

PSI EUROPE

PSI Journal
International Magazine
For Promotional
Products

June 2019
Volume 58



PromoNotes

Maciej Maćkowiak
Gerrit Bruns
Advertising that sticks

Product Guide

Sweets and drinks
Electronics, smartphones
accessoires

Toppoint

Opening party
at the new location

CE and GS mark

Avoiding risk of confusion

130 years of Stabila

Measuring tools
that set standards

Alternative Materials

Naturally
the right choice

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2019



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certified production

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Editorial

What happens after that?

Respectively what will happen with it after that? Today, everyone in the promotional product industry has to ask these questions when it comes to using materials and products. What happens after that will increasingly mean: Was the customer satisfied with the product in terms of sustainability? Has he met with his customers' approval and made an impression? Many always call this into question and complain that the price still determines what will be chosen and purchased. Yes, that may still happen and may as a matter of fact happen often, but the trend has long since gone the other way. And like every trend, sustainability is not everywhere at the same time. But it cannot be denied that this trend is "contagious". Large parts of politics take action and pass new laws accordingly. Who would have thought a few years ago that the EU would ban disposable plastic straws and plastic tableware? Who says cheap day pens in hotels and conventions will not be affected tomorrow?

Young people change their wishes and needs imperceptibly and yet radically. Most of our young employees do not have a car and do not want one. Who would ever have thought that? After all, having a driver's licence and car keys was once the greatest fortune on earth as it signalled the coming of age. Even eating habits change gradually. Not everyone wants to live vegan, but few young people still want a cheap schnitzel on their plate every day. When it comes to clothing, "naturally" – the right material (see page 10) is becoming more and more popular. Gradually, all spheres of life – some through insight, others through laws – are being influenced by sustainability.

For a creative industry like the promotional product industry, the proverb that the early bird catches the worm must apply. Major customers have been waiting for it for a long time. Others will (have to) follow suit. PSI addressed the topic of sustainability early on in the industry and today it successfully motivates suppliers and consultants with its Sustainability Awards. The PSI 2020 will also deal intensively with this topic. Everyone is therefore well advised to be actively involved in sustainability issues in their own company and to adapt their products to the zeitgeist. Even in self-promotion, sustainability should not be neglected. Unfortunately, there has been too little mentioned of this on many websites of the industry and in many catalogues. Something should happen soon.

In this spirit

Manfred Schlösser | Editor-in-Chief PSI Journal

Your opinion: schloesser@edit-line.de

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ZERO
WASTE
LIFE
STYLE



Adam

Nº2333



ADAM - Nº2334 - BIG

Größe	30 x 40 cm (B x H)
Material	Bio- & Fairtrade Baumwolle
Tara	ca. 37g (deklariert)
Verpackung	250 Stück/Karton
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MISTER BAGS®

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EVA - Nº 2334 - SMALL

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FOOD BAGS

Tragen Sie ganz einfach Ihren Teil zur Plastikmüll-Reduzierung bei, indem Sie beim nächsten Einkauf die wiederverwendbaren Food Bags benutzen, deren Eigengewicht bereits deklariert ist und bequem an der Kasse abgezogen werden kann. Die langlebigen und waschbaren Food Bags sind nicht nur umweltfreundlich, sondern tragen auch durch die Fairtrade- und GOTS-Zertifizierung nachweislich zu besseren und faireren Arbeitsbedingungen in den Herstellungsländern bei.



Die gesamte Baumwolle ist Fairtrade-zertifiziert und von Fairtrade-Produzenten angebaut. Durch faire Handelsbedingungen können Kleinbauern und Arbeiter in den Anbauländern in eine nachhaltige Zukunft investieren. Mehr Infos unter: www.info.fairtrade.net



Naturally the right material 10

The list of sustainably manufactured promotional products is already quite long. The PSI Industry Barometer shows that suppliers are increasingly attaching importance to ecologically viable materials. We have put together several alternative recyclables that are becoming more and more popular.

Advertising that sticks 58



It is a long way from a small print house offering personalised sticky notes on the Polish market to one of the leading European suppliers of promotional products made of paper. PromoNotes has successfully pursued this path and can look back on 25 eventful years.

Measuring tools that set standards 62



In 2019 Stabila, the specialist for measuring tools, is celebrating its 130th anniversary. Use of the products ranges from promotional products to high-quality premiums. The company implements everything – from the idea to production.

FlyPink with neckerchiefs and ties 64

All Condor employees are invited to support the FlyPink campaign for breast cancer prevention this year. Club Cravatte Crefeld, the textile accessories specialist, is contributing to it with neckerchiefs and ties for flight crew.



AND NO-TIC NO-TIC NO-TIC

James Bond has inspired science. Many of the technical aids from the fictional British intelligence development lab led by "Q" have become reality. The close ties with elegant technology distinguish many Bond films. (Source: "Wie James Bond die Wissenschaft inspiriert hat," www.welt.de). To what extent James Bond has also given the promotional product industry creative food for thought is not known. But who knows: Maybe there will be a high-tech promotional product in one of the next 007 films.

007



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Outdoor power lights
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 PSI 45899



BOTTOM LINE



Technologies, whether digital or otherwise, are very popular with James Bond. In storytelling, analogue and digital narrative make the difference: real tools and media versus augmented reality or 360-degree videos. The bottom line is: storytelling is about people and emotions. Speaking of the bottom line: an exact line can be drawn analogically not only with the selected product example.



And then you hear a snap
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Playful advertising

The poet Friedrich Schiller believed that man is an entire man only there where he plays. Playing is a cross-cultural phenomenon because the urge to play is inherent in us all. In a game, the human already develops skills in his early childhood, which he needs to survive. Moreover, game psychologists are of the opinion that social exclusion arises among humans who do not play. Whether it be relaxing games, puzzle games, reaction games or fun games: Imagination has no boundaries when playing. Incidentally, nor do the games. And you can also playfully advertise at the same time.



Hands-on communication

Individual corporate games
Ilsepiel
www.ilsepiel.de
 PSI 47647

Classic for young and old

"Mio" domino game
Giving Europe GmbH
www.givingeurope.de
 PSI 45737



Playing makes you happy

It is said that playing makes you happy because you forget time and space. Friedrich Schiller also had something to say on the subject of happiness: "Hours do not strike for a happy man". Anyone who wants to take a look at a timepiece can be inspired by the promotional product industry.



Really from cardboard

Wall clock made of solid cardboard
Hilarius Design
www.hilariusdesign.com
 PSI 49502



Timelessly beautiful

Contour wall clock
TFA Dostmann GmbH & Co. KG
www.tfa-dostmann.de
 PSI 41875



Advertising piece by piece

Customisable puzzles
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www.chaps-online.de
 PSI 49593



Time to think about **Christmas gifts!**



Exceptional advertising sweets in our Christmas offerings. Stylish envelopes with 3 or 5 chocolate stars create a unique Christmas gift. The entire surface of the box can be printed on as per the individual client's custom design, which can include, for example, Christmas wishes. The chocolates are wrapped in your choice of one of three colours of foil: gold, silver, or red. Chocolate stars are also available in sachets.



MORE CHRISTMAS INSPIRATION CAN BE FOUND ON OUR WEBSITE WWW.SLODKIEUPOMINKI.PL

3

.....
motivations for marketers were provided by Sarah Kennedy, Marketing Director at e-commerce software provider Marketo at the Adobe

Summit 2019 in Las Vegas: The customer is always the answer. The community will have a bigger impact on a brand's identity. Marketing must emancipate itself from other departments. www.wuv.de

4.7%

.....
is the amount the global advertising market will grow by this year according to Zenith. The media agency thus corrected its forecast upwards, writes horizont.net.

38,000

.....
euros per post (!) is earned by top influencers with more than 500,000 followers in Germany, according to a survey by Rakuten Marketing. www.horizont.net.

15 billion

.....
euros was spent by German SMEs on digitalisation projects in 2017 according to a study carried out by the state development bank KfW. www.absatzwirtschaft.de

333 billion

.....
US dollars will be invested by companies in digital advertising this year. According to Emarketer, around half of global advertising investment will thus flow into digital advertising in 2019, writes horizont.net.

35 percent

.....
of the German participants in the recent Peter-Connects study "The Customer Contact Radar" have stated that the contact with a single customer runs through various channels. www.absatzwirtschaft.de.

5.65

.....
on average – on a popularity scale of 1 to 7 – was scored by technical promotional products from respondents of a study by the Vienna University of Economics and Business. In second place: household articles (4.9) followed by stationery (4.86), reports medianet.at.



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Naturally

The list of sustainably manufactured promotional products is already quite long. The PSI Industry Barometer shows that suppliers are increasingly attaching importance to ecologically viable materials. We have put together several alternative recyclables that are becoming more and more popular – without evaluation or claim to completeness.

Basic knowledge of alternative materials



the right material

Since 2015, PSI has honoured the demonstrably sustainable activities of the promotional product industry with the PSI Sustainability Awards. To date, only 16 products/product sets have received the industry sustainability award. These include, for example

calendars with paper made from secondary raw materials such as stems and leaves left over after harvest, **natural graphite pens** enclosed in recycled yarn, natural fibres, textile waste and self-boiled biopolymer, **organic cotton bags** for fruits and vegetables made from GOTS- and Fairtrade-certified organic cotton, **packaging** on which vegan and organic inks are used, and even **promotional condoms** made entirely from certified and fair-traded natural rubber.

There are numerous examples that underscore what PSI Managing Director Michael Freter once said: “The industry can be sustainable.” It is not just the excellent products and companies that make it clear that natural materials are increasingly in demand. Alternative materials are playing an ever larger and more important role. What makes these substitutes so attractive for the production of promotional products? Are there problems in spite of all the environmental advantages?

Grass paper: scores in terms of ecological assessment

Leather alternatives – such as cork, apple leather, papyrus paper, stone paper and grass paper – are highly popular. The latter scores in terms of ecological assessment. The article “Es geht auch ohne Plastik” in the Süddeutsche Zeitung sums up the advantages: “It grows in large quantities on so-called compensation areas and is a rapidly renewable resource. [...] one ton of commercially available paper requires about 8,000 litres of water, and about two litres are enough for one ton of grass paper.” Last year’s

PSI Sustainability Awards showed that the use of grass paper pays off in many ways. Two products received the industry sustainability award. Firstly, Zettler Kalender GmbH was honoured for its “Grass” calendar series, a paper calendar set consisting of 50 percent sun-dried grass. The product is FSC-Mix and ISEGA tested, compostable, ISO certified and is described as fully recyclable. Also recognised was the product called Riedle TopLuxe/Nature from Bags by Riedle. Half of the paper carrier bag consists of sun-dried grass and standard wood-free FSC pulp. Compared to recovered paper (recovered paper that is cleaned, ink removed and processed to produce recycled paper), 1.5 times less energy is used to produce the grass-based pulp. In addition, emissions are reduced to 77 percent, 4,500 times less water is required, and the acidification potential is reduced by a factor of five. According to the full explanation by the award winner, the bag is also classified as fully recyclable.

Stone paper: “Cradle to Cradle” certified

Another eco-friendly printing and packaging material is so-called stone paper. This is made up of 80 percent powdered limestone (calcium carbonate) and 20 percent recycled polyethylene. The particular advantage of the powdered limestone: It is usually a waste product of the quarries, so it does not have to be specifically mined. Stone paper is more tear-resistant than conventional paper, very hard-wearing, flame-retardant and at the same time water-repellent. It has been awarded the “Cradle to Cradle” certificate. This “documents the use of environmentally safe, healthy and recyclable materials (technical recycling or composting), the use of solar energy or other renewable forms of energy, the responsible use of water and strategies for the social obligations of the company,” explains



Bags by Riedle



Zettler Kalender

In 2018, Zettler Kalender and Bags by Riedle received the PSI Sustainability Awards for grass paper products.

Professor Dr. Michael Braungart, founder and scientific director of the international environmental research and consulting institute EPEA, on his website www.braungart.com. It is important to note that stone paper is not paper but a paper-like material. Therefore, products made of stone paper do not belong in the waste paper container but in the yellow bin.

Cork: sustainably unbeatable

Leather alternatives are increasingly becoming a real trend. They include, for example, cork, apple leather and paper leather. Cork in particular already gained a foothold in the promotional product industry several years ago. Often referred to as “vegan leather,” the material is as soft and robust as the original animal product and is now used in a wide range of different products. Notebooks, laptop cases, coasters, USB sticks and pens, to name just a few examples: A look at the PSI Product Finder alone shows the product diversity. Cork is credited with particularly sustainable attributes. The German Nature Conservation Union (NABU) has highlighted the special advantages on its website: “Oak trees are not felled during the cork harvest, nor do they become damaged. The bark is peeled off only every nine years – that is how long it takes for cork bark to regrow. Oak trees are harvested for the first time at the age of about 25 years. The sustainable management of cork oak forests in the Mediterranean not only secures a valuable habitat, but also contributes to the fight against climate change. With an area of around 2.3 million hectares, they bind around 14 million tonnes of the greenhouse gas CO₂ every year. Cork oak forests thus compensate for the CO₂ consumption of around two million German two-person households each year. A cork oak that is regularly harvested binds more than three times as much



CO₂ as an unused cork oak.” The special feature of this natural material: Cork from the first harvest can be added to cork products as granules to exploit the natural resin content as a binder, says NABU.

