

# PSI EUROPE

**PSI Journal**

International Magazine

For Promotional

Products

October 2017

Volume 56



## **Wojciech Puch**

Puch Group

Young and energetic

## **PSI Sustainability Awards 2017**

Splendid award ceremony

## **Product Guide**

Kitchen, household,  
home accessories

Plastic and give-aways

## **IMPACT part two**

Three in one go

## **Lupenmaxx**

10 years original  
and top-quality



Bluetooth devices in the industry  
Technology **with a future**

# Environmental responsibility is very important to us.



2017

**Overall winner**

**Sustainable Company of the Year 2017**

„Exemplary in all areas, Schneider’s commitment to environmental compatibility and sustainability has for decades been reflected in the Black Forest-based company’s corporate policy and is a determining factor for its business conduct.

Jury: »Schneider Schreibgeräte wins because of a remarkable and very well and broadly documented range of achievements.«”

Source: PSI



Recycling of product components



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Reducing CO<sub>2</sub> emissions



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## Editorial

# Mocked, ignored, acknowledged

**A**nyone who is involved with sustainability is quickly put into the green corner and pitifully mocked. Sustainability is still not mainstream, but rather for do-gooders, so people say – whereby I do not like the word at all because it makes responsibility, respect and decency contemptible. After all, sustainability has penetrated into charity events as well as the core businesses of companies.

When the PSI introduced the concept of the Sustainability Awards more than three years ago, companies reacted with a friendly response but were hesitant to participate. Nonetheless, the Sustainability Awards were presented for the third time already during a glamorous evening in Wiesbaden. Each year there have been more applicants, and each year more well-known renowned companies have participated. Each year, recognition and internationality have increased.

This year, the founder of the “German Sustainability Prize” Stefan Schulze-Hausmann honoured the event through his active participation. Schulze-Hausmann, a critical journalist, presenter and lawyer, initiated today’s largest European sustainability prize in 2008. To have him at the Sustainability Awards shows that this initiative is not only on the right track, but on the way up.

And this is what the promotional product industry needs if it wants to polish up its image as it still suffers from a lack of recognition in many sections of the population. A visible and demonstrable turnaround of the spirit of the industry is therefore urgently needed. When something is to find recognition and, above all, use as a high-quality advertising tool – and that is the promotional product – it must also be sustainable and considered valuable in all price segments.

I know that self-praise always has a certain aftertaste. The PSI Sustainability Award is not my invention, but a concept of the PSI, of which I am full of recognition: “Chapeau!”. Far-sightedness is a part of seeing developments at an early stage, and courage is required to build a lighthouse in whose drawing power only a few believed at first. The industry needs more such lighthouses because it brings forth differentiation in competition and business success.

In this spirit

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

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



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**PSI Sustainability Awards 2017 8**

In the festive atmosphere of the Wiesbaden Kurhaus we heard: "And the winner is..." not once but 15 times. At the third edition of the PSI Sustainability Awards 90 nominees waited in suspense for the announcement of the winners. Recognised were the most ecologically, economically and socially sustainable products, campaigns or companies in the promotional products industry.



**Bluetooth devices in the industry 28**

Headphones, loudspeakers, alarm clocks: In the promotional product industry, Bluetooth-enabled devices are growing in popularity. One reason for this is certainly their great future potential. Although a completely cable-free technology world is still a long way off, Bluetooth already gives us a taste of things to come.

**IMPACT part two: Three in one go 58**

IMPACT, the new magazine promoting the promotional product industry, attracted a great deal of attention at the PSI 2017. The message of IMPACT has also been understood in the world of advertisers: we show what we can do, we prove our value and we invite everyone to put it to the test. The PSI is bringing out IMPACT II for the next trade show.



**Puch Group on expansion course 82**



The Polish Puch Group is working hard towards achieving its international breakthrough. As a specialist in leather goods, printing and bookbinding, the company would like to convince its customers with promotional products "Made in Poland".

Be true to yourself.



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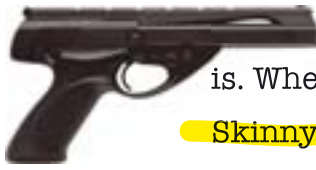
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## Shaken, not stirred.



• • • Three words – and everyone knows what drink it is. Whether trendy beverages such as **Infused Water**, **Switchel** or **Skinny Bitch** can achieve a similar cult status cannot yet be foreseen. However, they are growing in popularity. Nonetheless, a classic **remains a classic**.



### High-quality combination

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# 3 facts about PET

The plastic material polyethylene terephthalate, or PET for short, celebrated its **75th birthday** in 2016. Originally developed as an alternative to the production of textile fibres, the material is now one of the most important in the packaging and textile industry.<sup>1</sup>

A good **16 million tonnes of PET bottles** are put into circulation worldwide.<sup>2</sup> A total of 477,000 tonnes of PET bottles were filled in Germany in 2015.<sup>3</sup>

A study<sup>4</sup> found that in 2015 just under **93.5 per cent** of all PET bottles were recycled. The rate for disposable PET bottles was even higher at 97.9 per cent.

