

PSI EUROPE

PSI Journal
International Magazine
For Promotional
Products

December 2018
Volume 57



Volker Riedle

Riedle
Paper bag maker
in new format

Product Guide

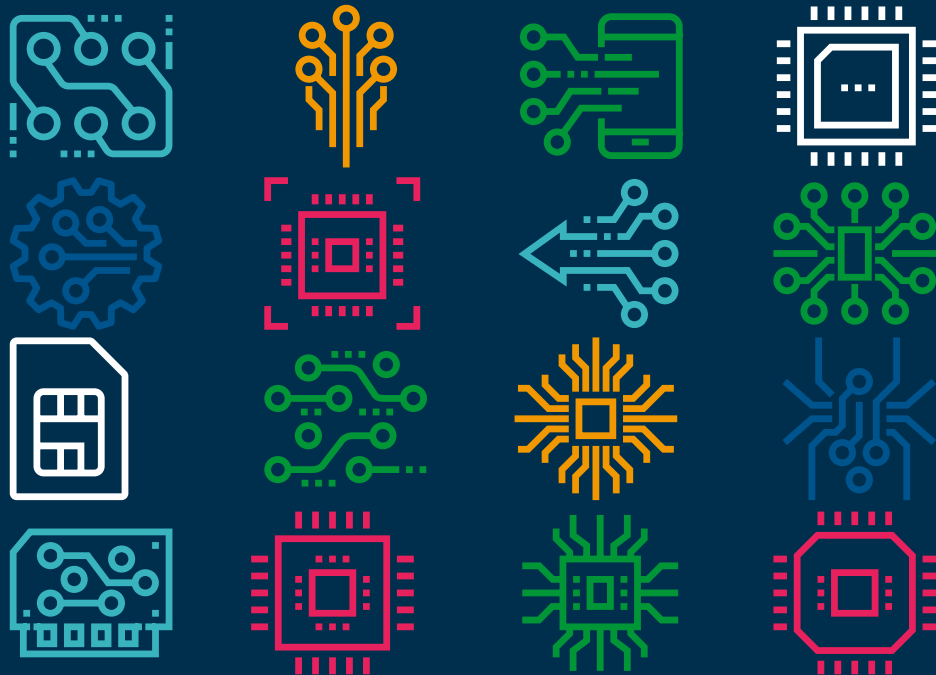
Electronics, storage media
and digital
Toys and plush items

PSI 2019 PromoTex Expo viscom

Cross-medial
trade show experience

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Editorial

Turbulent times

The outgoing year was clearly a good year for the promotional product industry. According to unpublished surveys, the growth of the industry in 2018 should be close to 6 per cent. One can only say “Chapeau” because that is far above the growth of other economic sectors in Europe. But where has the growth in the industry been concentrated most? Was there a big shift or will it remain like this for a long time? We will know more soon.

The fact is that the promotional product industry is also in transition – just like so many industries. Digitalisation is turning the world upside down. Nobody really knows where the train is going. Change is called for and only those who are willing to help shape it will be on the winning side. Yes, it is an adventurous journey and it will take courage to tread this path.

No, that is not a farewell to traditional values. No farewell to maintaining good customer relations. No farewell to advice and good service. Also, no farewell to successful face-to-face communication. Rather it is a farewell to: “It has always been like that and it will stay that way”. Old and new will have to mix and enrich each other. Breaking new ground requires a lot of courage, effort, knowledge and yes, also investment. One would hope that as many companies in the industry as possible are going to accompany us on this journey in the future – at all levels of the industry.

The fear of the big newcomers including the Amazons, ebays and Alibabas of this world is becoming more and more widespread in the discussion rounds of the industry. Likewise, the fear of concentration and the competition with online printers and finishers. The German director, actor and author Rainer Werner Fassbinder already knew that “fear devours the soul”. We must not allow this soul to be taken. Let us turn risks into opportunities, the future into our future. The “new world of advertising and selling” – the three simultaneous trade shows PSI, PromoTexExpo and viscom – are an important step into this future. Come along and you will go home as a new person, as a person full of new ideas, new insights and new courage.

Thank you for a good and trusting year of cooperation – yes, another year has passed. The editorial team of the PSI Journal wishes you a merry Christmas and a happy start to a successful year 2019.

