

▶ **PSI**

2016/2017

DISTRIBUTOR FINDER

www.psiproductfinder.de/haendlersuche



TOP

EUROPEAN DISTRIBUTORS

QUALIFIED



Your Choice!

They're brand new and are making their debut at the PSI 2017: the PSI FIRST Club 2017 product launches. 50 mystery products are waiting to be discovered from 10th – 12th January 2017 in Düsseldorf. Select your personal favourites as candidates for the People's Choice Award, the prize for the most creative innovations.



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**Ehrenmitglieder /
Honorary member:**

Das PSI sagt „Dankeschön“ zu alle Ehrenmitgliedern für die langjährige Treue!

The PSI would like to say “thank you” to all our honorary members for the longtime partnership of loyalty!



**Neumitglieder /
New Member:**

Das PSI heißt alle neuen Mitglieder willkommen und wünschen Ihnen gute Geschäfte!

The PSI would like to say “WELCOME” to all new members and wish you good business!



PSI Webshop:

Die Händler-Profile mit diesem Icon sind Nutzer des PSI Webshop.

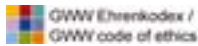
The Distributor-Profiles with this icon are users of the PSI webshop.



**TOP 100
Distributors**

Mit diesem Icon gekennzeichnete Händler gehören zu den **TOP 100** Distributoren des PSI Netzwerks in Europa.

All distributors marked with this icon are part of the **TOP 100** list of European distributors of the PSI network.



GWW Ehrenkodex / GWW code of ethics:

Alle PSI Mitglieder verpflichten sich dem GWW Ehrenkodex.
All PSI members are committed to the GWW code of ethics.

Was ist der GWW Ehrenkodex?

Ehrenkodex für die Werbeartikelbranche
Der Gesamtverband der Werbeartikel-Wirtschaft (GWW) hat sich mit seinen Mitgliedsverbänden auf einen Ehrenkodex verständigt. Der Tenor dieses Dokuments: Das Image der Werbeartikelbranche wird maßgeblich durch das Auftreten und Handeln ihrer Akteure geprägt. Daher verpflichten sich die Mitgliedsunternehmen der Fachverbände im Gesamtverband (AKW, bwg, BWL und PSI), die Prinzipien in den folgenden Themenbereichen zu befolgen: Berufliche Chancengleichheit/ Nicht-Diskriminierung, Kaufmännische Sitten, Wettbewerbsrecht/Musterschutz, Anti-Korruption, Vermeidung gefährlicher Stoffe, soziale Gesetzgebungen, Umweltschutz, Datenschutz, Qualitätsanspruch. Diese Prinzipien sind für alle GWW-Mitglieder und ihre Mitgliedsunternehmen bindend.

Weitere Informationen finden Sie unter www.gww.de



What is the GWW code of ethics?

Code of Ethics for the promotional products industry
The general association of the promotional products industry (GWW) has reached an agreement with its member associations on a code of honour. The tenor of this document: The image of the promotional products industry is significantly influenced by the presence and action of its players. Therefore, the member companies of the trade associations in the General Association (AKW, bwg, BWL and PSI) undertake to follow the principles in the following thematic areas: equal employment opportunity / non-discrimination, commercial conduct, competition law / protection of registered designs, anti-corruption, avoidance of hazardous substances, social legislation, environmental protection, privacy, quality standards. These principles are binding for all GWW members and their member companies.

For further information: www.gww.de

ENGLISH

PSI No. / Company Name

- Address:
- Tel.:
- Fax:
- E-Mail:
- Web:
- VAT-ID-NO:
- Trade Register:
- Owner:
- CEO:
- Foundation:
- PSI Member since:

Personal Data:

- Capital in EUR:
- Annual Turnover in EUR:
- Employees:
- Service/s

Characteristics:

DEUTSCH

PSI Nr. / Firmenname

- Adresse:
- Tel.:
- Fax:
- E-Mail:
- Web:
- UST.-IDENT-NR.:
- Handelsregister:
- Inhaber:
- Geschäftsführer:
- Gründung:
- PSI Mitglied seit:

Selbstauskunft:

- Kapital in Euro:
- Umsatz in Euro:
- Mitarbeiter:
- Service/s

Kenndaten:

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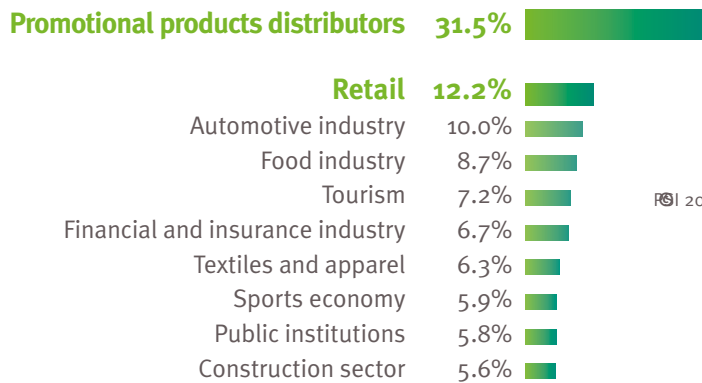
Industry Barometer - For a better Understanding of the Promotional Products Industry

Excerpt from
PSI Industry Barometer 1/2016

SUPPLIERS

DISTRIBUTORS

INDUSTRIES WITH THE HIGHEST SALES POTENTIAL FROM THE POINT OF VIEW OF SURVEYED COMPANIES (multiple responses possible)



SUMMARY

Suppliers as well as distributors consider the automotive, food, financial and insurance, construction, retail, and tourism industries among the 10 sectors that generate the highest sales.

