

# PSI

## EUROPE

**PSI Journal**  
International Magazine  
For Promotional  
Products

January 2017  
Volume 56



### **Forming the perfect match**

Albert van der Veen  
Xindao

### **Fair Novelties**

PSI 2017

### **Day & Night**

Going out in Düsseldorf

### **Choice Group**

Good prospects for 2017

### **Textiles**

The label is what matters

PSI 2017

# Firework

of trends  
and innovations





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THE  
PROMOTIONAL GIFT  
OF THE YEAR  
IS NOT HERE —

**BUT**

—  
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# NEU

JETZT KATALOG ANFORDERN!

Ostern ist am 16 April!

WIR WÜNSCHEN IHNEN EINE BUNTE OSTEREIER-SUCHE!



## SÜßE OSTERPRÄSENTE IN PREMIUM-QUALITÄT!

**Tip**



Osterkalender mit 16 Türchen und Schokolade von Ritter SPORT

QUADRETTIES

**neu**



Präsent „Oster-Häuschen“ Schokolade von Lindt

**neu**



Lustiges Oster-Ei, 50 g von Milka



Großes Osternest mit Schokolade von Lindt

### UNSERE QUALITÄT MACHT DEN UNTERSCHIED: SÜßE OSTERPRÄSENTE UND GIVE-AWAYS FÜR JEDES BUDGET!

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# CD LUX



Editorial

# The icing on the cake

**W**he PSI Trade Show reinvented itself in 2013. At the time, staging was the objective which spread through all the aisles of the event. Since then, the new concept has been fine-tuned and the PSI has since become Europe's "fashion trade show" of the promotional product industry. This is not only demonstrated by a large catwalk and a growing number of textile exhibitors. New formats such as "PSI FIRST" have contributed significantly to the fact that there are now distinctly more product premieres at the trade show than in previous years. They are the icing on the cake of every trade show. And if you do not participate, it is difficult to make new products visible on the market.

The icing on the cake now appears in a completely new form in 2017. The focus is on the Industry Customer Day. On the third day of the trade show, distributors and consultants are allowed to bring their customers to the trade show for the first time. What some exhibitors and distributors have wrongfully practised for years is, from now on, an official and certainly invigorating new event in PSI history. The fact that there are still sceptics is understandable and okay, but the PSI 2017 will hopefully convince the remaining doubters.

This is why it is very important that all parties involved comply with the rules which the PSI has developed together with the Trade Show Working Group of the GWW. Anyone failing to comply will find himself in a lot of trouble – up to being excluded from the trade show. In an elaborate process, the PSI has repeatedly pointed out all the rules to all exhibitors. I personally am confident that these rules will be complied with in 99.9 per cent of the cases. During numerous conversations, exhibiting companies have given the assurance that they are in no way interested in direct sales. Anyone who makes direct sales part of his sales channel is already well-known in the industry and every customer can draw his own conclusions from this if he wants to. All in all, exhibitors and visitors are looking forward to this innovation which will surely have an invigorating impact on the order books on both sides. However, I see the greatest benefit in the fact that the advertising industry will finally have access to such an effective and convincing tool as the promotional product. This is the real icing on the cake of the upcoming PSI.

I wish you all a successful trade show, a year full of wonderful moments, the best of health and, of course, great business results. We are looking forward to your continued loyalty.

On this note

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

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

# Touchination. New QS02.



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# PSI

The Leading European Trade S

My first choice

Umbrellas

Cups

USB sticks

Exclusive for PSI distributors: Show your cu  
1<sup>st</sup> September 2016 only as visitor registered PS

# 10<sup>th</sup> – 12<sup>th</sup> January Düsseldorf 2017

Show of the Promotional Product Industry



Customers the PSI on Thursday. Starting from  
all distributors can invite their industry customer.

[www.psi-messe.com/tickets](http://www.psi-messe.com/tickets)

MSW-Lasertechnik:  
No fear of rounded edges 158

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## PSI 2017:

### Firework of trends 48

The PSI 2017 will be presenting innovations and ideas from the vast, colourful world of promotional products. For the first time, industry customers will be able to experience this diversity as guests of distributors. In addition to lots of pages featuring new product, we have also prepared a culinary guide through Düsseldorf for you.

### Schneider: Great brand for a great impact 106

Schneider Schreibgeräte combines the values of a traditional brand with those of a modern, responsible company. Since 1960, the owner-managed family enterprise has also been supplying the promotional product market with quality products made in Germany.



### Anda Present: Dedicated to innovation 110

BE CREATIVE is the name of the collection of Anda Present, the Hungarian supplier of promotional products. It is also the motto of the company that Attila András founded over 20 years ago.





## Szanowni członkowie PSI,

dopiero, gdy premiery produktów są po raz pierwszy przedstawiane w branżowym świecie, gdy koledzy dyskutują o nowych trendach i gdy informacje dają prawdziwą przewagę konkurencyjną, dopiero wtedy można określić targi mianem PSI. Tutaj jesteście w samym centrum wydarzeń. Bowiem targi takie jak PSI są najkrótszą drogą do rynku. Tutaj spotykają się wszyscy znaczący gracze rynkowi w wymiarze krajowym, europejskim i światowym.

Jako forum, gdzie pojawiają się nowości, odbywające się w tym roku po raz 55 targi PSI są od dziesięcioleci największymi w Europie targami dla profesjonalnych firm zajmujących się handlem artykułami reklamowymi. Jako okno wystawowe branży artykułów reklamowych tegoroczne PSI odgrywają szczególną rolę: po raz pierwszy bowiem klienci przemysłowi i przedsiębiorstwa markowe jako zaproszeni goście będą miały możliwość przekonać się ostatniego dnia targów, jak różnorodne, oryginalne i atrakcyjne są artykuły reklamowe jako media dialogu.

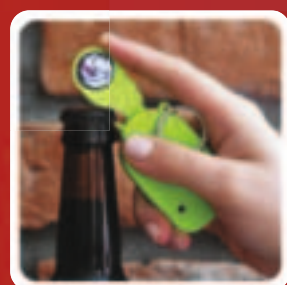
Decyzja przygotowana pod kierownictwem ogólnego stowarzyszenia przemysłu artykułów spożywczych przez wszystkie zainteresowane strony i zrealizowana w formie jasnych regulacji, naznaczona jest dużą odpowiedzialnością i wzajemnym zaufaniem. Jest to duży krok naprzód dla całej branży. Związane z nim szanse reklamowania artykułów reklamowych jako nośników reklamy oraz uwolnienia nowych impulsów dla branży są trudne do przecenienia. Opuszczamy tym samym ostatecznie niszę, do której jako nieświadomiona do tej pory wielkość na rynku reklamowym już dawno nie należymy.

Pokażmy nasze mocne strony. Przesłanie jest jasne: artykuły reklamowe tworzą przeżycia rynkowe posiadające wartość dodaną. Oferują to, czego media cyfrowe daremnie poszukują – dotykowe, sensoryczne przeżycia i bezpośredni kontakt. Jakie medium reklamowe to potrafi? I gdzie branża mogłaby lepiej się zaprezentować niż na PSI? W imieniu całego zespołu PSI serdecznie zapraszamy.

