

# PSI

# EUROPE

**PSI Journal**

International Magazine

For Promotional

Products

April 2017

Volume 56



## **Badge4u**

Wojciech Pawlowski

A bubbling source of ideas

## **Product Guide**

Ecological

and sustainable products

Sweet and culinary

## **BDW VIP-Band**

Control wristbands

“Made in Germany“

## **Review**

**PSI 2017**

Hot spot for innovations

**Haptics**  
**Good**  
**to touch**

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years - años  
1987 - 2017



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NEW**

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**TEXTIL**

**STATIC**





## Editorial

# We have to do something

**A**s I write this, Erdogan is insulting half of Europe by calling them Nazis, and Wilders' one-man show in Holland is becoming more and more radical. Marine Le Pen wants to turn France into the Grande Nation again and turn its back on Europe. The fact that elections are pending in important countries is fuelling the situation further. Erdogan is standing with his back to the wall: if he loses the vote on the presidential system, he should face difficult times. If he wins it, however, we can expect his period of office to last until 2029. The new Sultan of Bosphorus sends his regards.

In France, the Grandes Ecoles aristocrats have made a real mess of things. An almost unknown quantity such as Emmanuel Macron appears to be the last salvation for the bourgeois camp. The Poles are becoming national, conservative, Catholic – that can hardly be called European. The Hungarians are building barbed-wire camps for refugees, although they have almost none. Other countries are notoriously unstable, especially in the financial sector. Europe has seen better days. 20 to 30 per cent of the population no longer have anything positive to say about our European Community.

Is it normal for the world's largest voluntary peace and economic project to lose its glory after 70 years? We drive across borders that no longer exist. We pay with a single currency; visiting bureaux de change is alien to us. Throughout Europe there are countless projects financed from one pot. The mass graves of Verdun are now visited by French and Germans as friends. The bombed cities are "healing" their last wounds. Like trade in general, doing business in the promotional product industry has never been so easy in such a large market. For the most part, technical production works with largely harmonised standards. And all thanks to the "hated" bureaucracy in Brussels. Is this all of no value? Prosperity, peace, a thriving economy.

If we want to maintain this as an international industry, we will have to take a stronger stance in the coming months. All of us. A stance against whingers, against diehards, against hatred and against cheap populism. But also a stance for freedom, for Europe, for a life we love. So we have to do something.

On this note

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

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

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## Petra Lassahn: New Director of PSI Trade Show

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Petra Lassahn has been in the exhibition business since 1987 and is now to become the Director of the PSI trade show. Division Manager at Reed Exhibitions since 2006 and a member of the extended executive board for two years now Lassahn is to take over as the Director of Europe's biggest trade show for the promotional products industry.

## Impressive production

66

BDW VIP-Band e.K. from the Swabian town of Reichenbach an der Fils near Stuttgart offers printed control wristbands, lanyards, buttons and accessories under the label "Securticket.com" for all kinds of events. We visited the company and discovered an impressive production facility.



## Wojciech Pawlowski: A bubbling source of ideas

72

Wojciech Pawlowski is a satisfied man. The 55-year-old leads a fulfilling professional and private life. "I have a happy family and a prosperous company," says the founder and managing director of badge4u. We portray a man whose success is based on his spontaneity.