<sup>1</sup> source: kunststoffverpackungen.de, <sup>2</sup> source: sz-magazin.sueddeutsche.de, „Sehr leerreich“, <sup>3</sup> source: recyclingnews.info, <sup>4</sup> „Emergence and recycling of PET beverage bottles in Germany 2015“ by the Gesellschaft für Verpackungsmarktforschung commissioned by Forum PET in the IK Industrievereinigung Kunststoffverpackungen e. V.



## How does a PET bottle become a sustainable promotional product?

To make the **uma rPET PEN**, old PET bottles are collected, washed and crushed to a uniform size. These small granules called pellets are then heated and melted. The material is re-shaped, creating a new product.

### Sustainable rPET PEN

uma Schreibgeräte  
www.uma-pen.com  
PSI 41848



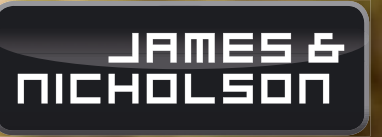
**XD-Apparel jackets are made from recycled polyester obtained from empty plastic beverage bottles. A study of the life cycle of materials and products comparing recycled to standard polyester revealed that recycled polyester leaves a smaller ecological footprint.**

### Sustainably chic

XINDAO B. V.  
www.xindao.com  
PSI 42772







# NEW JACKETS & VESTS

*daiber*



The promotional product can be sustainable! And this was impressively demonstrated by the PSI Sustainability Awards. For the third time now, the awards were presented in the festive setting of the Wiesbaden Kurhaus. The fact that this initiative for sustainability is also met with great approval outside the industry is proven by the list of prominent guests at the glamorous evening gala.

## PSI Sustainability Awards 2017

# Winners in the glamour of the industry



“Sustainability” is the future if the mankind and his environment are to be preserved in a habitable form. The corresponding shift in thought and the implementation of the resulting findings have gradually become more comprehensible – even if this development has at times been hampered by selfish people or stakeholder groups – and have already reached the maximum of future development on many levels. And the insight

that ecological goals cannot be separated from socially responsible action has also manifested itself in many areas of the promotional product industry. A change that the PSI has helped to initiate in the industry and which sets significant and sustainably optimistic accents with the Sustainability Awards. This is a good reason to fittingly celebrate this success. The industry once again met in the appropriate ambiance of the Wiesbaden Kurhaus on 8 September to celebrate its sustainability pioneers



The winners of the PSI Sustainability Awards 2017 stand for sustainable business in their industry.

### On the right way

This year, the founder of the “German Sustainability Prize”, Stefan Schulze-Hausmann, honoured the event with his active participation. Not least his presence at the Sustainability Awards showed that this initiative is not only on the right way but also on the way up. The prestigious scientific journalist, presenter and lawyer, who received the “Building Future Award” for his long-standing and multi-faceted commitment to sustainability, officially opened the award gala together with PSI Managing Director, Michael Freter, and provided stimulating thought-provoking discussions with the winners. As in the previous year, the TV presenter Tamara Sedmak compered the programme of the splendid gala evening of the PSI Sustainability Awards with her typical Swiss charm.

### 90 nominees, eight categories, two special prizes

The focus, however, was on those who are already providing valuable services to the industry on its way to a sustainable future, and who exemplarily show what is possible in this area. There were once again 90 nominees who waited anxiously for the winners to be announced. The most ecologically, economically and socially sustainable products, campaigns or companies in the promotional product industry were recognised. In addition to several awards in eight specific categories, there were also two special prizes awarded to the Influencer of the Year and

the Most Sustainable Start-up. Sponsors of the awards are KAHLA, Intertek and Touchmore. Promo Alliance, the international alliance between PSI, ASI and Sourcing City, is a partner.

### Broad spectrum of sustainability

“It is unbelievable how meticulously the participants documented sustainability in all its facets this year,” says PSI Managing Director, Michael Freter. “This shows how professional our industry is now. For the past three years, we consistently notice that the promotional product industry already thinks and acts in a very sustainable manner for the most part. With these awards, we would like to acknowledge this often very extensive commitment to our environment and our fellow human beings.” The diversity of the competition submissions as well as their qualitative density and depth were especially impressive. This is also documented by the spectrum of excellent submissions, ranging from a sustainable colouring set for children to biodegradable rain ponchos through to calendars made from stems and leaves. At the next pages we presentate the prize winners in detail.

>>

## The winners of the PSI Sustainability Awards 2017

### Category 1: Economic Excellence

#### BIC Graphic Europe

On the basis of strict, meticulously structured quality management, BIC has created the foundation for outstanding achievements in environmental and social management, which has been documented by exemplary reporting.

### Category 2: Environmental Excellence

#### Schwan-STABILO Promotion Products

In order to intensively examine the environmental dimension of sustainability, Schwan-STABILO is particularly concerned with the ecological design of production and business processes, the development of ecological product series as well as sustainable construction.