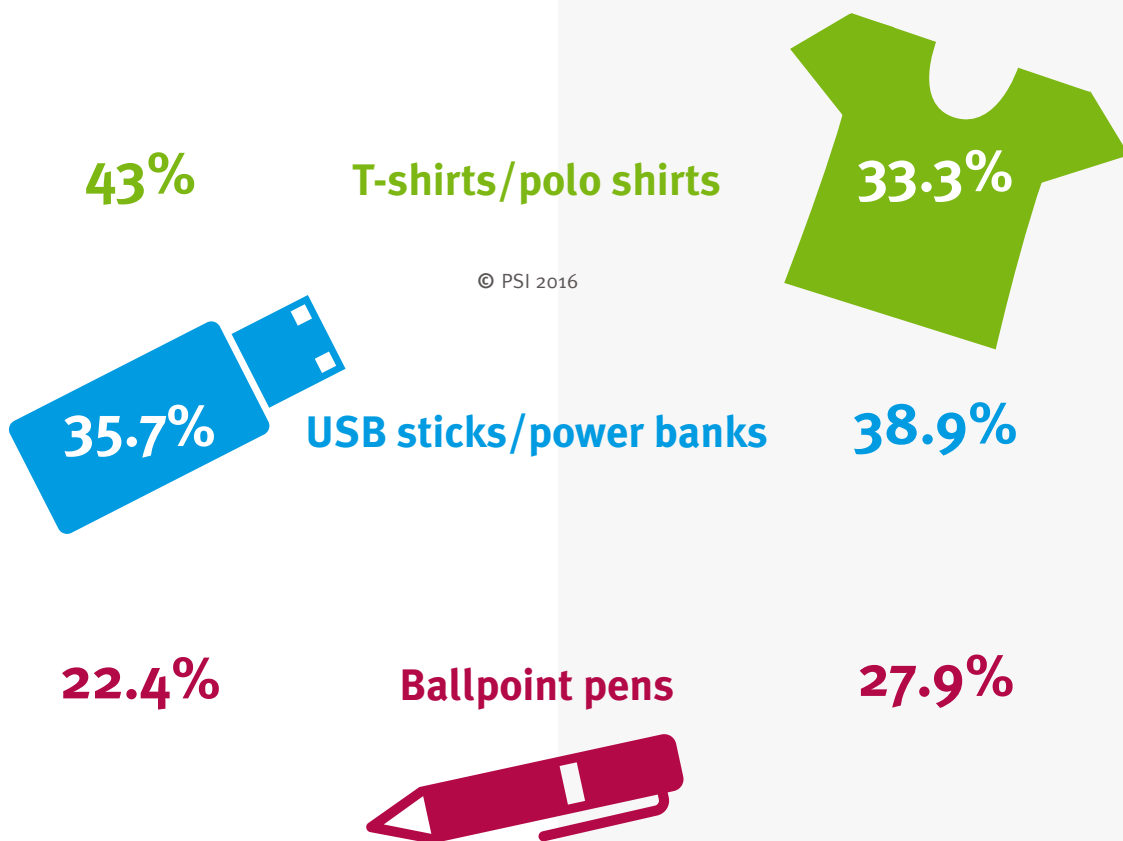
SUPPLIERS

DISTRIBUTORS

SUPPLIERS

DISTRIBUTORS

PROMOTIONAL PRODUCTS GENERATING THE HIGHEST SALES IN 2015



The products that generated the highest sales in 2015 are virtually identical for suppliers and distributors.

Named as the strongest-selling products were items from the textiles, electronics, and office and stationary segments.

As an aside: these items coincide with the most-queried products in the PSI Product Finder 3.0.



SUPPLIERS

DISTRIBUTORS



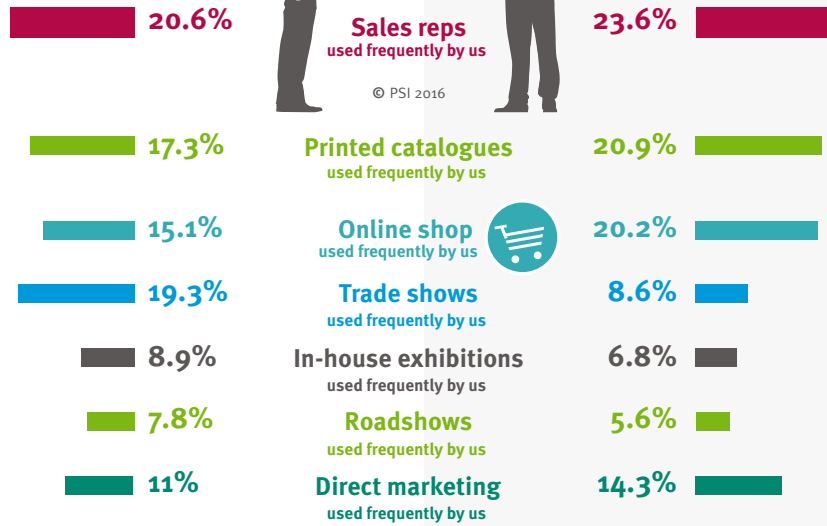
Excerpt from
PSI Industry Barometer 1/2016

Customer consultation

SUPPLIERS

DISTRIBUTORS

DISTRIBUTION CHANNELS

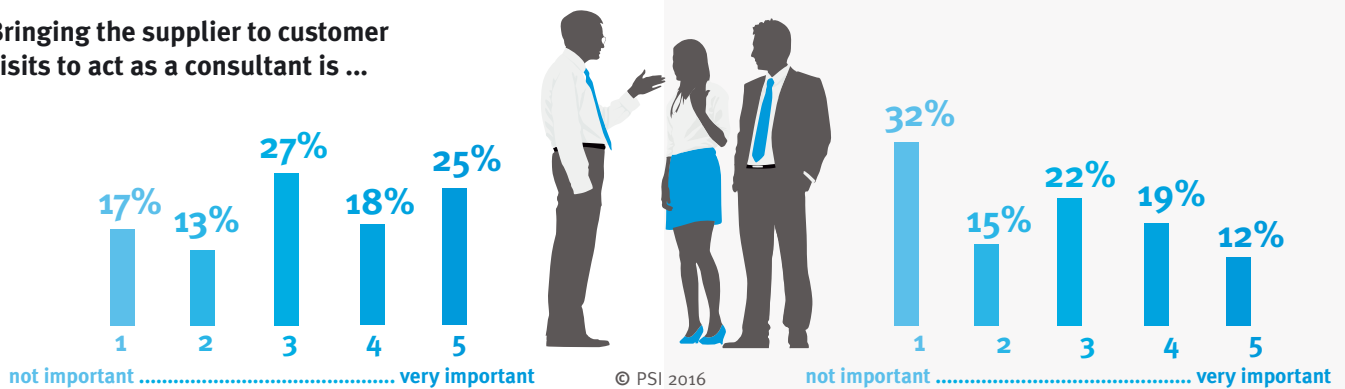


SUMMARY

Sales reps, printed catalogues and online shops top the list of most important sales channels for distribution companies. Another important sales channel for suppliers is the trade show.