Michael Freter, Managing Director, PSI



# Happy Hour Beer Hour



-   
 1  
 Keychain
-   
 2  
 Trolley coin
-   
 3  
 Can opener
-   
 4  
 Bottle opener
-   
 5  
 Bottle closer

*The hit of the season! It will always bring you out of the trouble and increase your every-day life comfort! Using the keychain, you will also avoid putting in the coins to the trolley cart. You will be able to open each can and bottle and to cover the latter, if needed for later use. The product is available in 8 different colors and with simple or doming stickers in 2 places. Thanks to this stylish and multifunctional product you will always stand out.*

## Other products

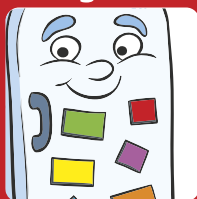
**Badges**



**Any shape badges**



**Frigo and flexi magnets**



**Sticky cleaners**



**Cardguards**



**Camera blockers**



**Mobile CardPockets**



**Mobile rings**



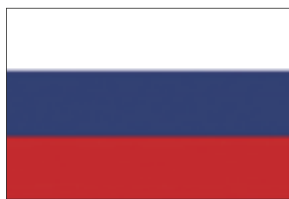
**Multistickers**



**Name badges**







## Уважаемый член PSI!

Только тогда, когда в широком кругу специалистов впервые представляются новинки продукции, коллеги обсуждают новые тенденции и информация превращается в настоящее конкурентное преимущество, выставка становится PSI. Здесь Вы в самом центре. Поскольку такие выставки как PSI — это кратчайший путь на рынок. В одном месте она собирает всех значимых игроков рынка в национальном, европейском и глобальном масштабах.

Как форум новинок, PSI, которая в этом году проводится в 55-й раз, уже десятилетиями является наибольшей во всей Европе выставкой для профессиональной торговли рекламной продукцией. Как витрине индустрии рекламной продукции, PSI в этом году выпала особая роль, поскольку впервые промышленные клиенты и брендовые компании в качестве приглашенных гостей имеют возможность в последний день выставки составить картину разнообразия, оригинальности и привлекательности рекламной продукции как средства диалога.

Решение, подготовленное всеми сторонами под руководством Общего союза индустрии рекламной продукции (Gesamtverband der Werbeartikelwirtschaft) и осуществленное с четким набором правил, характеризуется большой ответственностью и взаимным доверием. Большой шаг для всей отрасли. Возможности, заключающиеся в использовании рекламной продукции в качестве носителя рекламы и предоставлении импульса для отрасли, огромны. Этим мы окончательно выходим из ниши, к которой, как скрытая сила на рынке рекламы, уже давно не относимся.

Покажем наши сильные стороны. Посыл четкий: рекламная продукция создает опыт отношений с брендом с добавленной стоимостью. Она предлагает то, чего тщетно ищут цифровые средства коммуникации — осязательное, сенсорное переживание и непосредственный, прямой контакт. Какое рекламное средство уже может это? И где отрасли могут показать себя лучше, чем на PSI? От имени всей команды PSI, добро пожаловать!

Михаэль Фретер, управляющий директор, PSI

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ON HOW TO MAKE A BRAND VISIBLE

**SPRING** EDITION  
MARCH 14-16  
2017

**AUTUMN** EDITION  
SEPTEMBER 5-7  
2017





## Bästa PSI-medlemmar!

När produktpremiärer lanseras i branschvärlden, när kollegor diskuterar nya trender och när verkliga konkurrensfördelar uppstår ur information, först då uppstår PSI ur en mäsas. Här står du i centrum, eftersom mässor som PSI är den kortaste vägen till marknaden. På ett och samma ställe hittar man alla relevanta marknadsaktörer i både nationell, europeisk och global dimension.

Egenskap av nyhetsforum är PSI, som i år firar 55-årsjubileum, Europas största mäsas för professionella reklamartiklar. Årets PSI har en särskilt viktig roll att spela som skyltfönster inom promotion: för första gången kommer bransch kunder och märkesföretag att som inbjudna besökare få möjlighet att under den sista mäsasdagen göra sig en bild av hur mångsidiga, originella och tilltalande reklamartiklar är som dialogmedia.

Detta beslut, som har beretts av alla parter under ledning av "Gesamtverband der Werbeartikelwirtschaft" (GWW) och realiserats med ett tydligt regelverk, kännetecknas av en stor ansvarsmedvetenhet och ömsesidigt förtroende. Det är ett stort steg för hela branschen. De möjligheter som finns här, att göra reklam för promotion-artiklar som budskapsbärare och att frisätta impulser för branschen, är mycket stora. Vi tar nu steget ut ur en nisch som vi inte längre tillhör.

Låt oss visa upp våra styrkor. Budskapet är klart och tydligt: reklamartiklar skapar märkesupplevelser med mervärde. De erbjuder det som digitala media inte kan leverera – en upplevelse av beröring och känsla, och en ren, direkt kontakt. Vilket reklammedium klarar det? Och var kan branschen bättre visa upp sig än på PSI? Hela PSI-teamet hälsar dig hjärtligt välkommen.

Michael Freter, Managing Director, PSI



10<sup>th</sup> – 12<sup>th</sup> January  
Düsseldorf 2017

The Leading European Trade Show of the Promotional Product Industry

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*Our PSI representative for the Scandinavian region Klaus Beyer cordially welcomes exhibitors and visitors from Scandinavia and everyone who is interested in the Northern region of Europe!*

See you  
in hall 11, stand 11N36

ScandiBase



## Sayın ve çok sevgili PSI üyeleri,

Ürünler uzmanların karşısına ilk kez çıktığında, meslektaşlar yeni yönelimleri tartıştığında ve bilgilerden tam bir rekabet avantajı ortaya çıktığında, ancak o zaman bir fuar PSI'ye dönüşür. Burada tam göbeğindesiniz. Çünkü PSI gibi fuarlar, piyasaya giden en kısa yoldur. Ulusal, Avrupa çapında ve global boyutta piyasanın en önemli aktörlerini aynı yerde biraraya getirirler.

Bu yıl 55. kez düzenlenen PSI, yeniliklerin forumu olarak profesyonel promosyon ürünleri ticaretinde onyıllardan bu yana Avrupa çapında en büyük fuardır. Bu yılki PSI'ye, promosyon ürünleri endüstrisinin vitrini olarak özel bir rol düşmektedir, çünkü davetli ziyaretçiler olarak endüstriyel müşteriler ve marka şirketleri fuarın son gününde ilk kez promosyon ürünlerinin diyalog araçları olarak ne kadar çeşitli, orijinal ve câzip olduğuna ilişkin izlenim edinme fırsatını elde edecekler.

Promosyon Ürünleri Endüstrisi Birliği'nin (GWW) öncülüğünde tüm taraflarca hazırlanan ve net düzenlemelerle hayata geçirilen karara, büyük bir sorumluluk ve karşılıklı güven damga vurmuştur. Tüm sektör açısından büyük bir adım bu. Reklam aracı olarak promosyon ürünleri reklamı yapmakta ve sektör için itki yaymakta yatan fırsatlar büyüktür. Böylelikle reklam piyasasının gizli devi olarak aslında uzun süredir ait olmadığımız köşemizden çıkmaktayız.

