

# PSI EUROPE

**PSI Journal**  
International Magazine  
For Promotional  
Products

July 2017  
Volume 56



## **CD-LUX**

Dennis and Alexander  
Dirscherl  
Expansion course continues

## **Product Guide**

Christmas, gift sets  
Porcelain, glass, fine dining

## **Newsweek 2017**

New record  
visitor attendance

## **125 years**

Karlowsky Fashion  
celebrates big anniversary



**Christmas business**  
**Do not wait until**  
**the customer arrives**

**20**  
JAHRE  
**CD LUX**



EXKLUSIVE WEIHNACHTSPRÄSENTE



PREMIUM ADVENTSKALENDER

## DIE ADVENTSKALENDER-EXPERTEN: UNSERE QUALITÄT MACHT DEN UNTERSCHIED!



Jubiläums-Adventskalender  
„Lindt Exklusiv“



Jubiläums-Adventskalender  
„Stern“



Jubiläums-Adventskalender  
„Weihnachtspyramide“



Adventskalender „Cube“  
mit Weihnachtsmann

### 24 TAGE IM MITTELPUNKT: INDIVIDUELL BEDRUCKBARE ADVENTSKALENDER IN PREMIUM-QUALITÄT!

Wir feiern 20-jähriges Jubiläum: Feiern Sie mit und lassen Sie sich von vielen starken Neuheiten begeistern. Entdecken Sie den einzigartigen Jubiläums-Adventskalender „Lindt Exklusiv“, den neuen „Weihnachtsstern“ oder die formstarke Adventskalender-Pyramide. Auch die beliebten Klassiker kommen dabei nicht zu kurz! Gleich Katalog und Muster unter [www.cd-lux.de](http://www.cd-lux.de) bzw. [info@cd-lux.de](mailto:info@cd-lux.de) anfordern.



Die Adventskalender-Experten:

Mehr Begeisterung. Mehr Möglichkeiten. Mehr Service.

Hotline: 09971-85 71 0 | [info@cd-lux.de](mailto:info@cd-lux.de) | [www.cd-lux.de](http://www.cd-lux.de)

**CD LUX**  
DIE ADVENTSKALENDER EXPERTEN



## Editorial

# Time has come to change

**W**alter Jung was the one who laid the foundations for a new industry sector – the promotional product industry – in the early 1960s. Yes, it would certainly have evolved without him, but more slowly and probably with a completely different structure.

He motivated both manufacturers and distributors to focus entirely on this business sector. Only those who were part of the PSI network could benefit from the trade show, product verification, information and other tools. A comfortable situation for all parties involved. From modest beginnings, a considerable and profitable industry soon developed. But there was never really time to lean back and relax. Mail-order companies came along and gave the market a whole new complexion. The fast way to China revolutionised supply chains and production.

And then came the Internet. A medium that was to change the world more quickly than anything before. Suddenly nothing was exclusive. With just a few clicks, every product can now be researched, ordered and paid for. And yet, all of these developments and influences did not change our industry fundamentally – because companies moved and changed with the times. Many distributors became competent consultants. Others were totally focused on online business. Pure buyers have long been left behind. Yes, they are still there, but the future will not be theirs.

The customer has become sophisticated. He, too, has to woo his customers more individually, more exclusively and intensively. Only those who strike a chord with the recipient can achieve the desired impact. Both sides must know this. The consultant/distributor and the customer are suddenly all in the same boat. This is an ideal situation to row together. After all, the industry customer knows his customers, the promotional product consultant knows his products and the opportunities they offer for promotional purposes.

A rethink is therefore called for. Think no longer like a promotional product distributor could be the message. Think like a consulting marketer. Your real customer is the customer of your customer, the recipient. If he is satisfied, your customer will be satisfied, too. However, this can only be achieved if the consultant and the customer work more closely together. In the advertising industry, this has been common practice for decades. Only those who can systematically target the recipient can be successful. Good prospects for everyone who really takes consulting seriously.

With this in mind

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

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

**RELAGS**  
outdoor-equipment

MEINE NALGENE FLASCHE  
Weithals 1 Liter – blau

## SIE HABEN DIE WAHL

Flaschentyp  
Flaschenfarbe  
Deckelfarbe



## SIE BESTIMMEN

Logo  
Motiv  
Druck  
Platzierung



Schnell und einfach bei Relags  
meine Nalgene Flasche  
konfigurieren lassen.

**RELAGS GMBH**

Im Grund 6 – 10  
D – 83104 Tuntenhausen  
Fon 0 80 65 - 90 39 0  
E-Mail [relags@relags.de](mailto:relags@relags.de)

[WWW.RELAGS.DE](http://WWW.RELAGS.DE)





# 5 EURO RETTEN EINE BEDROHTE ART: DICH!

Der Amazonaswald beschützt auch  
unser Leben. Schützen wir ihn.