SUPPLIERS PRESENT AT CUSTOMER TALKS

Bringing the supplier to customer visits to act as a consultant is ...



SUMMARY

No fewer than 25% of suppliers think it's very important they be brought along to the industry customer to act as a consultant.

SUPPLIERS

DISTRIBUTORS

For planners who leave nothing to chance.

Reliable exhibition data bears this brand:



Explaining what figures mean in plain language – this is our specialty. Because you can trust exhibitions certified by us: How many visitors were there? What were their occupations? How many visitors made buying decisions? We supply the answers. Promptly. Clearly. Precisely. For around 300 exhibitions in Germany and worldwide.

www.fkm.de

Quality assurance is one of the most important issues that concern the European promotional product industry. Not only have the legal and normative requirements become more extensive and complex, even advertising companies and recipients demand flawless, safe and responsibly produced products. In collaboration with the PSI partner Intertek, we show a series of approaches for target-oriented quality management.

Without professional advice, it is becoming increasingly difficult to overcome the risks along the value-added chain.



QUALITY ASSURANCE

Demonstrate resp

minimise





onsibility risks

Not too long ago, quality assurance was often neglected, and the risk of possible product defects was dispelled. Products were often carelessly imported from Asia, whatever the customer wanted or the market offered. The entrepreneurs' awareness of the need for risk management has grown, not least because of the many directives adopted by the European Commission, which were transposed into national law and now have a binding character. Not only did pressure come from politics, the customer has also become more sensitive, demanding a seamless proof of conformity throughout the supply chain. If a supplier does not go along with this, he is no longer competitive. Cheap, new or particularly striking – this alone is no longer enough to score points with the customer. What are needed are safe, harmless and functional products with an acceptable durability. Distributors are often the first to be confronted with this new awareness of quality and must now put the onus on their suppliers. There is an increasing number of examples where all market participants work together to attain better products, where projects work excellently because everyone knows that ultimately the quality of products and services determines long-term success. But there are also counter-examples where there are complaints and product defects.

The distributing company is liable

Whoever orders goods or services always assumes that they will be delivered or carried out as agreed. If this is not done in accordance with the agreement, this is referred to as a defect. The defect is a central concept in the law governing temporary non-performance in various types of contracts, particularly in sales contracts, tenancy law and contract law for work (see German Civil Code § 434). Primarily, the term defect refers to the actual function, ease of use or quality (serviceability or durability). The term "quality defect" includes other areas such as the legal regulations for the marketing of products and equipment (safety, electromagnetic compatibility, pollutant-free chemical substances, etc.). Customers not only expect delivery as agreed, but also that these goods comply with the legal requirements and can be easily marketed or resold. Anyone who markets consumer products in the EU, USA, China or Japan that are not legally compliant, whether intentionally or unintentionally, acts unlawfully, which means that the authorities are forced to search for the person responsible. A basic principle always applies: the distributing company is liable for damages caused to the consumer from using a product. This may be the manufacturer, importer or in certain cases the distributor. The party which the authorities can pursue locally will always be held accountable.

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Sustainability means economic viability

In addition, the issues of sustainability and social responsibility of entrepreneurs have rightly become a focus of attention. The idea of sustainability is increasingly included by the consumer in his purchase decision and is becoming increasingly important in the face of the declining average real net output ratio of enterprises. A shortage of raw materials, new environmental regulations and industry standards are placing sustainability more and more on a par with economic efficiency. According to a recent analysis by Heike Leitschuh-Fecht, "sustainable management means maximising chances and minimising risks".¹⁾ It is clear that a number of global companies have not only recognized that entrepreneurial success also requires a stable environment, but they have also taken various measures and integrated social and ecological issues into their corporate strategy. These activities in social and ecological areas can not only bring companies a growing economic success, but, especially with brand suppliers, reduce the risk of brand damage and lost revenue. According to the author, progressive globalisation not only brought opportunities for the development of new markets, but also increased risks through global sourcing and the frequent lack of transparency in the supply chain.

Quality assurance concepts govern responsibility

Leitschuh-Fecht also asked Lothar Meinzer, head of the sustainability centre of the chemicals group BASF, to express his thoughts: "In the complex value-added chain of the chemicals industry, disruptions and errors that affect the quality of products can easily occur. In a global economy and in global communication networks, risk management means paying more attention to all aspects related with the production process, especially at subcontractors. BASF is blamed for the sins they commit: Everyone knows BASF, but not necessarily the small companies. For us, a sustainability strategy is therefore also the further development of risk management." These clear words show that responsibility begins far from the company's own doorstep – and therefore also modern quality assurance concepts.

Include the entire value-added chain

Quality and risk management basically begins at the start of the value-added chain, i.e. when the buyer is thinking about implementing a new product concept, such as including a new article in the product range. In addition to the economic calculation, the following questions inter-



The Intertek modules of quality assurance

Assurance

Security, safeguarding, undertaking

Testing

Examination, verification e.g. of chemical, mechanical, electrical properties

Inspection

Analysis, monitoring

Certification

Certification by a recognized body; compliance with certain requirements is proven.