## Hot spot for innovations

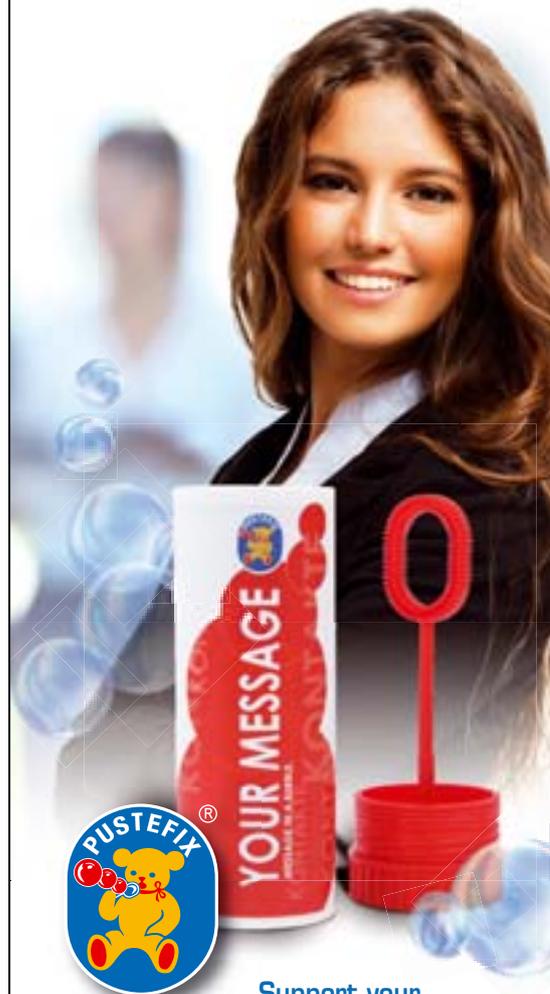
86

The PSI 2017 is already over for a quarter of a year. Nevertheless, we want to give exhibitors as well as visitors the chance to have their say. The reflection of exhibitors and visitors from Germany and abroad will show a picture of opinion and mood.



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Petra Lassahn has been in the exhibition business since 1987 and is now to become the Director of the PSI trade show. Division Manager at Reed Exhibitions since 2006 and a member of the extended executive board for two years now Lassahn is to take over as the Director of the PSI trade show in addition to the existing events in her field of responsibility.

## Petra Lassahn takes over from Silke Frank

# New Director of PSI Trade Show



She and her team have led the PSI Trade Show to new greatness and panache and is now to become Event Director of FIBO: Silke Frank.



She takes over from Silke Frank and is the new director of the PSI Trade Show: Petra Lassahn.



Nina Schiffhauer will assume operational trade show management as Project Director.

will also retain the overall management as the Managing Director of the PSI Institute in future, and goes on to say: "At the same time, we in the PSI family extend a very warm welcome to Petra Lassahn who is an extremely experienced trade fair organiser who comes with 30 years of trade fair experience under her belt."

### A lot of trad show know-how

Lassahn started her trade fair career in 1987. She worked for Blenheim and Miller Freeman before joining Messe Frankfurt to return to Reed Exhibitions in 2006. As a Division Manager since then she has been in charge of viscom, which under her management has developed into the central trade fair for visual communication Europe it is today. She is also responsible for the Bar Convent Berlin, Europe's biggest bar trade show. Prior to this assignment for many years Petra Lassahn managed IMA, the International Trade Fair for Amusement and Vending Machines.

### Competent Companion

In the future in the trade fair team Petra Lassahn will be supported by Nina Schiffhauer (30) who will assume operational trade show management as Project Director. A business administrator who studied international business and management, Lassahn is well known in PSI circles. As early as 2010 she already worked in the PSI trade show team. She has made a major contribution to the development of new event formats – such as the PSI CATWALK and the TEXTILE AREA – features that gave the PSI trade show a substantial facelift and new centres of attraction.

**P**etra Lassahn (49) succeeds Silke Frank (43) who will change positions internally around the middle of the year to serve as Event Director for FIBO. FIBO is the world's biggest trade show for Fitness, Wellness and Health and held annually in Cologne attracting some 1,000 exhibitors and over 150,000 visitors.

### Special thanks to Silke Frank

"Our highest respect and sincere gratitude for what Silke Frank and her team have achieved. They have succeeded in leading the PSI trade show out of an anything but easy situation to new greatness and panache with plenty of energy and fresh ideas," says PSI boss Michael Freter, who



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# 3 facts

## about the correct intake of fluids

**Sufficient fluid intake is important.** How much is sufficient, however, depends on each individual and his own situation. However, the human body can digest between three-quarters of a litre and one litre at the most in one hour. Anything beyond that is excreted without being used.

**Water is not only an excellent thirst quencher.** It is also an important means for the human body in two other aspects. On the one hand, water supplies us with valuable substance. On the other hand, it helps to remove harmful substances.

**Drinking is not a question of thirst.** Anyone who drinks only when he is thirsty drinks too late. And it does not have to be only water. Although coffee is not a thirst quencher, it also does not dehydrate as was assumed for a long time. Nevertheless, caffeinated beverages should be enjoyed in moderation.

### Personal drinking coach

It does not always have to be an app. A carafe with a drinking scale or a "drink timer" which encourages you to drink every ten minutes by means of a signal and flashing LED: A personal drinking coach is a clever and elegant partner.