Apple leather: pomace instead of animal skin

The development of this material goes back to the Italian manufacturer Frumat in Bolzano. The company has succeeded in creating “apple leather”. The leather is based on pomace which is produced during apple juice production. Eurostyle, a promotional product supplier specialising in the production of high-quality leather goods, has added the material to its repertoire as a sustainable and vegan alternative to genuine leather. In its Business Style book, the Bayreuth-based company writes about the production of apple leather: “The pomace is dried and pulverised, applied layer by layer to a canvas and then embossed to create the leather look.” Based on this so-called apple leather, Eurostyle offers a whole range of eco-friendly business accessories ranging from card cases and multi-purpose cases to clip wallets and book covers.

Paper leather: tearproof and washable

Papyr – or even paper leather – is produced to 92 percent from cellulose (wood fibres), 5 percent latex binder (rubber) and 3 percent water as well as colour pigments. That makes it a sustainable material. An outstanding feature of papyr is that it is waterproof, wipeable and even washable up to 40° C. Papyr gets its leathery surface by washing it. It is very hard-wearing and tear-resistant and can also be ironed at a high setting. By adding steam, the moist papyr becomes quite smooth again and recovers its wrinkle-free form. It can be sewn with different stitch variations and any yarn. The material has been around for over 50 years and is processed in textile and shoe production. Dagmar Kornhaas of MAXX Factory, whose company manufactures and sells products such as bags, backpacks, placemats, napkin rings, key rings, sleeves and cases for smartphones and tablets as well as folders and covers

house gas CO₂ every year. Cork oak forests thus compensate for the CO₂ consumption of around two million German two-person households each year. A cork oak that is regularly harvested binds more than three times as much

Cork already gained a foothold in the promotional product industry several years ago and is now used in a wide range of different products.



Spranz



Eurostyle



happyROSS

made of this material under the name papyrMAXX, was enthralled by this material from the outset. A few years ago, she managed to find a German supplier who, according to MAXX Factory, carries out its own research and development and attaches particular importance to environmentally friendly production processes. Under the brand name "Papelin", IGRO Import- und Großhandelsgesellschaft mbH distributes, among other things, promotional bags, shoppers, laundry bags, iso bags and accessories made of washable paper which looks and feels like leather.



Eurostyle

It depends on what you make out of it

Many materials are environmentally friendly alternatives in their own right. If they are mixed with other materials, the saying goes: it depends on what you make out of it. Or even better: it depends on what you do with it. For some time now, coffee-to-go cups based on bamboo have come to the fore. In principle, bamboo is a rapidly renewable resource and is considered a regenerative energy source. In the general discussion about meaningful counter-concepts on disposable products made of paper or plastic, reusable bamboo cups are considered an alternative in terms of sustainability, recyclability and naturalness. However, this argument has been challenged by consumer advice centres and the Stuttgart Chemical and Veterinary Investigation Bureau (CVUAS) which has studied the bamboo-based coffee-to-go cup. CVUAS criticises that often the fact is concealed "that the cups usually contain a significant amount of plastic as a forming component." The scientists of the Stuttgart investigation office are particularly concerned that "a number of suppliers of the plastic contained therein is simply not mentioned, other suppliers disguise it by using uncommon designations such as 'resin' or 'natural resin'. There are also suppliers who explicitly advertise with untrue statements such as '100 percent bamboo' or 'The alternative to plastic' (www.cvuas.de, Laborbericht: "Irreführung: Vermeintlich Ökologisches

Geschirr aus Bambus besteht zu einem großen Teil aus Kunststoff"). According to the consumer advice centre of North Rhine-Westphalia, melamine resin, urea-formaldehyde resins or polylactates for example are among the plastics that are included alongside bamboo and often concealed.

"Plastic melamine resin has the disadvantage," adds the consumer advice centre on its website www.verbraucherzentrale.nrw, "that under certain conditions, such as heat or exposure to acid, it releases its building blocks formaldehyde and melamine into food. The plastic is considered stable up to 70° C."

Agro-plastic: the better alternative?

It therefore depends on a differentiated consideration. This also applies to so-called bio-plastics which, according to the consumer centres in Germany, would be better described as "agro-plastics" as the raw materials are produced agriculturally. They are by no means "organic products" from organic farming. Consumer advice centres divide agro-plastics into two groups: "Plastics from vegetable raw materials that are theoretically compostable – for example, PLA (polylactic acids) – and plastics from non-compostable vegetable raw materials – such as PET (polyethylene terephthalate) from sugar cane." The problem: "So far, agro-plastics that are collected through the yellow bin or recycling bin are by no means recycled but incinerated as unsortable remains. Composting plants sort out everything that looks like plastic because the machines

Eurostyle has added "apple leather" to its repertoire as a sustainable and vegan alternative.



Washable paper looks and feels like leather. It is hard-wearing, tear-resistant and sustainable.



IGRO

PapyrMAXX

used cannot distinguish between conventional and compostable plastic. For composting plants, agro-plastic is also considered an undesirable impurity. In addition, chemical additives based on petroleum are also used in agro-plastics. Their effects on the environment and health are not clear for all substances. Composting, however, would lead to their uncontrolled release into the environment. According to Germany's Federal Environment Agency, the eco-balance of agro-plastics is no better than that of plastics made from crude oil. The cultivation of raw material plants and their chemical processing into plastic require a lot of energy and pollute the environment." (www.verbraucherzentrale.de, "Sind Bio-Kunststoffe eine Alternative?").

Post-consumer waste: the basis for high-quality recycle

Speaking of plastic, according to the Federal Environment Agency, the total plastic production in Germany in 2017 was 14.4 million tons. The waste returned included 6.15 million tons of plastic waste and 5.2 million tons of post-consumer waste. The waste generated by consumers can, for

example, be processed into a post-consumer recycle which, in turn, can be used as a raw material for plastics production. In Germany, recycles account for 5.6 percent of total plastic production. Adding to this the recycles resulting from the recycling of industrial waste, the value increases to 12.3 percent (www.umweltbundesamt.de, "Recycling: Verbesserungsbedarf bei Kunststoffabfällen"). This recycle can be used in high-quality form for the production of new products. The emphasis is

on high quality. The Recyclate Initiative is committed to this. It is a cooperation of partners from various industries, which is committed to effective recycling and has the common goal to develop sustainable material cycles and to

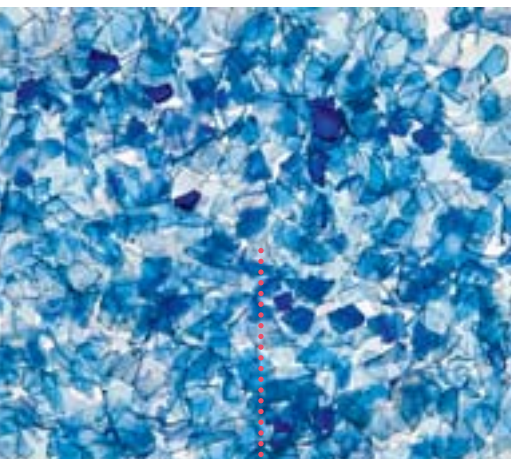
use the recyclable material from the source "Gelber Sack". The Recyclate Initiative has developed a technology for effective recycling. Using state-of-the-art sorting equipment, plastic waste is sorted by laser spectroscopy and thus can be reprocessed to a high quality (www.wir-fuer-recyclat.de).

Recycled PET bottles: versatile usage

A fabric made entirely from recycled post-consumer polyester is processed, for example, by Eurostyle. According to the company, this is "a new, slightly textured fabric that combines the aesthetic qualities of luxurious woollen textiles with the performance of modern sportswear fabrics". The yarn is made from recycled PET bottles. A further example is ID Identity, the Danish supplier of corporate wear, who claims to work exclusively with recycled polyester derived from PET bottles. This means that the polyester is not mixed with new granules. According to the company's website, this reduces the use of crude oil and CO2 emissions. The writing instrument manufacturer uma, for example, relies on the raw material rPET, which is derived from the recycling process of PET bottles, in the production of its recycled PET PEN. Those are only three exemplarily mentioned companies.

Responsibility of each individual

In deciding for or against a material, many factors play a role. Anyone who focuses on environmentally friendly aspects should ask themselves some crucial questions in advance: Are promotional products made from renewable raw materials? Are they recyclable or already made from recycled materials? How are they produced? What are they used for? Deciding how significant these and other aspects are is the responsibility of each individual. The Dutch promotional product supplier Xindao formulated it as Vision 2020 on its website: "The world's population is growing by one million people per week. From 1.65 billion in 1900 to 7 billion today and to 10 billion before 2050. Consuming ever more food and products. Using the world's resources at an alarming rate that requires 1.5 planets. But there is no Planet B! So we need to change the system." <



Post-consumer
recyclate can
be used in
high-quality
form for the pro-
duction of new
items.



Eurostyle



uma Schreibgeräte



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The **multisensory effect** of the promotional product is hardly more diverse than in the product examples in our current theme section. When a refreshing or sweet taste sensation also occurs in addition to a memorable haptic one, the advertising message will surely leave a lasting impression on the brainstem.

Sweets from the pyramid

As one of the leading companies for confectionery as an advertising medium, MAGNA sweets also has a lot to offer for the current season. The original Pyramid Box with its sophisticated folding mechanism, which is filled with ten Em-eukal Classic sweets, certainly attracts attention. Optionally, however, other fillings are possible according to the customer's wishes. Individually printed, this promotional product definitely leaves a lasting impression through its innovative shape.



PSI 41617 • MAGNA sweets GmbH
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- ADVERT -



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Tacx

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Bio-based material

Biodegradable plastic bottles from Bottle Promotions have now been supplemented with a new kind of “green” bottle. They are made of sugarcane and are therefore entirely bio-based. This has another attractive advantage: the cultivation of sugar cane binds CO₂ from the air. A ton of bio-based plastics extract no less than twice their CO₂ weight from the air. Customers who want to actively contribute to an improvement of the environment can therefore now opt for Shiva O2 with a clear conscience, reports the company.

PSI 45767 • Bottle Promotions –
a Tacx International Company
Tel +31 70 5121773
joy@tacx.nl
www.bottlepromotions.nl

Biscuits get in shape

Whether they are stamped, shaped or printed – biscuits can be used for a wide variety of promotions throughout the year. Werbekonfekt GmbH can stamp round biscuits as well as produce biscuits with an individual shape for your customers. A self-developed system makes it possible to produce moulds at low cost. For promotions where smaller print runs are required, printed biscuits are particularly suitable, assures the manufacturer. In addition, customers can select their favourites from a large assortment of packaging.



PSI 47968 • Werbekonfekt GmbH
Tel +49 8781 20112650
zentrale@werbekonfekt.com
www.werbekonfekt.com



PSI 48309 • Manufacturas Arpe, S.L.
Tel +34 937 937677
info@arpe.es
www.arpebarcelona.com

Tailor-made

Arpe Barcelona produces customised towels made from recycled polyester for the promotional product market. The wide range of sports towels includes various sizes for every brand appearance and event. The fast-drying towels are made entirely of high-quality microfibre fabric, are soft and super absorbent. Full-colour digital printing provides an excellent opportunity to communicate a brand in a creative and original way. All towels can be personalised with any brand image.



PSI 40884 • Richartz GmbH
Tel +49 212 232310
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www.richartz.com

Cutlery always at the ready

LEO picnic olive, the picnic knife with a lockable blade and practical fork with bottle opener from Richartz, is perfect for frequent travellers. The knife can be divided into a knife and fork in three easy steps. The combination of stainless steel and high-quality olive wood is an eye-catcher. For individualisation, laser engraving is possible from just one piece; individual packaging is available from 1,000 pieces. The manufacturer recommends the knife especially for logistics and transport, mechanical engineering, tool manufacturers, tradesmen, agricultural technology or travel companies.



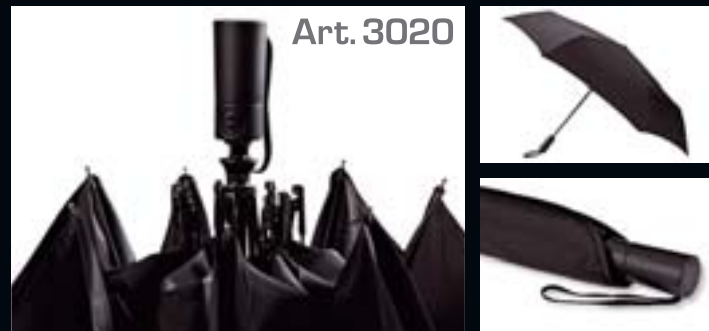
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www.goodlifebooks.de

Fitness power out of the glass

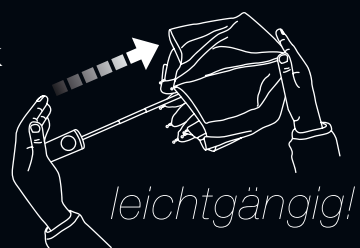
The new recipe book for healthy drinks from Good Life Books is devoted to power drinks and smoothies. Lots of recipes for colourful smoothies, creamy shakes, homemade juices, sparkling lemonades or cool Detox water promise healthy refreshment for the whole year. The supplier makes a tailor-made book for the customer or brand in the corporate design with its own logo on the cover, product-specific illustrations and information on the recipe pages.