For each superordinate term of quality assurance, numerous other modules are defined: For example, the superordinate term Inspection covers shipment inspections, inspections prior to, during and after production, inspection of raw materials, of components, of workflows and more.

alia also arise (see box). Unfortunately, experience shows that there are still companies that focus almost exclusively on the economic aspects and neglect product safety, product quality, sustainability and social responsibility. And it does happen that legal requirements are ignored and even deliberately evaded with criminal energy – even among PSI members. The customer or the consumer, who is deliberately offered unaudited products, is the one who suffers the consequences.

1)

in: Rainer Friedel, Edmund A. Spindler (ed.): *Zertifizierung als Erfolgsfaktor. Nachhaltiges Wirtschaften mit Vertrauen und Transparenz*, Springer Gabler Fachmedien 2016



Quality as a competitive advantage

Quality is a must, even in the promotional product industry. In order to support PSI member companies in their efforts to offer standard-compliant and safe products, PSI has enlisted the services of Intertek, a leading, globally operating provider of quality assurance, as a cooperation partner. Martin Mündlein, Director of Global Project & Service Management, explains how PSI companies can benefit from this partnership.

»The authorities at home and abroad are increasingly focussing on promotional products.«

Martin Mündlein



What has led to the increasing demand for quality assurance measures?

There are certainly a number of reasons: Firstly, here in Europe and worldwide, the legal requirements of issues surrounding consumer protection have been redefined as new scientific findings are being incorporated into legislation. The REACH regulation, for instance, monitors the use of chemicals in the EU, including the use of substances of very high concern used in consumer products. As the case arises, REACH makes special quality assurance measures necessary. In Europe, but also worldwide, a higher awareness of quality and safety is developing. Interestingly, China has become an important market for quality assurance services. In addition, there are issues such as sustainability and corporate social responsibility which boost demand. If, for example, a major customer has his suppliers audited by Intertek, such a project often runs for years.

How do you assess promotional products in terms of safety and quality?

In principle, promotional products are branded consumer goods. Therefore, they are subject to the same rules that apply to consumer goods. The responsible businessman has to ensure that only promotional products that comply with legal requirements are put on the market. The rules are thus quite clear. I know lots of PSI companies that take their responsibilities seriously and sincerely care about the safety and quality of their products. However, in the case of some companies, I am beginning to wonder whether they know what they are doing: conversations, behaviour,

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Increasing change in awareness

Companies can no longer be indifferent to how they are perceived. Public opinion, NGOs such as Greenpeace, the press and legislators have long adopted the topics of product safety, quality, fitness for purpose and social responsibility. The consumer goods industry is setting standards in more and more areas that to some extent already integrate quite high quality criteria. A quality-conscious consumer clientele has evolved, and the change in awareness is also enhanced by organic and sustainable considerations. Recipients of promotional products are primarily consumers and even transmit their demand for quality to products they have received for free: In the case of promotional products, function, design, durability, material and safety have to meet the recipient's expectations.

Quality enhances image

According to the GWW Promotional Product Monitor in 2016, 85 per cent of advertising companies use a promotional product because they assume that the recipient will use the product often and for a long time, and they can

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as well as missing documents suggest that quality assurance is largely ignored. In this case, the marketplace will certainly regulate itself in the near future. Those companies that include quality assurance as an integral part of their corporate philosophy will survive.

How do you see the future of the promotional product industry?

In principle, I am optimistic about the promotional and merchandising product, just as the studies of PSI and GWW mostly assume positive developments in the industry. However, large advertising companies have a “zero tolerance philosophy”: They do a lot to avoid putting any defective or hazardous products onto the market, and therefore have a particularly critical view of promotional products. The potential threat of damaging their own brand is seen in promotional products.

What do internationally operating advertisers need to consider?

Promotional products of large, globally operating customers go all over the world, so they must also satisfy the legal requirements of the respective sales regions. Those who use or sell promotional products in the USA or China naturally have to be aware that they must comply with the local legal requirements. No product is excluded. Complying with EU requirements is not sufficient if the products are to be sold globally. The authorities at home and abroad are increasingly focussing on promotional products. Those who do not sufficiently care about issues of quality assurance will suffer as a result. In this case, the marketplace will certainly regulate itself.

How can Intertek support PSI members?

We can support the promotional product industry in many areas with our A-T-I-C approach (Assurance, Testing, Inspection, Certification) and develop pragmatic, customised solutions, both for major companies as well as for medium-sized companies and their suppliers. We speak to all parties involved in the value-added chain of promotional products, know the respective concerns, needs and wishes. Our goal is to represent the interests of our customers and to support the promotional product industry in attaining sustainable growth – taking into account the applicable legal framework. Intertek naturally has the great advantage of operating internationally. We advise companies not only in Europe but worldwide. Intertek currently has around 41,000 employees at over 1,000 locations. 10 years ago we had 26,000 employees worldwide – the demand for our services in the area of quality assurance

measures is growing tremendously. Our customers come from all branches of industry, and the promotional product industry can also benefit from our experience. Specifically, we will offer workshops in the future in cooperation with PSI, and an e-mail hotline is also planned.

Given countless food scandals, product warnings and recalls, consumers are now quite insecure. Therefore, in closing, allow me to ask you a personal question: As a quality assurance expert, where do you buy things?

As an ordinary consumer, I purchase from traders in my neighbourhood, particularly regional products that are offered here very fresh. Of course, we also buy our food and consumer goods at discount stores or supermarkets. My advantage is I know the quality assurance concepts of many companies, whether it be food or non-food. Often I also personally know the persons responsible and am convinced of their sincerity in wanting to offer only good and safe products on the market.

Are there products or companies you do not trust?

Yes, there are, also in Germany. There have been times when German companies falsified Intertek test reports by making a “PASS” out of a “FAIL” and then sold the product. We have already rejected cooperating with certain companies because we were not convinced of their quality management concept.

What should a consumer beware of?

Personally, I avoid buying fake or dubious goods at any markets, bazaars or ethnic supermarkets at home and abroad. There is indeed a reason why the price of such products is surprisingly low: Inferior raw materials, poor workmanship, toxins in the paint are just a few negative aspects in this context. At some supermarkets, a glance at the freezer is sufficient to be put off. I also see a danger in online trading. It is not always clear from which sources the products originate. It is certainly best to buy from well-known, accessible and reputable companies.