1



2

#### 1 | Smart glass carafe

Drinkitnow GmbH

• [www.drinkitnow.de](http://www.drinkitnow.de)

• PSI 49857

#### 2 | Drinktimer

KW Open promotion consulting

& trading GmbH

• [www.kwopen.com](http://www.kwopen.com)

• PSI 49411



## Sustainable drinking pleasure

Functional and high quality. Environmentally friendly and stylish. Made from recycled and recyclable materials. To go can really be sustainable – with a sleeve which can be placed around reusable cups and glasses and can be used several times.

#### The Sleeve

Sleevematix GmbH

• [www.sleevematix.com](http://www.sleevematix.com)

# A symbol of appreciation.

## *The Corium Individuum.*

This fountain pen embodies real values and manifests a lasting symbol of appreciation. As the fine leather of the pen's shaft can be given a customized print, each writing instrument is truly one of a kind. Take advantage of the freedom to design a highly individual promotional gift, even on orders of a single unit.



# 43

.....  
per cent of  
German companies use  
promotional  
products to

communicate with their customers. This means that the promotional product continues to occupy first place. This can be seen in the Promotional Product Monitor 2016/2017 of the GWW.

# 55 years

.....  
and younger is the group of people who find the promotional product the most appealing among all forms of advertising. This was a finding of the Impression Study 2016 of Advertising Specialty Institute.

# 3 out of 4

.....  
**Dutch suppliers of promotional products** took measures in 2016 to become certified or obtained evidence of the sustainability of their activities. This is indicated by the PSI Industry Barometer Netherlands 2/2016. They are thus well above the European average of 56 per cent.

# 56.5%

.....  
of the suppliers surveyed for the PSI Industry Barometer Europe 2/2016 stated that they supplied exclusively to the promotional product trade. This is a noticeable increase compared to the 1/2016 issue (41.4 per cent).

# 966 million

.....  
**British pounds sterling:** This is the market value of promotional products in the UK and Ireland estimated by the Promotional Merchandise Industry-Market Report 2016 of Sourcing City. This is an increase of 6.1 per cent or 46 million pounds sterling compared to 2015.

# Two-thirds

.....  
**of the recipient** of promotional products can remember the name of the advertising company. This compares to only 29 per cent (almost one-third) in the case of radio, TV or print. This is one of the findings of the Promotional Product Impact Study 2016/2017 of the GWW.

# 64.2 million

.....  
**German citizens** have at least one promotional product according to the Promotional Product Impact Study 2016/2017 of the GWW. This equates to 91 per cent of the overall German population aged 14 or over.



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## THE HAPTIC DIMENSION OF PROMOTIONAL

# Good to touch



Haptic experiences are becoming increasingly important to sell products and services.



Haptics is booming: An increasing number of companies are discovering the persuasive power of the sense of touch and are trying to enhance their products and services through “hands-on” experiences. Promotional products do not need that. They have a great haptic potential per se – a factor that has many advantages.



### Sense of touch: the “first” sense

This is a fundamental insight for advertising. Whoever addresses his target group nowadays only via the eye and the ear risks his message generally being lost in the hullabaloo. There is a solution for this: the promotional product. Compared to other advertising activities, they have the invaluable advantage of appealing to several sensory levels at the same time. Special focus is placed on the sense of touch, i.e. perception through the skin. One of the most important unique features of promotional products is to be able to address them specifically. It only becomes apparent which privileged position promotional products are in when one takes into account the considerations of the haptic pioneer for marketing and distribution, Karl Werner Schmitz, who attracted attention in 1987 with the first patented haptic sales aid for insurance companies. According to Schmitz in his company guidebook “The strategy of the 5 senses – how to sustainably increase the success of your company with haptics”, the sense of touch is the most important sense of all. Compared to all other senses, the sense of touch is the sense that we cannot completely lose. In fact, without it, we would not be able to survive. The skin is our first (contact) organ. The skin holds the inside together and separates it from the outside. Perceptions occur through the skin. This contact with inside and outside is always active and determines our well-being like no other sense. The sense of touch is therefore referred to as “the first sense”. In addition, in contrast to the senses of sight and hearing, it is far more reliable. We sometimes doubt what we see and hear. However, what we feel is always subjectively the immediate truth for us.

