

➤ **PSI**

2021/2022



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Joy of Meeting Again

If we take a moment over the next few days and gaze around, we could think everything is the same as it always has been. And yet our thoughts about everything that was, that is, and that will be never leaves our minds completely.

We have kept distance from one another, stared at our screens, spoke into head phones and kept in contact through digital media. We have learned how to look more closely into people's eyes due to the masks and have been astonished by how much we can discover about each other. What is more, keeping up-to-date with pandemic statistics also has become as natural as reading the weather forecast. This is what it feels like when exceptional circumstances become the norm. Well, almost "the norm".

But all this has cast a strange spell over our rare meet-ups with friends, our few excursions or visits to a café or restaurant. We have become conscious of how precious our time with each other is – also in our careers. Whether at in-house tradeshow, small events or large events, people are meeting each other again with genuine joy and sincerity. This is what I am being told by colleagues from different industries around the world.

This is exactly why my colleagues and I are really looking forward to PSI in January, which will be the first and most important in-person tradeshow in our industry in Europe next year. Many reputable exhibitors have already registered for the event. The positive feedback and numerous enquiries we have received from everywhere in Europe clearly show me how hopeful everyone from our industry is to see each other again. Online ticket sales for visitors will begin in October. We have adapted to the times and are making arrangements to handle the pandemic's challenges. However, we have also learned to appreciate all our opportunities again, especially those that only a face-to-face meeting can offer. I am certain the next PSI will be a very special PSI, which will be fondly remembered for long to come.

I really look forward to seeing you again.



Yours Sincerely,

Petra Lassahn
Director PSI

INHALT / CONTENT



■ VORWORT / EDITORIAL

Wiedersehensfreude /
Joy of Meeting Again 001

■ NACHHALTIGKEIT / SUSTAINABILITY

- ▶ Punkten mit zertifizierten Werbetextilien /
Scoring points with certified textiles 004-008
- ▶ Neue Nachhaltigkeit /
New sustainability 009-011

■ TOP150 HÄNDLER / TOP 150 DISTRIBUTORS

- ▶ TOP 150 des PSI Netzwerks /
TOP 150 of the PSI network 015-023

■ BUSINESS PARTNER

PSI Business Partner 024

HINWEIS ZUR DATENSCHUTZ- GRUNDVERORDNUNG DSGVO

Der Distributor/Supplier ist verpflichtet, bei dem Umgang mit personenbezogenen Daten, die der Distributor/Supplier anlässlich der Geschäftsbeziehung betreffend das PSI erlangt, höchste Sorgfalt walten zu lassen und die gesetzlichen Regelungen insbesondere der DSGVO einzuhalten.



► ■ **PSI HÄNDLER / PSI DISTRIBUTORS**

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TOP 150 of the PSI network 015-023
- Alphabetisches Händler-Verzeichnis
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- Alphabetisches Händler-Verzeichnis
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■ **SERVICE**

- PSI Ansprechpartner / PSI Contacts 467
- Impressum / Imprint 468

REMARK TO THE GDPR

The distributor/supplier is obliged to take greatest care when handling personal data related to PSI obtained by that distributor/supplier as part of the business relationship, and to comply with the statutory provisions of the GDPR, in particular.

The German corporate social responsibility seal Grüner Knopf (Green Button) was introduced by the Federal Ministry for Economic Cooperation and Development (BMZ) in 2019. Stefan Roller-Aßfalg explains the latest developments concerning the state-sponsored textile seal and its significance for the promotional products industry.

The Green Button

Scoring points with **certified textiles**



The PSI exhibitor Gorfactory with its brand Roly is counting on Grüner Knopf.

An increasing number of legislative procedures and political initiatives are leading to more requirements for producers, importers and developers of products and services, such as the German law on due diligence for supply chains or the European Commission's Green Deal. The parliamentary elections in Germany have also made the topic of sustainability and all of its facets the centre of discussion, ranging from environmental protection and sustainable consumption to issues concerning fair trade. The textile industry, like many other industries, currently finds itself in a transformation process moving towards sustainable business operations. The state-sponsored seal Grüner Knopf reflects this rapid development. The second version of Grüner Knopf, version 2.0, is expected to be finalized by the end of 2021 after undergoing a comprehensive consultation process. An increasing number of companies and consumers are interested in textiles that have been produced in a socially and ecologically sustainable manner. The Grüner Knopf seal can help consumers and businesses orient themselves when they are making their sustainable purchases.

Good acceptance

The seal was introduced by the Federal Ministry for Economic Cooperation and Development (BMZ). Around 90 million textile products certified by Grüner Knopf have already been sold in 2020. Companies can have their products certified by meeting 46 social and environmental standards. These requirements are used to scrutinize companies' business practices as well as the products themselves and their social and ecological production conditions. Companies that feature the Grüner Knopf seal must prove they have carried out due diligence for human rights and ecology in their textile supply chains. Among other aspects, the audit examines whether they are aware of the risks and effects of their business operations along the textile supply chains and whether have addressed them with effective measures. It also scrutinises whether they promote transparent mechanisms for people who are potentially affected being able to lodge complaints and whether they provide a remedy and make amends in the event of injury.

Many benefits

There are many benefits for Grüner Knopf certification: It helps consumers orient themselves when making their purchases, it comes from a trustworthy state-sponsored source and it provides credible documentation about a company's activities. Moreover, participating companies profit from the communication campaigns organised and carried out by the BMZ and the administrative offices of



Grüner Knopf, which are located at the Deutschen Gesellschaft für Internationale Zusammenarbeit (GIZ, German society for international cooperation). Grüner Knopf's administrative offices regularly involve participating companies in various formats to increase awareness about the seal together.

Grüner Knopf as meta-seal

The Grüner Knopf acts as a meta-seal, which recognises the criteria of other seals to meet the Grüner Knopf's production criteria. This enables companies that have already had their products certified under the strict GOTS seal, for example, to use this certification to prove that they fulfil Grüner Knopf's product requirements. By recognising these types of seals, the previous work that companies have undertaken and the value of particularly credible seals are taken into account. This meta-seal is intended to be a means of orientation for consumers while they are confronted with the overwhelming number of seals currently being used. A full list of the seals that are recognised as meeting the social and ecological product criteria can be seen on the website <https://www.gruener-knopf.de/kriterien>.

Also attractive for textile promotional products

In May 2021, 65 companies already had products featuring the state-sponsored textile seal. An overview, which is continually being updated, is available on the website www.gruener-knopf.de/verbraucher. These are just some of the products with the Grüner Knopf seal: 3Freunde, Brands Fashion, Hakro, Karlowsky, Kaya & Kato and Textilekonzepte. Many of these companies' products were already showcased at the textile campus set-up by Promo-Text Expo during PSI 2020 in Düsseldorf. A trustworthy seal like the Grüner Knopf generates added value for textile promotional products, because it increases awareness and advertising impact. Certified textiles can be an effective