Gücümüzü gösterelim. Mesaj çok açık: promosyon ürünleri, artı değere sahip marka deneyimi yaratmakta. Onlar, dijital medyanın arayıp bulamadığı şeyleri sunmakta; haptik, sensörük deneyimi ve doğrudan teması. Hangi reklam aracı bunu yapabilir? Ve sektör, kendini PSI'den başka nerede en güzel sergileyebilir? Tüm PSI ekibi adına hoşgeldiniz diyorum.

Michael Freter, PSI Sorumlu Müdürü

# AŞAĞIDAKİ TÜRK FIRMALARI PSI 2017 FUARINDA YER ALACAKLAR. HOŞGELDİNİZ VE BAŞARILAR DILERİZ.



PSI NO.	EXHIBİTOR	STAND
46059	Afkim Ltd., İstanbul	10C33
49511	ALCAN REKLAMCILIK VE HALKLA - İLİSKİLER SAN. VE TIC. A. S., KARATAY / ONYA	10F13
47800	ALFA PROMOSYON TEKSTİL PAZ. SAN. VE TIC. LTD. STI., Kucukcekmece	10M54
49848	BOYUT PROMOSYON - Rek. Mat. San. Dis. Tic. Ltd. Sti., İstanbul	11M48
47952	Büyüksoy Bayrak - Ve Semsiyen San. Tic. A.S., Hadimkoy/Arnavutkoy	9G01
47456	Cemertas Promotional Textiles - Industrial and Foreign Trade Company Ltd., Maslak - İstanbul	9B01
49490	CPI DIS TICARET VE SAN. TIC. LTD. STI, Bayrampasa / İSTANBUL	9K27
48202	DAMLA OFSET MATBAACILIK AS, Konya	10F15
48202	Dival - DAMLA OFSET MATBAACILIK AS, Konya	10F15
48615	DIZAYN ETİKET San. ve Tic. A.S., İstanbul Benibosna	9F18
49048	DOYUK Promotional Products - Engin Dooyuk, İzmir	9B28
47403	Ender Tekstil - Sanayi Ve Ticaret Ltd STI, Denizli	9D28
49093	Eren Kadife Tekstil Nakliye San. Tic. Ltd Sti, Denizli	10G37
48529	Erteks Kadife Tekstil San. Ve Tic. Ltd. Sti., Denizli	10F46
49714	Etkin Promosyon LTD STI, Gebze	9D01
49042	Fabio Ricci - Talat Matbaacilik ve Deri Mamulleri Ticaret As., İstanbul	11K51
48349	GOLD PUZZLE COLLECTION - İskenderler Otomotiv Ltd. Sti., Cigli	9F01
46517	Gorenler A.S., Denizli	9D02
46932	HASGÜL TEKSTİL PROMOSYON ÜRÜNLERİ - SAN. VE DIS. TIC. LTD. STI., YENİBOSNA / İSTANBUL	10H57
48770	İlpen Kalemçilik Plas. San. Tic. Ltd. Sti., İstanbul	11N58
48754	NANC TEXTILE - LUTUF NANC TEXTILE LTD, Denizli	9C31
46848	İpek Nur Textile Clothing Co. Ltd., Pamukkale	9G02
47903	KIMPEKS TEKSTİL SAN.VE TIC.A.S., Denizli	10G23
49572	MAVİYEL AMBALAJ TEKSTİL SAN. VE TIC. AS., Bayrampasa - İstanbul	10D42
49330	MAYA BASIM VE PROMOSYON ÜRÜNLERİ SAN. DIS. TIC. LTD. STI, İstanbul	9H01
49850	Megalens Printing Company, Basakşehir	10G74

PSI NO.	EXHİBİTOR	STAND
49889	Meltem Tekstil Sanayii ve Ticaret Kollektif Sirketi Huseyin Aras ve Ortağı, İstanbul	9E42
48364	MIYO MENDİL VE GIDA SANAYI DIS TICARET LTD STI, İstanbul	9B39
48784	Modal BRG Örgü Dokuma Tekstil - Sanayi Ve Ticaret Ltd. STI., Denizli	9E13
44983	Murat Tekstil, İstanbul	10M21
46293	Mutcali Tekstil San.Tic. Ltd. Sti., Denizli	10D08
49791	Özen Promosyon ve Reklam San. Tic. Ltd. Sti., İstanbul	9B02
48070	PIM TEKSTİL SANAYI - VE PROMOSYON LTD, Küçükçekmece / İstanbul	9E14
49776	PRIMA / METE PLASTİK, İstanbul	9K36
48727	Promedya Tanitim Matbaacilik Montaj - San. ve Tic. İth/İhr. Ltd. Sti., Basakşehir / İstanbul	9C02
48943	PROMODA TEKSTİL San. Tic. Ltd. Sti, Honaz	9E31
48954	Pusula Basim (Pusula Cizgi Altı Basım San. Tic. Ltd. Sti.) - Ecoprobags.com, İstanbul	9B40
48056	Ral Tekstil Ltd. Sti., Antalya	10H75
48862	Scrikss Kalem Kırtasiye ve Ofis Malz. San. AS, İstanbul	11F61
48634	SM DOKUMA KONFEKSİYON SAN. TIC.LTD.STI., Denizli	9E01
49730	Soylu Printing Publishing Stationery Co. LTD., Zeytinburnu	9F11
49552	TARCIN KUYUMCULUK HEDİYELİK ESYA AS, İzmir	9E39
49805	TE-BAG / TEXTILE BAG, İstanbul	10G24
48308	Teks Pro Promosyon - Tekstil Ürün Leri San Ve Tic Ltd Sti, İstanbul	10F20
43722	TÜRMAK - MAKİNA SAN. VE TIC.A.S., 4. Levent / İstanbul	9L35
48813	Tuva Home Textile Ltd., Denizli	9C03
47167	Ufuk Tanitim Ltd. Sti., Bagcilar / İstanbul	9B01a
48603	YCH YONCAHES PAPER PRODUCTS & LUXURY BOXES, İstanbul	11C19
49781	YORKA TEKSTİL SAN VE TIC. LTD. STI., Denizli	10E18
49316	Zorel Tekstil - İmalat Pazarlama Sanayi ve Ticaret Limited Sirketi, Denizli	10G09



## Sehr geehrti, liebi PSI-Mitglieder,

wenn d'Produkt Premiera zum ersta Mol der Fachwelt präsentiert werdet, Kollega neui Trends diskutieret und us Informationa echti Wettbewerbsvorteil entstünd, denn ersch wird us era Mess t'PSI, wo Sie voll und ganz dabi sind. Denn t'Messa wia t'PSI sind der kürzisti Weg zum Markt. Sie bringet alli wichtigsta Akteura vom Markt uffara nationala, europawita und globala Dimension an a Ort zemma.

Als Forum vo da Neuheita isch t'PSI, wo das Jahr zum 55. Mol stattfindet, europawit sit Jahrzehnt die gröschti Mess für der professionelli Werbeartikelhandel. Der diesjöhri PSI kunt als Schaufenster a psunderi Rolle vo der Werbeartikelwirtschaft zua, well zum ersta Mol werdet d'Industriekunda und Markaunternehma als igladi Bsuecher d'Möglichkeit ha, sich am letschta Messetag as Bild davo z'macha, wia vielfältig, originell und attraktiv d'Werbeartikel als Dialogmedia sind.

