



# PSI

# EUROPE

**PSI Journal**

International Magazine

For Promotional

Products

January 2018

Volume 57

SPECIAL EDITION  
MAGALOG



**Kai Gminder**

Competence

in the fourth generation

Gustav Daiber

**Fair novelties**

PSI 2018

**Day & Night**

Going out in Düsseldorf

**Nestler-matho**

Technique meets Design

**PF Concept**

Increasing focus

on sustainability



# Festival

## of Trends

## and Ideas

**PSI 2018**

# NEU

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# CD LUX



Editorial

# Taking stock

**J**ust recently we have said goodbye to the old year and some of us may have taken stock. Was 2017 a good year? All in all, yes, otherwise we could not ask ourselves the question. The only things that really matter are life, health, family and friends. We should focus on recalling the nice experiences.

What applies to private life also applies to business life. But taking stock of the latter is usually easier. Figures are not emotions, they are simply there. But what one hears suggests that the promotional product industry has little to complain about. Sure, there are business models that no longer work or do not work as well anymore. The world is changing faster than ever. Whoever ignores that lives dangerously. Even the ancient Greeks knew that “the only constant is change”, and never was it as true as it is today. And yet many are having a hard time with it. Entrepreneurs are no exception, nor are managers. They struggle with change, search for guilty parties and simply lose their way – together with their business. On the whole, however, the promotional product industry has widely accepted the challenges of time. It is modern, focuses on digitalisation in many areas and is faster and more global than ever before.

Whoever takes advantage of the achievements of time will satisfy his customers whoever he is – a supplier or a distributor. These achievements include a modern trade show like the PSI. In a few days’ time, it will once again be the industry’s biggest trade show and product show in Europe. I invite you all not to miss out. Just stopping by every few years will not be a recipe for the future. After all, even products, finishing and customisation are subject to enormous changes. You have to stay on the ball, give your customers a competitive edge and tangible benefits. That is what they want and what rewards them.

I hope that your efforts in 2017 were rewarded and will also be rewarded in 2018. I wish you a year with 365 sunny days – private and business. We are truly grateful for your unwavering loyalty.

In this spirit

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

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

# New look.

## The New DS8 with Metal Nose Cone.



—  
Metal Push Button

—  
Metal Clip

—  
Metal Nose Cone

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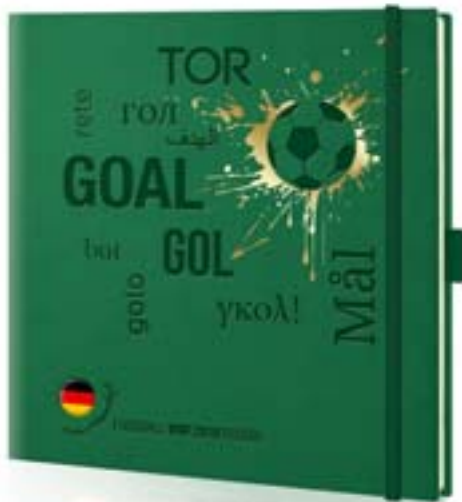
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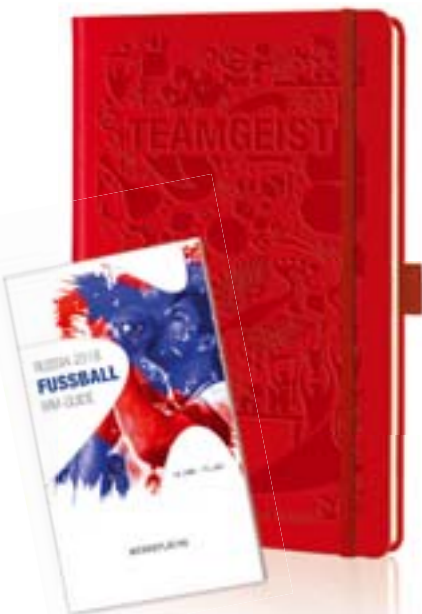
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# VORFREUDE AUF DIE WM 2018



Vorfreude! Die Fussball-WM 2018 in Russland garantiert einen Volltreffer in Ihrer Zielgruppe. Setzen Sie kreative Impulse mit Spielplänen, dem WM-Infoguide und einer Sonderedition der **IVORY** Notizbuchkollektion von **Lediberg**. Damit stehen Sie nicht im Abseits.