### Category 3: Social Excellence

#### Halfar System

The BSCI member HALFAR won with a sustainability network, including the integration company "prosigno" based in the Halfar building. The integrated shareholders and stakeholders act in the spirit of inclusion, integration and family-friendliness.

### Category 4: Environmental Initiative

#### Halfar System

"Halfar goes Oxygen" – the first cut of the spade for the new building in 1999 was already part of a comprehensive sustainability strategy underlined by the "100% CO<sub>2</sub>-neutral Initiative". The award thus recognises a "very coherent initiative and a holistic approach ... which has been systematically implemented throughout the company."

### Category 5: Social Initiative

#### Brand Addition

From free legal advice to an organised jogging group: The holistic approach of its employees' well-being and health initiative brought Brand Addition victory in the Social Initiative category.

### Category 6:

#### • Sustainable Product

#### Fare Schirmwerk

Product: AOC mini-umbrella EcoBrella

#### • Sustainable Product – Product Set

#### BIC Graphic Europe

Product set: BIC® Evolution® Ecolutions® set of six coloured pencils



An appropriate festive setting for the award ceremony once again: the Christian-Zais-Saal of the Wiesbaden Kurhaus.



Stefan Schulze-Hausmann, honoured the award ceremony with his presence – talking here to PSI Managing Director, Michael Freter.



A large (international) crowd showed great interest during the third presentation of the PSI Sustainability Awards.



An appropriate festive setting and stimulating talks ...





Stefan Schulze-Hausmann (left) with PF Concept CEO Ralf Oster, who received the special prize #Influencer of the Year.



Suspense before: Michael Freter with guests.



Tamara Sedmak once again compered the evening programme.



The festive evening ended with a gala dinner in the stylish (art nouveau) conservatory of the Kurhaus.

## The winners of the PSI Sustainability Awards 2017

### • Sustainable Product – Product Line

#### Schwan-STABILO Promotion Products GmbH & Co. KG

Product line: STABILO GREENLine

### • Sustainable Product – Writing Instruments

#### uma Schreibgeräte

Product: recycled PET PEN

### • Sustainable Product – Paper

#### Zettler Kalender

Product: Agrar calendar series

### • Sustainable Product – Textiles

#### Samoa Regenponchos

Product: Bio-Regenponcho®

### Category 7: Sustainable Campaign

#### EMSA

EMSA convinced the jury with its “Dich behalt ich!” retail campaign. With the coffee-to-go thermo mug “TRAVEL MUG”, the company prevents the massive pollution of the environment through disposable cups.

### Special category: #Influencer of the Year

#### PF Concept

Two concrete initiatives were selected as part of a clear, sustainable corporate philosophy: A “flowchart” concept for the search and analysis of compliant products as well as the “Vendor Social Compliance Protocol”, a monitored compliance control of the supply chains. Strategy and implementation were documented in the form of a sustainability report.

### Special category: Start-up

#### Just so Clothing

Just so Clothing helps handicraft women in South Asia, Egypt and South Africa to free themselves and their families from poverty by producing high-quality, sustainable products. The support ranges from product development to a transparent supply chain and mobile payment offers. Through the website and social media, it is always possible to tell from whom, where and how the products were manufactured.

### Category 8: Sustainable Company

#### Schneider Schreibgeräte

Three times among the top three, twice among the top four: Schneider Schreibgeräte showed great commitment to sustainability in the promotional product industry in several categories and won in the overall category due to a remarkable and well-documented performance.



# The PSI Sustainability Awards Ceremony 2017 ...

... took place on 8 September 2017 at Kurhaus Wiesbaden.





# The winners of the PSI Sustainability Awards 2017

## And the winner is ...

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### Economic Excellence 2017

BIC GRAPHIC EUROPE S.A.

### Environmental Excellence 2017

Schwan-STABILO Promotion Products GmbH & Co. KG

### Social Excellence 2017

Halfar System GmbH

### Environment Initiative 2017

Halfar System GmbH

### Social Initiative 2017

Brand Addition GmbH

### Sustainable Product 2017 – Product

FARE - Guenther Fassbender GmbH

### Sustainable Product 2017 – Product Set

BIC GRAPHIC EUROPE S.A.

### Sustainable Product 2017 – Product Line

Schwan-STABILO Promotion Products GmbH & Co. KG

### Sustainable Product 2017 – Writing Instruments

uma Schreibgeräte Ullmann GmbH

### Sustainable Product 2017 – Paper

Zettler Kalender GmbH

### Sustainable Product 2017 – Textile

Samoa Regenponchos e.U.

### Sustainable Campaign 2017

EMSA GmbH

### Special Award – #Influencer of the Year 2017

PF Concept International B.V.

### Special Award – Start up

Just So Clothing Company Ltd

### Sustainable Company of the Year 2017

Schneider Schreibgeräte GmbH

Partner



The registration for PSI Sustainability Awards 2018 starts in January 2018.

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