D'Entscheidig, wo vo allna Sita unter der Federführig vom Gesamtverband der Werbeartikelwirtschaft (GWW) vorbereitet und mit klara Regla umgesetzt worda isch, kennzeichnet sich durch grossi Verantwortig und gägasitigem Vertraua us und isch a grossa Schritt für dia gsamti Brancha. Dadurch sind d'Chanca zur Werbig vo Werbeartikel als Werbeträger und d'Freisetzig vo Impuls für d'Brancha enorm. Mier verlönd damit endgültig d'Nischa, zu dära mier als heimlich Grösser im Werbemarkt scho lang nümme ghöret.

Mier söttet üseri Stärkana zeiga. D'Botschaft liegt uf der Hand: Werbeartikel schaffet Markaerlebnis mit Mehrwert. Sie bütet das, wo digital Media ohni Erfolg suche – das fühlbara, sensorische Erlebnis und der unvermittelt, direkt Kontakt. Wälles Werbemedium kann das scho? Und wo könnti sich d'Branche besser zeiga als uf der PSI.

I heissa Sie im Nama vom gsamta PSI-Team herzlich willkomma.

Michael Freter, Managing Director, PSI

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**P S F 1 7**

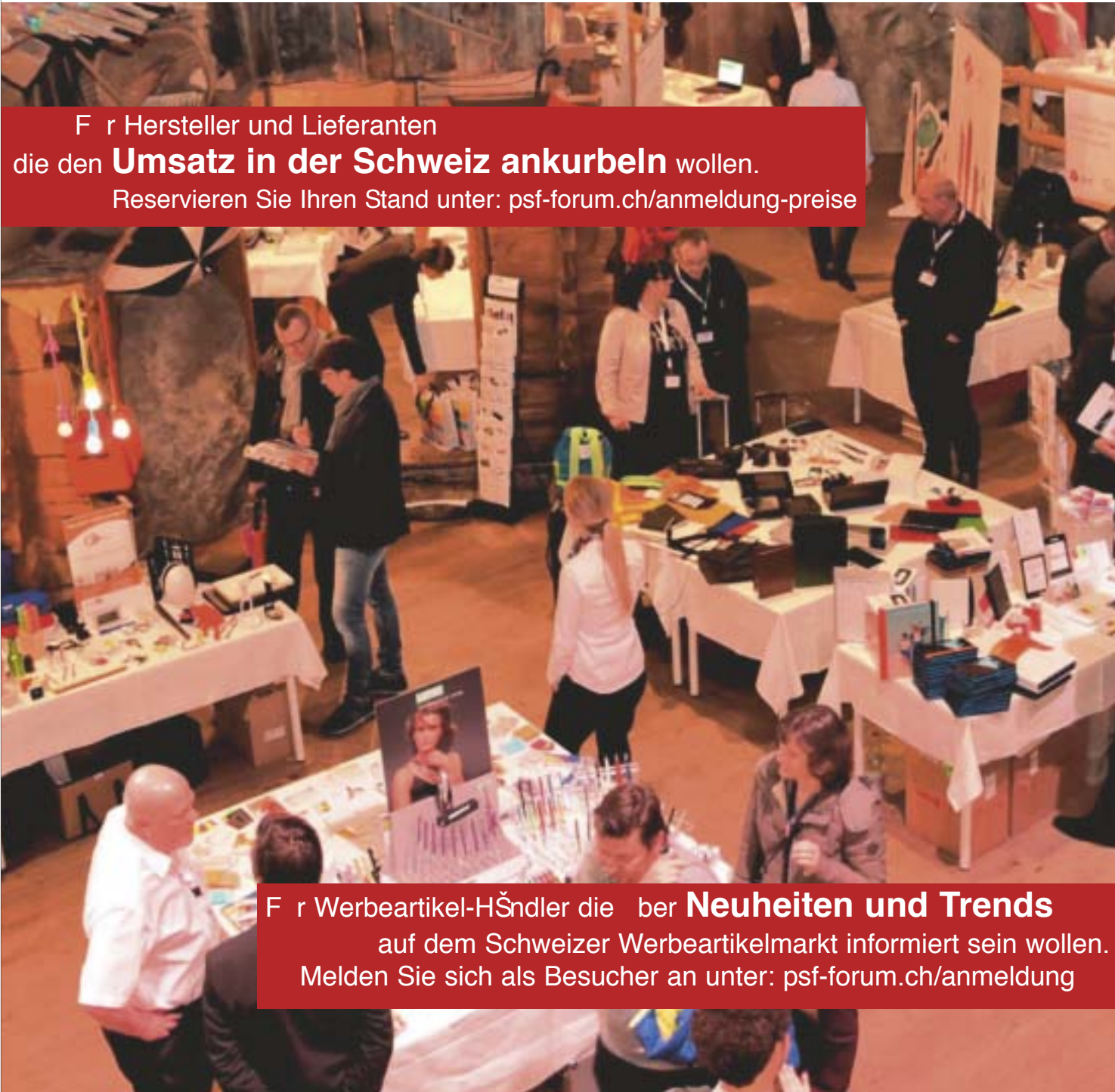
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Melden Sie sich als Besucher an unter: [psf-forum.ch/anmeldung](http://psf-forum.ch/anmeldung)





## Sehr geehrte, liebe PSI-Mitglieder,

wenn Produkt-Premieren zum ersten Mal der Fachwelt präsentiert werden, Kollegen neue Trends diskutieren und aus Informationen echte Wettbewerbsvorteile werden, erst dann wird aus einer Messe die PSI. Hier sind Sie mittendrin. Denn Messen wie die PSI sind der kürzeste Weg in den Markt. Sie bringen an einem Ort alle relevanten Akteure des Marktes in nationaler, europaweiter und globaler Dimension zusammen.

Als Forum der Neuheiten ist die PSI Messe, die in diesem Jahr zum 55. Mal stattfindet, seit Jahrzehnten die europaweit größte Messe für den professionellen Werbeartikelhandel. Als Schaufenster der Werbeartikelwirtschaft fällt der diesjährigen PSI eine besondere Rolle zu: Denn erstmals werden Industriekunden und Markenunternehmen als geladene Besucher die Möglichkeit haben, sich am letzten Messetag ein Bild davon zu machen, wie vielfältig, originell und attraktiv Werbeartikel als Dialogmedien sind.

Die Entscheidung, die von allen Seiten unter Federführung des Gesamtverbandes der Werbeartikelwirtschaft vorbereitet und mit klarem Regelwerk zur Umsetzung gebracht wurde, ist gekennzeichnet von großer Verantwortung und gegenseitigem Vertrauen. Ein großer Schritt für die gesamte Branche. Die Chancen, die darin liegen, für Werbeartikel als Werbeträger zu werben und Impulse für die Branche freizusetzen, sind beträchtlich. Wir treten damit endgültig aus der Nische heraus, in die wir als heimliche Größe im Werbemarkt schon lange nicht mehr gehören.

Zeigen wir unsere Stärken! Die Botschaft liegt auf der Hand: Werbeartikel schaffen Markenerlebnisse mit Mehrwert. Sie bieten das, wonach digitale Medien vergeblich suchen – das haptische, sensorische Erlebnis und den unvermittelten, direkten Kontakt. Welches Werbemedium kann das schon? Und wo könnte sich die Branche besser zeigen als auf der PSI? Seien Sie im Namen des gesamten PSI-Teams herzlich willkommen.