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<p>TBC167 - 50cl - Black From 1,440 pcs.</p>	<p>TBC167 - 50cl - White From 1,440 pcs.</p>	<p>TBC166 - 50cl From 1,440 pcs.</p>	<p>TBC165 - 50cl Full color From 5,016 pcs.</p>

50cl 33cl

Claudia@thebrandcompany.net Tel: +34 937915188



PSI 41617 • MAGNA sweets GmbH
Tel +49 8146 99660
info@magna-sweets.de
www.magna-sweets.de

The delicate classic

Attracting attention, anchoring messages sustainably and creating customer loyalty: all this is easily achieved with carefully selected promotional products from MAGNA sweets. An ever-popular sweet classic is the melt-in-the-mouth Milka chocolate made entirely from Alpine milk. MAGNA sweets offers Milka Choco Cookies, delicious wheat biscuits with fine chocolate pieces sweetened in an individually printed flowpack. The perfect combination of an advertising message and enjoyment.

Stars of the bar scene

The beverages handbook from Good Life Books for fans and connoisseurs is packed with over 200 pages in a compact 12 x15 cm format and over 150 inspiring images brimming with cult spirits from around the world. In addition to the history of beverages, production and varieties are explained and complemented with numerous cocktail recipes. Good Life Books & Media offers these beverages books from stock or individually with branding.



PSI 43926 • Good Life Books & Media GmbH
Tel +49 89 96032676
info@goodlifebooks.de
www.goodlifebooks.de



Hot drinks on the go

Best Flavour, the thermo mug from Inspirion, keeps hot drinks warm for a long time. The double-walled stainless-steel mug can be filled with drinks up to a capacity of about 350 millilitres and is available in three colours. The lid is secured with a screw cap and a sealing ring to ensure that nothing goes wrong when out and about. The drinking spout can be easily opened to enjoy the drink effortlessly.

PSI 42907 • Inspirion GmbH
Tel +49 421 52270
info@inspirion.eu • www.promotiontops.eu
www.inspirion.eu

Sweet Advertising Gifts



PSI 45737 • Giving Europe GmbH
Tel +49 421 596597-0
kontakt@givingeurope.de
www.givingeurope.de

Fresh smoothies on the go

Giving Europe's battery-powered Healthy Smoothie Mixer now offers the opportunity to always have fresh smoothies on business trips or on vacation. The mixer is made of ABS/PC plastic, has a capacity of 320 ml and features 6 stainless steel blades. The maximum speed is 22,000 revolutions per minute. Advertising is applied by using pad printing.



NEW



From 250 pieces



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Advent Calendar**



From 250 pieces



**Lindt Naps
Advent Calendar**



Sweet promotional impact!



www.ksw24.eu

Sales hotline: 0049 76 43 / 801-17



PSI 45452 • CD-LUX GmbH
Tel +49 9971 85710
info@cd-lux.de
www.cd-lux.de

Sweet premium quality

There are things that are always well received wherever you go: Sweet promotional products in premium quality from CD-LUX are among them. Green is not just a colour in the CD-LUX logo. The company produces entirely carbon-neutral. The emissions of the company are calculated and offset by a climate protection project. All products are thus climate neutral and bear the ClimatePartner label. In addition, all products are produced on FSC® certified material as standard. The high processing quality and the use of selected premium products, e.g. from Lindt, Milka, Ritter SPORT or Fair-Plus convince customers.



Snacking definitely allowed

Not only children's eyes light up with Nutella, even adults love the sweet nut nougat cream. emotion factory is now taking advantage of this and is launching a new promotional product called Nutella in lavish packaging. Whether it be for snacking in between or as a spread on bread for breakfast, the mini Nutella jars are an eye-catcher and the chocolate cream appeals to anyone with a sweet tooth. In practical lavish packaging, the jar is a humorous give-away with plenty of space for an individually printed advertising message – after all, not only is the way to a man's heart through his stomach.



PSI 41016 • Heri-Rigoni GmbH
Tel +49 7725-93930
armin.rigoni@heri.de • www.heri.de
www.emotion-factory.de



PSI 42706 • Kalfany Süße Werbung GmbH
 Tel +49 7643 8010
 info@kalfany-suesse-werbung.de
 www.kalfany-suesse-werbung.de

Sweet and energetic

When your mental battery is depleted and you are still recovering from several hours at a meeting, it is time to reenergise your body again. Kalfany Süße Werbung offers the ideal give-away at the trade show counter or reception: Dextro Energy as a sweet with a fruity lemon or cassis flavour is the ideal solution. Cola sweets with a dextrose core and vitamin C supplement the possibilities of supplying quickly available energy. Kalfany Süße Werbung wraps the Dextro energy sweets according to the highest level of IFS guidelines in a personalised foil from 25 kg and delivers them within 15 working days after print approval.



PSI 41583
 HEPLA-Kunststofftechnik GmbH & Co KG.
 Tel +49 5681 9966
 info@hepla.de
 www.hepla.de

Feast, snack, stack

The snack and muesli bowl from HEPLA is a true all-rounder in every household. Whether it be indulging in the perfect muesli for breakfast in the morning or enjoying a snack with friends while watching a film, the bowl always offers the perfect use. The practical shape makes it easy to stack the bowls and store them in the cupboard to save space. Thanks to our in-house production, large quantities are available at short notice and special colours are possible on request. The standard colours of the muesli bowl are frosted-red, frosted-green, frosted-blue and frosted-transparent.

CREATIVE NOTES



Digitaldruck in
 einzigartiger Qualität

VEGA –
 gebürstetes Metall

Notizbücher sind Lifestyle-Produkte und die perfekten Präsenter für Werbebotschaften. CASTELLI bietet innovative, einzigartige und maßgeschneiderte Lösungen für Ihren Werbeerfolg. Mit neuen Branding-Technologien in der digitalen Veredelung und kurzen Lieferzeiten stärkt CASTELLI den Service. Ein hoher Anspruch an Design und das richtige Gespür für Trends machen die Produkte von CASTELLI zu einem Synonym für erfolgreiche Werbung.



Kombination von Blind- und Silberfolienprägung

CASTELLI



PSI 50967
 Römer Wein und Sekt GmbH
 Tel +49 6541 81290
 info@roemer-praesente.de
 www.roemer-praesente.de

Sweet tooth

The “Dessert de Chocolat” gift set from Römer Präsente is packed in an exquisite black gift box with a window. The dark brown Sizzle contains a bottle of chocolate secco (0.75 l) – a combination of red wine and the taste of very fine chocolate – and a packet of chocolate noodles (250 g). The rolled noodles are a sweetish, slightly chocolate-flavoured pasta variety that is boiled in milk and then eaten warm. Ideally with a glass of chocolate secco from the bottle and the perfect dessert is ready. Numerous finishings are possible and carried out in-house.

Take a deep breath

Effective sweet promotional products are the strength of MAGNA sweets. Attracting attention, anchoring messages sustainably and creating customer loyalty: all of this is achieved through carefully selected promotional products from this company. For example, Em-eukal Classic sweets are now available as a duopack in a promotional sachet. MAGNA offers Em-eukal for children individually in a flowpack and anyone who wants to enjoy freshness will be delighted with the Em-eukal eucalyptus-menthol gum drops in a promotional sachet.



PSI 41617 • MAGNA sweets GmbH
 Tel +49 8146 99660
 info@magna-sweets.de
 www.magna-sweets.de





Exclusive offer for resellers only



PSI 40807 • Gabriele Bühring
Tel +49 4154 795400
vertrieb@buehring-shop.com
www.buehring-shop.com

Bottles in felt

Beer carriers and bottle bags are made from Italian PET felt by Gabriele Bühring. This felt is made entirely from recycled PET bottles, is vegan and feels very soft. The certified PET felt is available in numerous fancy as well as discreet colours. Individual designs are possible at any time. For this purpose, appropriate tools are required. Production takes place project-related in Germany. The manufacturer recommends screen transfer printing or blind embossing for applying advertising.



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PSI 49982
 Edition Michael Fischer GmbH - EMF Verlag
 Tel +49 89 21231744
 tatjana.bleiler@emf-verlag.de
 www.emf-verlag.de

Refreshing thirst quencher

Homemade drinks are very much in vogue. Delicious iced tea, a vitamin-rich smoothie, sparkling fassbrause and more are simply mixed. So you know what is really in it. Practical instructions for mixing are provided by EMV publishing house in its thirst quencher manual. The customer's logo can be boldly integrated on the book cover. In addition, the customer can place its own products and/or services within the recipe texts and instructions. An individual book with a flexible number of pages, special features and your own corporate design are available.



PSI 47460 • B&B Promotional Sweets
 Tel +48 22 7246165
 office@promotionalsweets.pl
 www.promotionalsweets.pl

Natural and delicious

Naturally Awesome muesli bars from B&B Promotional Sweets are nutritious and tasty organic bars made only from natural, ecological ingredients. They contain no additional artificial sugar or preservatives. The bars are available in the seven flavours of muesli, muesli with goji berries, muesli with apricot, muesli with cranberry, muesli with aronia, muesli with pine nuts and muesli with apple. They are packed in a transparent plastic bag and a box with a practical opening. The surface of the box can be branded all over with full-colour CMYK or Pantone colour printing.



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Tel +49 36732 3440
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www.koenitz-group.com

Drinking pleasure with new “surfaces”

The trend is moving back to the natural with a focus on the haptic experience. KÖNITZ Porzellan has addressed this topic very intensively and, as a result, innovative finishing variations have been developed. The new surfaces have something for every industry, from deceptively real carbon to the reproduction of natural structures right up to the implementation of oil paintings on the cup. Thus, the structures of the wood look strikingly genuine. There are hardly any limits to the imagination and the structures can be adapted as desired. Another innovation is the “concrete look”. With this technique, the surface of concrete is deceptively depicted and a motif can be integrated into the structure or separately applied to the cup. A variety of techniques can be combined. This can be clearly illustrated by the current “Werbemuggi” promotional mug from KÖNITZ. Almost all possibilities are demonstrated on this mug. With the help of various techniques, every company and its message can be indelibly brought to the fore in an optimal way because all new surfaces are baked.





PSI 47225
 Hirsch Liquid Ideas GmbH
 Tel +43 463 218700
 michael@liquidideas.com
 www.liquidideas.com

Popcorn made to measure

Hirsch Ideas now offers individual popcorn for every occasion. With additives for taste and colour, fruit pieces and matching packaging, every product becomes an individual advertising ambassador. The assortment ranges from apple strudel popcorn to fruityzone popcorn, and every flavour has its own special promotion colour. These colours are of course food safe. The blended fruit pieces provide a special surprise. Also on offer: organically grown vegan popcorn, lactose-, gluten- and fructose-free popcorn.



Individuality on the clip

A sporty character, fresh look and elegant design characterise the REA pen from DreamPen. The highlighted edges of this new model are a real eye-catcher, especially in combination with shiny metal elements. Large print areas and a variety of branding techniques, such as the option to engrave on a spacious metal clip, perfectly complement the intelligent and classic design. The combination in which clips can take any individual shape is one of the most unique forms of personalisation.

PSI 45720 • DreamPen
 Tel +48 68 4772230
 dreampen@dreampen.pl • www.dreampen.com
 www.clip4you.com



PSI 45753 • ANDA Present Ltd.
Tel +36 1 210 0758
export@andapresent.com
www.andapresent.com

More than just a lanyard

The well-known Subyard collection from Anda Present has received two new elements as perfect companions for the festival season. The custom-made polyester lanyards help to open a bottle with its practical accessory. SUBYARD DRINK contains a metal carabiner and bottle opener. SUBYARD FRESH has a C-shaped clip that holds a plastic bottle around the neck. Both products are supplied with sublimation print polyester fasteners which offers endless possibilities for customisation.

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team-d

Smarter new website

team-d Import-Export Warenvertriebs GmbH recently relaunched its website under the motto: Are you still searching or already selling? “For every specialist distributor, searches are a prerequisite for his offerings. The website era promised numerous advantages compared to the hitherto mountains of printed catalogues. It should be faster because efficiency is one of the most important aspects of everyday work. Unfortunately, many an online search leads to a dead end, detour or at best a late arrival. Not so with the new website of team-d”, says Managing Director Harald Väh, and explains the advantages:” The new website of team-d is comfortable, simple and clear. Instead of searching for product groups, distributors can also filter according to budget level. Furthermore, current stock levels can be checked. With the distributor login, customers receive wholesale prices with price-quantity scales and printing costs. Remaining stock can also be found at a glance. Product data sheets, images, a catalogue and price lists can be downloaded.” Just try it out: www.team-d.de



The new employees (from left): Sascha Heinze and Patrick Rahmel.

