

# PSI EUROPE

**PSI Journal**

International Magazine  
For Promotional  
Products

October 2018

Volume 57

## **PSI · viscom · PromoTex Expo**

Numerous extras  
for members

## **Product Guide**

Festival and events  
Knives, tools,  
safety products

## **Global Innovations**

Enhanced opportunities  
for exclusive distribution  
partners

## **DreamPen**

Continuous development

**Sustainably successful**

# **PSI Sustainability Awards 2018**

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## Editorial

### Time for battle mode

**F**or centuries, the German merchant family Fugger belonged to the leading trading companies in the world. For centuries: such an achievement has not existed in this form for a long time. Nowadays, German or European trading giants play only a significant role in classic trade, if at all. At least there are still five European companies among the ten largest conventional trading companies in the world: Metro, Aldi, Carrefour, Tesco and Lidl. But even there, Amazon has managed to sneak into tenth place. And they are sneaking in quickly:

In 2000, Amazon was still ranked 186th in this field.

Among the online retailers, the American giant is the undisputed number one with a turnover of almost 60 billion dollars. Followed by Apple in second place. And in the next eight places there is not a single European to be found. That ought to make us stop and think. First of all, it should lead us to understand that trading is subject to a rapid change process. The major online retailers are ante portas and want to scoop up the sales of the promotional product industry.

To some extent, they will manage to do that. In fact, they already have. If you browse through the websites of the large online retailers – so far strangers to the industry – you will encounter countless promotional products. Test orders from the industry show that very often products without reference to the distributor, without instructions for use, in poor to miserable quality, without compliance with legal requirements, without VAT, and much more, are sold to the public.

Should we tolerate that? Certainly not, you will say. But what can we do? At any rate, we must make it clear to our customers as well as our politicians that sustainable and legally compliant products and supply chains can only be offered by us, the consultants and specialists – whether business is done online or face to face. This is a task for national and international European associations.

PSI's Sustainability Awards are an important milestone towards verifying the quality of our products and companies. However, that is only one side of the coin. We must also prove in a transparent way that the law is being flouted by many giants on the online platforms. French farmers often dump manure in front of the seats of government to voice their displeasure. We do not have to go quite that far, but we have to make clear with actions that the others are messing things up and paying no taxes, and therefore urgently need to get a rap on their knuckles.

In this spirit

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

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

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# ENJOY

*Gifts*



## **PSI Sustainability Awards 2018 8**

In times of climate change and social challenges, sustainability and CSR are becoming increasingly important. The fourth PSI Sustainability Awards document that the industry is contributing to solving these problems. The awards were initiated by the first PSI Sustainability Summit which showed industry representatives in dialogue with business representatives.

## **Numerous extras for members 16**

With the new world of advertising and selling, a trade show platform is being created that combines three top-class, independent trade shows under one roof at the same time. PSI retains its character as an established meeting place for the promotional product industry and offers PSI members exclusive benefits and numerous offers for their business.



## **PSI member meeting: Future model – the loading community 46**



Which path are imports taking? How can long sea freight transit times, capacity bottlenecks in the air and on the road be avoided? These were just two key questions raised at the PSI member meeting in the port of Hamburg organised jointly by PSI and Cargo SEAL. Roughly 20 members accepted the exclusive invitation to attend the meeting on 28 August.

## **Enhanced opportunities for exclusive distribution partners 64**

Global Innovations not only supplies promotional products but is increasingly focusing on the development of patented products for the trade. With its patented products and dynamic Open Monitor label, the company offers future development, distribution or licensing partners the opportunity to make their mark in national and international markets.



## Return of the parasol



Umbrellas were originally invented as parasols. It was not until the 16th century, when they found their way from India to Europe, that they became popular. Nowadays, high temperatures are also increasing the demand for manageable sun protection to go. In Japan, men have long been part of the target group. The Japanese company Asahi Power Services is currently revolutionising the traditional parasol: the "Free Parasol" flies over one's head thanks to a drone while your hands remain free. It is scheduled to go into production in 2019 and will fly for at least one hour. ([www.faz.net](http://www.faz.net),

Warum der Sonnenschirm ein Revival verdient, 15.8.18). The promotional product industry is more analogical, haptic, affordable but no less creative in terms of umbrella design. Bring on next summer.

## Growth opportunities



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For a while, vertical farming was one of the megatrends of nutrition. City dwellers who do not own a vegetable garden should produce their own food in a special light cabinet with LED lamps that can reproduce the entire spectrum of sunlight ([www.wiwo.de](http://www.wiwo.de), Salat nach dem Nespresso-Prinzip, 15.8.18). The company agrilution offers Smart Gardening for your own home, a greenhouse with corresponding seed mats. A vertical miniature farm so to speak. The promotional product industry offers suitable products to anyone who wants to do smart advertising on gardening.

