with regard to the first steps. “Next, I establish myself or my company as an important source of information by showing my profound professional expertise and positioning myself as a serious expert in my community”. Only then, knows the Marketing Manager, can businesses or entrepreneurs dare to address selected target persons in order to initiate sales talks in forums or groups and generate new leads.



Manners are essential

Christian Vith uses the example of direct contact to demonstrate how important it is, despite one's profound expertise, not to impose oneself on the target group and to maintain a professional distance despite being digitally savvy. He recommends: "When making personal contact, for example via messenger, always make a reference to your target person's postings or comments and do not overwhelm them with crude advertising messages". The marketing manager also warns about mixing private and business motives. In his estimation, social media users indeed expect direct dialogue, but also wish for certain boundaries to be maintained, in particular with online sales activities.

No longer exclusively a B2B issue

"Social selling is becoming more and more popular and increasingly penetrating into consumer networks such as Facebook, Instagram and Tumblr", observes Christian Vith and adds: "So far, social selling has been mainly used in the B2B segment, i.e. between companies and/or organisations, on platforms such as Xing, Twitter or LinkedIn. Depending on the target and target group, B2C platforms are now also being announced". It is therefore all the more important to coordinate all sales activities and communication specifically with regard to the target group and channel – and in case of doubt with the support of a consulting service provider, who can also provide assistance with the selection of suitable platforms. After all, especially those who wish to act globally should not only consider the role of conventional social media networks in >>

Tips for maximum social selling success

Shorter sales cycles, higher conversion rates: when sales and marketing move and work more closely together, it has an enduring positive effect on the success of social selling. Christian Vith specifically describes three criteria that maximise the potential of social selling:

- > **A company's online presence must be up to date in terms of both content and technology. The website as well as all social media sites of the company must be continuously updated.**
- > **Use Google services, including tech- and content SEO, MyBusiness and shopping.**
- > **Production and publication of moving images. Whether via Youtube integration or upload, messages can be pointedly conveyed and complex processes visualised by video, while emotions can be generated via imagery and soundtrack.**

>> terms of communication strategy, but also those platforms in other countries which may not be that well-known to the company such as Reddit in the USA.

Find and be found

Cold calling, sales talks, lead sourcing – that is what the old sales model looked like. It was based on companies having to find new customers themselves. “This has significantly changed in the past 10 years due to the new media”, says Christian Vith. According to the OMA365 marketing expert, “With social media, companies no longer have to search for customers, rather are found by their customers. This is a new starting point for marketers”. He describes this as the key benefit of social selling with reference to the new interaction and information opportunities in social networks, which sales people can seize on. “In social networks, the various functions and algorithms give companies the opportunity to efficiently optimise their image and effectively increase their prominence. Furthermore, they have the possibility to listen to, analyse and understand their target group”, emphasises Christian Vith and adds: “Through ‘better’ access to their target group, businesses can create a solid basis of trust and strengthen customer loyalty”.

Numbers for doubters

Christian Vith refers to numbers from emarketer.com released in 2018 so that even doubters can understand the importance of social selling. They indicate that around 78 per cent of all surveyed internet users are active in social networks and 71 per cent of all surveyed sales professionals use social selling. In addition, 75 per cent of all B2B

purchasers and even 84 per cent of all senior staff use their contacts and information from social networks for the purchasing process.

Content and distribution go hand in hand

Social selling activities thrive on relevant content and content, in turn, thrives on good storytelling. With high-quality content, a message can be conveyed in an attention-grabbing way – provided it is designed for a specific target group and is SEO-optimised. “While the use of content is very important, the distribution of the content must not be overlooked”, affirms Christian Vith. He warns that “the wildest content does not help if the range is not well-reflected. I recommend the distribution of the content via various channels and different platforms – and by all means with an appealing accompanying text that attractively presents the content for the target groups”.

Identify and take advantage of touchpoints

According to Christian Vith, those who do not feel capable of developing a social selling strategy should definitely seek the advice of a specialised external service provider. Agencies such as OMA365 help not only with the selection of suitable platforms, but also support the strategic development and conceptualisation of an individual, pragmatic approach on social media, which they implement in the company’s workflow. Moreover, they can produce relevant content for stringent online communication, while also checking and optimising online presentations in order to identify and manage customer-related touchpoints. <

To manage customer-related touchpoints, it takes optimised online presentations.



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Growth in the ÖkoBrella Family

Ever since FARE introduced the first bamboo umbrella to the market in 2011, the ÖkoBrella family has been steadily growing. The latest product is a guest umbrella with a long diameter. Like the other ÖkoBrella models, the AC-Gästeschirm ÖkoBrella is made with the polyester pongee waterSAVE® cover material, which is **dyed in a water-conserving manner** and is made from recycled materials. This is documented by the fine waterSAVE® label on the fastening straps. The umbrella can be opened quickly, thanks to the handy automatic opening function. This model is available in natural white, red, lime, aquamarine, grey and black.