Michael Freter, Managing Director, PSI

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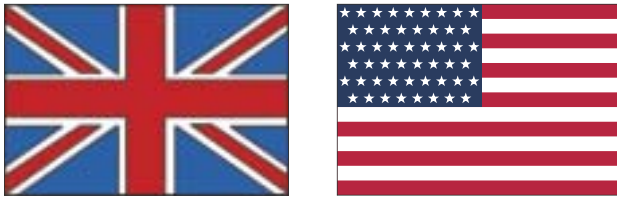


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## Dear PSI members,

When product premieres are presented among experts for the first time, colleagues discuss new trends, and information is turned into real competitive advantages, only then does a trade show become the PSI. Here you are in the midst of it. Because trade shows like the PSI are the quickest route to the market. They bring all the relevant protagonists of the market in the national, European and global dimension together in one place.

As a forum for new products, the PSI, which is being held this year for the 55th time, has been Europe's biggest trade show for the professional promotional products trade for decades. As a showcase for the promotional products industry, this year's PSI has a special role: because for the first time, on the last day of the trade show, industrial customers and brand companies as invited visitors have the opportunity to get an impression of how diverse, original and attractive promotional items work as dialogue media.

The decision, which was prepared from all sides under the direction of the umbrella association of the German promotional product industry (GWW) and implemented with clear guidelines, is characterised by great responsibility and mutual trust. A big step for the whole industry. The opportunities that this creates for the advertising of promotional items as an advertising medium and for unleashing impulses for the sector are considerable. In this way, we are finally leaving the niche where we haven't belonged for a long time as a hidden element on the advertising market.

Let's show our strengths. The message is obvious: promotional items create brand experiences with added value. They offer what digital media search for in vain – the haptic, sensory experience and unmediated direct contact. Which advertising medium can do that? And where could the industry better show itself than at the PSI. We warmly welcome you in the name of the whole PSI team.

Michael Freter, Managing Director, PSI



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## Estimados miembros de la PSI:

Cuando se presentan productos novedosos por primera vez ante el público especializado, los compañeros debaten sobre nuevas tendencias y la información se transforma en verdaderas ventajas competitivas, es entonces cuando nace una feria como la PSI. Usted se encuentra justamente en el centro de este círculo. Las ferias como la PSI son el camino más corto para llegar al mercado. Reúnen en un mismo lugar a los actores más destacados del mercado a nivel nacional, europeo y global.

Como foro de novedades, la PSI (que celebra este año su 55ª edición) es la mayor feria europea del sector profesional de artículos publicitarios desde hace décadas. Este año, la feria PSI asume un papel especial en calidad de escaparate de la industria de los artículos de promoción: los clientes industriales y las empresas de marca, como visitantes invitados, tendrán por primera vez la posibilidad de hacerse una idea de la diversidad, la originalidad y el atractivo de los artículos publicitarios como medios de diálogo el último día de la feria.

La decisión, preparada por todas las partes bajo la dirección de la Asociación General de la Industria de Artículos de Promoción (GWW) y ejecutada con un reglamento claro, se caracteriza por la gran responsabilidad y la confianza mutua. Un gran paso para todo el sector. Las oportunidades inherentes de utilizar los artículos promocionales como medios publicitarios y desencadenar impulsos para el sector son considerables. Con ello, salimos definitivamente del nicho al que no pertenecemos desde hace tiempo como magnate sigiloso dentro del mercado publicitario.

Mostremos nuestros puntos fuertes. El mensaje es claro: los artículos publicitarios hacen posible experiencias de marca con una plusvalía. Ofrecen aquello que los medios digitales persiguen en vano: la experiencia háptica y sensorial y el contacto directo. ¿Qué medio publicitario puede conseguirlo ya? ¿Y dónde podría exhibirse mejor el sector que en la feria PSI? Le damos una afectuosa bienvenida en nombre de todo el equipo de la feria PSI.

Michael Freter, director gerente, PSI

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## Très chers membres PSI,

Un salon devient véritablement un salon PSI lorsque de nouveaux produits sont présentés pour la première fois aux professionnels du secteur, lorsque des collègues discutent de nouvelles tendances et lorsque des informations donnent naissance à de réels avantages en matière de concurrence. Vous êtes alors aux premières loges. Car les salons tels que le PSI sont le plus court chemin qui mène au marché. Ils rassemblent en un seul et même endroit tous les acteurs importants du marché dans une dimension nationale, européenne et mondiale.

En tant que forum des nouveautés, le PSI, dont c'est la 55ème édition cette année, est depuis des décennies le plus grand salon européen dédié au commerce professionnel d'articles publicitaires. En tant que vitrine de l'industrie des articles publicitaires, un rôle particulier incombe au PSI de cette année : en effet, les clients industriels et les entreprises de marque invités auront pour la première fois la possibilité de découvrir, lors du dernier jour du salon, à quel point les articles publicitaires sont diversifiés, originaux et attractifs en tant que médias de dialogue.

La décision, qui a été entièrement préparée sous la responsabilité de la fédération de l'industrie des articles publicitaires (GWW) et mise en œuvre selon des règles bien définies, est caractérisée par une grande responsabilité et une confiance mutuelle. Une étape importante pour toute la branche. Cela représente, pour les articles publicitaires, une chance considérable de promotion en tant que supports publicitaires et de libération des impulsions pour l'industrie. Nous sortons ainsi enfin de la niche à laquelle nous n'appartenons plus depuis longtemps du fait de notre importance discrète sur le marché.

Montrons nos forces. Le message est évident : les articles publicitaires créent des expériences vécues avec des marques à valeur ajoutée. Ils proposent ce que les médias numériques recherchent en vain : l'expérience tactile, sensorielle et le contact direct. Quel support publicitaire en est actuellement capable ? Et quel meilleur endroit de représentation pour l'industrie qu'au PSI ? Soyez, au nom de toute l'équipe PSI, les bienvenus.

Michael Freter, directeur général, PSI

**LES ENTREPRISES SUIVANTES SE PRÉSENTENT AU PSI 2017. NOUS VOUS SOUHAITONS LE BIENVENUE ET BON SUCCÈS !**

PSI NO.	EXHIBITOR	STAND
48914	Arcade Productions, Wettolsheim	10E41
49847	Armor SAS, Nantes CEDEX 4	11M24
PSI Partner	C!MAG - 656 Editions, Lyon	9M22 Media Lounge
42811	CITIZEN GREEN - BOOMERANG S.A., Marne La Vallée Cedex 2	11E66
49579	DAG TECHNOLOGIE, Dardilly	10E49
44115	DELTA SAS, Mundolsheim	10F43
49794	DESIGN PROTECT, GENAS	12N12
49789	ETIGO, Roncq	12N44
49704	European Sourcing Sarl, Agen Cedex 9	9F17
49797	FEEL-INDE SARL, AULNAY SOUS BOIS	12N42
49420	GOBILAB SAS, Paris	11B24
45060	KARIBAN FRANCE SARL, Villeneuve les Bouloc	10H01
47413	KELNET - SI INTERNATIONAL, PERPIGNAN	9F43
45457	Lexon S.A., Boulogne	10F75
49892	Maxili SAS, Paris	11A09
49891	PPJB Services SAS, Marcq-Baroeul	12A15
43917	Sofrie S.A. - ADDEX design, La Courneuve Cedex	10C22
44472	SOL'S - SOLOINVEST S.A.S., Paris	10C11
49358	TERRACOBAG, Cogolin	10D01
48156	UNIT LAB, Asnières sur Seine	10D17
49566	YOUR PROMOTIONAL SUNGLASSES, Levallois Perret	12K27





## Gentili soci PSI,

quando dei prodotti vengono presentati per la prima volta ad un pubblico di esperti, i colleghi discutono dei nuovi trend e dalle informazioni ricavate nascono reali vantaggi competitivi, solo allora una semplice fiera diventa PSI. Noi ci troviamo proprio al centro. Infatti, le fiere come PSI sono la strada più rapida per giungere sul mercato, riunendo in un unico luogo tutti gli attori rilevanti a livello nazionale, europeo e globale.