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4



**25** ..... **million**  
US dollars  
is invested  
by YouTube

in supporting reputable news-rooms and portals with sustainable video production, according to W&V Morgenpost.

**363%**

more turnover was generated by Miss Selfridge. The women's fashion producer used smileys in the subject of its newsletter and increased the opening rate by 81 per cent, according to [www.wuv.de](http://www.wuv.de) – and obviously also the desire of its customers to buy.

**Two-thirds**

of the start-ups (69 per cent) interviewed for a study by allbranded rely on promotional products in their marketing mix. Almost half of the products used cost less than ten euros, reports [startupvalley.news](http://startupvalley.news).

**53** ..... **per cent**

of Germans aged 18+ interviewed in the YouGov survey prefer to receive USB sticks as promotional products. According to the study, technical gadgets are generally very popular. Powerbanks (76 per cent) and USB hubs (73 per cent) followed in second and third place. [www.yougov.de](http://www.yougov.de)

**706 million**

Swiss francs in turnover was generated by promotional products and promotion articles in Switzerland in 2017. This corresponds to eleven per cent of total net advertising turnover in Switzerland in 2017 (Stiftung Werbestatistik Schweiz, [www.werbestatistik.ch](http://www.werbestatistik.ch)). By comparison, turnover in Germany amounted to 3,504 million euros.

**Every fourth**

German has no confidence in media. This is the result of a survey conducted by the consulting firm PricewaterhouseCoopers (PwC), writes [horizont.net](http://horizont.net).

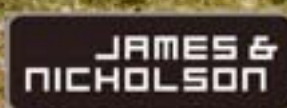
**12.6** ..... **per cent**

plus: Magnas Global Advertising Forecasts (IPG Media-brands) forecasts the highest growth for 2018 for the Brazilian advertising market, followed by India at 12.5 per cent. By contrast, the German advertising market is expected to grow at a modest rate of 2.5 per cent. [www.adzine.de](http://www.adzine.de).

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In times of climate change and social challenges, sustainability and CSR are becoming increasingly important. The fourth PSI Sustainability Awards document that the industry is contributing to solving these problems. The awards were initiated by the first PSI Sustainability Summit which showed industry representatives in dialogue with business representatives.

## PSI Sustainability Summit 2018

# Sustainability step-by-step



Together on the podium ensuring an inspiring exchange of views (from left to right): Stefan Schulze-Hausmann, Ralf Oster, Georg Schürmann and Jürgen May.

**T**he afternoon before the formal presentation of the fourth PSI Sustainability Awards at the Wiesbaden Kurhaus was dedicated to the closely interlinked topics of sustainability and corporate social responsibility (CSR). The inaugural PSI Sustainability Summit at the same location demonstrated the growing importance of these areas in the promotional product sector where industry representatives and business representatives met to exchange views under the theme "Sustainable supply chains". Above all, the exchange made one thing very obvious: that against the comprehensive background of globally networked dimensions such as economics, ecology, social affairs and politics, sustainability strategies will continue to occupy a growing domain that nobody can avoid for the benefit of a liveable planet. The summit participants made clear in their explanations and dialogue with concrete examples how the promotional product industry, as part of the supply chain, can initiate a continuous and sustaining communication exchange with business.

### Sustainable supply chains

Following the opening remarks by PSI Managing Director Michael Freter, who once again emphasised the importance of the topic, Stefan Schulze-Hausmann, the founder and chairman of the German Sustainability Award (GSA), opened the series of presentations. Schulze-Hausmann, who participated in the presentation of the Sustainability Awards last year, began by outlining the development of the GSA, which will be awarded for the 11th time this year, before emphasising that it is imperative for companies, whose customers wish to present themselves as sustainable, to be able to demonstrate supply chains that meet CSR and sustainability criteria. For example, Schulze-Hausmann presented various measurement criteria and development drivers for sustainability, outlined problems and cited examples from the industry and retail trade, but stated that sustainability is far from being mainstream. However, "no industry can step back", but must address the issue. Although there are many, even competing, paths to sustainability, it is important to communicate "what exactly you do".

### Concrete examples

This was done by the following speakers: Georg Schürmann, Managing Director of Triodos Bank, a credit company committed to sustainability, as well as Ralf Oster, Managing Director of promotional product multi-specialist PF Concept, last year's winner of the #Influencer of the Year category. Both showed from their respective perspectives how sustainability works and how it can convey effective impulses to market participants. Finally, the speakers met Jürgen May, the Managing Director of 2bdifferent, a company that defines and implements sustainability strategies for companies and institutions of the event, trade show and congress industry, for a roundtable discussion and answered questions from the auditorium. <