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



Experience Fascination with Nature

Sustainable, beautiful, and very special: that is how hobby gardeners experience their fascination with nature, which they make available to others with nice gifts. Whether seed bombs in a jute bag, a dandelion in a glass, technicolour flower marbles or greeting cards that grow, these unique and customizable gift ideas are always well-received. All products are **made by hand in Germany**, many of them in collaboration with workshops for people with disabilities. Natural raw materials such as earth, seeds and clay are used in making these products.

PSI 49090 • TDJ Die Stadtgärtner GmbH
Tel +49 5921 8183986 • werbemittel@diestadtgaertner.de
www.diestadtgaertner.de





Ties for every size

Just as every body shape is individual, the new Tie Go Set from J.S. Fashion is also individually adaptable to every body size. In cooperation with a start-up from Solingen, the company presents the newly developed knot-tie combination. Thanks to the **patented knot**, the tie length can be changed at any time. Only a few hand movements are necessary. Ties are available in any desired design and colour. The Go knot can therefore be combined with any Go tie and offers countless style variations. A real innovation for security firms or transport companies, but also for clubs.

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



Custom Neon Lights

The LED neon light with UV prints from Promocollection can be tailored and individualised to meet a customer's wishes in terms of shape, size and colour. The base is comprised of a seven-millimetre thick, **high-quality transparent polystyrene plate**. The LED neon light is made with environmentally friendly resin, and the letters are comprised of fully formed lines. The base plate has two holes so that it can be hung up by a chain. The classic version includes UV printing and is dimmable. Further options are available.

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

Christmas Goodies

With Lindt chocolates, gingerbread, and cinnamon biscuits, Mutliflower is offering a little gift for the Christmas season. With a star-shaped candle, this set **brings the Christmas spirit into day-to-day life (at the office)**. Advertisers can use the card included with a standard motif for promotional prints or have the set individually designed for a minimum order of 250 units. Specifically, the set contains a Lindt Father Christmas, a Lindt chocolate ball, two baked cinnamon biscuits, a German gingerbread called Elisenschnitte, and another Christmas treat called Sternlicht.

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Holistic sustainability

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

PSI 40823 • Klio-Eterna Schreibgeräte GmbH & Co. KG
Tel +49 7834 9730 • klio@klio.com
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Visually and haptically a hit

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

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PSI Product Finder and PSI Supplier Finder | Wide range of benefits for PSI members

Stagnation is regression, as the saying goes. And that's why we are constantly developing the PSI Product Finder and PSI Supplier Finder further so we're always able to offer PSI members the maximum benefits possible. This also applies to **"Product videos under the PSI Product Finder"** and **"Product lists under the company profile in the PSI Supplier Finder"**. Both these features are available to all PSI Supplier members. The only requirement is of course that suppliers need to have placed products online. Then everything is perfectly simple. You can add videos when you enter or import data. You just need to enter a YouTube link for the product video in the correct box. You can create lists of products as usual in the PSI Product Finder backend. Suppliers should just tick the box for "Link this product list with your profile page in the PSI Supplier Finder?".

Detailed search results

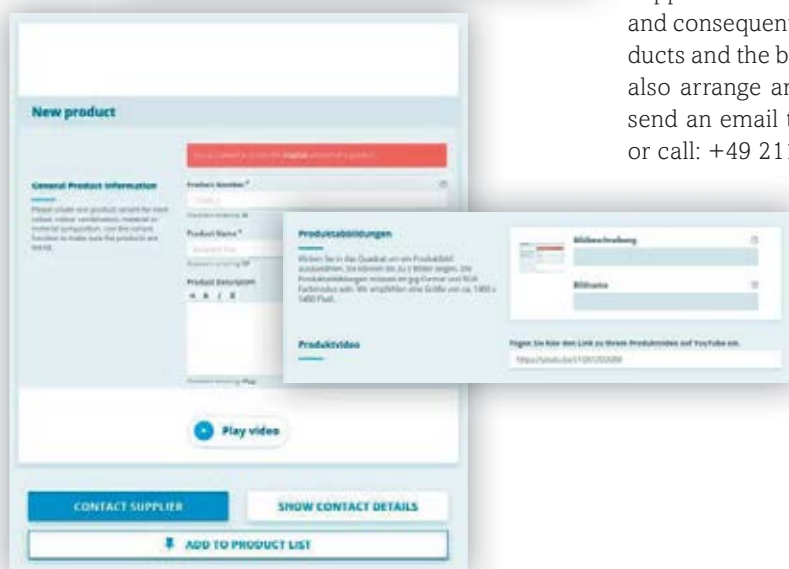
The PSI Product Finder also boasts some improvements when it comes to search results. Whereas before you could only sort them according either alphabetically or according to manufacturer or price, now it's possible to sort according to "Date product entered" too. This helps make the PSI Product Finder more transparent.