In this spirit

Manfred Schlösser | Editor-in-Chief PSI Journal

Your opinion: schloesser@edit-line.de

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Three trade shows: Cross-medial experience **10**

Take part and be active. There will be three trade shows under this motto in January: PSI, PromoTex Expo and viscom. Interactive promotions and theme routes of a special kind await the visitors of all three trade shows. But that is not everything. The new constellation also brings together a new concept. This puts the focus on the aspect of interaction. And this applies to all three trade shows.

Electronic products: Trendy and versatile **14**

Electronic products are the visible expression of an era that is becoming ever more digital and networked. Widespread penetration and substantial utility benefits make them the ideal advertising medium – not only for the generation of digital natives. Here is a brief introduction to the world of electronic possibilities.



Giving Europe Partner Event: Eventful days in Barcelona **40**

At the end of September, Giving Europe invited its business partners from the promotional product industry to a three-day event in Barcelona. 94 participants from 13 nations enjoyed a diverse programme in the vibrant Catalan metropolis with a successful mix of information, inspiration and networking.



RIEDLE: Paper bag maker in new format **64**

Paper bag specialist Riedle – one of the winners of the recent PSI Sustainability Awards – is presenting itself in a new format. Under the motto “Everything remains even better”, the specialist from Langenbrettach/Germany has adopted a new appearance and extended its product portfolio. Reason enough for us to visit the passionate “papiioneer” and present the ‘transformation’ of Riedle.





For anyone who does not wear a Down to Earth bag, does not wear colourful tennis socks for crunning, who only suspects cat-eye glasses are worn by Catwoman, and immediately thinks of the next generation of off-road SUVs when it comes to the Inflatable SUP, several trends of the year 2018 have obviously gone unnoticed. Fortunately, it is in the nature of things that trends come and go. We can all take comfort from the fact that we miss trends: Trends & Brands will once again introduce interesting “general tendencies of a development” in 2019. Unrivalled and always trendy: the promotional product. On pages 4 and 6, we show products that were already hip in 2018 and will not lose any of their trendiness in the coming year.

Missed the trend?



Frowned upon for a long time, tennis socks have long become a “must-wear”. There are many stylish tips on how to wear the cult socks to make them an eye-catcher. The promotional product industry has not only aspired since 2018 to offer socks as fashionable promotional accessories. Our example shows true trend socks.

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Trend socks

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Calling sunglasses a trend is not strictly correct. They are timeless classics – age groups can be recognised by their shape alone. 2018 was the year of the cat-eye glasses. Less cat eye than eye-catcher is our example from the promotional product industry.

**Alliance with Fair Trade**

Cambodia shoulder bag
 Green Earth Products
www.greenearthproducts.eu
 PSI 48277

Eco friendly snack pack

Lunch bag made of papelin
 Igro GmbH
www.igro.com
 PSI 40940



Down to Earth was one of the colour trends in bag fashion in 2018. Respect to Earth could be described as a timeless yet practical bag trend in the promotional product industry. Particularly when bags are environmentally friendly and sustainable – just like our two examples.

Smart eye-catcher

Surf clipboard
 IP Adelt GmbH
www.adelt-ideen.de
 PSI 48644

Stand up paddling – or very hip: SUP – has triggered a real wave. Once a royal Hawaiian activity, this trend sport is experiencing an international boom today. For many, the boards necessary for this physical exercise mean the world. Chic boards that look sporty and not only bring benefits from a promotional standpoint are in vogue in the promotional product industry.



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was the evaluation of the economic, political and social situation of the ZAW member associations.

www.statista.de



job offers were recorded in the advertising industry in 2017. This was the result of the ZAW Labour Market Analysis 2017. The quintessence: "The advertising industry job engine is running," writes the PR-Journal.

Two-thirds

of the total growth in global advertising spending until 2020 will be attributed to paid search and social media ads. This is the current forecast from the Advertising Expenditure Forecast of the globally operating agency Zenith, writes the Adzine magazine.

2% instead of 2.5 per cent: Zenith has lowered

its growth forecast for the German advertising market by 0.5 percentage points, according to horizont.net.

2.06 billion

euros will flow into digital advertising this year. That is an increase of seven per cent compared to the previous year. An increase of ten per cent had been expected. A stumbling block was the GDPR, writes wuv.de and refers to the online marketer group OVK.