JUNG since 1828

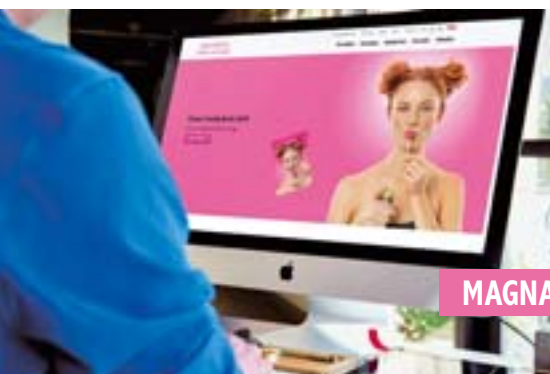
New employees at the Arnstadt site

JUNG since 1828 has been strengthened at its Arnstadt site with two new employees. At the beginning of 2019, Patrick Rahmel was appointed Head of Process Optimisation. The 34-year-old mechanical engineer boasts 14 years of professional experience and most recently worked for an international supplier of charging systems in the European turbocharger segment. At the modern printing and packaging centre, Patrick Rahmel is responsible for the analysis and optimisation of all processes with a focus on increasing effectiveness and efficiency along the entire value-added chain. “In my new position, I am excited about further developing the existing processes and creating new ones. I would like to significantly and sustainably improve the efficiency in our company,” he says. Sascha Heinze has been strengthening the team since February 2019 as the Head of Technology and Development. The 40-year-old state-certified technician boasts 11 years of experience as a team leader and most recently worked for a globally operating confectionery manufacturer. His responsibilities include the development and implementation of long-term maintenance concepts as well as the planning and management of development projects. www.jung-europe.de

Website relaunched

Customer-oriented, trustworthy and professional – this is how MAGNA sweets, the specialist for sweet promotional products, also presents itself online following the latest relaunch of its website. With a clear design and well-arranged user interface, the facelift of the website has brought about major visual changes. With its completely redesigned website, MAGNA sweets offers its customers and Internet visitors a fresh, revised approach to the company, its products and services. With just a few navigation steps, users get an insight into the world of sweet advertising ideas – easy to use on all mobile devices. In addition, the elaborate design of the MAGNA sweets catalogue was effectively transferred to the web. The newly developed closed area offers a comprehensive service for promotional product distributors. After registering and receiving a log-in, prices, quotations, printing progress sketches or samples, for example, can be quickly and easily requested. Distributors also have the opportunity to generate their own presentation with their logo in order to be able to respond promptly to customer inquiries. The focus of the relaunch included intelligent user guidance and high quality in terms of user-friendliness, browser compatibility and loading speed. A central theme of the relaunch was also the design of the website in the so-called “responsive web design”. Thanks to in-house MAGNA sweets specialists, the website was successfully redesigned within a few months. www.magna-sweets.de

MAGNA sweets



Viola Proietti takes over PSI project management

Industry expert **Viola Proietti** has taken over the project management for PSI. Proietti has been part of the PSI team since 2013 and has worked as Key Account Manager for the past two years. Project management for the viscom and the PromoTex Expo, which take place parallel to the PSI, remains with Stefan Roller-Aßfalg. In interaction, the three trade shows depict the World of Advertising and Selling. The task of the Key Account Manager for all three trade shows will now be taken over by **Marlene Mendes Ramos**, an experienced salesperson who has previously provided support to exhibitors focusing on fashion, accessories and cosmetics at FIBO, the leading international trade show for fitness, wellness and health. Mendes Ramos is, however, already familiar with the promotional product industry. Before joining Reed Exhibitions as Sales Manager in 2016, she worked as an account manager at KHK GmbH. www.reedexpo.com



Reed Exhibitions

Marlene Mendes Ramos and Viola Proietti

New Head of Marketing

Maximilian Cromme will be responsible for establishing the Business Development and Marketing Department of SPRINTIS Schenk GmbH & Co. KG. The aim of the department will be to develop and optimise the product range of the Würzburg-based company which offers printing supplies and promotional products in its assortment. Considering sales figures and markets, new products are to be introduced and new markets developed. SPRINTIS currently operates in the German-speaking region and the BeNeLux countries.



Sprintis

Maximilian Cromme

www.sprintis.de

Textile team is expanding

PF Concept Deutschland is strengthening its team for the textile sector. Helena Thureson will support the PF Concept team for the Label product group. The experienced graduate in business administration worked as sales manager for the promotional product specialist and has further expanded her expertise in the promotional and corporate fashion segment. "Helena is a great asset to our team," says Peter Stelter, Country Manager PF Concept D-A-CH. "In the future, we will be able to offer even more service in the very important textile sector." www.pfconcept.com



PF Concept

Helena Thureson

Certified films for transfer printing on clothing

The Italian film manufacturer B-Flex has 18 different product families for transfer printing on clothing in its product range and has been selling them for almost three years in Germany through its specialist distributors Wespitex, Flockbar and Jung-Lenz Graphics. The opaque, 90-micron thin 700A polyurethane films are hot-transferred to scrim, cotton and polyester as well as polyester and acrylic clothing and have a matte appearance. The thin, stretchy material ensures that T-shirts or sportswear stay soft and smooth. In addition, the 700 series can also be used for workwear because the specified washability is up to 90 degrees. Flex products of the 700A series are available in 36 colours as well as neon colours. The entire range of B-Flex comprises 20 product families with articles in up to 255. Flex products are certified according to Class 1 of Oeko-Tex Standard 100. www.b-flexitalia.com



B-Flex

TH Sportverlag has also switched to B-Flex.

Production building acquired

Senator, one of the leading manufacturers of personalised promotional writing instruments and mugs, based in Groß-Bieberau, Germany, has today taken a further step in the direction of long-term corporate orientation: the largest production building of the group in Groß-Bieberau has been acquired from the previous landlord, Merz. Group CEO Daniel Jeschonowski is pleased: "The acquisition of the production and administration building ensures that the investments of the past three years in processes and machines are now based on solid ground. With an area of more than 20,000 m², we can now operate our printing plant, assembly, injection moulding, mug finishing and administration in a future-proof manner moving forward. This also means, for example, that we obtain the entire electrical energy for our company completely ecologically from renewable raw materials – with this we are leading the way in our industry".

In addition to Groß-Bieberau, Senator GmbH maintains subsidiary locations in the Netherlands, France and the UK. A total of 270 employees stand by the company, which was founded in 1920 and supplies promotional dealers products "made in Germany" from a 10,000 European pallet capacity high-bay warehouse, with full customisation options in short lead-times. In December 2018, 100 per cent of the company was taken over by the managing partner Daniel Jeschonowski and his wife Stefanie, forming again a family business which stands for continuity and reliability.



Senator

The production building of the group has been acquired from the previous landlord, Merz.

www.senator.com

New marketing director

Peter Leseberg is to remain in the promotional product market. After having spent the past thirteen years as sales and marketing manager at the Bielefeld-based bag specialist Halfar, he moved to the Cologne-based company REFLECTS on 1 April in a senior role as marketing director. According to the company headquarters in Cologne, with Leseberg on board and the teams led by Sales Manager Frank Krüger and Marketing Manager Daniela Szente, the Cologne-based company will continue to press ahead with the ambitious goal of a future-oriented positioning of the REFLECTS brand in the promotional product market.

www.reflects.de



From Bielefeld to Cologne: Peter Leseberg accompanied by Frank Krüger (left) and REFLECTS Managing Director Meinhard Mombauer.



**TED
GIFTED**
LANYARDS

Strong in tube bandana production

TED GIFTED, company based in Poland, is a manufacturer of narrow textile products known all over Europe. Dye sublimation printed lanyards, that the company specializes in, are supplemented with a wide range of additional accessories, such as carabiners, ID card holder or ski passes.

In addition to the lanyards, the company's offer has been extended to mouse pads, microfiber clothes, luggage straps, ribbons, fan scarves, wristbands just to begin with. TED

GIFTED also is becoming strong in tube bandana production in Europe. Lead: Quality, speed and huge production capacity.

Lanyards produced by TED GIFTED gain recognition in around the Europe not only thanks to quick lead times, 24h production possibility, good prices but also their excellence in service and high quality. Since the beginning, TED GIFTED has been controlling lanyards production process from the very beginning until the very end. Behind the products is nowadays a team of 160 people. Both Polish and International customers are being served in 7 languages by its multilingual staff.

Production takes place in 4,000 m² halls located in Poznan, Poland. The production process begins in the own weaving department, in which high-quality threads are weaved to materials for the items ordered by the customer. The materials are then printed using modern printing and heat transfer machines. In the sewing department the products are given a final shape.

This year TED GIFTED starts weaving process of tubular material. New type of weaving process enables TED GIFTED to produce now also Tube Bandanas. New manufacturing process will bring great asset not only to the production time and prices but also to the quality. In Addition, TED GIFTED is in the process of launching its own online shop. Coming soon to www.tedgifted.com you will be able to order customized promotional product easy and comfortably following through the whole order process.

www.tedgifted.com



Precision craftsmanship: women operating sewing machines.



Quality control in lanyard production.



Weaving machines in operation.

The in-house trade show of Werbemittel Ruppner is steeped in tradition. After taking place for the 12th consecutive year at the same venue in Weimar it is already a permanent fixture. In the city of literature, music and architecture, the professionals of the Central German specialist have been successfully cultivating the haptic advertising culture spring by spring.

Successful customer event in Weimar

The culture of haptic advertising



The numerous representatives of the invited companies showed great interest in the new products of the exhibitors.

At the latest promotional product trade show the hosts were once again delighted by the enormous interest in attractive, new and effective products. At the Leonardo Hotel, the proven event venue conveniently located on the idyllic Ilmtal, 22 exhibiting supplier partners awaited visitors from all kinds of companies. Repre-

sentatives from handcraft businesses, start-ups, banks and industry provided insight into the extensive Ruppner customer base and the wide range of demand for high-quality promotional products for targeted customer loyalty and professional marketing. A balanced mix of all important product groups in the industry ensured that the guests definitely found what they were looking for.

Take a closer look! The visitors of the promotional product trade show were greatly interested in the new products and classics.



Fare brought along a whole range of quality umbrellas: Bring on the rain!



Always trendy, always a little bit different and above all individual: the classic promotional writing instrument.

A worthwhile visit

The team of the promotional product specialist founded in Braunsbedra in Saxony-Anhalt in 1992 welcomed a total of 153 people from 77 companies. The majority of the customer base is made up of companies based in Saxony, Saxony-Anhalt and Thuringia/Germany, whose representatives found it absolutely worthwhile to travel up to 150 kilometres to visit this promotional event. Business partners have always felt very well looked after at Rüpner. The decisive factor here is the personal contact between organisers and customers, a relationship that Rüpner bases mostly on relations that have been growing for many years.

Continuous benefit

This is also emphasised by Managing Director Jürgen Rüpner: "Despite all the media progress being made in our digital age, this personal moment in the interaction of customers and consultants plays the most important >>



The essence and impact of haptic advertising: examine, test, feel, grasp ...

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Sustainable values, in your hands every day: porcelain cups from Kahla.



How about that? The latest technical gadgets were available at Spranz.



That too is possible: the recipient is in the limelight with this article from Reflects.



High-quality textile products, a long-lasting advertising effect: fashionable products from Jura Textil.

role in implementing successful advertising concepts. We offer our business partners a continuous benefit not only through our trade show, which has established itself as a direct customer loyalty measure, but also through our service all year round. This continuity also manifests itself in the dedicated contacts of our team – a quality feature that has created great trust over the years between our customers and us as a service provider.” “The same applies in the cooperation with our supplier partners,” adds the second Managing Director Steffen Thorhold: “A good relationship has also developed here over the years. We are in close contact, can tackle any emerging problems quickly and together find the optimal solutions to satisfy the needs of our customers.” But there are also convivial moments that weld us together: On the evening before, the Ruppner team invited the supplier partners to dine together and afterwards go bowling.



Reliable staff at the reception: Nicole Rühlmann, Petra Ruppner and Ines Thorhold greet a customer.



Premium quality, a great experience, top advice at the Castelli stand.

New products and evergreens

Based on these premises, this was once again “a very successful event” (Jürgen Ruppner). This was particularly pleasing as there were also some new customers among the visitors. There were a lot of new things to examine, grasp, test and taste at the well-frequented stands. The trend is still towards ecologically and socially responsible products, but also the latest technical gadgets and gimmicks that (together with their advertising message) are well received by the recipient. Equally indispensable from the cosmos of haptic advertising and on show among the exhibitors at Ruppner were the so-called classics, including what at first sight seemed to be rather unspectacular articles. Smartly presented with a fresh idea, a special twist or a memorable story, however, they did not fail to have a lasting impact. All that remains now is to look forward to the continuation of the Ruppner promotional product trade shows in Weimar in the coming year.



Forming a bond: on the evening before, the Ruppner team invited the supplier partners to go bowling together.

Industry

A close-up, black and white photograph of a woman's face in profile, looking upwards. She is holding a glass of orange juice with ice and a red and white striped straw. Her lips are slightly pursed together. The background is a plain, light color.

PRODUCT **FINDER**

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More visitors, more space, more ideas – Bartenbach's 15th Annual Idea Show was even more informative than it had been in its anniversary year and attracted more than 500 visitors for the first time. An additional 300 square metres of exhibition area provided space for short presentations and a special show.

15th Promotional Product Day at Bartenbach

More than 500 visitors for the first time



A well-known sight: the well-attended Alte Lokhalle in Mainz where the Promotional Product Day took place for the 15th time.