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**PSI 2018: Festival of Trends and Ideas 16**



Four halls full of multi-sensory advertising ideas, lots of information and plenty of opportunities for networking – the 56th PSI will once again be the first and most important industry event of the year. We have prepared information, trade show news and a gastronomical guide for you.

**Maximex: Lanyards and much more 92**



Maximex is celebrating its 25th anniversary. The specialist for lanyards – and much more – is launching campaigns to mark its anniversary in 2018 and will be presenting classics and own creations at the PSI in Hall 10, Stand C02..

**Eurostyle: Leather quality from Germany 126**

With its “Germany Collection”, Eurostyle is once again putting its own manufacturing expertise in the foreground. The product line produced in Germany impresses with its unique quality as well as its individuality.



SEE YOU AT  
**PSI 2018**  
HALL 11, BOOTH K24





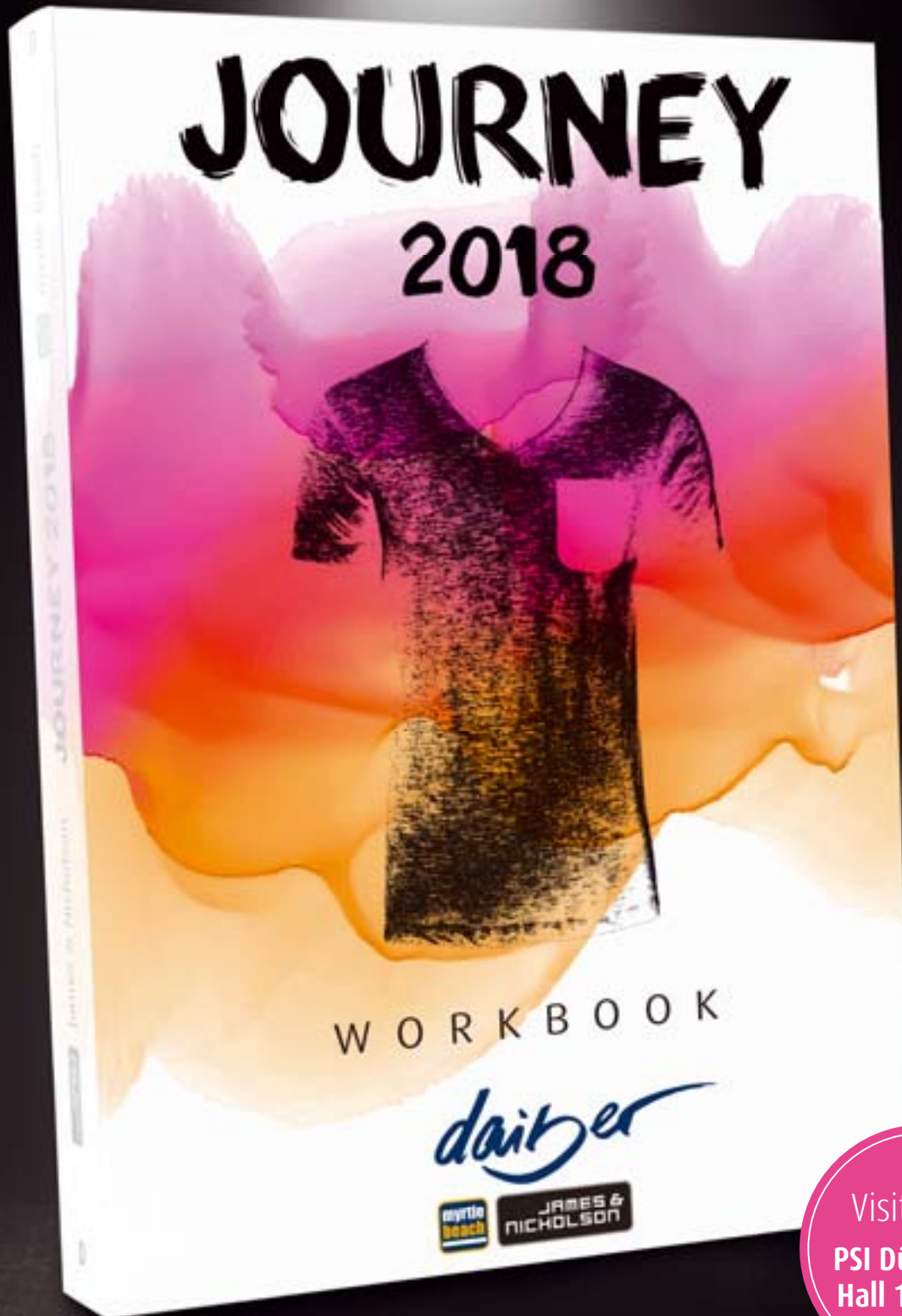
## Sehr geehrte, liebe PSI-Mitglieder,

ich heiße Sie herzlich willkommen auf dieser exklusiven und europaweit größten Businessplattform unserer Branche. Ob zum Networken, zur Kontaktpflege oder zur Inspiration für das Geschäft und neue Geschäftsfelder: Nirgendwo sonst in Europa präsentiert sich die Werbeartikelwirtschaft mit ihren Produkten und Services so vielfältig wie hier. Nirgendwo sonst finden Sie alle relevanten Akteure des Marktes – sowohl national als auch international – an einem Ort. Gerade Werbeartikellieferanten präsentieren sich nirgends so eindrucksvoll und professionell wie auf der PSI. Wir freuen uns, Sie auch dieses Jahr wieder mit vielen Produktpremieren, einer noch attraktiveren Textilienwelt, zahlreichen Programmhightlights und einem breiten Portfolio an Werbemitteln begeistern zu können.

In den Messehallen der PSI zeigt sich ganz deutlich: Werbeartikel schaffen Markenerlebnisse mit Mehrwert. Sie bieten das, wonach digitale Medien vergeblich suchen – das haptische, sensorische Erlebnis und den unvermittelten, direkten Kontakt. Welches Werbemedium kann das schon? Und wo werden die Leistungsfähigkeit und das Leistungsspektrum unserer Branche deutlicher als auf der PSI?