STOPP DEN  
WAHNSINN!  
SPENDE AUF  
WWF.DE



Geplante Gesetzesänderungen sollen die Schutzgebiete Amazoniens für  
Abholzung und Brandrodung öffnen. Jahrzehntelange Arbeit für die  
Regenwälder werden zunichte gemacht. Der WWF stemmt sich dagegen.

Unterstützen Sie den WWF bei seiner politischen Arbeit.  
WWF-Spendenkonto: IBAN DE06 5502 0500 0222 2222 22,  
BIC: BFSWDE33MNZ, Stichwort: Amazonas



## TRENDS & BRANDS

4

## MARKET RESEARCH

10

## PRODUCT GUIDE

Christmas, gift sets

12

## INDUSTRY

Companies, Events, Markets

40

Newsweek 2017: New record visitor attendance

44

Marketing Festival 2017 in Poland

48

werbemax at vocational school

50

New sportswear collections at SOL'S

52

viscom 2017: Trade show for visual communication

54

US promotional product market: New study

56

## PRODUCT GUIDE

Porcelain, glass, fine dining

58

## COMPANY

CD-LUX: Expansion course continues

72

125 years: Karlowsky Fashion celebrates anniversary

76

## PRODUCT GUIDE

Innovative Promotional products

78

## MYPSI

Information for PSI members

90

## OPINION

92

## PREVIEW - IMPRINT

94



**Newsweek 2017:  
New record visitor attendance 44**

With its proven recipe for success, the Newsweek has also made its way through Germany this year to bring the industry's latest product creations to professional distributors. A new record number of visitors confirms that the concept is getting better and better.

**Porcelain, glass and fine dining 58**

Only a table set with porcelain and glass makes a menu a real pleasure. The promotional product industry provides many inspiring ideas for fine dining.

**CD-LUX:  
Expansion course continues 72**

When the first Advent calendar was printed in Munich in 1903, nobody knew that this product would become one of the most popular promotional products in the pre-Christmas period. Johann Dirscherl, who founded CD-LUX GmbH in the Bavarian town of Cham in 1997, did not know that his company would grow into a leading manufacturer of Advent calendars.



**125 years: Karlowsky Fashion celebrates big anniversary 76**

The long-established company Karlowsky Fashion has a reason to celebrate: it is 125 years old – 125 years rich in history, development and, above all, quality. For generations, the name "Karlowsky" has been synonymous with premium brand clothing in catering, in the hotel industry and in customised textiles.



**Frische Ideen  
in Plüsch!**

Wählen Sie Ihre Favoriten aus mehr als 500 SEMO-Plüschtieren!

**NEU! SEMO Soft-Babies**



**Softer geht's nicht!**

Sonderanfertigungen für Promotion, Maskottchen, ect. – nach Ihren Wünschen.



**TRIGON Deutschland GmbH**  
Kränkelsweg 28 · D - 41748 Viersen  
Tel. 0 21 62 - 53 00 8-0 · Fax 0 21 62 - 53 00 8-20  
E-mail: info@semo.de · [www.semo.de](http://www.semo.de)

# Happiness in numbers

Dream measurements **106 – 82 – 78**

Is happiness measurable? No, at least not according to objective criteria. After all, happiness describes a subjective well-being. Nevertheless, the two researchers Christian Kroll (Jacobs University Bremen) and Sebastian Pokutta (Georgia Institute of Techno-

logy, USA) have tried to get to the heart of happiness – meticulously. Based on a survey conducted by Daniel Kahneman, the winner of the Nobel Prize in economics, and his team, they have found the perfect (female) day: **106** romantic minutes with their partner, **82** minutes with friends and **78** minutes for relaxation are three time windows which they developed for their theoretical model and published in the “Journal of Economic Psychology”.



Waffle structured bathrobe

MALGRADO fashion & promotion GmbH

[www.malgrado.de](http://www.malgrado.de)

PSI 46913

# New QS04. Bee true to yourself.



Especially with Soft Touch, the fingertips experience the honeycomb structure of the new QS04 as a delightfully velvety experience.

**Discover more on [prodir.com](https://prodir.com)**

**Prodir SA**  
Via Serta 22  
CH-6814 Lamone  
+41 (0)91 935 55 55

**Prodir GmbH**  
An der Molkerei 8  
D-56288 Kastellaun  
Hotline: 06762 - 4069-0

[prodir.com](https://prodir.com)  
[open.prodir.com](https://open.prodir.com)

**Personality pens.  
Swiss made.**

**prodir**<sup>®</sup>

# Social Cocooning



**S**ocial cocooning as a sense of well-being. Zukunftsinstitut describes the phenomenon of social cocooning as a new yearning for coexistence, cheerfulness and comfort. Two important aspects of this new lifestyle are “Hygge” and “JOMO”.