Whe Alte Lokhalle in Mainz, a well-known and popular location in the region, is now inextricably linked to the product show of Bartenbach Werbemittel. The 15th trade show of the Mainz-based promotional product agency also took place in this spacious hall which is ideally suited for the event. A total of 40 exhibitors, including well-known supplier partners as well as new exhibitors, presented a diverse product range and advertising ideas for every budget. The event registered a record number of visitors with 525 visitors from 248 companies. The great response shows that the proven event concept with its exciting mix of tradition and innovation still works well after 15 years.

Haptics works and convinces

In addition, in today's era of digital sensory overload, the haptic experience is once again in high demand. This again makes promotional products interesting communication media, especially since they can score with an unbeatable advertising impact. This is evidenced by numerous studies that have been initiated by GWW and PSI for years. The PR and image campaign "Pro Promotional Product" of the GWW is intended to communicate the impact of promotional products through advertisements and press relations. Bartenbach has designed a series of advertisements and an information brochure based on data from the latest DIMA Advertising Impact Study that shows that



On the special area, Bartenbach informed visitors about the various advertising tools on the basis of in-house projects.



Attracting the customers' attention: The motifs of the GWW advertisement series with strong arguments "pro promotional product".



Tobias Bartenbach spoke about the impact of promotional products.

85 percent of the population (14 years and over) are reached by promotional products and 90 percent of recipients use their promotional products – figures such as these two examples are powerful arguments that can convince decision makers in marketing departments to use promotional products. Banners with selected, substantive data were successfully grabbed the attention of the target group at the trade show.

Added value special show

The special show on the additional area offered over 100 exciting best cases from dialogue marketing and production (mailing enhancers, dialogue marketing, special production) as well as e-commerce and shop solutions including supply chain management and logistics. Another topic: Bartenbach All Inclusive, the tailor-made promotional product service package consisting of an order shop for your own logistics as well as an individual assortment including design, creation, hosting and warehousing.

Trend topic sustainability

The trend topic sustainability was also the focus of this in-house trade show. For the first time, Bartenbach launched its own special catalogue with exclusively sustainable promotional products, which was presented at the trade show. This is still valid beyond the Promotional Product Day until the end of the year and can be downloaded at www.bartenbach-werbemittel.de.

And the setting was also highly popular: the popular networking lounge invited visitors to exchange ideas in a pleasant atmosphere and to enjoy the culinary delights (live cooking). <





Advertising companies are in step with the times with **electronic promotional products** because the future is becoming more and more digital and networked. On the following pages, we present a promotionally effective selection of the **latest gadgets** and accessories from this segment.



PSI 40043 • Kasper & Richter GmbH & Co. KG
 Tel +49 9131 50655-0
 info@kasper-richter.de
 www.kasper-richter.de

At every step

Kasper und Richter offers a practical electronic accessory with 3D motion sensor technology with its high-quality Distance pro step counter. The measuring instrument counts up to 99,999 steps, up to 999,99 kilometres and up to 9,999.9 calories. In addition, the device measures training time up to 1,440 minutes and allows targets of the daily steps up to 99,000 steps. A seven-day memory of steps, distance and calories, a low-battery indicator, removable belt clip and the ability to suppress unintentional movement complete the functional portfolio of the measuring instrument which can be individually printed.



PSI 47514 • Schärfer Werben GmbH
 Tel +49 7664 4056690
 info@schaerfer-werben.de
 www.schaerfer-werben.de

Tiptop typing

The To Go keyboard from Schärfer Werben transforms the most popular smartphones and tablets into a practical notebook. When folded, the ideal gadget for on the go easily fits into any pocket. The mini Bluetooth keyboard is perfectly protected against dust, dirt and splash water by its silicone surface. The keyboard is available in the standard colours red, blue, white and black. The product can be delivered in a Pantone colour from 500 pieces. The keyboard layout is available in English from 100 pieces and in German from 300 pieces.



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PSI 43540 • Intraco Trading bv
Tel +31 75 6475420
info@intraco.nl
www.intraco.nl

Multifunctional charging station

Xoopar iLo Hub is the name of the charging station available from the Dutch company Intraco. It comes with a switchable 3-in-1 adapter, data transmission and LED finishing. The device is predestined for a place on every desk. During charging or when fully charged, the acrylic plate lights up and highlights the logo. The charging station is now available in many new colours. Features include a DC 5V/2.4A input and output, built-in USB Type-C, Lightning and micro-USB adapter as well as an extra USB port.



PSI 47203
Krüger & Gregoriades Im- & Export GmbH
Tel +49 40 731021-80
info@kg-hamburg.de
www.kg-hamburg.de

Cool sound

The Cool-vibes 4.2 Bluetooth high-definition headset from Krüger & Gregoriades is ideal for on the go thanks to its light weight and comfortable design. Thanks to advanced driver technology, the OnEar headphones provide an incredibly balanced, crystal-clear hi-fi sound, combined with enormous bass reserves, whether it be classical, rock or pop. Soft ear pads and an individually adjustable strap ensure high wearing comfort. The compact sound source is packed in a gift box.

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shining printable sitting and decorative cube



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individual sizes and special shapes



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PSI 49009 • 12M
Tel +48 77 4413500
office@12m.eu
www.12m.eu

Lightning promotional aid

Accessories that facilitate working with all kinds of electronic devices are microfiber products. Microfiber glass cleaning cloths can be used not only for glasses, but also for cleaning the camera equipment or screens. Laser-cut, with zigzag edge prevent fraying of the microfiber. Smartphone screen cleaners made of microfiber are small and practical gadgets. One side is an adhesive layer that adheres to the surface of the phone casing and can be repeatedly glued and peeled off. The other side is the cleaning microfiber with imprint which allows you to quickly get rid of impurities from the screen of your smartphone. Any shapes and sizes available for both products. 12M offers 5 % of discount for screen cleaners and glass cleaning clothes with promocode PSI12M06/2019.



PSI 41462 • Spranz GmbH
Tel +49 261 98488-0
info@spranz.de
www.spranz.de

Powerhouse with illuminated motifs

Metmaxx® SaibotLogoLight, the black charging station from Spranz, is a wireless desktop charging station with an illuminated logo surface that is ideally suited for combinations of digital printing and laser engraving to achieve brilliant design effects. The five-watt, one-amp charging station packaged in a design box comes with a USB cable and a design card. Another highlight in the range of the Koblenz-based company is the Metmaxx® wireless double charging station called DoubleChargeWirelessLogo, also in black, for simultaneous charging of two compatible devices. The illuminated logo area is ideal for great motif effects. The product comes with a security chip, turns out five watts and delivers an output of one ampere. Delivery includes a USB cable in the design box.



Electromagnetic induction

“Qi” not only refers to the Chinese word for life energy, but also the leading global standard for wireless energy transfer: Techno’s WT 487 mobile clock radio uses Qi technology which requires a mobile device to be placed on the charging surface to begin charging. This avoids the wear of plug contacts and makes it possible to charge any device with the Qi standard, regardless of the manufacturer. In addition, a USB charging port for older mobile devices without this technology is available. In addition to a quartz clock with two adjustable wake-up alarms, an FM radio with an integrated memory for up to 20 transmitters is one of the features. The alarm is either a ringtone or the radio. The radio volume is adjustable in 15 levels. A mood light and a three-level dimmable LED brightness of the display round off this high-quality product which becomes a perfect present for customers and business partners by applying individual advertising.

PSI 43817
TechnoTrade Import-Export GmbH
Tel +49 3375 216050
info@technotrade-berlin.de
www.technoline-berlin.de

- ADVERT -

SCHMOOZIES®

Display- and tablet cleaner



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mbw.sh



PSI 45899
 micx-media in concept - gmbh & co. kg
 Tel +49 5205 99100
 besser@micx-media.de
 www.micx-media.de

Simultaneous interpreter

The new Bluetooth InEAR headset generation with intelligent language translation is available from micx media and gives the user the impression of having a personal translator right at his side. The wireless audio product is transformed into an interpreter who translates foreign languages directly in your ears, whether face to face, in a business conferences or when travelling. This innovative iOS and Android compatible development enables foreign languages to be translated into any language simultaneously with a connected smartphone app, sending it straight to your ears. With a smart translation function for 30 languages, this is almost perfect reality. In addition, the wireless compact Bluetooth InEar set can be used as a classic music tool with a handsfree option. It is easy to carry, sturdy and comfortable when riding, running or travelling. The built-in 90mAh lithium battery provides staying power with support for up to five hours of playtime and a talk time of up to 4.5 hours.

Mobile worldwide

Finding the nearest power socket is now of secondary importance when travelling: During the night, mobile devices can be recharged with the travel adapter available from Nestler-matho, wherever the user is. The travel adapter connects the user to almost any power network in the world. At the same time it charges the 5,000 mAh power bank which is connected to the adapter with a magnet. The mobile battery is small, pleasantly smooth and fits perfectly into any briefcase or trouser pocket. Above all, the large surface on the top of the power bank offers finishing options. The all-rounder comes in a black pouch with a zip.



PSI 41816 • Nestler-matho GmbH & Co. KG
 Tel +49 7221 2154-0
 info@nestler-matho.de
 www.nestler-matho.de



PSI 45737 • Giving Europe GmbH
 Tel +49 421 596597-0
 kontakt@givingeurope.de
 www.givingeurope.de

Relaxed movie enjoyment

Haltern, the mobile phone holder from the assortment of Giving Europe, is an attractive gift item made of ABS plastic, which provides relaxed enjoyment of movies or presentations on a smartphone or tablet. Its small size and low weight make it easy to store in any pocket. For a good grip on smooth surfaces, the ends of the holder are covered with silicone. Advertising is applied by using pad printing.



PSI 45753 • Anda Present Ltd.
 Tel +36 1 210 0758
 export@andapresent.com
 www.andapresent.com

Energy on demand

Should the battery of your mobile phone or laptop ever run low, the Bamboost from Anda Present will quickly restore the desired performance of your mobile device. The Bamboost is a compact energiser which is also stylishly designed and permanently ensures the desired presence of the advertising message at the customer through an individually engraved logo. With a capacity of 4,000 mAh, the power bank is not only compact in size but extremely light and practical to transport.

USBFix

Memories to file

Dieser USB Speicher Stick zum Abheften ist durch seine ultraflache Bauart ideal für jedes Mailing, jede Broschüre oder jeden Ringordner.



Robert-Gies-Str. 8
 D • 40721 Hilden

Tel.: +49 (0) 2103 71 54 260
 Fax: +49 (0) 2103 71 56 256

info@Hikitec.de
 www.Hikitec.de



PSI 44531 • Indexa GmbH
Tel +49 7136 98100
info@indexa.de
www.indexa.de

Access forbidden

Indexa's TS01 alarm doorstop provides security in a simple yet effective way: The wedge-shaped doorstop is simply placed behind the door to be secured. When trying to open the door, a shrill alarm tone sounds. In addition, the wedge prevents the door from opening. People in the area are warned by the alarm and burglars flee. The alarm doorstop is suitable for home and can also be easily used on the go, for example, in a hotel. Simple installation makes it ready to use in seconds. The housing can be provided with an individual imprint.



PSI 47514 • Schärfer Werben GmbH
Tel +49 7664 4056690
info@schaerfer-werben.de
www.schaerfer-werben.de

Fully automatic cleaning

This is not your ordinary cleaning solution: At Schärfer Werben a small mini-cleaning robot for cleaning the displays of smartphones and tablet PCs enables the user to always enjoy a perfect view of his display. This small article is so gentle, the valuable screen is spared from scratches. The miracle robot comes with two cleaning pads and is available in various colour combinations. Further information is available on request.

Razor-sharp combination

With Victorinox's multifunctional pocket knife, users in the digital world are ready for anything. This tool is conveniently provided with a multifunctional data carrier built into the 58 mm knife housing. The swivelling and removable 3.0/3.1 USB stick has a storage capacity of 16 GB. In addition, the pocket knife offers six other convenient features for use at home, in the office or on the go.



reddot award 2018
winner



PSI 44281 • Victorinox AG
Tel +41 41 8181211
B2B.ch@victorinox.com
www.victorinox.com



PSI 43811
 CDH Computer Division Heinemann GmbH
 Tel +49 2195 68470
 info@cdh.info
 www.cdh.info

Paperless office

The CRM on phone from CDH is a direct link to the customer: The CRM on phone is a telephone-supported information system for customer acquisition and customer loyalty. The Customer Relationship Management System supports daily telephone work. The information system has been specially adapted to the needs of the promotional product industry and automatically displays all the relevant details of the interlocutor on the screen for incoming and outgoing telephone calls. This allows the user to focus directly on their interlocutor without having to manually search for the customer's data. This saves time, effort and costs. Instead of writing down new information, you can open the integrated note app, create an appointment, or forward the call along with the notes on the screen to a colleague. Done. Everything on call, digitally and without loss of time.