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Quality and risk management Introductory questions for companies

_ Which target group do I want to reach, who is the principal?

_ What quality requirements does my target group / my principal have?

_ What legal provisions apply in the target market?

_ Do I know the legal provisions?

_ What quality requirements do I impose on my product?

_ Can my supplier / manufacturer supply a defined quantity and product quality within a given time?

_ Is my supplier capable at all of delivering the defined product quality?

Under what conditions is my product made?

_ Does the favourable price result from the neglect of social factors (employees, environment)?

_ Does the favourable price result from the neglect of product safety and quality?

_ Is my company, my order size, my batch size attractive at all for my manufacturer / supplier, and is my supplier willing to accept my quality standards? (or am I unattractive as a small customer)?

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therefore achieve a lasting promotional effect. It is only logical then that this assumption may only prove true if the products have a reasonable durability and function flawlessly. 57 per cent of respondents even believe that the good quality of a promotional product carries over to the customer's perception of the products and services of the advertising company. Companies thus choose promotional products primarily because of their lasting impact

on image and awareness, whereby quality is a crucial parameter. The importance of the factors product safety and quality can be supposed considering the quantities involved, for example, in the international merchandising range of major customers, such as the car industry, or in the sports sector. Here, the products that our industry provides are not only an emotional component of brand loyalty, but the basis of a business segment that should not be underestimated. It is here that the relevance of quality management reaches a completely different dimension.

Global challenge

For globally operating companies which sell their products worldwide, it is of course a great challenge to adjust their promotional and merchandising products to the local legislation of the sales regions and to identify suppliers who can supply suitable products. In the past, it was sufficient to comply with the legal requirements of the EU. With the opening up of further markets, that is no longer enough. Test reports and certificates which confirm EU-conformity are not sufficient for authorities in the USA or China; even packaging and care instructions for textiles must be adapted to local requirements. These issues will also be addressed in our series.

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Quality assurance is worthwhile

The development and implementation of a quality assurance concept is not rocket science and need not be an expensive undertaking. In the beginning, of course, you have to invest time and energy and naturally there are also additional costs that arise. However, unlike recall costs, fines and loss of customers due to defective products, they can be calculated and are deductible. The quintessence of quality management is to set quality objectives and to implement activities and tools that allow the verification and implementation of quality objectives.





The PSI Sustainability Awards Ceremony 2016

We thank for an unforgettable evening and look forward to
PSI Sustainability Awards 2017





The winners of the PSI Sustainability Awards 2016

And the winner is ...

Category 1:

Economic Excellence 2016

WALTER Medien GmbH

Category 2:

Environmental Excellence 2016

Karl Knauer KG

Category 3:

Social Excellence 2016

Giving Europe B.V.

Category 4:

Environment Initiative 2016

Victorinox AG

Category 5:

Social Initiative 2016

Faber-Castell AG

Category 6:

Sustainable Product 2016

Touchmore GmbH

cooperating with

Blikvanger, Amsterdam, NL

Sustainable Product Set 2016

Präsenta Promotion International GmbH

Sustainable Writing Instruments 2016

manaomea GmbH

Category 7:

Sustainable Campaign 2016

STAEDTLER MARS GmbH & Co. KG

Category 8:

Sustainable Company of the Year 2016

Karl Knauer KG

The registration for PSI Sustainability Awards 2017 starts in January 2017.

Contact: Sarina Peters · Phone: +49 211 90191 152 · Fax: +49 211 90191 185 · E-mail: awards@psi-network.de



**The registration for
PSI Sustainability Awards 2017 ...
... starts in January 2017.**



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Orders

49

In

Internationality

ACQUISITION FACTOR

German trade fairs. Where the chemistry's just right.
And international contacts become concrete orders. Start now:

ERFOLG
DURCH
MESSEN
.DE

Die PSI Messe vom 10. bis 12. Januar 2017 wird erstmals in ihrer 55-jährigen Geschichte den kontrollierten Zugang von Industriekunden ermöglichen – mit dem Ziel, webbetreibende Unternehmen zum Einsatz von Werbeartikeln zu motivieren. Hier die wichtigsten Fakten und der Ablauf der Einladung.

Extended visitor concept of PSI 2017

The consultant decides

W

ith many parameters, the PSI 2017 will also follow tradition: The quality of exhibitors and visitors, a high level of innovation and professionalism in all areas will also mark the 55th edition of Europe's

leading trade show of the promotional products industry. Entirely new is the sequence of days from Tuesday to Thursday as well as the admission of decision makers, marketing professionals and agencies on the final day of the trade show – exclusively on the invitation of a consultant. The first innovation is quickly explained: The PSI has refrained from the usual trade show period from Wednesday to Friday to ensure three full trade show days. For experience has shown that the Friday afternoon was often not fully utilised until the trade show officially ended at 4 pm, which was not ideal for exhibitors. This will now be different because even on the final day of the trade show, now a Thursday, the PSI will not close its doors until 6 pm.

Decision is widely shared

There is more to know about the expansion of the target group. How did this come about? Consultants, distributors and suppliers have jointly decided to involve industry customers because market transparency, globalisation and e-business have necessitated a change in thinking. As of spring 2015, the PSI in collaboration with all levels of industry under the umbrella of GWW has developed a model to integrate professional decision makers from industry and the branded goods industry into the PSI 2017 in a targeted and controlled manner. GWW was creatively involved for the first time. Against the background that industry customers had already been “smuggled” into the trade show by consultants and manufacturers in the past, a structure has now been created which makes it possible to admit industry customers to the trade



show exclusively as personally invited guests of consultants and distributors. Through this structured integration of industry customers, the value-added chain in the promotional products industry will be controlled and sustainably supported.

