

PSI

EUROPE

PSI Journal

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For Promotional
Products

July 2018

Volume 57



Albina Pen

Dragon Gifts

A matter close to her heart

Product Guide

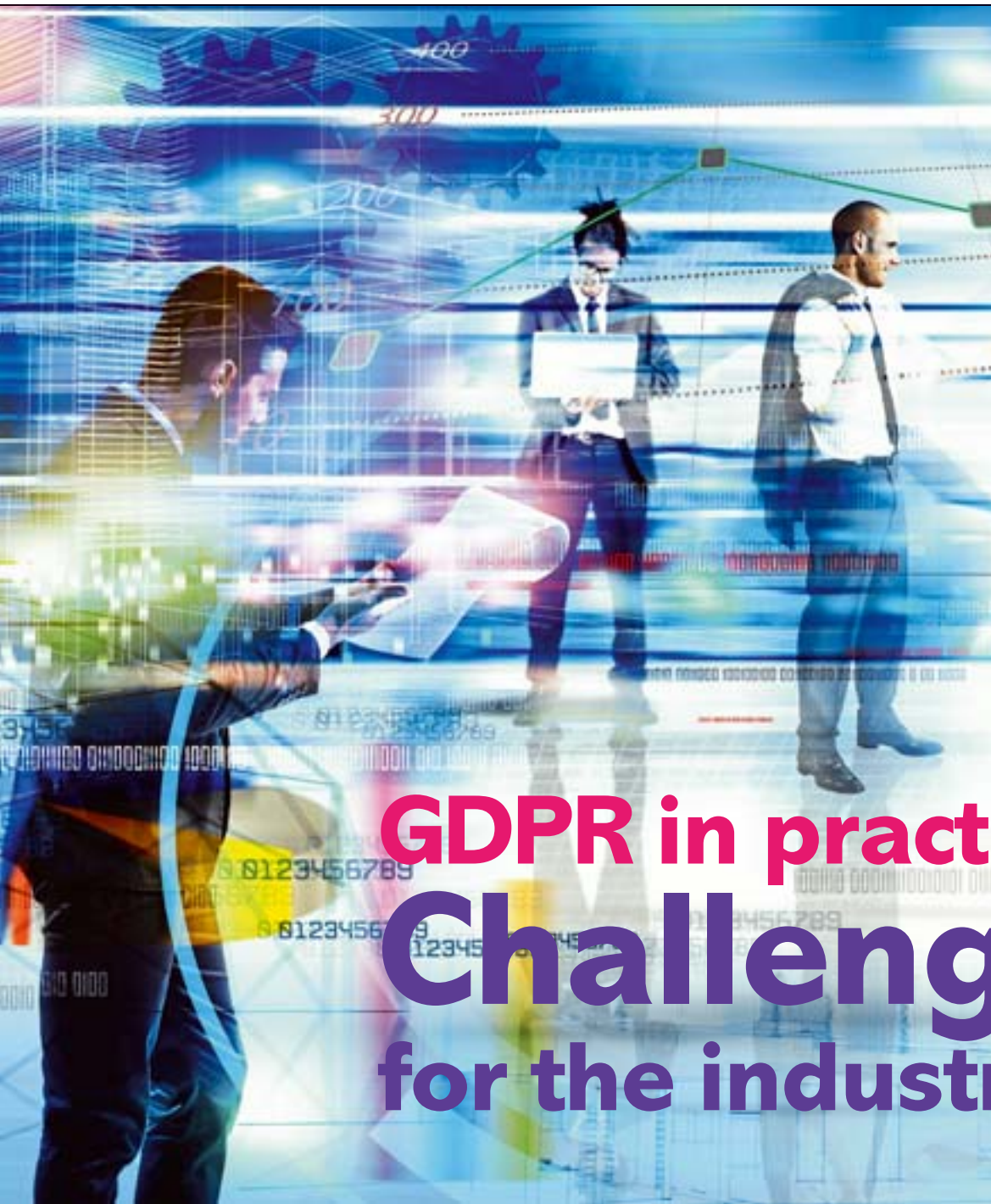
Christmas, gift sets, finishes
Laid table and gourmet food

Stedman

5 product lines
and 18 new styles

Walter Medien

Digital calendar
workshop



GDPR in practice
Challenge
for the industry

NEU

JETZT KATALOG ANFORDERN!



