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For Promotional
Products

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Axel Dostmann

TFA Dostmann

50 years in PSI network

Product Guide

Lifestyle, wellness, health

Knives, tools, safety products

PSF Forum 2017

Satisfied participants,
lucky winners

SOL'S

New products, new markets



WEEE More responsibility for manufacturers

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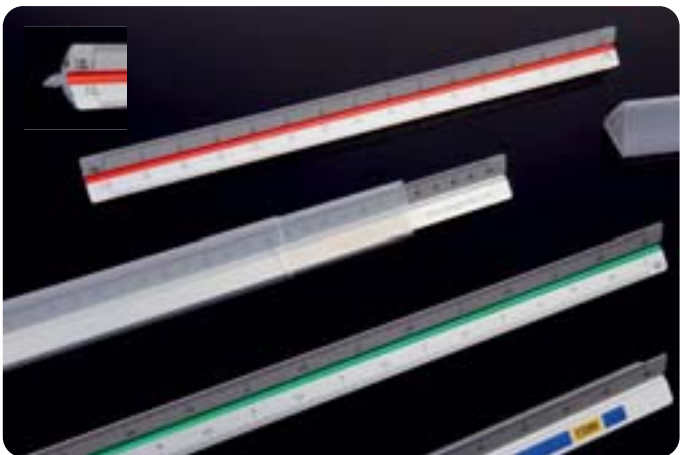
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Editorial

Turning point in the trade

Partly unnoticed, partly critically eyed, Amazon and its kind are revolutionising our lives. Politics is being overrun by this development. It continues to adopt the solutions of yesteryear. Google, Facebook and Amazon are meanwhile aiming to become monopolies in their markets. They are the Fuggers and Medicis of modern times.

But unlike the Amazons, the old dynasties meddled in politics and in the church, and even provided the highest dignitaries. They formed society so that their businesses could run smoothly and people could also buy their products. They did not make politics, they were politics.

The data giants from Silicon Valley, on the other hand, have had nothing to do with politics. They do not count in votes, they count in another currency: in users, fans and accounts. By contrast, the membership lists of the political parties in Europe look pitiful. Amazon has 300 million active customer accounts worldwide and generated a turnover of 136 billion dollars in 2016. What a trading power, but also a power to influence opinion.

No wonder that these corporations no longer think on a small scale like politicians do. For them, there is only one size: the world. Like former colonial masters, they overrun traditional trade routes, cause socioeconomic upheavals and greatly change business practices. As a side effect of their online shipping, they create active platforms for tax evasion, fake trade and price dumping par excellence. Whereby the argument of simply being a platform no longer holds. Amazon is actively involved in the business processes of its customers. 6,000 Chinese distributors alone are active on Amazon but only roughly 400 were registered at the relevant tax office in Berlin. It is estimated that European countries are losing billions from value added tax alone. And what flows through the online giant into the markets, including promotional products, is often of dreadful quality. Any monitoring? No chance!

Politics must take matters back into its own hands. If this does not happen, we will soon be facing gigantic distortions of competition. The warning signs are already there. And there will be distortions, the extent of which one does not want to imagine.

No, I am not a naysayer of progress, quite the opposite. But politics must stipulate and monitor the rules for the sake of social and economic well-being in democracies – not for the sake of a few digital companies worth billions.

On this note

Manfred Schlösser | Editor-in-Chief PSI Journal

Your opinion: schloesser@edit-line.de

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Bei uns ist alles Gold, was glänzt.

Echte Messedaten
tragen dieses Zeichen:



Nur mit echten Argumenten punkten.
Das ist unser Ziel. Denn auf Messen,
die von uns zertifiziert wurden, ist
Verlass: Wieviele Besucher gab es?
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GIVE A SMILE.

MAKE NEW FRIENDS.
GIVE A SMILE.
ESTABLISH CONTACTS.
WIN SYMPATHIES.



Extended responsibility for manufacturers

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The WEEE Directive requires manufacturers of electrical and electronic equipment to take back and dispose of their old equipment in compliance with the law. Here is an overview of the requirements of the amendment to this directive which was published in 2012.

PIAP: 10 years of shared successes

52

The seventh edition of the Polish Chamber of Promotional Products Industry Evening was a special event for the Management and Chamber Members. In February PIAP celebrated its 10th anniversary of its existence on the market. The PIAP Industry Evening was then a great occasion to commemorate this special event.



SOL'S: New products, new markets

76

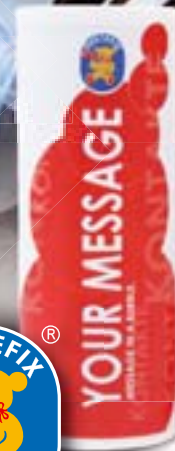
Founded in Paris more than 25 years ago, the French supplier SOL'S is now one of the market leaders in the field of promotional textiles. Whether it be T-shirts, polos, parkas, hats, towels or workwear: SOL'S offers its customers fashionable textiles in excellent quality. The core value of the company remains fairness, says Managing Director Alain Milgrom. We talked to him.



TFA Dostmann: 50 years in PSI network

78

Ale benches, trestle tables and simple stands characterised the image of the first PSI trade shows. Heinz Dostmann, the founder of TFA Dostmann, still remembers the friendly, almost family-like togetherness. 50 years have passed and Dostmann is still involved.



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More paths lead to the goal

Producing for the garbage bin. In times when sustainability is becoming increasingly important, this is almost unthinkable. Globally more than three million tonnes of garbage are produced every day, while efforts are being made by more and more companies to act in an environmentally friendly manner. Naturally compatible products are highly popular.