Consultants hold a key position

All consultants should know that they do not have to invite their customers, but they can. If they do, they will have the chance to show their customers the entire spectrum of the promotional products world to demonstrate to them the possibilities of representational advertising and to convince them of the value of promotional products in the marketing mix. They can thus promote an awareness of the power of haptics in campaigns and activities in the industry and thus create a basis for new business. If more visitors come to the PSI and more valuable contacts are generated, a significant market stimulation which will benefit all levels of the industry can be expected. Distributors and consultants can therefore decide themselves whether in the future industry customers are visible for everyone at the PSI Trade Show as part of the value-added chain or whether they are not. It must be stated here once more again: At the PSI 2017, exhibitors will only communicate industry customer prices; the distributor will remain the sole business partner of the exhibitor.

Only registered consultants can invite

On the first two days of the trade show, consultants can, as hitherto, provide advice and meet their suppliers undisturbed. Industry customers can only attend the trade show on the final day, the Thursday. So how does the invitation and registration procedure work? To register via the separate PSI industry customer ticket shop in advance or to register at their own counter on site, they need an invitation code. This can only be obtained from a consultant, not from the PSI and not from exhibitors. An important aspect of the invitation process: Only consultants who have registered themselves as visitors to the PSI can obtain an invitation code. The PSI therefore recommends that all consultants who would like to invite customers should register for the trade show as quickly as possible so that they can then contact their customers in time. For several years now, exhibitors have had the possibility to invite their distributor customers to PSI free of charge by providing them with codes. To speed up the invitation process for industry customers, it would make a lot of sense if exhibitors also sent their distributor invitations in good time. By doing so, they would in turn encourage the distributors to invite industry customers. On redeeming the invitation code, the respective industry customer can be clearly assigned to the PSI consultant.



Only consultants who have registered themselves as PSI visitors can invite their industry customers. That is why consultants are best advised to register now as a visitor.

Use information page

By referring to the information page specially created for them on the Internet, consultants can find out what they have to pay attention to when inviting a customer. The “Industry Day 2017” page will be available under the menu item “About the trade show” at www.psi-messe.com. Please take a look as you will find a clear summary of all the information you need to know. In the next issue, we will visualise being at the trade show and assume that the industry customer has properly registered with his invitation code and is excitedly entering the trade show hall. You can read about how distributors and exhibitors can adapt to the new group of visitors and what they should know in the November issue. <

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TOP 100
DISTRIBUTORS












4



Top 100
Händler

Folgende Händler gehören zu den **TOP 100**
Distributoren des PSI Netzwerks in Europa

Alphabetische Listung

PSI 6839	Abakus Brandenburg GmbH www.abakus-gruppe.de	
PSI 5772	Abakus Magdeburg GmbH www.abakus-gruppe.de	
PSI 7413	Abakus Riesa GmbH www.abakus-gruppe.de	
PSI 5393	absatzplus - Agentur für Werbeartikel e.K. Joachim Schulz www.absatzplus.com	
PSI 7455	Active Promotion GmbH WerbeMittelAgentur www.activepromotion.de	
PSI 15562	Adare International Ltd. www.adare.com	
PSI 1803	admixx gmbh www.admixx.de	
PSI 9817	ADM Promotions B.V. www.admpromotions.com	
PSI 11492	ants & friends GmbH www.antsandfriends.com	
PSI 12078	Bartenbach Werbemittel GmbH & Co. KG www.service-bartenbach.de	
PSI 1660	bb trading werbeartikel ag www.bbtrading.ch	
PSI 9475	BENSON PAPER PROMOTION INDUSTRY AND TRADE INC. www.benson.com.tr	
PSI 1039	Berendsohn AG, Abt. PM www.berendsohn.com	
PSI 2958	Bettmer GmbH www.bettmer.de	
PSI 4660	Brand Addition Ltd Broadway Incentives Limited www.4imprint.co.uk	
PSI 9381	Brandon AB www.brandoncompany.com	
PSI 11398	Braun & Sohn Druckerei GmbH & Co. KG www.braun-und-sohn.de	
PSI 13378	B&W Media Service Werbe- und Verlags GmbH www.buw.com	
PSI 1377	CD Werbemittel Vertriebs GmbH www.cd-home.de	
PSI 1353	CECOP S.A. www.cecop.com	
PSI 5315	ceka-Werbemittel mit System e.K. Inh. Klaus Schlösser www.cka-team.de	
PSI 12488	Columbus s.r.l. www.columbuspromo.com	
PSI 8422	Compacon B.V. www.compacon.nl	
PSI 9708	Company 4 Marketing Services GmbH www.company4.de	
PSI 16684	CORPORATE IMAGING CONCEPTS LLC www.corp-imaging.com	
PSI 1194	Creativ Werbemittel GmbH www.creativ-werbemittel.de	
PSI 9847	CRIMEX GmbH http://de.crimex.com/werbeartikel	
PSI 11477	cyber-Wear Heidelberg GmbH www.cyber-wear.de	
PSI 6516	DGD Werbeartikel GmbH www.inspire-desire.de	
PSI 9193	Die Jäger von Röckersbühl GmbH www.die-jaeger.de	
PSI 4866	DOWLIS CORPORATE SOLUTIONS Ltd. www.dowlis.co.uk	
PSI 12476	D-Side S. A. www.d-sidegroup.com	
PSI 293	Eckert Werbeartikel AG www.eckert.ch	
PSI 11264	EIDEX GmbH www.eidex.de	
PSI 16156	Euroetalon Company limited www.krugcorp.ru	
PSI 16296	Fischer Schriften AG www.fischerschriften.ch	
PSI 12800	FOKUS d.o.o. www.fokus.hr	
PSI 3087	Gemaco NV - General Marketing Company www.gemaco-group.com	

The following distributors are part of the **TOP 100**
list of European distributors of the PSI network