EXKLUSIVE WEIHNACHTSPRÄSENTE



PREMIUM ADVENTSKALENDER

DIE ADVENTSKALENDER-EXPERTEN: UNSERE QUALITÄT MACHT DEN UNTERSCHIED!



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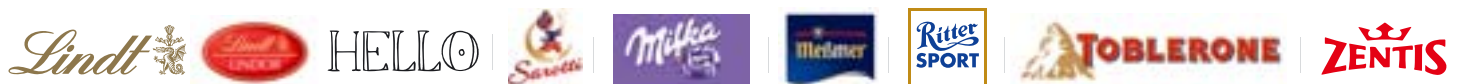


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DIE ADVENTSKALENDER EXPERTEN



Editorial

Great textile opportunities

Like many industries, the textile industry must also undergo a massive transformation. Digitalisation and individualisation are already being used extensively in production. Companies like adidas and Nike recognised this early on. Individually assembled shoe models have been around for several years. This creates feelings of personal fulfilment and loyalty on the part of the customer. The Speedfactory makes it possible. What is common in sports shoes can be applied to clothing. The printing industry has long since internalised 4.0.

There are also eco-textiles, i.e. ecologically sustainable and fairly manufactured products. Here, too, well-known companies and hip start-ups are working on solutions to soothe the bad conscience of many consumers. What was yesterday an expression of the lifestyle of elitist circles is becoming more and more mainstream. A trend that the promotional product industry cannot ignore. Major corporations are already making massive efforts to ensure that the functionality and design of their promotional products are accompanied by sustainability and fairness.

And smart or technical textiles are on the agenda for the future. Bags change their colour with the climate, Levi's and Google are working on a cyclist jacket with a built-in navigation system, and Nike is working on shoes with adaptive laces. Sports shirts with pedometers and blood-pressure gauges have already been presented at trade shows for smart textiles. Exciting times for those who operate in the field of textiles – also in the promotional product industry. New materials create new opportunities. A complete rethink is called for here as well. It creates completely new business models. Enormous potential lies in the area of branded leisure and sports textiles. New sports such as eSports have been filling big stadiums in Asia for a long time. Even the "German Darts Masters" did not feel out of place in the Schalke Arena, quite the contrary. In the USA, every winery has its own merchandising shop – mainly featuring textiles. Incidentally, every other company as well. In this field alone, there is still a lot to do in Europe.

For this reason, the upcoming PSI with the two trade shows PromoTex Expo and viscom at its side will be as exciting as ever. Tradition and high-tech will also reach out to promotional products, textiles and advertising technology. What was impossible yesterday is already a trend today. And the best part is that PSI members have access to the entire future that lies in these trade shows.

I hope to see you there and to talk it over.

Manfred Schlösser | Editor-in-Chief PSI Journal

Your opinion: schloesser@edit-line.de

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Product Guide 18

A beautifully laid table enhances the enjoyment of a tasty meal. And anything that is beautiful and tastes good is also remembered. Not only at Christmas time. No matter if Advent and Christmas beautifully laid tables – there are gorgeous as well as practical gifts and products for every topic.

Stedman: 5 product lines and 18 new styles 64

The traditional Stedman brand boasts more than six decades of experience in producing clothing that is just as useful as it is contemporary. Today it is one of the most successful European brands for high-quality promotional textiles. The new collection includes 134 styles for men, women and children, including 18 new styles.



Albina Pen: A matter close to her heart 70

The success of Albina Pen, co-founder and managing director of Dragon Gifts, in the promotional product industry has evolved over the years. If you want to understand how and why the Russian woman has become that successful, you need to take a closer look at her career. That is why she offered the PSI Journal an insight into her life and her life's work.



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2Go takes a new approach

The PSI 2018 was the first trade show worldwide to introduce a 2Go deposit system for porcelain cups. It was supported by 2Go specialist Mahlwerck. As Recup has proven, a deposit system can even work outside of a trade show. The Recup is a returnable cup that can be returned to the partner cafes of the company. After it is returned, the cup is cleaned for the user. Recup calls this "sustainability when passing by, so to speak." www.recup.de



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www.asgard.gifts
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Coffee2Grow comes before Coffee2Go

Coffee tree
 Multiflower GmbH
www.multiflower.de
 PSI 45974



Coffee time is anytime

Coffee pot as a quartz wall clock
 TechnoTrade
www.technotrade-berlin.de
 PSI 43817



Sustainability as a lifestyle

The Hannoccino mug, an environmentally friendly reusable mug available at over 150 locations in Hannover, has been awarded the GreenTecAward 2018 in the Lifestyle category. "It consists of biopolymers, natural resins, cellulose and natural reinforcing fibres and is therefore biodegradable. With more than 500,000 inhabitants, Hannover operates the largest municipal deposit system for to-go drinks nationwide," reports the brands association Markenverband on its website markenverband.de. Sustainability is attractive – in every respect.