Wir nutzen die Strahlkraft der Messe dieses Jahr zum zweiten Mal, um auch die Kunden aus der Industrie davon zu überzeugen, dass Werbeartikel mehr sind als Give-aways mit Firmenlogo. Werbeartikelhändler haben erneut die Möglichkeit, ihre Kunden für den letzten PSI-Messtag einzuladen. Im letzten Jahr haben wir gesehen, dass dieses Konzept sowohl Lieferanten als auch Händlern einen Mehrwert bietet. Lassen Sie uns gemeinsam demonstrieren, dass der Werbeartikel ein wirklich originelles, attraktives und vielfältiges Dialogmedium ist. Seien Sie im Namen des gesamten PSI-Teams herzlich willkommen.

Michael Freter, Managing Director, PSI



Visit us at:  
PSI Düsseldorf  
Hall 12/ D40b

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## Esteemed PSI Members,

I would like to cordially welcome you to this exclusive and biggest business platform for our industry throughout Europe. Be it for networking, managing relationships and gaining inspirations for your existing business or establishing new business lines: nowhere else in Europe will you have the promotional products industry at your disposal so comprehensively. Nowhere else will you find all relevant market players – both national and international – pooled in one place. Nowhere else do promotional product suppliers present themselves as impressively and professionally as at PSI. We are happy to be able to also enthuse you this year with more new and innovative products than on show anywhere else, with an even more appealing textile world, plenty of highlight side events and a panoply of promotional products.

The exhibition halls of PSI make it perfectly clear: promotional products create an added-value brand experience. They offer what digital media seek to convey in vain – the tactile, sensory experience and the immediate, direct contact. Which other advertising media can offer that? And where else do the operational excellence and service spectrum of our industry become more evident than at PSI?

We will capitalise on the strong attraction of the trade fair for the second time this year to also convince industry customers that promotional products are more than just giveaways with a company logo. On the last day of the trade show promotional product distributors will again be given the opportunity to invite their customers to the trade show. Last year we learnt that this concept creates added value for both suppliers and distributors. Let us jointly demonstrate how original, attractive and versatile promotional products are as a dialogue medium. A warm welcome to you on behalf of the complete PSI Team.

Michael Freter, Managing Director, PSI



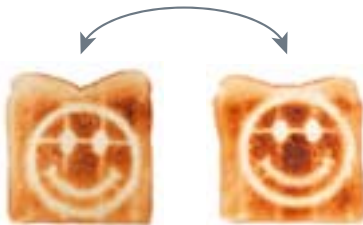


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## Kitchen appliances – totally customized

[NEW!]