Quest'anno si terrà la 55a edizione di PSI, un forum di novità e da decenni la più grande fiera europea per il commercio professionale di articoli promozionali. Un'importante vetrina nel settore degli articoli promozionali, che quest'anno svolge un ruolo speciale: per la prima volta, l'ultima giornata fieristica permetterà ai clienti del settore e di marchi aziendali, in veste di ospiti invitati, di conoscere la varietà, l'originalità e l'attrattiva degli articoli promozionali come strumenti di dialogo.

La decisione presa sotto gli auspici dell'associazione generale dell'industria di articoli promozionali (GWW) e implementata con regole chiare, si fonda su un grande senso di responsabilità e fiducia. Un passo enorme per l'intero settore. Vi saranno notevoli possibilità di presentare mezzi pubblicitari e dare impulsi al settore. Lasciamo definitivamente la nicchia di mercato nel settore pubblicitario a cui da tempo non apparteniamo più ufficialmente.

Vi mostriamo i nostri punti di forza. Il messaggio è semplice: gli articoli pubblicitari portano un valore aggiunto ai mercati. Offrono ciò che i mezzi digitali cercano invano: un'esperienza tattile, sensoriale e un contatto diretto, senza intermediazione alcuna. Quale strumento pubblicitario può tutto questo? E quale potrebbe essere la migliore piattaforma espositiva per i vari marchi, se non PSI? Un cordiale benvenuto a nome di tutto il team PSI.

Michael Freter, Managing Director, PSI

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## Geachte, beste PSI-leden,

als product-premières voor de eerste keer aan de vakwereld worden gepresenteerd, collega's nieuwe trends bespreken en informatie een echt concurrentievoordeel wordt, pas dan kan een beurs uitgroeien tot de PSI. Hier zit u er middenin. Want beurzen zoals de PSI zijn de kortste weg tot de markt. Ze brengen op één plek alle relevante spelers van de markt samen in een nationale, Europawijde en mondiale dimensie.

Als forum van nieuwe producten is de PSI, die dit jaar voor de 55e keer plaatsvindt, sinds tientallen jaren Europa's grootste beurs voor de professionele handel in reclameartikelen. Als uitstallende kast van de sector voor reclamemateriaal heeft de PSI van dit jaar een bijzondere rol te vervullen: want voor de eerste keer zullen industriële klanten en merkondernemingen als genodigden de mogelijkheid hebben om zich op de laatste beursdag een beeld te vormen van hoe divers, origineel en aantrekkelijk reclameartikelen zijn als dialoogmedium.

De beslissing, die van alle kanten onder aanvoering van het algemene verbond van de sector voor reclameartikelen (GWW) werd voorbereid en met een duidelijk reglement werd gerealiseerd, wordt gekenmerkt door een grote verantwoordelijkheid en wederzijds vertrouwen. Een grote stap voor de gehele branche. De kansen die dat biedt voor reclameartikelen om als reclamemedium propaganda te maken en impulsen voor de branche vrij te maken, zijn aanzienlijk. Daarmee maken we maken ons definitief los van de niche, waar wij als heimelijke grootheid in de reclamemarkt allang niet meer thuishoren.

Laten we onze sterktes tonen. De boodschap ligt voor de hand: reclameartikelen scheppen een merkbeleving met meerwaarde. Ze bieden datgene waar digitale media vergeefs naar zoeken – de voelbare, zintuiglijke beleving en het plotselinge, directe contact. Welk reclamemedium kan dat eigenlijk nog? En waar zou de branche dat beter kunnen laten zien dan op de PSI. U bent namens het gehele PSI-team van harte welkom.

Michael Freter, Managing Director, PSI

# DE VOLGENDE NEDERLANDSE BEDRIJVEN PRESENTEREN ZICH OP DE PSI 2017. HARTELIJK WELKOM EN VEEL SUCCES!

PSI NO.	EXHIBITOR	STAND
44291	Araco International B.V., Enschede	10F21
44336	I. Arbeid Uurwerken B.V., Zaandam	12C37
47506	ASHA INTERNATIONAL - Condom Message, Rotterdam	9A41
49398	Baltus Bloembollen BV, Vaassen	12D44
49381	Bobble Europe - Cooper Trade BV, Amsterdam	10M44
48043	Boogaard Textiles B.V., Wittem	10H04
45767	Bottle Promotions - a Tacx International Company, Wassenaar	9K32
49124	BQS Textiles BV - The One Towelling®, Dordrecht	12D35
49129	Brandcharger B.V., Rotterdam	12C41
46531	Businessball B.V., Laren	12E35
48748	Claymore - Willemen Koffers B.V., Etten-Leur	9G51
40511	Clipper B.V., Helmond	12G36
46789	CoMo Europe B.V., Haarlem	9C23
45939	Corthogreen bv - Greengifts & Seedpromotions, Gaanderen	11B12
48803	Customcufflinks - Pieter Bosscher, Papendrecht	12E49
41661	Customized Originals - by Power Brands BV, Utrecht	10L50
46660	DEONET BV, Eindhoven	10M31
49541	East West Beheer B.V. - East West Packaging B.V., Duiven	12M22
PSI Partner	Eisma Businessmedia BV - „Stitch & Print International + Sign+ Magazine”, Leeuwarden	9M22 Media Lounge
45107	Epilog Laser - cameo Laser	12B09
48158	Franz Hagemann GmbH, Houten	11C53
45737	Flameclub Europe BV, Herten	12G04
46895	Giving Europe B.V., Tiel	9B42
48277	Gottschalk B.V., Amsterdam	11A42
PSI Partner	Green Earth Products - Inh. Helga Nederhoed, Meppel	11A42
	Het Portaal - PromZ Vak, PromZ, Rotterdam	Promo Biss, 9M22 Media Lounge
47349	Hypon BV, Heemstede	12C49
44740	Impliva B.V., Mijdrecht	10H02
44894	Intermed Asia Ltd., Roelofarendsveen	11B50
43540	Intraco Trading bv, Wormerveer	10C76
49513	Keuzekado - Ivo Feyen, Coevorden	12D43
40717	Lensen Toppoint B.V., Bergentheim	12K01
43208	LoGolf Line B.V., Naarden	9G27
49786	LuggageMate BV - Smart Travel Goods BV, Zaanstad	10G76
41661	Markclip - Power Brands BV, Utrecht	10L50

