

PS1 EUROPE

PSI Journal

International Magazine

For Promotional
Products

April 2018

Volume 57

Market research



Blossom-fresh promotional ideas

Prisca Götz
Interflor24

Global Innovations Germany

Open Monitor Promotion:
High-tech sticker with
great potential

Intertek

Safety checks of
power banks

25 years of Plan Concept

Binding customers
with added value

Good times for promotional products

LEUCHTTURM1917
DETAILS MAKE ALL THE DIFFERENCE.



CUSTOM-MADE NOTEBOOKS.

www.LEUCHTTURM1917.com | custommade@LEUCHTTURM1917.com | +49 (0)4152-801-291



Editorial

No to price dumping

Whe structural change in the industry is a major topic that particularly forces distributors and consultants to reposition themselves. The advancing segmentation is making the market unclear, the boundaries between the players are becoming blurred, and new, non-industry suppliers are penetrating the market. Shops and online platforms, as well as printers, textile finishers and even e-commerce and digital printing giants like Amazon, Flyeralarm & Co. are threatening the classic business model.

What makes these suppliers so dangerous is not just the market shares they are capturing or the digital standards they are setting in the B2B sector. This development towards large online suppliers also produces a business understanding in which the price becomes the sole purchasing criterion. This is also leading to increased price dumping in the promotional product industry because everything is cheaper somewhere on the web. Many customers transfer their experience as a private buyer to their business: they like gathering information from a specialist only to buy the product as cheaply as possible online or directly from the manufacturer. This usually works fine until uncertainties in the product choice or problems in the finishing arise or custom-made products come into play. Only then will the consultant be called into action: he resolves difficulties, presents solutions, provides product and campaign ideas, explains safety standards and insists on quality – and is then often played off against several competitors. In order to lower the price, the cheapest suppliers, including those from abroad, are prompted to bid against each other. The whole thing gets even more unfair when purchasing companies also get involved. That means the end for many reputable distributors.

This business conduct is not new. According to distributors, it is becoming more and more rampant and the tone is becoming increasingly harsher – including deception tactics and order cancellations at the last minute. Not surprisingly, margins suffer, especially as know-how transfer, creative services and the preparation of conclusive offers are considered as inclusive. More and more distributors cannot or do not want to go along with this kind of business anymore. They rightly refuse to accept dictated prices and the continued disdain of their performance, which no longer pays off. A well-established, professional distributor has drawn the logical conclusion: He separates consultation from procurement and offers both separately: On the one hand, he calculates his qualified marketing advice including product, price and source recommendations, and on the other hand, he creates an offer for high-quality, compliant products at justifiable prices. The customer can then either buy – or play the dumping game with other players. I have the highest respect for showing the courage to say no and hope this model will catch on and expertise will be rewarded again.

Ursula Geppert | Deputy Chief Editor PSI Journal

Your opinion: geppert@edit-line.de

DNA

is in the detail.

D - module

C - module

A - module

B - module



Change your DNA.
Create your own DNA pen choosing among over 60 interchangeable A-B-C-D modules.
Play on dna.prodir.com

DNA.
Identity pen.

Prodir GmbH
Hotline: 06762 - 4069-0

Prodir is a trademark
of Pagani Pens SA

prodir.com
open.prodir.com

Personality pens.
Swiss made.

prodir®

Tailor

Customised individuality



41157 Tailor OEM

Klio-Eterna Schreibgeräte GmbH & Co KG

Glashüttenweg 7
77709 Wolfach

Tel: +49 7834 973-0
Fax: +49 7834 973-137
E-Mail: klio@klio.com

www.klio.com

TRENDS & BRANDS

4

FOCUS

Market Research 2018:

Good times for promotional products

8

PRODUCT GUIDE

School/office and writing instruments

12

INDUSTRY

Companies, Events, Markets

34

25 years of Plan Concept:

Binding customers with added value

38

PPD Live 2018: More of everything

42

GDPR: Better data protection

44

PRODUCT GUIDE

Hobby, garden and outdoor

46

COMPANY

Interflor24: Blossom-fresh promotional ideas

64

Open Monitor: High-tech sticker with potential

66

Karlowsky Fashion: Lightness in the kitchen

70

BUSINESS

Intertek: Safety checks of power banks

72

PRODUCT GUIDE

Innovative products

74

MYPsi

80

REVIEW PSI 2018

82

OPINION

92

PREVIEW – IMPRINT

94

Good times for promotional products 8

The German economy is booming and, in keeping with this upward trend, sales in the promotional product industry have reached a new high. The promotional product continues to top the list of the most frequently used advertising media. This and other good news arise from the current market research results which we have summarised here.



