

**PSI**

2017/2018

# DISTRIBUTOR FINDER

[www.psiproductfinder.de/haendlersuche](http://www.psiproductfinder.de/haendlersuche)



**TOP  
QUALIFIED** EUROPEAN DISTRIBUTORS

# Safety and Quality of Promotional Products

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intertek

PSI  
INSTITUTE



## PSI cooperates with Intertek

The cooperation between Intertek and the PSI Institute started on 1 September 2017.

For PSI members this means: discounted workshops and webinars with content that can be agreed upon between Intertek and PSI members upon demand.

The range of seminars includes:

- Quality assurance concepts for consumer goods and promotional products
- Risk management
- Social compliance audits
- Conformity with REACH etc.

As early as Wednesday, 20 September 2017, the first free webinar “Safety and Quality of Promotional Products” will be held at 4.00 pm.

[connect.psi-network.de/Intertek](http://connect.psi-network.de/Intertek)

1	<p><b>Gut zu Wissen</b> Good to Know</p>	2-3
2	<p><b>PSI Branchenbarometer</b> PSI Industry Barometer</p>	4-22
3	<p><b>Fokus Thema, Sustainability Awards</b> Focus Theme, Sustainability Awards</p>	24-32
4	<p><b>TOP 100 Händler im PSI Netzwerk</b> TOP 100 Distributors of the PSI Network</p>	33-40
		
5	<p><b>Distributor Services</b> Hier finden Sie Händler nach Services (Fullservice, Werbeanbringung, Druck, Marketingberatung). / Here are the Distributors sorted by Services (Fullservice, Finishing, Printing, Marketing consulting)</p>	41-54
6	<p><b>Deutschland</b> Germany Hier finden Sie die Kontaktdaten aller deutschen PSI Werbeartikel-Händler nach PLZ-Gebieten in alphabetischer Reihenfolge gelistet. / Here are the contact details of all German PSI promotional product distributors listed by ZIP-Code areas in alphabetical order.</p>	55-288
7	<p><b>Österreich / Schweiz</b> Austria / Switzerland Hier finden Sie die Kontaktdaten aller PSI Werbeartikel-Händler in Österreich und Schweiz in alphabetischer Reihenfolge gelistet. / Here are the contact details of all Austrian and Swiss PSI promotional product distributors listed in alphabetical order.</p>	289-342
8	<p><b>Europa</b> Europe Hier finden Sie die Kontaktdaten aller europäischen PSI Werbeartikel-Händler nach Ländern unterteilt. Diese sind nach Länderkennzeichen (gemäß ISO 3166-2 Standard), wie z.B. „BE“ für Belgien sortiert. Innerhalb eines Landes sind die PSI Werbeartikel-Händler in alphabetischer Reihenfolge gelistet. / Here are the contact details of all international PSI promotional product distributors sorted by country. They are sorted according to country codes (according to ISO3166-2 Standard), e.g. “BE” for Belgium. The PSI promotional product distributors in a country are listed in alphabetical order.</p>	343-538
9	<p><b>Welt</b> World Hier finden Sie die Kontaktdaten aller internationalen PSI Werbeartikel-Händler nach Ländern unterteilt. Diese sind nach Länderkennzeichen (gemäß ISO 3166-2 Standard), wie z.B. „BR“ für Brasilien sortiert. Innerhalb eines Landes sind die PSI Werbeartikel-Händler in alphabetischer Reihenfolge gelistet. / Here are the contact details of all international PSI promotional product distributors sorted by country. They are sorted according to country codes (according to ISO3166-2 Standard), e.g. “BR” for Brazil. The PSI promotional product distributors in a country are listed in alphabetical order.</p>	539-572
10	<p><b>Mitgliedsnummern</b> Membership Numbers In diesem Teil sind die PSI Werbeartikel-Händler numerisch von 102 bis 3999 aufgeführt. / In this section PSI promotional product distributors are listed numerically from 102 to 3999.</p>	573-600
11	<p><b>PSI Kontakt / Impressum</b> PSI Contact / Imprint</p>	601-602

**4.2** .....  
**years is how long French people keep branded bags and other**

travel luggage. Half of the respondents (50.7 per cent) confirmed this to the French association 2FPCO. Surprisingly, writing instruments are kept for an average of just nine months.