### Logo Toaster MINIMAXI



Burns logo on both sides of the toast



100 pieces = 27,90 €/pc\*

300 pieces = 19,90 €/pc\*

Features: 1-6 adjustment, easy-to-clean crumb tray, stop button, 230 V ~ 50 Hz / 780 – 850 W

### Sandwich- or Wafflemaker \*\*



classic sandwich plate



classic waffle plate

100 pieces = 34,90 €/pc\*\*

300 pieces = 26,90 €/pc\*\*

Features: 2 LED lights (operating and temperature display), 230 V ~ 50 Hz / 1000 W



Sandwichmaker \*\*



Logo Toaster with embossing



Sound Toaster



Wafflemaker \*\*

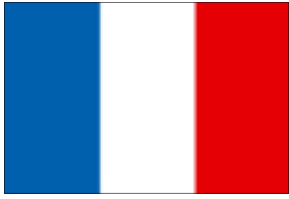
\* Prices include one-colored print, customized buring plates and all tooling and molding costs.



\*\* Customized sandwich or waffle plates with logo on request. Please ask for additional costs.

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## Chers membres du PSI,

je vous souhaite la bienvenue sur cette plateforme d'affaires exclusive de notre branche, la plus grande d'Europe. Que ce soit pour réseauter, entretenir des contacts ou pour chercher l'inspiration pour les affaires et de nouveaux secteurs d'activités : nulle part ailleurs en Europe l'industrie de articles publicitaires se tient aussi complètement à votre disposition qu'ici. Nulle part ailleurs vous trouverez tous les acteurs importants du marché – qu'ils soient nationaux ou internationaux – à un seul endroit. Les fournisseurs d'articles publicitaires en particulier ne se présentent nulle part de façon aussi impressionnante et professionnelle qu'à la PSI. Nous nous réjouissons de pouvoir vous enthousiasmer à nouveau cette année par autant de produits nouveaux et innovants que vous ne trouverez nulle part ailleurs, par un univers textile encore plus attrayant, par de nombreux moments forts au programme et par le vaste éventail des supports publicitaires.

Une chose apparaît très clairement dans les halls de la PSI : les articles publicitaires créent des expériences de marques dotées de plus-value. Ils offrent ce que les media numériques recherchent en vain – l'expérience haptique, sensorielle, et le contact immédiat, direct. Quel media publicitaire sait donc faire cela ? Et où les capacités et l'étendue des performances de notre branche ressortent-elles mieux qu'à la PSI ?

Pour la deuxième fois cette année, nous utilisons le rayonnement du salon pour convaincre aussi des clients issus de l'industrie du fait que les articles publicitaires sont plus que des cadeaux marqués du logo d'une entreprise. Les commerçants en articles publicitaires auront à nouveau la possibilité au dernier jour du salon d'y inviter leurs clients. L'année dernière, nous avons constaté que ce concept offre une plus-value autant aux fournisseurs qu'aux commerçants. Laissez-nous démontrer ensemble à quel point l'article publicitaire est un media de dialogue original, attrayant et polyvalent. Soyez les bienvenus au nom de toute l'équipe PSI.

Michael Freter, Managing Director, PSI



helping you succeed

For the past half decade, the technology industry has been racing to build better cameras into the hardware we use every day. For years, security researchers have shown that hackers can hijack the cameras to spy on whomever is on the other end. To put that in perspective, think of all the things your devices have seen you do. Covering cameras isn't new for those who know that the internet is always watching. The fear over web cameras has penetrated deep into popular culture. This is why we have just launched Camera Blockers and Camera covers.

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## CAMERA BLOCKER

► special for smartphones, laptops and tablets



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BACK: 3M Tape  
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SIZE: 20x20mm  
BACK: 3M Tape  
COLOR: ●●

SIZE: 30x15mm  
BACK: 3M Tape  
COLOR: ●●

SIZE: 30x15mm  
BACK: 3M Tape  
COLOR: ●●



SIZE: Any size  
SHAPE: Any shape  
BACK: Silicone



Mark Zuckerberg puts tape over his computer's microphone and camera to protect his privacy



The FBI recommends you cover your laptop's webcam, for good reason

## OTHER PRODUCTS

Badges



Magnets



Keychain 5in1



Cardguard



Sticky cleaners



**10**

.....  
 is the hall that will become the largest fashion centre of the textile promotional product industry at the PSI 2018. For the first time, there will be five different workshop and practice islands relating to textile finishing. Also new to the textile offering are the Discovery Tours.

**18,094 visitors**

.....  
 attended the PSI 2017. They had the opportunity to meet and get to know 988 exhibitors from 37 nations.

