Düsseldorf · G-30212

PSI Journal

International Magazine For Promotional Products

April 2018 Volume 57



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

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Market research

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DNA is in the detail.

Editorial

No to price dumping

he 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

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Klio-Eterna

Tecto

"The one with the roof clip"



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

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".

64

Open Monitor: Hig-htech sticker with potential

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.

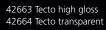


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PSI FIRST: Public favourites honoured 82

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.





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Getting 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 lngrid 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.

PSI Journal 4/2018

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Top? Yes!

Cashews in a chocolate guise MemorySweets GmbH www.memorysweets.com PSI 49727

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

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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.