231 per cent

more money was invested by the sports betting company Tipico in its marketing between January and August 2018: 107 million euros compared to 32 million euros in the same period, making it one of the top advertising spenders in Germany, writes horizont.net. An interesting aspect for the promotional product in a successful marketing mix.

Every second

social media user finds it difficult to distinguish between advertising and content. This is the result of a representative study commissioned by the digital association Bitkom among 1,212 Internet users aged 14 and over. www.absatzwirtschaft.de

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Take part and be active. There will be three trade shows under this motto in January: PSI, PromoTex Expo and viscom. Interactive promotions and theme routes of a special kind await the visitors of all three trade shows. But that is not everything.

PSI, PromoTex Expo and viscom invite you to interact

Cross-medial trade show experience

Whe new constellation of three parallel trade shows also brings together a new concept. This puts the focus on the aspect of interaction. And this applies to all three trade shows: PSI, PromoTex Expo and viscom.

Among the new features in 2019 are the theme routes which along with the PSI also feature the PromoTex Expo and viscom and are clearly visible in the hall plans. A total of four of these routes are earmarked with their own special focus: “Get to know each other”, “Let yourself be inspired”, “Expand your knowledge” and “Make it count” are the active challenges to the visitors, at their own pace – albeit with defined route points

– to explore the three trade shows. “Get to know each other” is clearly assigned to the aspect of socialising and networking. Also on the route, “Let yourself be inspired” says it all. It focuses on innovations of all kinds. “Expand your knowledge” brings the forums and workshops to the forefront with exciting topics that are state of the art. Last but not least, the “Make it count” route will exclusively guide visitors through the viscom. Common to all routes are key points and topic-specific special areas, such as the “viscom workshop”. The special exhibition area directly in the entrance area of Hall 14 is the centrepiece of the new live experience at the trade show. Visitors can get up close and personal to experience digital printers and sign makers creating a fan shop for advertising technology and stocking it with genuine fan merchandise that is finished on site. The results are not only to be marvelled at in the shop window of the viscom fan shop, but can, in some




 PSI


 PromoTex
Expo


 viscom


PSI GUSTO

Advertising culinary delights

The GUSTO Tasting Pavilion in Hall 9 is a meeting place for connoisseurs of promotional culinary delights. It is the “place to be” when it comes to future culinary advertising ambassadors: from sweet to spicy, there is something for every taste. For all exhibitors offering culinary specialties ranging from sweets and salt products to beverages and spirits, GUSTO is the ideal platform for impressively presenting products and cleverly highlighting multisensory promotional products. Looking, tasting, smelling and extensive sampling are expressly desired here.

cases, be bought. The proceeds will go to a good cause. All visitors to the trade show are invited to interact and try things out. In addition, they can immerse themselves in interesting practical topics in the “viscom Workshops” as well as in the practical “Forum 13 “ together with experts. For the first time, viscom visitors will be able to find out when, where and what experiences viscom actually offers from a clearly structured plan which will be available at the entrance to guide them through the trade show. A clearly signposted path and program guidance system will also show the highlights of the trade shows.

Exceptional showcasing

The Nations Wrap Cup, the international showdown of top car wrappers, is an extraordinary event. 16 national teams can compete against each other in the Nations Wrap Cup. Each team consists of four people, including at least one car wrapper. “There are a number of excellent car wrappers around the world,” says Dirk Möbes of the organiser MR Clipart. “And we want to involve them more closely.” Twelve teams have already registered for the new competition: They come from Germany, Austria, Switzerland, the Netherlands, Great Britain, Hungary, Russia and the USA. Team Adria, a multinational team of car wrappers from former Yugoslavia, has also registered. All teams will be in action throughout the trade show as there are no elimination rounds in the Nations Wrap Cup. Another new feature is that the teams will each work on a complete vehicle. Their tasks include wrapping and, for the first time, window tinting as well as applying paint protection film (PPF), a self-healing protective film that protects vehicle

paint against damage caused, for example, by stone chipping. A decisive factor for victory is not speed but rather the result. “We want to set a clear sign for quality craftsmanship with this competition,” emphasises Dirk Möbes, because an enhanced appearance and longer durability pay off in the long term.