**Go game** Global Innovations Germany GmbH & Co. KG  
www.globalinnovations.de · PSI 46626

**“Five Senses” collection** Kahla/Thüringen Porzellan GmbH  
www.kahlaporzellan.com · PSI 49132

**Hygge** is something like a Scandinavian philosophy of life and a guidance for happiness. Meik Wiking, director of the Copenhagen Institute for Happiness Research, has defined Hygge in ten aspects (atmosphere, present, pleasure, equality, gratitude, harmony, comfort, peace, togetherness, protection) and has devoted an entire book to this attitude (Meik Wiking, “Hygge – ein Lebensgefühl, das einfach glücklich macht”). And he seems to know what he is talking about. After all, Denmark has already ranked several times at the top of the list of the happiest countries in the “World Happiness Report”.

**JOMO** is the Joy of Missing Out. Although the concept is based on the phenomenon FOMO (Fear of Missing Out), it is a completely counter-concept. The motto here is: better to miss an event and spend time contemplating.







ZWILLING  
J.A.HENCKELS



# GESCHENKIDEEN FÜR JEDEN ANLASS

Ergänzende Informationen und Anregungen erhalten Sie von der Kester Bolz Handelsvertretung, die für den bundesweiten Werbemittelvertrieb von ZWILLING zuständig ist.

Kester Bolz Handelsvertretung • Buntentorsteinweg 169 • 28201 Bremen  
Telefon: 0421/5 25 17 80 • Fax: 0421/5 25 17 93 • Email: info@kesterbolz.de

ARACO  
INTERNATIONAL

ART DI COMO  
DESIGN  
FASHION & ACCESSORIES

BIC  
graphic

dMAS

living™  
EUROPE  
We take care

CONTINENTAL®

City Ideas

dopper.  
The bottle is the message

HALFAR

Kleiner  
brandmeister®  
DER FEUERLÖSCHHELPER

GADGET  
FACTORY™

badge4u  
making your message

GreenEarth  
PRODUCTS

emja

brand addition  
creative merchandise solutions

especial®  
marketing de productos

bizy  
CARDS

FARE

Schirmwerk

www.hartmann.de  
Tel.: 02173 10944-0

Die Marken  
für gute  
Werbung!



Herforder  
Werkstätten

hold



SOJUST SHOP

TOPPOINT

# SUSTAINABLE LEAGUE

B A S

HEILEMANN  
Germany



Driven by Innovation

JUNG  
SINCE 1929

2017

STABILO  
Promotion Products

KWopen  
Kreativ. Nachhaltig

euromisc®  
International Flying Machines for Events

SLEEVMATIX

K Kornit  
Digital

KARLKNAUER  
Besteindruckend anders

Schneider

MainzATR  
Luftbefüllte Körper für Himmel und Erde

SNUG.STUDIO

UMA

ZETTLER  
KOLINDIA

michael  
schiffer  
promotion

TAILOR

JointhePIPE

Post-it® Notes printer – authorized by 3M

P PF Concept International B.V.

M  
MAHLWERCK®  
Porzellan

VICTORINOX

walter  
medien

ACK SONG  
presents gift-company.de

W  
Waldner

**Save the date.**

More information at [www.psi-awards.de](http://www.psi-awards.de)



**Invitation to the  
PSI Sustainability Awards  
Ceremony  
2017**

8 September 2017  
Kurhaus Wiesbaden  
Kurhausplatz 1, 65189 Wiesbaden

5:00 pm  
Champagne reception



6 pm  
PSI Sustainability Awards Ceremony 2017



7:30 pm  
Dinner



Sponsors



Partner



Photos: © Behrendt und Rausch | © fotolia.de

**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.**

**50 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](http://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.

# ENJOY

*Living*



A SMOOTH START  
OF THE DAY!