Alphabetical Listing

PSI 8456	Giftpoint Limited www.giftpoint.co.uk	
PSI 16484	GLOBAL BRAND CONCEPTS GmbH www.global-brand-concepts.com	
PSI 15860	Gosh Norge AS www.gosh.no	
PSI 13923	Gutenberghaus Medienproduktions GmbH & Co. KG www.gutenberghaus.de	
PSI 11573	Geschützte Werkstätten Integrative Betriebe Salzburg GmbH www.gws.at	
PSI 11635	HACH AG www.hach.ch	
PSI 404	Hagemann-Gruppe - Werbemittelagentur Hagemann GmbH www.hagemanngruppe.de	
PSI 13009	Holfelder GmbH www.holfeldergmbh.de	
PSI 4670	IDE House of Brands AS www.idegroup.no	
PSI 5986	Importexa S.A. www.importexa.com	
PSI 16372	Impress Media GmbH www.impress-media.de	
PSI 3896	Jordenen S.A. www.jordenen.fr	
PSI 11087	Keiretsu Europe B.V. www.keiretsu-europe.nl	
PSI 1334	K+M Werbemittel GmbH www.rm wz.de	
PSI 9177	kolibri GmbH - Werbung für alle Sinne - www.koli-bri.net	
PSI 1642	Lesmar Ltd www.lesmar.com	
PSI 1423	LIHA-WERBUNG Max Liebhaber GmbH & CoKG www.liha-werbung.de	
PSI 12559	Mace Promotions David Gogarty www.macepromotions.ie	
PSI 10025	Alann Mark's Diffusion SARL www.alann-marks.com	
PSI 16279	Maxx Marketing Europe Limited www.maxx-marketing.com	
PSI 3801	mcs promotion GmbH www.mcs-promotion.com	
PSI 15012	Merco Print A/S www.mercoprint.dk	
PSI 3017	MITRACO GmbH www.mitraco.com	
PSI 13029	MULTIGATE Handelsgesellschaft mbH www.multigate.at	
PSI 14022	Number One ADV Ltd www.n1adv.com	
PSI 3002	obbo GmbH Abt. Werbegaben www.obbo.de	
PSI 15984	Orange Fish S.L. www.orange-fish.es	
PSI 10538	Pandinavia AG www.pandinavia.ch	
PSI 6869	PRESENT PERFECT GmbH www.present-perfect.de	
PSI 13267	Promotica SRL www.promotica.it	
PSI 9774	RHEINWALT Werbe- u. Handels GmbH www.rheinwalt.eu	
PSI 14766	Roy Schulz GmbH www.royschulz.de	
PSI 3847	Schäfer Shop GmbH Abt. PM Werbeartikel www.schaefer-shop.de	
PSI 6058	Screenbolaget AB www.screenbolaget.se	
PSI 7779	SND Verrerie de la Marne S.A. www.verrieredelamarne.fr	
PSI 10878	Solutions! Styling, Promotion, Merchandising GmbH www.solutions-m.de	
PSI 6909	Solutions! Styling, Promotion, Merchandising GmbH & Co. KG www.solutions-hh.de	
PSI 6337	SPEED PRESS Plus a.s. www.speed-press.cz	
PSI 7070	Staples Promotional Products Europe Ltd. www.staplespromoproducts.eu	

- PSI 16133 Stratégie S.A. | www.aazio.com
- PSI 112 Strommes Reklame AS | www.strommes.no
- PSI 8983 Tillmann GmbH - Exklusive Werbeartikel
www.tillmann-gmbh.de
- PSI 9094 Top Line Profil AB | www.topline.se
- PSI 1788 Trihora AG | www.trikora.com
- PSI 16493 Vistaprint Schweiz GmbH | www.vistaprint.com
- PSI 1658 VKF Renzel GmbH | www.vkf-renzel.de



- PSI 9330 Wackes AB | www.wackes.se
- PSI 256 WfB Haslach gGmbH - Werkstätten für Menschen mit Behinderungen im Kinzig- und Elztal
www.wfb-haslach.de
- PSI 16524 Wild Impact Marketing Inc. | www.wildimpact.com
- PSI 6988 Würth Inter Werbung GmbH | www.wuerth-interwerbung.de
- PSI 10626 XL Concept B.V. | www.xlconcept.eu



Die **TOP 100** Händler stammen aus folgenden Ländern

The **TOP 100** distributors are originated from the following countries

AUSTRIA

- PSI 11573 Geschützte Werkstätten Integrative Betriebe Salzburg GmbH
www.gws.at
- PSI 3017 MITRACO GmbH | www.mitraco.com
- PSI 13029 MULTIGATE Handelsgesellschaft mbH | www.multigate.at

BELGIUM

- PSI 12476 D-Side S. A. | www.d-sidegroup.com
- PSI 3087 Gemaco NV - General Marketing Company
www.gemaco-group.com
- PSI 16133 Stratégie S.A. | www.aazio.com

BULGARIA

- PSI 14022 Number One ADV Ltd | www.n1adv.com

CROATIA

- PSI 12800 FOKUS d.o.o. | www.fokus.hr

CZECH REPUBLIC

- PSI 6337 SPEED PRESS Plus a.s. | www.speed-press.cz

DENMARK

- PSI 15012 Merco Print A/S | www.mercoprint.dk

FRANCE

- PSI 1353 CECOP S.A. | www.cecop.com
- PSI 3896 Jordenen S.A. | www.jordenen.fr
- PSI 10025 Alann Mark's Diffusion SARL | www.alann-marks.com
- PSI 7779 SND Verrerie de la Marne S.A. | www.verrieredelamarne.fr