SCHWARZ WIE DIE NACHT

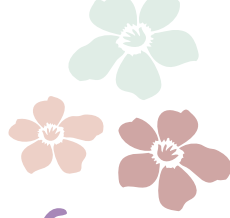
Der Eyecatcher für Events, als Präsent oder für besondere Anlässe.



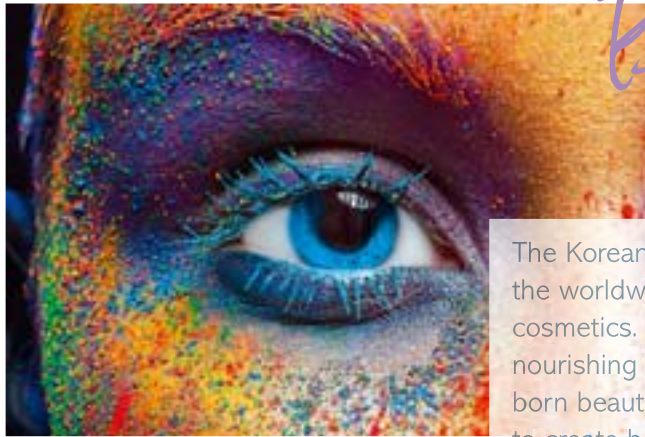
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Beauty wave from Asia



The Korean term "Hallyu" means "Korean wave" and describes the worldwide enthusiasm for South Korean trends – also in cosmetics. Discipline and efficiency are reflected in the area of nourishing cosmetics. "Get-it Beauty" is the motto. We are not born beautiful. Beauty is acquired is the philosophy. People seek to create beauty through expert tricks. And they recommend layering, i.e. the use of different products on top of each other. Laissez-faire is not hip when it comes to beauty. So far according to the magazine Zeit in its article "South Korea: K for Kool" on 31 January 2018.

Sweet beauty

Fruit gum with Versiol for firmer skin, reducing cellulite and wrinkles.

Puckered lips fruit gum

Kalfany Süße Werbung GmbH & Co. KG

www.ksw24.com

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Fair Squared Shampoo Coffee

Fair Squared GmbH

www.fairtradepromotions.com

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Wonderfully nice

To what extent this trend can assert itself here remains to be seen. The promotional product industry in Germany already offers natural products for beauty and products for natural beauty. And as we know, beauty lies in the eye of the beholder.

Rosy prospects

Hand peeling and cream, nail cream and file: la vie en rose.