Interflor24: Blossom-fresh promotional ideas 64



Start-ups such as Interflor24 are characteristic of a generation of new, young entrepreneurs that give the industry fresh impetus. The still young member joined the PSI network with no lesser claim than "to revolutionize the promotional product industry with more freshness and vitality".

Open Monitor: Hig-htech sticker with potential 66

Open Monitor, a dynamic label consisting of several layers one atop the other, gradually reveals an individually deposited message after a tab is torn off or turned down. We have already shown this product with its "magical" promotional possibilities and are now presenting the latest state of development.



PSI FIRST: Public favourites honoured 82

At the PSI 2018, 50 new products competed to win the approval of promotional product distributors and marketing decision-makers as part of the PSI FIRST Club. On 20 February, the three winners were honoured at an exclusive dinner. In addition, we look back on the PSI 2018 Trade Show.



Tecto

„The one with the roof clip“



42663 Tecto high gloss
42664 Tecto transparent

Klio-Eterna Schreibgeräte GmbH & Co KG
Glashüttenweg 7
77709 Wolfach

Tel: +49 7834 973-0
Fax: +49 7834 973-137
E-Mail: klio@klio.com

www.klio.com

Setting sustainable accents



Bulk Market® is a social supermarket in Hackney, London with a clear mission: to tackle the problem of food and packaging waste. The principle is very simple: bring your own – cleaned – container, weigh it on the spot so that later only the purchased product is charged, fill it with the desired product, pay. Basically, the team led by Bulk Market founder Ingrid Caldironi aligns its activities with the five major Rs: refuse, reduce, reuse, recycle, rot. www.bulkmarket.uk



Reusable

Polytech & Net GmbH
www.ptn-global.com
PSI 49623

Odourless, germ-free, BPA-free, easy to transport: the foldable Vitdam water bottle can be filled with hot water, is reusable and easy to clean.

The ballpoint pens Vegetal Pen, Ingeo Pen and BIO-S! are made from a revolutionary organic material made from natural fibres, thus providing an environmentally friendly alternative to traditional petroleum-based plastic. The resin used is biodegradable and compostable.

Compostable

Stilolinea srl
www.stilolinea.it
PSI 45328



The principle of the five Rs also works beyond Bulk Market. For all intents and purposes, the promotional product industry sets sustainable accents.

Environmentally friendly

happyROSS GmbH
www.happyross.de
PSI 44954



Using the natural product cork for key chains supports the sustainable exploitation of cork oak forests and thus benefits both species and climate protection.

SMART OFFICE

Stifteständer
BIG PEN



Art. 56-1101720

INSPIRION
► TRADING IDEAS

SPAß AM ARBEITSPLATZ

Frische Ideen für den Schreibtisch finden Sie im aktuellen Katalog
PromotionTops 2018 oder unter www.promotiontops.de !

Verlieren Sie keine Zeit, bestellen Sie jetzt! · Tel.: +49 421-5227-0 · Fax: +49 421-5227-403

**Perfectly dosed**

Dosenspezialist GmbH
www.dosenspezialist.de
 PSI 46897

**Cashews in a chocolate guise**

MemorySweets GmbH
www.memorysweets.com
 PSI 49727

Top? Yes! Secret? No.

It is a truism to say that trends come and go. However, there are also trends that remain. The promotional product industry has a few examples up its sleeve – and thus also finds quite unusual target groups.

For example, the Neue Osnabrücker Zeitung writes in its 6

November 2017 edition that the Verfassungsschutz (Germany's homeland security agency) uses a whole range of promotional products: **coffee mugs and baseball caps, cotton gym bags and screwdriver pens with light, cashew nuts and key fobs, peppermint cans and notepads**, just to name a few. Now we do not know which brands the Verfassungsschutz has chosen.

In any case, PSI members offer a variety of attractive and very trendy products.

Secret agent**Advent scratch mug**

Könitz Porzellan GmbH
www.koenitz-group.com
 PSI 44071

**Shining example**

Lumitoys GmbH
www.lumitoys.de
 PSI 46095

Samsonite



Ein Statement für den professionellen Business Auftritt

Das setzen Sie am besten mit Business-Taschen aus den Kollektionen ZALIA WOMEN, PRO DLX 5 MEN und CLASSIC CE.

PSI NEUHEITEN 2018



Zalia Bailhandle



Pro DLX Bailhandle



Classic CE Laptop Backpack 15,6"



Classic CE Laptop Bag 15,6"



Pro DLX Backpack 3V

MARKET RESEARCH

Good times for promotional products

The German economy is booming and, in keeping with this upward trend, sales in the promotional product industry have reached a new high. The promotional product continues to top the list of the most frequently used advertising media. This and other good news arise from the current market research results which we have summarised here.