### The promotional product as a haptic medium

Haptics: This refers to the active feeling of sizes, contours, surface texture, and weight of an object with the help of all skin senses. More and more companies rely on haptic experiences to sell and market products and services. Perhaps the most significant example during the last few years is the touchscreen. Thanks to the touchscreen, the smartphone has become the undisputed market leader. However, while many companies often have to make a considerable amount of intellectual effort to add a haptic dimension to their products and services, promotional items naturally have a great haptic potential. In contrast to purely visual and audio-visual media such as print and TV advertising, they can be viewed and touched. But beware: haptic potential alone is not sufficient to refer to a promotional product as a complete haptic experience, says Karl Werner Schmitz. In other words, not every ballpoint pen is a haptic stunner. In the ideal case, according to Schmitz, the promotional product in its haptic form, in terms of material, shape, colour, function and weight, should corre-



## PRODUCTS



he sense of sight and the sense of hearing. Of all five human senses, these two presumably play the most important role for many people. This is not surprising: External stimuli reach our consciousness via the visual and auditory canal incomparably more so than all other senses. Why this is has a lot to do with the times we live in. In a world that is becoming increasingly more immaterial and more virtual, monitors and diffuse sources of sound have become part of our everyday life, to such an extent that we often no longer actively perceive them. Without exaggerating, it can be said that our visual and auditory senses are now overloaded. Anyone who wishes to communicate successfully today must choose a different approach and be able to communicate his message beyond these two channels.

spond to the basic statement, the corporate identity, the brand and the company's values. If a specific fragrance, or perhaps even an auditory or gustatory stimulus are added, the optimum goal is reached.

**Multisensorics generates attention**

Ultimately, it is above all multisensorics, that is, the holistic stimulation of the recipient via all senses, and especially the sense of touch, which points in favour of considering promotional products in the marketing mix. This is also confirmed by empirical data: It is a proven fact that haptic advertising is more enticing than other advertising media. Anyone who grasps a promotional product will, as a rule, be preoccupied with it for a period of time. This alone is a triumph because experience teaches us that advertising does not generate attention per se. Many of us use commercial breaks on TV to pursue other activities. Thus, even if the recipient of a promotional product should subsequently decide against using it, at least it is assured that the advertising message has been perceived.

**Information, memory, emotion**

Perception is one thing, storing information is an entirely different matter. But here, too, promotional products are clearly beneficial thanks to their haptic dimensions. According to Karl Werner Schmitz, humans learn better, retain information better, remember more quickly and can fully understand information if many or all senses are involved in the cognition and information process. An important role is also played by the emotional level, which is directly affected by the haptic nature of the promotional product and which also greatly contributes to the anchoring of information and messages. Admittedly, one of the fundamental goals of advertising is to emotionalise a message, but this is not always possible. By contrast, any information that is transmitted via the sense of touch is inextricably linked to a direct feeling. Emotions and feeling are directly related. Subjectively, any perceived information or feeling instantaneously becomes the personal truth. This means that promotional products are charged per se with emotions, which means that there is a very good chance that their messages will remain permanently in the minds of the respective target groups.

In conclusion, it can be said that, in principle, as haptic media promotional products appeal to many senses and thus achieve an effect that no other advertising activity can demonstrate. Through direct contact with the skin, keen attention is certain to be paid by the recipient, which facilitates the reception and processing of information. Result: promotional messages and logos are recalled by target groups over a longer period of time and are also linked to positive emotions.



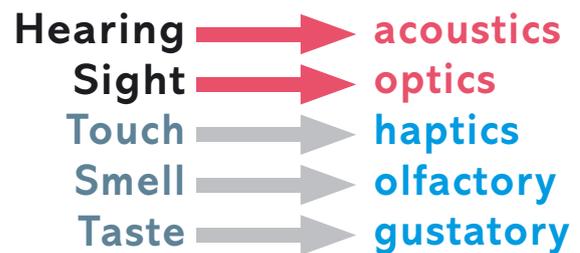
Haptics is the active sensing of the size, contour, surface texture and weight of an object using our largest sense organ: the skin.

**Sensory channels as information intermediaries**

Five senses which culminate in five learning channels are available to reach people. Nowadays, the sense of hearing and the sense of sight are hopelessly inundated with information. That is why it makes sense to also focus on the three other senses - touch, smell and taste - if you want to communicate information successfully.



**5 senses culminate in 5 learning channels**



Source: Karl Werner Schmitz 2017

Focus