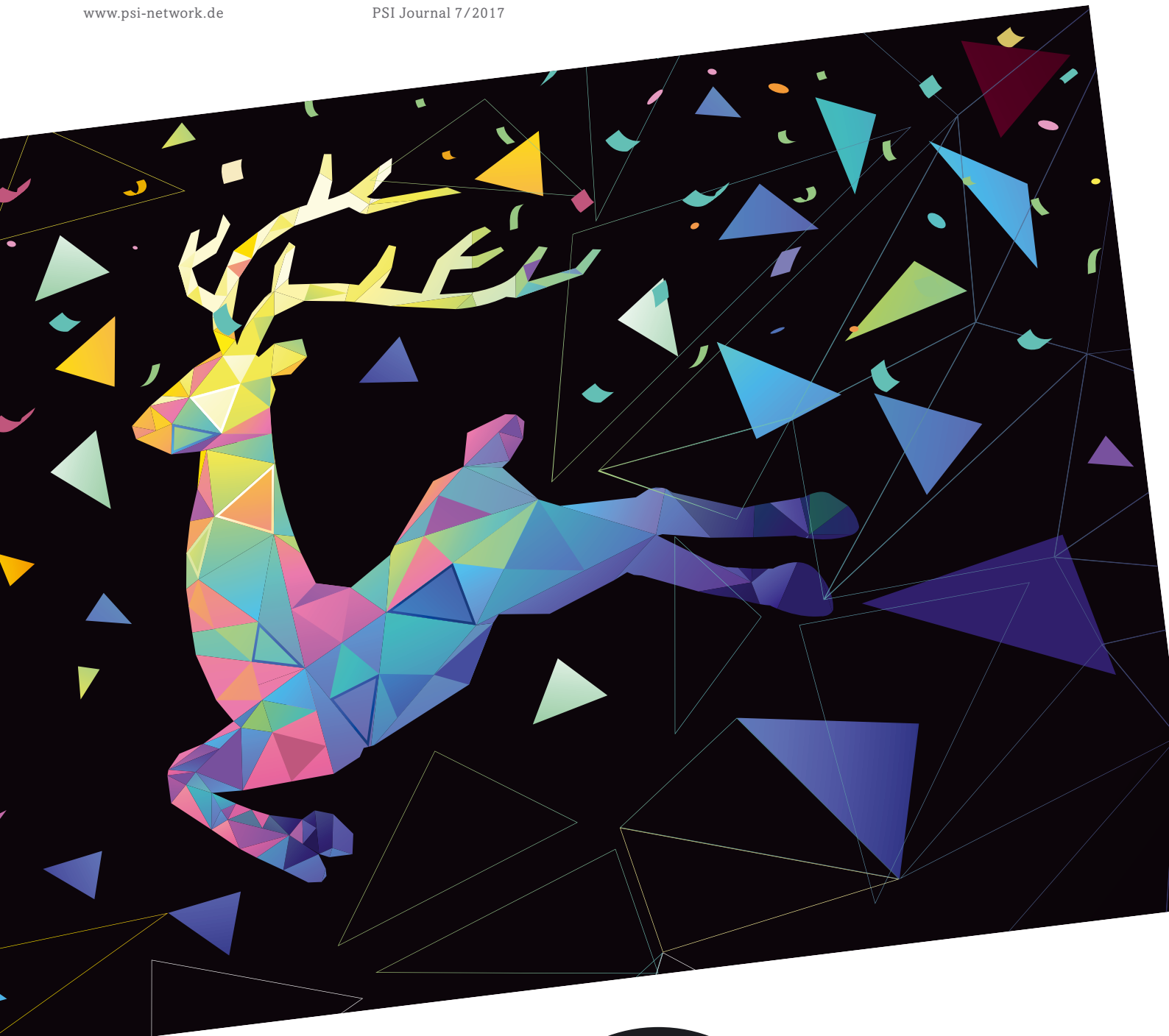
## Christmas business

# Do not wait until the customer arrives

Every year again ... comes the Christ Child. Although it is always a bit strange to think about Christmas in the middle of summer, the end-of-year business in the promotional product industry in particular requires long-term planning. For when the customer has a request, it is often too late to implement effective ideas.

**W**his is why we have already compiled a wide range of eye-catching articles for the lucrative Christmas season in our Product Guide. From experience, it is necessary to proactively draw the attention of the customer to this time of year. Whoever waits until the customer himself realises that “Christmas

has already arrived”, unnecessarily puts himself into a predicament. This is the right time, right after the summer break, for clever promotional product consultants to remind their customers of Advent and Christmas. Anyone who can already present concepts now has the chance to propose even more elaborate projects and implement them.



The Christmas season is the time of big and small, striking and discreet, valuable and inexpensive gifts. Common to all is the fact that they convey appreciation and gratitude. They show the recipient that the business partner also thinks of him during this particular time of year. Regardless of other occasions or specific marketing campaigns, promotional products used during the Christmas season are aimed at the emotional component of the Advent weeks and public holidays.

Precisely in this atmosphere, the effects of personable advertising vehicles evolve most strong-

**In Christmas atmosphere, the effects of personable advertising vehicles evolve most strongly and often develop their most lasting impact.**

ly and often develop their most lasting impact. For this reason, we have brought together a “reindeer sleigh full of new product ideas” with which you can now send your very own special Santa Claus on his journey to your customers. <