PSI NO.	EXHIBITOR	STAND
49905	the markeTEArs, Nieuwkoop	12C36
40641	Mid Ocean Brands B.V., Barneveld	11K54
47780	Mimaki Europe B.V., Diemen	12B13
48087	Minibeachflag, Uithoorn	12D36
49740	Mister Lanyard Nederland B.V., Aalsmeer	11C75
49440	Moods and the City B.V., Apeldoorn	12E37
45288	Pacor Pamero BV, EDE	10D04
49209	PAR54 GOLF VOF, Tilburg	10M50
44176	The Peppermint Company, Enschede	10G03, 10H19
47037	Pitchfix - Mitchgolf Company B.V., Haarlem	12C40
49902	PIXSWEET B.V., Utrecht	12C39
41661	Power Brands BV, Utrecht	10L50
49748	PowerCubes, Bodegraven	12D38
PSI Partner	PPP - Platform Promotional Products, LEERDAM	9M22
49220	PromoCat - Jeroen Koekoek, Groningen	12C35
43550	Promoclip International BV, Heemstede	12C38
49109	Promopremiums B.V., Eindhoven	10G14
48075	PROMOTION4U, Hardenberg	12E05
45582	PSL Europe B.V., Zoetermeer	10H15
49422	Rackpack Europe B.V., Amersfoort	12C36
49798	Royal Blue Collection - InsideOut Luxury B.V., Voorschoten	12M38
49142	Skimming Blocker, Leeuwarden	12L01
48301	SL BAGS - SL Lederwaren BV, Zutphen	12H47
48447	SUITSUIT International BV, Soest	11C44
47525	Telco Accessories b.v. - Xtorm / Gecko Covers, Houten	11H23
49864	Textiel Groep Holland BV, Bladel	12H45
49906	The Bag Lab.eu - Key Merchandise B.V., Den Haag	9B45
48780	Tiflo B.V., Ulvenhout	12C44
48334	TrinnoQ International - Marcus Buijssen, Boxtel	12D40
49692	Vinologo - Message on a bottle, Roermond	11N31
49726	WebcamCovers - SecuFerro B.V. - Inh. Simon de Vries, Haarlem	12N32
42772	New Member Xapron - Fredani Fashion, Waalwijk	12C42
	XINDAO B.V., Rijswijk	12E04



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89%

.....  
**of exhibitors recom-**  
*mend PSI Trade Show.*

1,000

.....  
**suppliers and top brands** of the promotional product  
 industry are participating at the PSI 2017. And from no  
 fewer than 35 countries.

16,810

.....  
**visitors** from 74 countries  
 met 932 exhibitors from  
 31 countries last year.

90 per cent

.....  
**of the exhibitors were very satisfied with the PSI 2016.**

43%

.....  
**of the trade visitors** were  
 interested in promotional  
 textiles last year.

89 per cent

.....  
**of PSI visitors** play a decisive, suppor-  
 ting or at least an advisory role when it  
 comes to procurement decisions.



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**Silke Frank**  
Event Director PSI Exhibitions

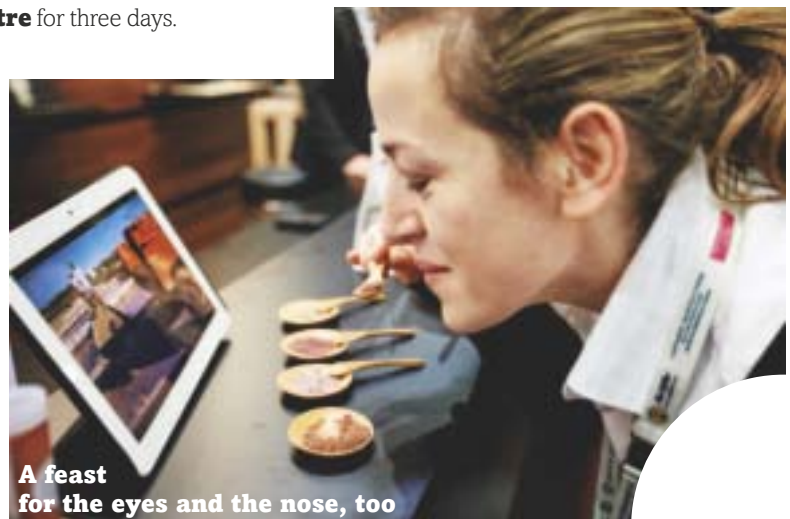
## The PSI 2017

will be a firework  
of trends and innovations.  
And I can only recommend that  
you come, see and marvel.  
We are looking forward to the trade show  
and to the many – in the best  
sense of the word –  
**curious visitors.**



### Exclusive prêt-à-porter

Modern, stylish, chic. The latest fashion and textile trends can be cleverly adapted to the promotional product sector. PSI becomes a **fashion centre** for three days.

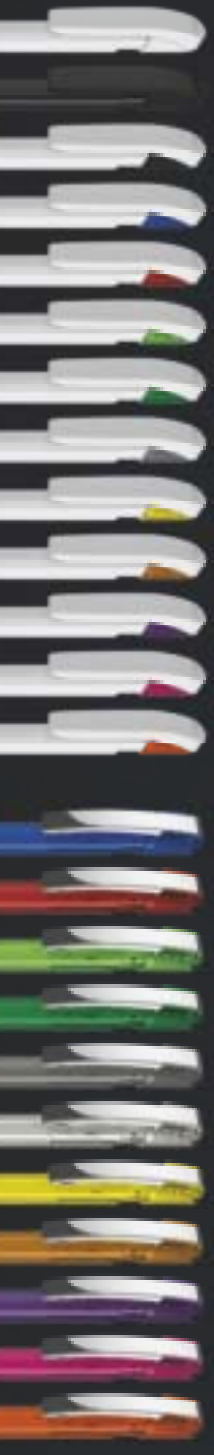


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It is the original, shaping  
an entire industry for over five decades  
– and is constantly  
setting trends.

### A feast for the senses

Every year, PSI offers a **huge range** of  
trendy, promotionally effective products  
from all segments.

### Marketplace of possibilities

Product premieres and innovations, innova-  
tive concepts and inspiring **networ-  
king** – the PSI is a colourful marketplace  
of infinite possibilities and offers exciting  
insights into state-of-the-art techniques.





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Sewn-in labels are often considered to be annoying and are frequently cut off immediately after the textile is bought. Yet they contain important information. Some information must be indicated, other information can be. Birgit Jussen, who has an engineering degree in clothing technology, explains to the PSI Journal what must be marked and how, and why this is also important for the promotional product industry.



## Pitfalls of labelling textiles

# The label is what matters

**L**abels are getting longer and longer, and are therefore often annoying and not infrequently show through the textile. However, there are reasons why labels are turning into long flags or a kind of booklet.

They contain information that has a key influence on decisions to buy and is important to know when using the product. Hence it is also important for those responsible to know exactly what information is required. Unfortunately, practical experience often shows that many textiles are incorrectly or inadequately labelled. It is not always easy to find a way through the jungle of specifica-

tions, however. Various laws, ordinances and guidelines must be observed. And since globalisation is an issue, and not only when goods are purchased, the respective country-specific requirements where the items are sold must also be taken into account.