Die Handschrift der Werbung

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PSI 43332 • Maximex Import-Export GmbH
Tel +49 212 23065-0
info@maximex.de
www.maximex.de

Clever smartphone holder

In addition to its easy handling, the Easy Grippro smartphone holder from Maximex offers extensive comfort and safety when using a smartphone. Increased protection of your valuable device is provided by the elastic loop which allows one-handed operation. Even selfies from the greatest possible distance as well as one-handed writing of text messages is no longer a problem with the holder. When unfolded, the Easy Grippro serves as a horizontal or vertical stand, making it easy to watch movies. The all-rounder made of ABS is available in black, white, red, pink, blue and purple and can be Pantone coloured from 3,000 units. The black or white strap can be Pantone coloured from just 1,000 units or coloured using heat transfer. In addition to the standard instructions, an individual design of the double-sided printed insert is possible.



PSI 45666 • Halfar System GmbH
Tel +49 521 982440
info@halfar.com
www.halfar.com

Spacious notebook bag

The Hashtag notebook bag from bag specialist Halfar comes with three padded technical compartments for laptops and tablets of different formats. In order to ensure that these devices are always operational on the go, a USB port with a connection cable is integrated, ideal for connecting a power bank. This space miracle is also a highlight in road traffic thanks to its reflective trim and fastening option for a bicycle LED light. Elastic mesh side pockets, a trolley attachment loop and a fully padded carrying system provide comfort on railway platforms and at airport gates. There are six colours to choose from for the Hashtag zip-pusher with its fascinating diamond design and exciting mix of materials. Suitable for almost any corporate design. Other notebook backpacks can be found in the Halfar® catalogue or at www.halfar.com.

Skilfully seasoned

With Nero, the elegant Rominox spice grinder from Römer Lifestyle, spicing and dosing like the professionals is quick and easy. The elegant electric spice grinder has a high-quality ceramic grinder which can be controlled by an innovative tilt sensor with a convenient one-hand operation: Insert the batteries, turn the mill and grinding starts automatically. In addition, the kitchen tool is equipped with LED lighting which automatically illuminates the surface below during grinding and also facilitates dosing. The rubber coating provides a pleasant soft-touch surface.



PSI 43892 • Römer Lifestyle
Tel +49 6541 81290
info@roemer-lifestyle.de
www.roemer-lifestyle.de

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PSI 45998 • O-Square GmbH
 Tel +49 8106 379380
 info@osquare.de
 www.osquare.de

Protected privacy

Covering or even masking the webcam has become normal for many users. With the stylish and practical Synonym® brand webcam covers available at O-Square, users regain control of their privacy. The webcam covers are ultra-thin so the laptop can be folded when the cover is attached. Attaching the covers is done in seconds: just peel off the protective film and attach it to the lens of the camera. By simply opening and closing, the user has full control over his camera. The cover comes with a carrier card which can be personalised with a 4c print on both sides according to your own wishes.

Printing cost calculator

The Merchandise Edition from CosmoShop is the optimal shop software for promotional product agencies and companies that use promotional products. Print jobs can be calculated easily and quickly online in the CosmoShop. The printing cost calculator manages print areas and calculates printing costs including pre-costs after just a few clicks. The precise pricing of printable promotional products is possible directly in the online shop. In the admin area, any number of print areas per article can be defined. The printing options including quantity scales and set-up costs depending on the number of colours are then assigned directly. For example, the costs of printing on the shaft, clip or pusher of a ballpoint pen can be quickly and conveniently calculated in detail. The customer finds the printing cost calculator directly in the detail view of the article. Colour, quantity and print options can be successively selected and required logos or print files can be uploaded at the same time.



PSI 47376 • CosmoShop GmbH
 Tel +49 89 3797966-0
 info@cosmoshop.de
 www.werbemittelshop.de



PSI 44186
 team-d Import-Export Warenvertriebs GmbH
 Tel +49 7181 989600
 info@team-d.de
 www.team-d.de

Quickly noted

The LCD Memo Board from team-d makes taking notes a thing of the past. After removing the security strip on the battery compartment, the Memo Board is ready for use. You can start immediately with the pen integrated in the holder. Memos can be deleted quickly with the push of a button. The 22 x 14.5 cm large writing board comes with the required CR2016 button cell in individual packaging. The use of a microfibre cloth is recommended for product care.



PSI 45899
 micx-media in concept - gmbh & co. kg
 Tel +49 5205 99100
 besser@micx-media.de
 www.micx-media.de

Charged design language

The Shape chargers from micx-media are individualised print and paperwork advertising media with integrated Qi induction technology. Whether it be a logo, product or campaign motto, the individual Shape formats have virtually no functional limits. Eye-catching advertising effects with a wide variety of variation and size formats ensure eye-grabbing promotional effectiveness and high usefulness through wireless charging.

Topic related products

Helping bees



... aus dem Schwarzwald
ef
 emotion
 factory

e.g. Flower-Balls with **special prices**

Sustainable promotion



e.g. Promotional-Fan

Avoid microplastics



e.g. Fruit- and veggie bags

e.g. Straws made of durum

Many new products in our summerflyer 2019



PSI 42020 • mbw Vertriebsges. mbH
Tel +49 4606 94020
info@mbw.sh
www.mbw.sh

Clean and cuddly

When it comes to the Schmoozies® display cleaners of the MiniFeet® brand, the leitmotifs at mbw are safe and clean: The small, soft cuddly toys lie perfectly in the hand and thanks to a microfibre underside clean smooth surfaces such as mobile displays or screens. The display cleaners with a cuddly effect are now available in a large variety. This makes the popular characters adaptable to any industry and any occasion. Advertising is applied to a flag which is attached to the underside of the product. Smartphone bags made of polyester felt ensure protection and customer loyalty. They are processed to a high quality and available in seven colours. Individualisation is carried out by using screen printing.



PSI 48320 • Kim Kranholdt GmbH
Tel +49 2772 575229-0
info@kranholdt.de
www.kranholdt.de



Versatile mobile phone ring

Due to the easy handling of the mobile phone ring from Kim Kranholdt, a mobile phone feels good and secure in the hand, especially when writing, reading, watching a movie or taking a selfie. The 360-degree rotation of the mobile phone ring enables the mobile phone to be turned to a relaxing and comfortable position for the hand. In addition, the rotatable ring can also be used wonderfully as a mobile phone stand. The mobile phone ring is made of high-quality metal and features a self-adhesive film for easy installation on the reverse side. From a purchase quantity of 100 units, the mobile phone ring holder can be personalised with a logo using pad printing or laser engraving.

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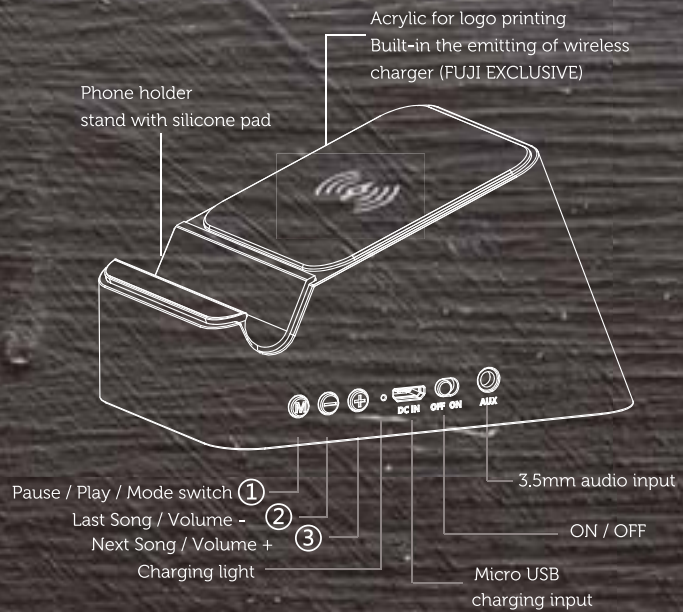
FUJI EXCLUSIVE

Speaker - Phone Stand - Wireless Charger



Key to power

It is small, strong and provides power on the go: Troika's Power Keyring is a key fob, external battery and LED flashlight all at the same time. It makes a charging cable superfluous. With a Lightning connector for an iPhone and a micro USB adapter for Samsung and the like, it has everything on board that is needed for mobile charging. This robust powerhouse with a matt black-silver housing made of ABS plastic and metal features a lithium-polymer battery (1,500 mAh) with overvoltage and deep discharge protection.



Products can be finished in various other colours according to preference as well.

Charges smartphones safely with wireless charging feature.

Compatible with all iOS and Android bluetooth devices.

Dimension: 109 x 66,6 x 60 mm

Net weight: 122 g

Loudspeaker output: 3w

Frequency responsive: 100HZ- 20KHZ

MOQ: 50pcs



Need a sample? Contact us now.

Doyuk GMBH

www.doyuk.com • info@doyuk.com



PSI 47555 • Vim Solution GmbH
 Tel +49 7661 90949-200
 vertrieb@vim-solution.com
 www.trader.vim-solution.com

Cool data transfer

Yola, the practical 4-in-1 charging and data transfer cable from Vim Solution, features a USB plus type C on the one side and, on the other side, a type C plus 2-in-1 micro and lightning cable held together by a magnet. The removable key ring makes it perfect for attaching to a keychain. The power supply is in 1.5 A to 2.4 A. Another highlight is the Lana 4-in-1 mobile phone fan with ports for Android and IOS type C and USB, with which it connects to smartphones, laptops, computers or power banks to provide the user with cool air on hot days. The product is available in numerous colours from 250 units.



Individual mobile phone cases

L&S GmbH offers high-quality standard mobile phone cases and special designs for every mobile phone model in various sizes, materials and colour designs with logo. A colourful advertising message on a large advertising space can be individually and optimally placed according to individual ideas. Customers can choose from various designs and materials such as leather, imitation leather, PU or silicone. The products of the Swabian company are subjected to a strict quality control in production in order to guarantee an optimal result. Further information can be found at www.lunds-gmbh.com.

PSI 43949 • L&S GmbH
 Tel +49 7141 9117229
 info@lunds-gmbh.com
 www.lunds-gmbh.com

Do it yourself

PSL Europe's ultimate high-performance Precision Bit Kit contains essential parts for repairing smartphones, tablets and PCs, including the iPhone, iPad, MacBook Air and MacBook Pro, as well as game consoles and controllers from Nintendo, PlayStation and Xbox. The 24 magnetic precision bits are made of durable S2 steel with a hardness of HRC 58-62. A logo is engraved on the aluminium surface with a high precision laser. The Brandcharger brand is distributed in Europe through PSL Europe.



PSI 45582 • PSL Europe BV
Tel +31 79 3302100
info@pslworld.com
www.pslworld.com



PSI 42907 • Inspirion GmbH
Tel +49 421 5227-0
info@insprion.eu
www.promotiontops.eu

Mobile energy reserve

Inspirion's versatile LUX power bank can simultaneously charge two compatible smartphones and USB devices. This bundle of energy convinces with a powerful 8,000 mAh battery. The input power is 5V/1.5A, the output power is 5V/1A and 5V/2A or 2 times 5V/1A. In addition, the device is equipped with 15 white LEDs with 3 different light modes which, on the one hand, are covered by a white fluorescent cap and, on the other hand, form the charge status indicator in the form of a light bulb.

- ADVERT -

SEATZAC, THE SUMMER GIFT OF 2019



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SUNNY ORANGE



CHERRY RED



DREAMY PURPLE



CLASSIC BLACK



SEATZAC™
brandhouse

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It is a long way from a small print house offering personalised sticky notes on the Polish market to one of the leading European suppliers of promotional products made of paper. PromoNotes has successfully pursued this path and can look back on 25 eventful years.

A quarter of a century of fulfilling individual customer wishes

Advertising that sticks

promonotes



Group portrait with gentleman: the Polish PromoNotes team around Maciej Maćkowiak (Commercial Director).

When the company was founded by the Rawecki family in 1994, it started from scratch in every respect: In terms of organisation, machinery, personnel and know-how. The focus was on individually printed sticky notes as promotional products. In a way, the steady development of PromoNotes is inextricably linked to the economic and political changes in Poland since the 1990s. The accession of Poland to the EU in 2004 gave the young company an important boost. New markets opened up, also thanks to its first participation at the PSI in 2007. Thanks to subsidies from European funding, it was possible to invest substantially in the modernisation of machinery and, just as importantly, to significantly expand the product range.

Wide range of products and own brand

The production of sticky notes quickly evolved into entire sets in cardboard and book cover envelopes. Added to this were offset products such as writing pads and notepads as well as conference sets. In 2010, the company added calendars with integrated sticky notes to its portfolio. A year later, the production of notebooks began, one of the major new developments at PromoNotes. The acquisition of a fully automated production facility in 2016 marked a milestone in the company's recent history. It increased product quality and multiplied the possibilities of meeting customer-specific requirements. And it was instrumental in enabling PromoNotes to launch its own notebook brand Mindnotes in the same year. According to the



The German PromoNotes team with Managing Director Gerrit Bruns (centre).



The latest successful project: the Gold & Silver line of Mindnotes, PromoNotes' own notebook brand.

company, its latest project, the Gold & Silver line of Mindnotes, has already met with great interest from customers and the promotional product industry.

Creating haptic experiences

PromoNotes is brimming with confidence: "We are convinced that we currently offer our customers a perfect, comprehensive product range." What is more, the Polish company sees its almost unique selling point in its complete customisation. And that goes far beyond branding alone. "We develop completely new products with our customers," is the word from the headquarters in Poznan. At the same time, those responsible are aware that it is not just about delivering the standard, but rather a completely tactile experience. PromoNotes makes every effort to create such an experience – be it to design products according to customer requirements so that all the individual parts are coordinated, to search for new materials such as soft-touch coating or natural materials, or to use visual effects such as representation in 3-D format.