GERMANY

- PSI 6839 Abakus Brandenburg GmbH | www.abakus-gruppe.de
- PSI 5772 Abakus Magdeburg GmbH | www.abakus-gruppe.de
- PSI 7413 Abakus Riesa GmbH | www.abakus-gruppe.de
- PSI 5393 absatzplus - Agentur für Werbeartikel e.K. Joachim Schulz
www.absatzplus.com
- PSI 7455 Active Promotion GmbH WerbeMittelAgentur
www.activepromotion.de
- PSI 1803 admixx gmbh | www.admixx.de
- PSI 11492 ants & friends GmbH | www.antsandfriends.com
- PSI 12078 Bartenbach Werbemittel GmbH & Co. KG
www.service-bartenbach.de
- PSI 1039 Berendsohn AG, Abt. PM | www.berendsohn.com
- PSI 2958 Bettmer GmbH | www.bettmer.de
- PSI 11398 Braun & Sohn Druckerei GmbH & Co. KG
www.braun-und-sohn.de
- PSI 13378 B&W Media Service Werbe- und Verlags GmbH | www.buw.com
- PSI 1377 CD Werbemittel Vertriebs GmbH | www.cd-home.de
- PSI 5315 ceka-Werbemittel mit System e.K. Inh. Klaus Schlösser
www.cka-team.de
- PSI 9708 Company 4 Marketing Services GmbH | www.company4.de
- PSI 1194 Creativ Werbemittel GmbH | www.creativ-werbemittel.de
- PSI 9847 CRIMEX GmbH | <http://de.crimex.com/werbeartikel>
- PSI 11477 cyber-Wear Heidelberg GmbH | www.cyber-wear.de
- PSI 6516 DGD Werbeartikel GmbH | www.inspire-desire.de
- PSI 9193 Die Jäger von Röckersbühl GmbH | www.die-jaeger.de
- PSI 11264 EIDEX GmbH | www.eidex.de
- PSI 16484 GLOBAL BRAND CONCEPTS GmbH
www.global-brand-concepts.com
- PSI 13923 Gutenberghaus Medienproduktions GmbH & Co. KG
www.gutenberghaus.de
- PSI 404 Hagemann-Gruppe - Werbemittelagentur Hagemann GmbH
www.hagemanngruppe.de
- PSI 13009 Hofelder GmbH | www.hofeldergmbh.de
- PSI 16372 Impress Media GmbH | www.impress-media.de
- PSI 1334 K+M Werbemittel GmbH | www.rmzw.de
- PSI 9177 kolibri GmbH - Werbung für alle Sinne - | www.koli-bri.net

- PSI 1423 LIHA-WERBUNG Max Liebhaber GmbH & CoKG
www.liha-werbung.de
- PSI 3801 mcs promotion GmbH | www.mcs-promotion.com
- PSI 3002 obbo GmbH Abt. Werbegaben | www.obbo.de
- PSI 6869 PRESENT PERFECT GmbH | www.present-perfect.de
- PSI 9774 RHEINWALT Werbe- u. Handels GmbH | www.rheinwalt.eu
- PSI 14766 Roy Schulz GmbH | www.royschulz.de
- PSI 3847 Schäfer Shop GmbH Abt. PM Werbeartikel
www.schaefer-shop.de
- PSI 10878 Solutions! Styling, Promotion, Merchandising GmbH
www.solutions-m.de
- PSI 6909 Solutions! Styling, Promotion, Merchandising GmbH & Co. KG
www.solutions-hh.de
- PSI 7070 Staples Promotional Products Europe Ltd.
www.staplespromoproducts.eu
- PSI 8983 Tillmann GmbH - Exklusive Werbeartikel | www.tillmann-gmbh.de
- PSI 1658 VKF Renzel GmbH | www.vkf-renzel.de
- PSI 256 WfB Haslach gGmbH - Werkstätten für Menschen mit
Behinderungen im Kinzig- und Elztal | www.wfb-haslach.de
- PSI 6988 Würth Inter Werbung GmbH | www.wuerth-interwerbung.de


IRELAND

- PSI 12559 Mace Promotions David Gogarty | www.macepromotions.ie


ITALY

- PSI 12488 Columbus s.r.l. | www.columbuspromo.com
- PSI 13267 Promotica SRL | www.promotica.it


NORWAY

- PSI 15860 Gosh Norge AS | www.gosh.no
- PSI 4670 IDE House of Brands AS | www.idegroup.no
- PSI 112 Strommes Reklame AS | www.strommes.no


RUSSIAN FEDERATION

- PSI 16156 Euroetalon Company limited | www.krugcorp.ru


SPAIN

- PSI 15984 Orange Fish S.L. | www.orange-fish.es


SWEDEN


- PSI 9381 Brandon AB | www.brandoncompany.com
- PSI 6058 Screenbolaget AB | www.screenbolaget.se
- PSI 9094 Top Line Profil AB | www.topline.se
- PSI 9330 Wackes AB | www.wackes.se


SWITZERLAND

- PSI 1660 bb trading werbeartikel ag | www.bbtrading.ch
- PSI 293 Eckert Werbeartikel AG | www.eckert.ch
- PSI 16296 Fischer Schriften AG | www.fischerschriften.ch
- PSI 11635 HACH AG | www.hach.ch
- PSI 5986 Importexa S.A. | www.importexa.com
- PSI 10538 Pandinavia AG | www.pandinavia.ch
- PSI 1788 Trikora AG | www.trikora.com
- PSI 16493 Vistaprint Schweiz GmbH | www.vistaprint.com


THE NETHERLANDS

- PSI 9817 ADM Promotions B.V. | www.admpromotions.com
- PSI 8422 Compacon B.V. | www.compacon.nl
- PSI 11087 Keiretsu Europe B.V. | www.keiretsu-europe.nl
- PSI 10626 XL Concept B.V. | www.xlconcept.eu


TURKEY

- PSI 9475 BENSON PAPER PROMOTION INDUSTRY AND TRADE INC.
www.benson.com.tr


UNITED KINGDOM

- PSI 15562 Adare International Ltd. | www.adare.com
- PSI 4660 Brand Addition Ltd Broadway Incentives Limited
www.4imprint.co.uk
- PSI 4866 DOWLIS CORPORATE SOLUTIONS Ltd. | www.dowlis.co.uk
- PSI 8456 Giftpoint Limited | www.giftpoint.co.uk
- PSI 1642 Lesmar Ltd | www.lesmar.com
- PSI 16279 Maxx Marketing Europe Limited | www.maxx-marketing.com


UNITED STATES

- PSI 16684 CORPORATE IMAGING CONCEPTS LLC | www.corp-imaging.com
- PSI 16524 Wild Impact Marketing Inc. | www.wildimpact.com