**35 %**

.....  
**of trade show visitors** are particularly interested in textile promotional products. This is what the 2017 visitor survey revealed. Almost 30 per cent also focused on textile finishing.

**9,394 kilometres**

.....  
 lie between the PSI and the visitor who lives furthest away: Fanny Martin from the Versopub Ltée agency in Mauritius. She visited the PSI in 2017 for the 15th time.

**53,000**

.....  
**square metres** of exhibition space spread over a total of four halls. The PSI sets standards in many ways.

**56 years**

.....  
**is how old the PSI Trade Show** will be. However, it has by no means lost its appeal. On the contrary. With 6 per cent more exhibitors, almost 8 per cent more visitors and a 57 per cent increase in internationality, the PSI continues to grow.

**200**

.....  
**and more new exhibitors** will be welcomed at the PSI 2018. For visitors, this means new ideas, new products, new partners.

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“The PSI begins where the power to imagine the diversity of the promotional product reaches its limits. This sentence sums up the essence of this unique trade show. In 2018, we will once again be witnessing many impressive premieres.”

**Petra Lassahn**

Director PSI Trade Show



**A feast for the eyes, too**  
The GUSTO Tasting Pavilion is the “place to be” when it comes to future **culinary promotional messengers**: from sweet to spicy, there is something for every taste.





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## THE ONE TOWELLING

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### Unsere Produktgruppe



### Neuheiten 2018



### Stickerei ist unsere Spezialität.



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### Whoever writes will persist

**Writing instruments** are the most popular promotional products and present themselves at the PSI in an almost endless variety – no matter if ball pen, fountain pen or (coloured) pencil. At the PSI Trade Show from 9 - 11 January 2018, the industry will be showing what the darlings among promotional products still have to offer.



## Trendsetter PSI

The PSI traditionally heralds the promotional product year and impressively shows how creative and innovatively the industry is. Fresh ideas make the leading European trade show for the promotional product industry a trendsetter again and again.



### Textile centrepiece

It is the largest fashion centre of the textile promotional product industry. The **Textile Area** is the centrepiece of Hall 10. Here, key players and newcomers showcase their latest collections, techniques and procedures for processing and trading in promotional textiles. The crowd pleaser once again is the PSI CATWALK, where professional models present the highlights from the portfolio of participating exhibitors.





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When PSI's gates open for the 56th time in Düsseldorf, the European promotional product industry will once again witness a gala appearance with well over 900 exhibitors, including 200 who will be exhibiting at PSI for the first time and expanding the spectrum of products with further innovations.

## Driving force of the industry

# Festival of trends and ideas

PSI Ideas Exchange: An inexhaustible treasure trove of new products.



The CATWALK will also be at the PSI 2018, thus making Hall 10 the textile centrepiece of the trade show.

Exquisite, multi-sensory delicacies can be discovered at PSI GUSTO.



**N**ew products – this is also the keyword when it comes to promotional products. Of course, there will be many tried-and-tested products, including timeless, high-performance products that will always justifiably have their place in the marketing mix. But above all, the creations of new products or new interpretations of well-known products provide the haptic highlights at Europe's leading trade show for the industry. The PSI team has once again created the ideal conditions for creating an appropriate stage with a contemporary framework for the endless world of promotional products.

### Industry Day number two

As in 2017, the PSI is offering its promotional product distributors the opportunity to invite customers to the PSI Trade Show on the closing day. This is reserved ex-

clusively for promotional product consultants organised in the PSI network, who have accredited their customers in advance to attend the last day of the event. All customers who have been invited by the trade to visit the PSI Trade Show will receive specially marked admission tickets. Suppliers remained committed to the inviting trading partners.

### 50 product premieres at PSI FIRST

As an international forum for lucrative contacts between manufacturers and distributors, the PSI has always been the top address for promotional product business. Among the exhibitors are always new partners with new products and new ideas. And among them are quite a few product premieres. The 50 most prominent have again reunited with PSI FIRST. And the visitors choose the number one among the PSI FIRST participants.

## Advertising that tastes great: PSI GUSTO

PSI GUSTO addresses the truly multisensory powers of the promotional product; a pavilion with exhibitors of promotionally palatable delicacies which appeal to all the senses. Taste to your heart's content. Another must on the visitor itinerary is Hall 12, a springboard for young companies and ingenious product developers whose creations should find their way into the market here.