Continuous development

25 eventful and successful years do not, however, mean that PromoNotes can rest on its laurels. The people responsible have ambitious plans for the present and future. The focus is on the continuous development of the two main product groups: sticky notes and Mindnotes notebooks. In addition, investments in machinery will continue in order to continuously increase productivity and improve quality. At the same time, the promotional product distributor network is to be expanded with the goal of intensifying existing contacts and gaining new ones. Communication is the essence of the matter. PromoNotes operates in all European markets. By the company's own account, Germany, Poland, France, Austria, the Netherlands and Belgium are the most significant markets. Most importantly, its international presence is documented by the fact that it is represented at all major trade shows as well as at smaller roadshows and customer in-house trade shows. The sales team speaks eight languages, which according

to the company is one of its strengths, as is its openness to customer needs and its flexibility to adapt its product range to individual needs. As a member of most major European industry associations and organisations, PromoNotes is committed to sharing knowledge and experience as well as developing the market. From the very beginning, PromoNotes is also a member of the Club of Notes – an international network of personalized promotional products based on self-adhesive paper printers aimed to share their knowledge and experience. Not least, the company has been a PSI member since 2002.



Quality right down to the smallest detail

The fortunes of the Polish company, which today employs 150 people, are managed from its headquarters near Poznan. On an area of 11,000 square metres there is also the entire production and custom manufacturing plant which features extensive, modern machinery. As the company expects further rapid expansion, an additional 60,000 square metres of land was recently acquired. In addition to its headquarters in Poznan, PromoNotes maintains a sales office in Warsaw and a daughter company located near Hamburg, which has existed since 2014. This year, the team moved to Quickborn and was reinforced by three more professionals. Of paramount importance is the company's major goal to remain one of Europe's leading manufacturers of promotional paper products. "We want to reach as many people as possible and offer them products of the highest standard. Products that are recognisable through their excellence right down to the smallest detail," is the declared corporate goal – not only for the next 25 years. <

On Friday 5th April, the new location of the company Toppoint was officially opened in the Hazemeijer complex in Hengelo in the Netherlands. Attended by numerous guests from the Netherlands and all over Europe, the opening party was a memorable event that marked a new chapter in the company's history.

Moving to new location

Opening party a resounding success



More than 400 invited guests from the Benelux countries, Germany, Italy and France celebrated the opening until late into the night.

With the relocation of the old head office in Bergentheim to the inspiring new location in Hengelo, Toppoint concluded this now 90-year era with numerous changes and major investments, a changed corporate design, the implementation of a new ERP system and the presentation of eleven distinctive brands. Of course, this was all a reason to celebrate.

Great interest in the open day

The afternoon of the opening date began with an open day. The high number of visitors reflected the great interest on the part of the customers, business partners, family members and the many contacts of Toppoint. The new Toppoint brands were presented in an interactive manner in a vivid and impressive way. There was also a Piaggio



There was a great deal of praise and compliments for the new Toppoint headquarters in Hengelo, which opened with an open day.



Managing Director Bas Lensen gave a brief review of the past few years at the beginning of the party evening and raised a toast with the audience to a successful future.

Barista as well as a Formula 1 simulator which was eagerly used throughout the day. In the new restaurant, the live kitchen of the chefs provided for tasty culinary creations. All in all, it was a very successful afternoon. Overall, the response to the new location was very positive. The visitors were full of praise for the layout, appearance and design of the new building.

Impressive factory site

Afterwards, an exclusive VIP evening for invited guests took place on the impressive Hazemeijer factory site. The party started with the entire Toppoint team and more than 400 invited guests from the Benelux countries as well as from Germany, Italy and France. Managing Director Bas Lensen gave a brief review of the past few years, emphasising that Toppoint has invested heavily in people, machines, systems and a new brand strategy to prepare for the future. In his speech, he also thanked all the loyal advertising partners in attendance, as well as his 85-year-old mother and his wife “for all their support in recent years”. And finally, he drank a toast with the entire audience to “a successful future, but above all an evening of fun”.

Partying until the early morning hours

During the party, there was live cooking at four places in the hall and a mobile photo box that made for cheerful moments. Live music was performed by one of the best party bands in the Netherlands, the Boston Tea Party. With their ten-member formation, they animated guests to dance and soon the entire dance floor was filled. With a continuously great atmosphere, the party continued until the early morning hours. As far as the new company location is concerned, Toppoint can now present its strengths in



The live music was performed by one of the best party bands in the Netherlands, the “Boston Tea Party”.

the field of representational advertising even more impressively. It has found an ideal place to further develop its product strategies and can therefore confidently tackle the future requirements of the industry. <

The new Toppoint address:
 F. Hazemeijerstraat 400 (B04)
 7555 RJ Hengelo
 Netherlands
 Tel +31 74 2077900

In 2019 Stabila, the specialist for measuring tools, is celebrating its 130th anniversary with an assortment that now also includes electronic measuring tools and lasers. Use of the products ranges from promotional products to high-quality premiums. The company implements everything – from the idea to production.

Patented quality and stability for 130 years

Measuring tools that set standards



Up to 10,000 spirit levels per day are produced at the Stabila plant in Annweiler in the Palatinate for worldwide distribution.

Gustav Ullrich laid the cornerstone of Stabila in 1889. He founded the “Meterfabrik” in Annweiler in the Palatinate and started producing folding rules and spirit levels. His uncle, Anton Ullrich, provided a real sensation at the time. He produced the first folding rules with a spring-loaded joint. The advantage of this function was obvious: the rules could now be folded and extended, obtaining the desired rule function by exactly locking into place, and could be stored in a space-saving way when not in use. Success was not long in coming: Anton and his brother Franz Ullrich received a patent for this idea in 1886. According to the company, the folding rules that Stabila manufactures today comply with the MID Directive applicable throughout Europe and have CE and metrology markings as well as EC type-examination certificates. Finished with high-quality imprints, they are for the most part distributed through the promotional product trade.

10,000 spirit levels per day

The company, which has been selling its products under the Stabila brand name since 1929, also boasts other innovations. Vials made of high-strength acrylic glass have been produced since 1952 and, by its own account, Stabila is the first German manufacturer of light-metal spirit levels. According to the company headquarters in Annweiler, the patent for “the world’s most stable vial installation system” followed in 1979. The special feature of the system: “The vials are poured firmly into the spirit level mouldings using synthetic resin in a special process. This ensures lifelong accuracy even under heavy load and without readjustment. Even after being dropped, the spirit level measures as precisely as it did on the first day.” Today, Annweiler produces up to 10,000 spirit levels per day for worldwide distribution. Despite a high level of mechanisation, many production steps take place manually to ensure the highest precision.

Extensive product range with excellent reputation

In addition to folding rules and spirit levels, Stabila’s product range today also includes lasers, electronic measuring tools and measuring tapes. More than 550 employees in more than 80 countries work for Stabila, of which around 350 are based in Germany at the company headquarters in Annweiler in the Palatinate. Many products are “Made in Germany” and all have enjoyed an excellent reputation. In order to continue to grow sustainably, Stabila relies on a systematic strategy: “High innovativeness, application-oriented product development in close cooperation with professionals in construction and trade, numerous patents, modern production techniques as well as a continual expansion of distribution and marketing activities”. <

www.stabila.de

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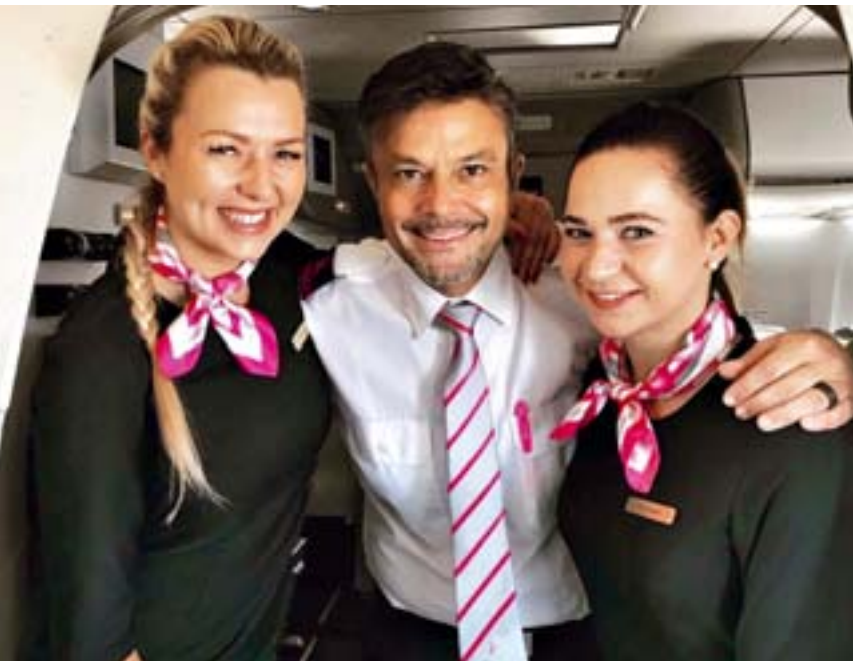
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www.promotex-expo.com

All Condor employees are invited to support the FlyPink campaign for breast cancer prevention this year. Club Cawatte Crefeld, the textile accessories specialist, is contributing to it with neckerchiefs and ties for flight crew.

Condor campaign supported

FlyPink with neckerchiefs and ties



FlyPink, made by the specialist Club Cawatte Crefeld, is not only chic but also contributes to the prevention, treatment and research of breast cancer.



The Thomas Cook Group Airline invites all pilots – and this time for the first time also cabin crews – to participate in FlyPink. FlyPink is a global initiative of the airline industry which wants to draw attention to breast cancer, the most common type of cancer in women. The campaign is also committed to collecting donations, thereby promoting the prevention, treatment and research of this disease. To show their support, all pilots and cabin crew members can purchase neckerchiefs as well as ties and epaulettes in the FlyPink design. In addition, all Condor employees can buy ballpoint pens, lanyards, pins and coffee mugs.

Made by the specialist

Club Cawatte Crefeld (CCC), the textile accessories specialist, was chosen to make and customise the neckerchiefs (pure silk, twill) and ties (pure silk, jacquard woven) intended for the campaign. “Since charity campaigns are important to us in the company, it was also natural for us to support the campaign with a substantial price reduction,” says CCC Managing Director Bernd Koch.

Growing knowledge

FlyPink was launched in 2015 by a female pilot of the Australian airline Qantas after her aunt suffered from breast cancer but was able to overcome it thanks to growing scientific knowledge. Condor and Thomas Cook Group Airlines will be taking part in FlyPink for the third consecutive year next October. And Club Cawatte Crefeld will be participating, too. <

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In the area of product safety, CE and GS marks are particularly important. Consumers often do not really know their significance although background knowledge about them can be helpful in making purchasing decisions. Suppliers and distributors of promotional products also need to know what exactly lies behind them. Intertek provides some clarification.

Caution: Risk of confusion between CE mark and GS mark

Similar and yet so different



For the common European market, the European Union has enacted a large number of directives and regulations. For example, these guidelines include the minimum requirements for product safety, performance or energy efficiency. The manufacturer or importer is responsible for complying with these requirements. A declaration of conformity must be issued for each product that is placed on the market. In the context of product labelling, there are always irritations, especially as the CE mark and the GS mark are often confused or not used correctly.

CE mark verifies conformity

The CE mark (CE stands for “Communautés Européennes” and means “European Communities”) is a mark of the European Union. It is a key indicator of the conformity of a product with the applicable EU legislation. With the CE mark, the manufacturer, distributor or EU authorised representative, in accordance with EU Regulation 765/2008, “declares that the product complies with the applicable requirements stipulated in the Community harmonisation legislation as to its affixing.” The CE mark is therefore not a seal of quality but a mark to be affixed by the distribu-

tor, at his sole discretion, expressing that he knows the specific requirements concerning the product he distributes and that his product complies with these requirements. With the CE mark, the manufacturer confirms that the marked product complies with the applicable European single market law. CE is an administrative symbol intended for market surveillance authorities.

CE mark is not a quality seal

The CE mark must be affixed by the manufacturer. However, this only applies to products or product groups for which there is a corresponding EU legislative act (e.g. the Low Voltage Directive for electrical products in the voltage limits defined therein). However, products that are not covered by such a legislative act may not bear a CE mark (e.g. ladders and steps). In contrast, the GS mark signifies product testing and production monitoring by an inde-

safety law and the associated regulations. The quintessence of the law: Only safe products may be placed on the market. If compliance with the law has been verified by an independent body, the products may be voluntarily and additionally provided with the GS mark. Regular checks and inspections by independent bodies should ensure that the products are produced unaltered and in uniform quality. The GS mark signifies that a test centre authorised by the German state has tested the product on the basis of a particular type and carries out production surveillance or product monitoring. The GS mark is the only legally regulated product safety mark of conformity in Europe. It is intended to protect the user and third parties against damage to life and limb when used as intended and in a foreseeable manner (in a non-harmonised area, i.e. without a European specification) and by complying with European requirements (in the harmonised area).



pendent testing and certification body (GS centre). This shows the decisive difference to the GS mark: For most products, the CE mark does not contain a direct indication of tests actually carried out. Only critical products (such as medical devices or gas appliances) are required to be approved by independent Notified Bodies. The CE mark may not be used in advertising.