Eye-catching effect and interactive participation

Charlie’s Corner belongs to the attractions with an eye-catching effect and interactive participation at the PromoTex Expo. Charlie Taublieb, also respectfully referred to as “Dr. Print” in the industry, will be printing with GOTS certified colours on certified textiles and showing that even sustainable colours and products make an impression. For more than 20 years, the American has been an expert and author in the area of screen printing which is mainly used in finishing textiles. Charlie’s Corner forms the link between the special show areas “Smart Textiles” and “Sustainability”. Speaking of an eye-catching effect: Visitors can take a look into the future around the catwalk where the possibilities offered by the integration of technical solutions in textiles will be shown. Smart textiles and wearables will be located here. Another focus of the Textile Campus is the topic of sustainability in which various institutions and initiatives will pass on information about certificates and seals to the visitors.





New topic for marketing professionals

If you are looking for “Marketing Innovations” for 2019, then you are in the right place in Hall 12 which is equally accessible to visitors to the PSI, PromoTex Expo and viscom. POS advertising, merchandising and licensing as well as innovative promotional products are the main focus. The new exhibition area is dedicated fourfold to innovations for advertising at the POS and POI: Manufacturers from the display and packaging sector will be showcasing their innovations. The display Superstar Award will present more than 100 award-worthy display solutions for product promotion and sales promotion at the POS on a special area. The organiser is the display Verlag publishing house which is hosting the international industry Oscar for the 25th time. And Pro Carton, the European association of the cardboard and folding carton industry, will

present the excellent packaging solutions of the European Cartons Excellence Award with a roadshow. Also interesting: the award-winning print products of the Druck und Medien Award, the most prestigious competition in the German-speaking print industry, which Deutscher Drucker Verlagsgesellschaft will present.

Ideas for merchandising & licensing

‘Merchandising and licensing’ is an important marketing field not only for major events such as the FIFA World Cup this summer. Marketers therefore support the world of advertising and selling in the conception and implementation of concrete projects. In the “Marketing Innovations” exhibition area, for example, visitors can meet interesting licensors and arrange appointments in advance through the online matchmaking of the three trade shows.

In addition, they can establish contacts with licensing agencies and seek advice from test institutes and lawyers. PSI distributors and consultants can also establish contacts in the new-

PSI FIRST

Every vote counts

The People’s Choice Award PSI FIRST explicitly calls for interaction. Innovations are traditionally the focus of attention at the PSI. For the sixth time, PSI FIRST will be demonstrating the innovativeness of the industry. The best three submissions will receive the People’s Choice Award. For the upcoming edition, the award itself will undergo several innovations. Twenty-five innovations instead of fifty will be presented. These are the result of all product applications that have been scrutinised by an advisory board to determine their level of innovation and novelty. The 25 strongest innovations will be presented adjacent to the new PSI Members Only area in Hall 10. The best products will once again be chosen by the trade show visitors. All submissions are subject to confidentiality until the start of the trade show.





ly created Distributor Village. Anyone who has booked a stand here will have the opportunity to meet contact persons from industry companies on all three days of the trade show and to advise them on advertising opportunities with promotional products and convince them of the advantages in the marketing mix. In the area of Marketing Innovations, manufacturers can also convince visitors with their products as part of the new PSI Product Presentations area where they can showcase their new products and best-sellers. Up to 150 products in total can be presented in the PSI Product Presentations area. The Marketing Innovations area will be completed by Forum Marketing Innovations which will feature lectures and best practices from the world of advertising and sales on all three days of the trade show (the detailed schedule will be provided by the PSI Journal in its January issue).

Ideal networking

The “Marketing Innovations” forum also features matchmaking under the aspect of building and supplementing networks. “As an ideal tool for networking, matchmaking

was used intensively and creates real appointments,” confirmed PSI exhibitor Cosmoshop after the previous event. The founder of marcokunst.de, who visited the viscom in 2017, is also convinced of the tool: “I am impressed by the matchmaking offer! Personally, I prefer direct contact, and with its support, I have established several pleasant contacts in advance, which had a better quality than with the usual cold acquisition.” The tool not only offers a complete overview of all exhibitors at the three trade shows, appropriate industry-specific contacts can also be filtered. For example, you can search for a finisher specialising in textiles, a machine manufacturer offering the latest cutting systems, or the right supplier for the most unusual electronic gadgets. You can also sort by country, product group or alphabetically. The trade show to which the respective exhibitors belong is indicated in colour. Users can determine directly in a chat whether the suggestions made really fit. In addition, the tool also makes suggestions for possible contacts. If there is a match, an appointment at the trade show can be made online. Matchmaking can also be used for finding the right supporting programme. <