## Spotlight on for promotional fashion

Promotional fashion is again a big topic because promotional textiles have long been in vogue on the industry stage as well as the number one sales item. This has been taken into account by the PSI trade show planners who have now dedicated the entire hall to this theme, thus making it the textile centrepiece of the trade show. These include the five new practice islands for textile finishing with live presentations, lectures and workshops as well as, for the first time, the "Textile Discovery Tour 2018" and the new PSI cotton education trail which visually and haptically envisions the path from cotton to the finished product. Last but not least, the centrepiece of Hall 10, the PSI CATWALK, a vibrant catwalk for promotionally effective fashion and accessories.

## Sustainability is the key

Another important topic is sustainability and the closely related corporate social responsibility. After all, pro-

motional product suppliers and distributors who embrace these values not only contribute to an ecologically and socially compatible world, but are also one step ahead over the long term. As part of its Sustainability Awards, the PSI acknowledged exemplary industry involvement in September. All winners of the 2017 awards will be presented again at the PSI – at the PSI Institute – Competence Area in Hall 9, Stand M22/40.

## PSI Practice Forum 2018

It is worth mentioning that in addition to numerous other services provided by the PSI at the trade show, the PSI Praxis Forum will be presented in a more comprehensive and differentiated manner in 2018. In concentrated, half-hour presentations, experts will address current issues, questions and problems in the promotional product industry, thus imparting valuable know-how. Admission to the lectures is free. They will take place at Stand 9M28 in Hall 9.



The lecture series of the PSI Praxis Forum deals with current topics, questions and problems of the promotional product industry in concentrated, half-hour lectures.

## PSI Practice Forum 2018

Hall 9 at Stand 9M28 – free admission

### Tuesday, 9 January 2018

- 11.00-11.30 dMAS – Inquiry transparency during and after the PSI
- 11.30-12.00 Coffee to go: with taste and a clear conscience
- 12.00-12.30 Strict environmental protection in China
- 12.30-13.00 Sustainability changes from a nice-to-have into a must-have
- 13.00-13.30 Strict environmental protection in China
- 13.30-14.00 Advertising with brand-name goods
- 14.00-14.30 Quality assurance for promotional products
- 14.30-15.00 Design thinking as an innovation driver
- 15.00-15.30 If the consumer writes to us that...
- 15.30-16.00 The 4th industrial revolution and the promotional product

### Wednesday, 10 January 2018

- 10.30-11.00 dMAS – Inquiry transparency during and after the PSI
- 11.00-11.30 How the tax office accesses our e-mails
- 11.30-12.00 Serious about sustainability
- 12.00-12.30 Data security pitfalls in sales
- 12.30-13.00 Current developments in the decision on promotional products
- 13.00-13.30 Save the world with promotional products?
- 13.30-14.00 Climate-neutral writing instruments
- 14.00-14.30 The better the supplier, the lower the risk
- 14.30-15.00 Is inbound marketing only for global players?
- 15.00-15.30 Digitalisation in the promotional product industry
- 15.30-16.00 Promotional product logistics from pros for pros 26 screen printing and digitalisation
- 16.00-16.30 Screen printing and digitalisation
- 16.30-17.00 Registered designs

### Thursday, 11 January 2018

- 10.30-11.00 Brands and designs on the Internet
- 11.00-11.30 Enjoy the creations!
- 11.30-12.00 Digitalisation in the promotional product industry
- 12.00-12.30 Stylish! Positioned! Loud!
- 12.30-13.00 C-material with A-attention
- 13.00-13.30 Highest customer favour – strongest promotional impact!
- 13.30-14.00 Promotional products – values that are sustainably appreciated
- 14.00-14.30 Speed date with the "Blue Guide"
- 14.30-15.00 A story about nature and sustainability
- 15.00-15.30 Inspire me!
- 15.30-16.00 Digital marketing – opportunities without risks!
- 16.00-16.30 Is the field sales force still relevant?
- 16.30-17.00 Digital megatrends

# SOMETHING NEW

Besuchen Sie uns:  
Halle 10  
Stand G 11

PSI

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**KRYPTONIZER**  
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eG?4  
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HEY!BLAU LABS



# Your Choice!

They're brand new and are making their début at the PSI 2018: the PSI FIRST Club 2018 product launches. 50 mystery products are waiting to be discovered from 9 till 11 January 2018 in Düsseldorf. Select your personal favourites as candidates for the People's Choice Award, the prize for the most creative innovations.