**51%**

.....  
**of the micro-companies surveyed in the GWW Promotional Product Monitor 2016/2017 spend more than one-fifth of their advertising budget on promotional products. In the case of large companies, it is only 13 per cent.**

**0 billion**

.....  
**dollars of turnover will be generated with augmented reality in 2021, according to market researcher IDC, writes horizont.net. Rosy prospects for the promotional product industry to successfully combine the real and virtual product world.**

**9 out of 10**

.....  
**Europeans recall the company from which they received a bag. This means that these promotional products (89 per cent) still rate higher than calendars (86 per cent), shirts and writing instruments (85 per cent) and hats (84 per cent). The average recall value is 84 per cent according to the Impressions Study of ASI.**

**22.9 billion**

.....  
**dollars of turnover was generated by US distributors of promotional products in 2016. According to a recent study by the "Advantages Magazine" of ASI, this is equivalent to an increase of 3.1 per cent.**

**94** .....  
**students have received scholarships totalling CAD141,000 since the founding of the**

Rosalind Plummer Memorial Scholarship through members of the association of Canadian promotional companies PPPC in 2007, according to the PPPC website promocan.com.

**3 out of 4**

.....  
**Dutch consumers state that they are influenced by a corresponding promotional product in their decision to purchase the product of a company. This is what the Dutch promotional product association PPP published on their website.**

**50** .....  
**per cent and more**  
**certified or**  
**verifiably**

sustainable goods are offered by 28.9 per cent of the suppliers in their portfolio. In the case of distributors, it is actually 43.3 per cent.

**73.2%**

*of the suppliers consider themselves as manufacturers with sales to promotional product distributors. In addition to this 29 per cent of the suppliers deliver directly to industry customers.*

**Every fifth**

*supplier managed to record a sales increase of up to ten per cent in 2016. One in four (24 per cent) recorded up to five per cent.*

**1<sup>st</sup> place**

*among the most popular European sales markets for promotional products is Germany. 64.5 per cent of suppliers participating in the Industry Barometer sell their products here. This is followed by Austria (60.3 per cent) and Switzerland (55.2 per cent).*

**10 million**

**euros and more** in turnover is generated by 55 per cent of all Dutch suppliers with promotional products, making them the largest group. Internationally, the Netherlands is by far the country with the highest turnover. By way of comparison, the European average of this turnover group is 21.5 per cent.

**2017**

**is on an optimistically sound footing.** 26 per cent of suppliers expect a positive sales development (up to 10 per cent), a quarter up to 20 per cent.

**Half**

**of all suppliers (56 per cent) consider sustainability certificates and certifications in their own company to be important to very important. In the case of distributors, it is 41 per cent.**

# The signs are pointing to a boom

**E**ntrepreneurs need to know what is going on in the market in order to be able to make responsible decisions. Economic trends, company structures, sales markets and sales drivers: In 2015, PSI introduced its own market research tool, the Europe-wide PSI Industry Barometer, which ascertains the current situation as well as trends in the industry twice a year, and thus regularly provides market data and industry information such as turnover volume and development, certification measures, proof of sustainability and distribution channels – in a European edition and country specials. In addition to Germany, France, the Netherlands, Sweden, Great Britain and Belgium are the strongest participant countries in the fifth edition.

## **Positive expectations for 2017**

The 1/2017 edition confirms the positive expectation of the industry from the second half of 2016: Last year was strong in terms of revenue. 17.6 per cent of suppliers recorded sales of up to 49 million euros whilst 19.9 per cent of distributors reported sales of up to one million euros. However, companies in the promotional product industry were not only busy from a financial perspective. In terms of measures for certification and proof of sustainability, suppliers as well as distributors were very active. Whether it be OB BSCI, ISO, FSC, SEDEX or other important certificates, the industry focuses on quantifiable sustainability.

## **Industry is an important economic factor**

The Industry Barometer shows that the promotional product industry is also an important economic factor in other respects. For instance, promotional product suppliers and distributors are also significant employers. Almost half of all promotional product suppliers who participated in the Industry Barometer 1/2017 have between ten and 49 employees. 17 per cent actually have between 100 and 499 people. Every fourth distributor has up to nine employees, a good 14 per cent up to 24. All results of the current edition of the PSI Industry Barometer are shown elaborately in this issue. <