French Rose

Römer Wellness

www.roemer-wellness.de

PSI 46887





Deutscher Nachhaltigkeitspreis Forschung



Ehrenpreisträger Prince Charles



Deutscher Nachhaltigkeitspreis für Kommunen



Ehrenpreisträger António Guterres



Deutscher Nachhaltigkeitspreis Unternehmen



Ehrenpreisträgerin Annie Lennox

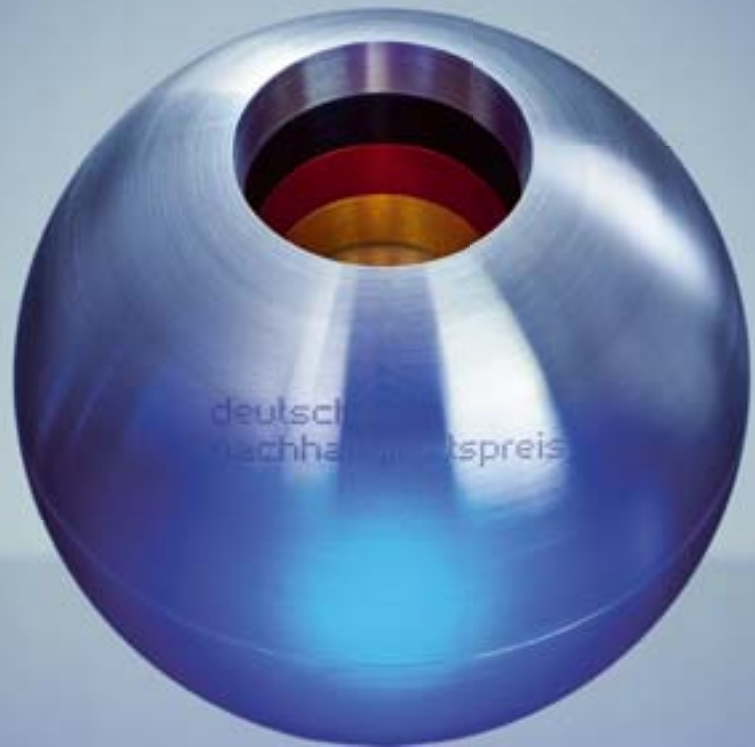


Ehrenpreisträger Ban Ki-moon

SUSTAINABILITY MADE IN GERMANY.

Zum 11. Mal zeichnet der Deutsche Nachhaltigkeitspreis Menschen aus, die sich erfolgreich den Herausforderungen der Zukunft stellen. Er prämiert die Geschäftsmodelle von morgen, die besten Ideen für die Städte der Zukunft und Forschung, die den Wandel zu nachhaltigem Leben und Wirtschaften möglich machen. Ehrenpreise gehen an prominente Ikonen des humanitären und ökologischen Engagements.

Am Abend des 7. Dezembers 2018 werden in Düsseldorf der Deutsche Nachhaltigkeitspreis sowie der Next Economy Award im Rahmen des Deutschen Nachhaltigkeitstages verliehen, dem meistbesuchten nationalen Kongress zur Nachhaltigkeit.



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88

.....
billion
 US dollars
 was invested
 in digital
 advertising

in the USA in 2017. A new record,
 according to the latest Internet Adver-
 tising Revenue Report conducted by
 Interactive Advertising Bureau (IAB).

53.3%

.....
 of advertising companies in the industry indicated in the
 latest PSI Industry Barometer that they rely on the particu-
 larly good advice of a promotional product distributor when
 choosing a promotional product.

40.2 per cent

.....
 of global advertising expenditure will be
 on the web this year. This is evident from the
 current forecast by Zenith. According to hori-
 zont.net, the shift of budgets towards digital
 advertising will continue. An alarming figure
 for the promotional product industry.

23.3 billion

.....
 US dollars of sales was generated by the
 US promotional product market according
 to the PPAI Sales Volume Survey. According
 to PPAI (Promotional Products Association
 International), this represents an increase of
 9.3 per cent over the previous year.

800 million

.....
 euros will flow into Influencer marketing in this country in 2020 according to a forecast
 by Goldmedia. According to horizon.net, advertising spending of 990 million euros is already
 approaching the billion euro threshold in the DACH region.

8 hours

.....
 as a traditional working day is outdated accord-
 ing to the findings of many researchers who also
 consider excessive overtime a waste of time, says
 the WirtschaftsWoche. More work does not increa-
 se productivity, says management professor Mor-
 ten Hansen of Berkeley University, California.

410 million

.....
 euros is the starting sum the EU wants
 to make available to start-ups in the
 future to prevent them from migrating to
 the USA, writes horizont.net.

HOME & LIVING



INTERNATIONAL
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General Data Protection Regulation (GDPR) in practice

A challenge for

In recent months, the General Data Protection Regulation was on everyone's lips. Professional associations, media and chambers of commerce provided information, and GWW also published an excellent brochure and held seminars. The closer the 25th of May approached, the more the anxiety increased, the more hectic the preparations became. All companies in the industry are affected and most of them have developed strategies and measures in recent months to comply with the new standards. Nevertheless, there is still great uncertainty as to whether all requirements have been met and they are on the right track. While not everything was perfect for many companies by the deadline, at least the tasks are clearly formulated and much of them have been done. There should not be a company that has not yet dealt with the topic.

Free movement of data in the EU single market

What is the GDPR about? The regulation does not fundamentally change the conception and, to a large extent, the detailed provisions of the applicable data protection law. In many cases, the provisions of the EC Data Protection Directive 95/46, which forms the basis of the German Data Protection Act (BDSG), were adopted. Many of the principles enshrined therein have been updated and modernised, but there are also new requirements – with the declared goal of ensuring protection of privacy. On the whole, EU citizens should be able to gain more control

The General Data Protection Regulation, which came into force on 25 May and is essentially designed to give EU citizens more control over their personal data, is complicated and still raises many questions. For companies, the implementation of the measures involves an enormous effort. We asked around in the industry how distributors and suppliers have repositioned themselves in terms of data protection.