

PSI EUROPE

PSI Journal
International Magazine
For Promotional
Products

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Product Guide

Merchandising,
fan articles, sport
Calendars, paper,
packaging

90 years of Koziol

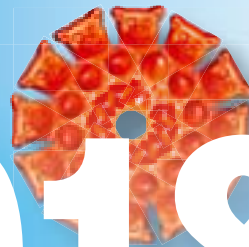
A glittering party

Durable

The Style of Success

Sol's

Stylish collection
for working life



PSI 2018

professional
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NEU

JETZT KATALOG ANFORDERN!



SÜßE WERBEMITTEL IN PREMIUM-QUALITÄT!



Lindt Mini-Eier 6er-Set



Werbewürfel mit süßer Füllung



Großes Osternest mit Schokolade von Lindt



neu

Milka Osternest mit Schokolade von Milka



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Lindt Werbe-Osterei mit süßer Füllung



Tipp

QUADRETTIES Quadretties in Präsentbox



neu

Lindt Herz in Präsentbox



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Editorial

Buyers, pack mules, thieves

Anyone who formulates such a headline wants to provoke. But let us set a conciliatory and positive tone first. Another great PSI is behind us again. Even after more than 20 years, I am always thrilled to walk down the aisles of the trade show and see how everything has developed. There are exhibitors who were once small and today are big. Major ones who have slimmed down. Wonderful people who have become even more wonderful and visitors who are becoming ever more professional and international. Nearly all the languages of Europe can be heard at the stands. Is there anything more wonderful? All in all a creative, innovative and bustling PSI. This has been the goal of the makers of this trade show for 56 years.

It was positively noted by exhibitors that the trade show visitors, i.e. consultants and distributors, are more and more professional and are well prepared for the discussions. This is awaited by the suppliers, but at the same time it shows that their "field service", as some quite respectfully describe the trade, are becoming more accomplished from year to year. A development that shows that the industry has largely accepted the challenge of the future. Even on the third day, when the trade attended with its industry customers, there was also a much more relaxed atmosphere. Inherent errors made both by the organiser and the welcoming consultants were avoided.

But there is also reason for criticism. It was noticeable that a conspicuous number of visitors walking through the aisles were carrying more than they used to. I even saw one visitor walking around with a handcart full of samples. Remember, there is a packing and mailing service at the trade show called ztv which is excellently organised and very popular. Why does anyone have to walk through the halls as a pack mule, clogging aisles, creating stumbling hazards and making life difficult for himself?

And what was particularly unpleasant, at least for exhibitors with higher quality products, was that much more than usual was stolen. Unbelievable! The PSI is a business and trade show! Who needs to steal? And to cap it off, it didn't happen at night, but while the trade show was in full swing. Exhibitors and organisers will be advised on how to take countermeasures. Any offenders in 2019 can expect much more than a rap on their knuckles.

So, that too had to be said. However, like in the church, the wrong people are probably being preached. I apologise. Nevertheless, remain favourably disposed towards us and continue to do good business in 2018.

On that note

Manfred Schlösser | Editor-in-Chief PSI Journal

Your opinion: schloesser@edit-line.de

DNA

is in the detail.

D - module

C - module

A - module

B - module



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2018 Inspiration



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From 9 to 11 January 2018, the exhibition halls in Düsseldorf once again hosted Europe's largest promotional products trade show. With innovations and product premieres, enchanting shows on the catwalk and lectures on practical topics, the PSI 2018 was once again an inspiring start in the new promotional products year – as the first part of our impressions proves.

PSI Russia

Premiere of PSI Russia 40

One of the most successful projects of Reed Exhibitions in the sphere of promotion and advertising, the Leading European Trade Show of the Promotional Products Industry, PSI will be presented in Russia for the first time ever. PSI Russia will be held on 11 – 13 September 2018 in Moscow in Crocus Expo International Exhibition Center.