Fully composed sustainability

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2

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2 | Wall clock made from recycled magazines
Reciclage

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1



Valuable transforming

And when waste cannot be avoided? Then it should at least be usefully recycled. Preferably upcycled, which means nothing other than to convert waste products into as-new products. In this form of recycling, a material upgrade takes place, which not only benefits the environment, but also flatters the eye.



FLAT PEAK CAP

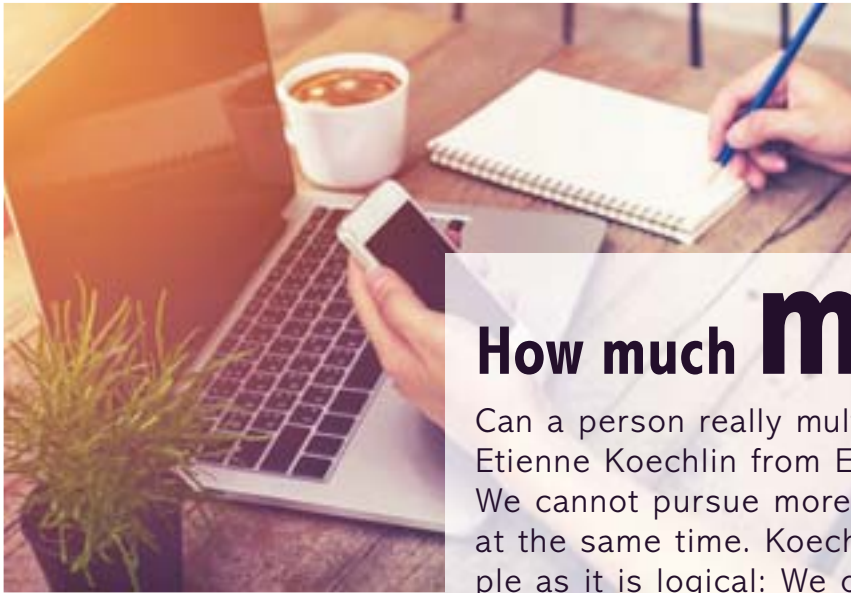
MEN'S
MB6204

CORK

STREET
STYLE

CLICK AND SNAP
ADJUSTER

HEAVY
BRUSHED
COTTON



How much **multi** is possible?

Can a person really multitask? No, says brain researcher Etienne Koechlin from Ecole normale supérieure in Paris. We cannot pursue more than two competing action targets at the same time. Koechlin's explanation for this is as simple as it is logical: We only have two brain halves.

Would you like a **little bit more?**

In 2017, multifunctionality will be a promising trend, especially across product groups and industries: furniture, natural cosmetics, outdoor shoes, streetwear or bicycles – whoever stays up to date in 2017 is surrounded by multifunctionality. There are no limits to **how much-in-one** there is.

Multiple choice: Here, "both and" is preferred to "either or"



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13
per cent
 is the correlation coefficient of sales revenue

attributed to the aspect of sustainability, according to the Sustainable Image Score of Serviceplan Business Corporation.

97
per cent

of the French have a positive attitude towards promotional products. 79 per cent would like to receive more. This is the result of the latest survey conducted by the French promotional product association 2FPCO.

7 out of 10

American women and men interviewed for the PPAI Consumer Study 2016 associate happiness with promotional products. "Happy" is thus far ahead of "grateful" (46 per cent) and "impressed" (29 per cent).

1,958

participants from all over Europe registered for the PSI Industry Barometer 2/2016. This was a new record.

Every second

Dutch person (57 per cent) who has received a promotional product can remember the brand or name of the company who gave it. This level of recall is two times higher than with TV advertising (28 per cent). The Dutch industry association PPP recently published these figures on its website ppp-online.nl.

91 per cent

of the German households interviewed for the promotional product impact study by the GWW possessed promotional products which had been given to them in the course of an aided-recall survey.

32 billion

euros is the total amount invested in advertising in Germany. More than one-tenth of this amount is spent on promotional products.



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WEEE DIRECTIVE

Extended responsibility





The WEEE Directive requires manufacturers of electrical and electronic equipment to take back and dispose of their old equipment in compliance with the law. Here is an overview of the requirements of the amendment to this directive which was published in 2012.

In 2012, the amendment to the so-called WEEE Directive (Waste Electrical and Electronic Equipment) was published. On this basis, many new requirements concerning the extended manufacturer responsibility should have entered into force in the EU Member States by 2014. Although this deadline had only been observed by EU Member States in isolated cases, almost all Member States have now fully transposed the new requirements into national law. The background and objectives of the new requirements as well as exemplary effects on the manufacturers of electrical and electronic devices are outlined below.

The purpose of the EU directive

The core objective of the WEEE Directive is the protection of man and the environment. To this end, waste from electrical and electronic equipment is to be avoided as much as possible. A further measure is to treat waste in a professional manner – with the aim of safely removing pollutants and extracting secondary raw materials. In addition, an extended manufacturer responsibility was established. This entails numerous requirements for the products, such as compulsory labelling, but also regulates how they can be placed on the market. Based on the experience gained since 2005, the amendment to the WEEE Directive has the following main objectives:

- Increase collection and recycling rates
- Avoid illegal exports
- EU-wide harmonisation of requirements
- Increase transparency
- Facilitate enforcement

In a nutshell: The “WEEE system” should be more efficient. More e-scrap is to be collected and conformably utilised, and the fight against so-called free-riders is to be facilitated.

>>

for manufacturers