### Fibre composition and official language are obligatory

The lion's share of text on the label consists of information on the fibre composition. We often find the raw textile materials in various languages. This list is due to the

European directive (EU) No. 1007/2011. It first requires that “Textile products shall only be made available on the market provided that such products are labelled, marked or accompanied with commercial documents in compliance with this regulation.” So, there is a general obligation in Europe to provide textiles with the fibre composition. Further, the directive states that indication must be in the official language of the European member state. To sum up, the more countries a product is sold in, the more languages must appear on the label. This general obligation to label textiles applies equally to manufacturers and importers – both in stationary and in online trade. The requirements that must be met sometimes differ, however, depending on those involved in each case. However, if they are not fulfilled, that is, if a textile product is incorrectly or inadequately labelled, the EU directive does not stipulate any sanctions. Penalties are the sole responsibility of national legislators. As far as Germany is concerned, this means that the German textile labelling law applies, which only came into force in early 2016. It regulates the effective enforcement of the Europe-wide directive. Whoever infringes it, is acting improperly and can be penalized by a fine of up to 10,000 euros.

### Care symbols protected by trademark law

Even though it is not mandatory in Germany – in contrast to Austria, for instance – care instructions are still found in almost every textile product. This has become the established standard and is expected by consumers. When properly marked, at least five symbols provide information on how to care properly in the household laundry as well as for professional textile care. The care symbols are standardized and legally protected internationally by GINETEX, so that the relevant licence must be obtained to use them. The national GINETEX organisations ensure that they are used in accordance with the guidelines of the trademark holders. If the protected symbols are altered or not used properly, a ban on their use could be the consequence.

### Manufacturer's address must be stated

The German Equipment and Product Safety Act is not directly connected to textiles, yet it does play an important part in their labelling. For instance, § 5 states that the name of the manufacturer, the representative, or the importer and their address must be indicated on the product or the package. What cases call for this indication to be on the product or on the package is clearly defined. Whoever intentionally or negligently acts in violation of this commits a petty offence and can be penalised, as with violations of the textile labelling ordinance, with a fine of up to 10,000 euros. This indication is also required in other European and non-European countries. The same paragraph of the



**Birgit Jussen** has a degree in engineering for clothing technology and supports the textile and clothing industry with her enterprise “Quality Matters – advice for sewing technology and quality”. She addresses questions related to product realisation and optimisation, as well as quality assurance and consulting in the event of complaints, compiles expert opinions and technical documentation, and holds *seminars*.  
[www.birgitjussen.de](http://www.birgitjussen.de)

product safety act also applies in another case: consumer products, which include textiles, must be clearly labelled for identification. This is intended to help take the affected products more quickly and unambiguously off the market in the event of a recall.

### The relevant manufacturing process is decisive

The origin of a product is internationally expressed by stating “Made in ...”. In Germany and most EU countries, this information is voluntary. If, however, marking is done, close scrutiny of the production process is required. Since textile manufacture involves a high degree of specialisation and often different countries are involved, care must be taken not to infringe against the prohibition of misleading statements. In many cases, the prevailing opinion is that the country must be indicated in which the final step of manufacture occurred. However, what is decisive is the country in which the essential manufacturing process took place, which gave the goods essential parts and specific characteristics. In many countries, especially outside the European Union, the designation of origin is prescribed when goods are imported. A lack of marking can have various consequences depending on national law: from toleration to a fine and temporary blocking of the goods up to an import prohibition.

### Avoid pitfalls

In conclusion, proper labelling of textiles is a science in its own right and entails all sorts of pitfalls. Companies which market textiles should therefore do comprehensive research to avoid penalties. <

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# 41



Kirsten Dreyer  
**ABER textil+design**

---

*“We make our  
footwear from creativity,  
experience and  
all kinds of fun.”*

Made-in-Germany socks and sneakers with individual designs: ABER textil+design puts these classic products at the heart of the advertising. Cheerful and colourful or restrained and elegant – our footwear is snug, comfy and always welcome. What better promotional product is there? We’ll be unveiling these – and all the other ways we can sock it to you – at the PSI. ●



# 42



Lorne Spranz  
**Spranz GmbH**

---

*“We offer  
high-quality yet value-  
for-money  
promotional products.”*

We make our own designs! We'll help you find the missing piece of the puzzle for your marketing concept – CI-optimised and precisely targeted. Our major strength lies in providing intensive customer consultation and support at each step of the sales chain. You, too, can benefit from high-quality products with a difference – and at attractive prices. ●



# 43



Jürgen Geiger  
**Geiger-Notes AG**

---

*“Our partners in the promotional products industry are the driving force behind our business.”*

Superior craftsmanship, touchable, substantial, made in Germany. These have been the values of Geiger-Notes for more than 30 years. Our keen eye for innovation sets us apart from the competition. But calendars and adhesive notes in a modern design are not enough for us. We collaborate with our customers to optimise the products – every day. ●



# 44



Jörg Herzog  
**Herzog Products**

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*“Inspiring people with our ideas, impressing them with our performance, keeping moving. That’s what zogi is all about.”*

zogi designs, develops and manufactures innovative electronics and lifestyle products specifically for the promotional product market. We combine concentrated creativity and the fun of running successful promotional product campaigns with proactive service and a clearly formulated goal. The result? Perfect solutions for our customers' individual projects. Nothing more, nothing less. ●



# 45



Sönke Hinrichs  
**Inspirion GmbH**

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*“Offering a continuous stream of fresh ideas, we are a north-German promotional product supplier.”*

For nearly 20 years, the Bremen-based company Inspirion has specialised in importing promotional products and “Check.In” luggage. The colourful range of about 3,000 products covers all areas from business to leisure. Inspirion’s effective logistics, its in-house printing capabilities and extensive storage capacities in Bremen and its foreign branches enable the rapid delivery of goods – however large or small the quantity. Advertising application included! ●



# 46



Kai Kaufmann  
**Logobecher**

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*“Treat yourself to superior and effective advertising.”*

People are ordering more and more drinks to go. We've taken this as an opportunity to offer our customers coffee-to-go cups for hot and cold drinks as single or double-walled cups. Small production runs, fast delivery times and “made-in-Germany” quality are integral parts of our corporate DNA. ●



# 47



Ingo Kaemper  
**micx – media**

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*“We carefully assess  
the latest trends –  
and then draw the  
right conclusions.”*

We are passionate about digital advertising media. We have seen strong growth since we successfully introduced moving-image advertising media, especially our video cards, brochures and gift boxes. The promotional product market now has a new and potentially lucrative product portfolio at its disposal. We believe in providing specially tailored product concepts to high quality standards – both now and in the future. ●



# 48



Adam Myschor  
**moynd GmbH**

---

*“Our sticky notes  
are coveted advertising  
carriers for  
daily use.”*

We at moynd produce sticky notes in all shapes and colours. Our impressive products are distinguished by their strong adhesion and “made-in-Germany” quality. Sheet coating and double-sided printing are no problem thanks to our own adhesive coating machine. Our customers appreciate our sticky notes in softcover envelopes, our friendly service and our very short delivery times. ●





# 49



Christian Voithenleitner  
**BEMAG Behrendt Marketing Group**

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*“We provide answers to all those who want to know what tomorrow’s promotional trends will look like.”*

We don’t follow the trends in electronic promotional products and mobile lifestyle – we set them! Distributors distinguish themselves by providing customers with genuine new ideas. Those who merely offer standard articles are replaceable. Set yourself apart – with stylish and fully customisable products of the highest quality. ●