Glittering finale at koziol 46

The Welcome Home Tour at the end of a promotional product year has long been part of the established repertoire of the industry. In 2017, the series of events of the host companies concluded with a special event: Following the product show, koziol invited guests to celebrate its 90th anniversary.



The Style of Success 60

Innovative products for "Modern Office" and "Modern Presentation" were exhibited at the last PSI Trade Show by the German manufacturer Durable which demonstrated how its products also functioned as promotional products. We are presenting this company and its services for the industry.





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 PSI 43807

Sustainable concept

The promotional product industry has in every respect sustainable models to offer in terms of value-added recycling. Whether it be fair trade shoulder bags made from bags of recycled polypropylene that were formerly used at cement factories and fish farms, or shopping bags made from recycled cotton yarns, circular economy has many faces.

Circular instead of linear



Trend researchers at TRENDONE expect a high level of innovation in 2018 for a whole range of trends. One of these trends is "circular economy". The trendsetters from Hamburg say on their website trendone.com: "Recycling will become value creation – zero waste is the goal." Circular economy, they say, "aims to prevent products from becoming waste after use by returning them to the production cycle as secondary raw materials." The order of the day is therefore: circular instead of linear (throw-away) economy.



Cambodia shoulder bag

Green Earth Products
www.greenearthproducts.eu
 PSI 48277

Pro animal and nature

What looks like leather without having to sacrifice animals? What is made of paper but can be washed? The answer: Papelin, an environmentally friendly, sustainable, mainly pulp-based alternative to animal leather with a deceptively realistic look that can be easily made into bags. A slightly different promotional product which is also available made from FSC certified raw material.

Washable advertising

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www.igro.com
 PSI 40940



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Naturally different

Plastic becomes organic and grass becomes paper. Naturally, promotional products can be natural. elasto is increasingly using the new organic material Terralene PP 2509 which consists of 33 per cent bio-based carbon. The calendar manufacturer Zettler works with grass paper, half of which is grass fibre. The material is recyclable, compostable and FSC-Mix certified.



Completely organic
elasto form KG
www.elasto.de
PSI 41369

Innovative companion for the year

Zettler Kalender GmbH • www.zettler.de
PSI 41823



Tranquillity in a natural design
Sandini GmbH • www.sandini.de
PSI 49768

True to nature,
nature-identical
or natural design?

Philosophically, what is natural – and therefore not natural – is influenced by the relationship of a person to his environment. **What is perceived as natural is, so to speak, relative.**

Consequently, it is not surprising how many word creations are associated with the prefix “natural”.

Which promotional products are now natural talents in terms of promotion lies – naturally – in the eye of the beholder. As long as they are not detrimental to nature, they are definitely natural talents.

Wallet made of wood

Reiner Fichtner • www.holz-fichtner.de
PSI 41782





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When the PSI calls, the European promotional product industry follows this call – for 56 years now. Düsseldorf then becomes the hub of this form of advertising for three days. Particularly pleasing in 2018: there were more visitors from abroad once again. No fewer than 58 per cent travelled from abroad. This figure confirms what one might expect from the diversity of languages in the trade show aisles. Visitors came from 90 countries.



This time 925 exhibitors from 37 nations were gathered in Düsseldorf (previous year: 988) PSI has never been this international. There were slightly fewer exhibitors, all small ones, but the big and medium-sized names were all on board and will be back next year, that is for sure. There was also a small decrease among visitors. The number dropped from 18,094 to 17,342, including 1,200 industry customers. The cause for this decrease can be explained by the example of a distributor who laid his cards on the table: In the previous year, he invited 22 customers and looked after them with four employees. They were guided through the trade show in small groups, made stops at certain exhibitors (dates had been fixed beforehand) and had products explained to them. The consultant invited the same customers again this year but only 6 accepted the invitation. Reason: Seeing what a great trade show this is with more than a million products is enough. The customers were impressed and now know what a great job the consultant does and are glad to have him. Hence the goal is achieved for the industry,

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