Individual advice for new users of the Product Finder

Did you know: PSI Supplier Members seeking individual advice about the PSI Product Finder in general have this option at any time. Martina Lipp, Manager for PSI eBusiness, offers personal online appointments for this. Regardless of whether you want to use Microsoft Teams or Zoom for the advice session, you need to be able to share your screen. "We want to go the extra mile for our members" is how Martina Lipp explains this service provided by PSI. Suppliers who have not yet transmitted data to the PSI Product Finder are given an introduction to using the system. "It allows us to cater to clients' individual needs and questions, such as how to complete the online form correctly or import data as a table", says Martina Lipp, mentioning the two most important options for new users of the PSI Product Finder. It goes without saying that anyone needing assistance in updating their data can obtain help with this too.

Tips on how to boost sales potential

Suppliers who want to optimise the quality of their data, and consequently boost the sales potential of their products and the benefits for distributors in particular, can also arrange an appointment with Martina Lipp. Just send an email to importe-productfinder@reedexpo.de or call: +49 211 90191-721.



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Visitors from 54 countries

When I reflect on my experiences during the past two years, one thing strikes me all above all: today I am much happier about things which I used to take for granted. Maybe it is just because we have been getting excited too early lately.

We cancelled meetings, appointments, events, activities and holidays because the external conditions changed almost on a daily basis. We limited ourselves and came to terms with what we could not change. We lowered our expectations. Sometimes it was like in long gone times, when people could only see each other rarely and only could exchange ideas to a limited extent. I do not know if you feel the same way, but now that more and more of our plans are working out all at once, the joy is even greater.

I notice this, in particular, when I think about the PSI 2023. We will finally be seeing our colleagues, partners and friends again – from the industry and from around the world. The PSI has become even more international and has overcome old boundaries, even in terms of the way we think. We have noticed how globally connected our industry is and how we are connected by the many things we have in common. We have rediscovered our strengths and talents and linked them together. Our business is picking up speed again. I encounter this fresh energy and new courage in almost every conversation. And I sense how much has happened everywhere in the meantime and how much we are all looking forward to the new products, trends and inspirations from other companies and countries.

In January we welcome more international industrial associations than ever before, for example from Belgium, the Netherlands, Poland, Switzerland, the USA and Canada. Spain and Great Britain are even represented by two associations respectively at the PSI and additional countries intend to join us soon. The exhibitors are diligently setting up stands and the ticket registrations point to a very strong interest in the event: in fact, guests from a total of 54 countries have already registered.

In other words, we are back – and are delighted that so many of you are also on board. And before we all see each other again in January, let us just enjoy the pre-Christmas season and end of the year together with our families and friends. I would like to thank you for your trust, for finding common ground and for a year that was surely not easy, but full of hope. Take care.

Yours sincerely,



Petra Lassahn
Director PSI



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The best comes at the beginning

The world of haptic promotional possibilities seems almost unlimited. The central meeting place of the European advertising industry, the PSI in Düsseldorf, will be providing a large, kaleidoscopic overview of these possibilities (finally again after two forced cancellations). Nowhere else is the variety of three-dimensional advertising in the true sense of the word as tangible as here. Traditionally, we also offer a pre-taste of the trade show innovations of the business year in the January issue of the PSI Journal. The focus is still on the ecological sustainability of the presented "hapticals", which is why our product theme 2 presents innovations from this area. So be curious and be inspired when browsing through the product presentations for your trade show visit.

Please also start thinking now about the product presentations in the February 2023 issue of the PSI Journal, which are dedicated to the thematic groups "Easter, Garden, Hobby and Handicrafts" as well as "Health, Sport, Fitness, Women's Football World Championship", and send your product suggestions (image and text) by 16 December at the latest to: Edit Line GmbH, PSI Journal Editorial Staff, E-Mail: hoechemer@edit-line.de



Welcome to the PSI 2023

After two years of forced closures, it is finally time again: on 10 January, 2023, the gates of the PSI, Europe's leading trade show of the promotional products industry, will be opening. And the stage is set for the continent's largest platform for haptic advertising. Promotional products distributors, (textile) fin-

ishers and consulting agencies will be meeting suppliers at the beginning of the new business year. The PSI is supporting the businesses of the industry participants with numerous services. We will keep you informed.



CHOICE Preview

The new product preview by the CHOICE Group in November has become a positive part of the annual routine of the industry. We were on site there for you once again and will be presenting to you in detail the product highlights as well as the future projects and strategic priorities of the six sister companies – Gustav Daiber, Fare, Halfar, Karlowsky Fashion, mbw and SND Porzellan.

Imprint



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

Publisher: Petra Lassahn

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

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

Editor-in-chief: Manfred Schlösser

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

Layout: Stephan Weiß, Nina Bertsch, Stephan Flommersfeld

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

Translations: Translanguage, D-40885 Ratingen

Printing: Kössinger AG
D-84069 Schierling

Advertisement price list no. 54 of 1 November 2021 applies.

ISSN number 1436-6193

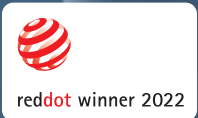
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