GS mark: legally regulated mark of conformity

The transposition of the European directives into national law took place in Germany through the product

GS mark certifies product safety

During a GS test, it is checked whether the product meets the requirements of § 21 ProdSG with regard to ensuring the safety and health of persons. This includes the requirements of the European directives and/or regulations that are implemented with the ProdSG and its regulations (e.g. Low Voltage Directive or Machinery Directive). Not included in the testing and certification for the GS mark are European directives which, although they provide for the CE mark, are not designed for safety and health protection (e.g. EMC Directive 2004/108/EC, Ecodesign Direc-



from the Federal Institute for Occupational Safety and Health. To retain the certificate, the GS centre carries out inspections (for example, monitoring of the production facility).

GS mark serves as quality assurance

During inspections, it is checked whether the manufactured product still corresponds to the tested type or if modifications have been made. This mostly annual inspection also includes a review of the quality system and final product testing. If there are any relevant modifications to the product, the manufacturer must inform the GS centre.

Relevant modifications are all modifications that could affect conformity with the ProdSG or even deviate from the test report of the GS centre. The GS centre must check whether the modifications made require a review or, if necessary, an amendment to the test report. Depending on the modification, the modified product is subjected to a re-examination.

tive 2009/125/EC, Measuring Instruments Directive (2004/22/EC)). The instruction manual is a product component, i.e. without the manual, the product is incomplete. Functional tests are only part of the scope of the GS mark to the extent necessary for product safety. The GS mark is therefore not a general quality mark. The quality, such as the service life of a product, is not tested. The GS mark may be advertised as it is a voluntary mark.



Intertek offers GS certification for the approval of numerous electrical and non-electrical products in EU countries.

GS mark only from approved testing centres

As a rule, manufacturers (refer to § 2 No. 14 ProdSG for definition) rely on the GS mark both for quality assurance reasons and for marketing purposes. The buyer therefore has a confirmation, by a body independent from the manufacturer, that the product is safe within the meaning of the ProdSG. The GS mark can be assigned to ready-to-use products (for example, machines, hand tools, toys, electrical appliances, lighting, household appliances or furniture). Centres that can assign a GS mark are specified by the central office of the federal states for safety technology. In order to affix the GS mark and to obtain a product-related certificate, the manufacturer must subject his product to a type examination by an authorised testing laboratory (GS centre). A list of all GS centres is available

Why GS certification?

Many German distributors, buyers and authorities recognise the GS mark as a guarantee for product safety. Research shows that German consumers are quite willing to pay a higher price for a product with a convincing certification mark and thus to invest in quality. The GS mark creates consumer confidence and underlines that safety is paramount for the manufacturer. Due to technical progress and amendments to guidelines and standards, it is difficult for small companies to check whether the products still meet all the requirements. The involvement of a professional service provider like Intertek is invaluable. Test centres can also provide competent and prompt assistance in the event of issues with the market surveillance authorities.

Intertek Holding Deutschland GmbH

Tel 0800 5855888 / +49 711 27311-152 · Fax +49 711 27311-559

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The Stuttgart Higher Regional Court handed down a judgement on 18 February 2019 – with far-reaching consequences for advertising campaigns with the GOTS logo and/or name. The judgement was preceded by a lawsuit filed by Global Standard gemeinnützige GmbH as the standard setter of GOTS against a textile printer.

GOTS obtains judgment against textile printer

Quality promise acknowledged

The bone of contention was that a textile printer had purchased GOTS certified T-shirts and subsequently printed them. The problem is that the print shop itself was not GOTS certified. According to the

GOTS standard criteria, however, every processing step requires certification, for example in order to rule out toxic or carcinogenic substances. As the printed T-shirt was advertised as a GOTS certified end product, "Global Standard gemeinnützige GmbH" as the standard setter of GOTS was forced to file a lawsuit.

this therefore constitutes an infringing act. What is more, general statements about GOTS on the defendant's website did not alter the fact that the consumer would be misled into believing that the products are legally certified, said the judges. "This judgment is ground-breaking. The judges acknowledge the quality promise of a GOTS product to be certified throughout the entire chain. This protects consumers as well as companies that act properly by being certified," says Claudia Kersten, GOTS Managing Director.

GOTS about GOTS

GOTS is recognised as the worldwide leading standard for the entire processing (from post-harvest processes to spinning, knitting, weaving, dyeing, finishing and manufacture) of apparel and home textiles made of organic fibres (such as organic cotton and organic wool). It defines environmental requirements at a high level while at the same time demanding compliance with social criteria. Key provisions include the prohibition of genetically modified organisms (GMOs), high-risk chemicals (such as carcinogenic azo dyes and formaldehyde), child labour and the requirement for strict wastewater treatment practices and socially responsible management. GOTS was developed by leading international standard organisations – Organic Trade Association (USA), Japan Organic Cotton Association, International Association of the Natural Textile Industry (Germany) and Soil Association (UK) – with the aim to define globally recognised requirements which guarantee the biological status of textiles and thus a credible product safety for the consumer. GOTS is a self-funded non-profit organisation.



Quality mark GOTS

In their opinion, the judges expressly pointed out that the GOTS brand is regarded as a mark of quality. Consumers should be able to rely on compliance with the stringent requirements of the standard. As a result of the printing, there would be a risk that the textiles would no longer comply with the ecological specifications of GOTS. The reputation of GOTS could thus be weakened or otherwise damaged by subsequent (non-certified) processing and

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www.fkm.de

Health-conscious

The **(vegan) Smart Bears** from Kalfany Süße Werbung always fit exactly into an advertising concept if a company wants to present itself with a particularly smart image. Kalfany has set itself the goal of addressing the new nutritionally conscious thinking and acting in the product ranges of companies. For example, the Smart Bear, as well as the vegan Smart Bear in 85 x 60 mm promotional sachets with 10 grams of content.

PSI 42706 • Kalfany Süße Werbung GmbH & Co. KG
Tel +49 7643 8010 • info@ksw24.com
www.ksw24.com



Incredible success

Richartz's small **compact multifunctional tool** with a professional, interchangeable parcel and letter opener (a click-in replacement blade is included) is made of high-quality matt blasted stainless steel. The 14 functions in the smallest space leave nothing to be desired. Delivery takes place in an attractive gift box. Advertising messages are applied and/or individual packaging is created by using laser engraving from 250 pieces. The blade element can be customised in colour from 5,000 units.

PSI 40884 • Richartz GmbH
Tel +49 212 232310 • info@richartz.com
www.richartz.com





Comfort and protection

During a walk there is a sudden rain shower. How convenient in this situation if two persons can fit under one umbrella.

FARE®-4-Two, the **guest folding umbrella** from Guenther Fassbender GmbH, offers extra protection and comfort with its unusual shape. Incidentally, hidden behind this is elaborate technology with two tops and a sophisticated construction which, by the way, is also particularly robust. The dual automatic system enables fast opening and closing of the umbrella. The special shape of the FARE®-4-Two not only provides more protection, but also a particularly large advertising space on the middle wedge.

PSI 43144 • FARE - Guenther Fassbender GmbH
Tel +49 2191 609150 • info@fare.de • www.fare.de
www.fare.de/de/5062/



Minimal but excellent

Gold, copper, red, green, blue for the most traditional companies but also graphite gray, millennial pink, mint green, pastel blue and electric blue. The Raja and the S45 from Stilolinea are thus enriched **by luminous flashes** and so much charm: from silver with a graphite effect, to copper and gold that look like fused metal waterfalls, to the trendy nuances that recall the most requested smartphones or electronic devices covers. There's something for everyone. Besides making the timeless Raja and the "super cool" S45 the stars of the pen universe, the metallic trend brings out both classic and fashion colors. The combination of metallic satin finish body and transparent colored clip creates a very modern "irreverent" effect in the new S45 Clear Met Satin version, perfectly interpreting the metal trend for those companies that want a minimal design pen with an excellent printing area. For companies, looking for a more glamorous image, which gives to their brand a refined elegance without giving up a touch of modernity, Stilolinea offers the new version Raja Met Satin that combines silver details with a wide range of 10 metallic colors. Stilolinea offers these iridescent and multicolored looks that elect light to be the vehicle for enhancing all the logos and brands that will choose the two novelties of this collection.

PSI 45328 • Stilolinea Srl
Tel +39 011 2236350 • info@stilolinea.it
www.stilolinea.it

Klio-Eterna

Est. 1900

New

Cava

Paradisiacally puristic



Modern new edition

It has been more than 25 years since the Euro ballpoint pen expanded the product range of the writing instrument manufacturer Klio-Eterna. A slim appearance, large advertising surfaces, a perfectly integrated coloured ring for separation at the top and a coloured sleeve between the shaft and the top of the clip made it a real eye-catcher and an absolute sales hit. Today, the popular classic from the 1990s is making a **modern and contemporary comeback** with the Cava model. The new ballpoint pen impresses with the same, straightforward and sleek design as its predecessor, but completely foregoes the coloured ring between the tip and shaft in favour of a flowing silhouette. The high-gloss plastic sleeve of the successor Cav can be combined in 16 standard colours, thus providing exciting colour accents beneath the top of the clip. This has also undergone a tremendous transformation and has gone from a cap-like design to an ergonomic concave shape. In addition to the standard version in high gloss, the new Cava is available in the pleasantly rough and typical Klio-Eterna soft grip surface. Equipped with the Klio-Eterna Silktech S quality refill with a writing length of 2,000 m, both models are convincing with the tried and tested, velvety writing experience. The Cava high gloss consists of a total of 4 plastic components that can be combined in up to 16 colours. If your favourite colour is still missing, the elements can also be finished in special PMS colours from an order of 5,000 pieces. There are many possibilities when it comes to finishing. In addition to the familiar standard print types, the Cava can also be customised with the new XL shaft print. This flexibility and enormous diversity create scope for individuality and almost endless design options.

PSI 40823 • Klio-Eterna Schreibgeräte GmbH & Co KG
 Tel +49 7834 973-0 • klio@klio.com
www.klio.com

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



One pen – two systems

The new Snooker rollerball softtouch Ms made by Klio-Eterna uniquely combines the features of a fountain pen with the simple handling of a ballpoint pen. Thus, the advantages of two different writing systems form the perfect **sympiosis for a new, innovative and at the same time elegant product**. Optically matched to its counterpart, the Snooker softtouch Ms ballpoint pen, the rollerball also impresses with its slim silhouette and exceptionally shaped, yet discreet metal clip. The Snooker rollerball has a uniquely interesting mix of materials with its grip zone made of high gloss plastic. The satin-finished metal applications, decorative ring, clip and push button give the shapely metal rollerball a special elegance. The special softtouch surface finish supports the graceful appearance and beautifully complements the harmonious design haptically. Like the ballpoint pen variation, the Snooker rollerball softtouch Ms can be selected from a total of 7 colours and from a quantity of 10,000 pieces in the desired PMS colour. In addition to the standard print types, permanent laser engraving on the metal clip as well as on the housing is ideal for personalisation. It also underlines the high-quality character of the Snooker model family. To ensure the well-known Klio Eterna writing pleasure, the new rollerball pen includes a high-quality RO-S rollerball refill in blue or black as standard. Together with the Snooker ballpoint pen variation, the Snooker rollerball softtouch Ms represents an innovative and visually impressive pair of writing instruments. Complemented by high-quality modern packaging, the new trendy duo is the perfect gift for any occasion.

PSI 40823 • Klio-Eterna Schreibgeräte GmbH & Co KG
Tel +49 7834 973-0 • klio@klio.com
www.klio.com

Klio-Eterna

Est. 1900

New

Snooker Rollerball

Silky-soft writing feel



60296 Snooker rollerball softtouch Ms

60296 Snooker rollerball softtouch Ms

Gift idea

Writing instrument set
„Snooker“

Ballpoint pen +
Rollerball in case

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

Mobile first-aiders

Summer months have much to offer: Holidays in the south, barbecue in the garden, music concerts outdoors. Comprehensive first-aid protection as offered by Medical Promotion is essential. Small accidents happen so quickly: a tick bite, a small abrasion or a skin burn at a barbecue. The Mediboys are practical and **comprehensive first-aid kits** – also available as a customised version for various purposes such as tick bites, burn injuries or abrasions. Available with an individual front label from 50 pieces.

PSI 47105 • GRAMM medical healthcare GmbH
Tel +49 7151 27201 • info@gramm-medical.de
www.gramm-medical.de



Strong like an empty bottle

The legendary outburst of anger from former Bayern Munich coach Trappattoni: "Weak like an empty bottle!" remains forever in the memory of countless people. However, the product developers at uma do not find empty bottles at all weak, but actually quite strong. And why? Quite simply because you can make great new writing instruments from them! "Upcycling" is the process by which uma **shapes empty PET bottles into long-lasting promotional products**. With the recycled PET pen called switch, uma now offers another model based on reused beverage containers. It is a great ballpoint pen that is available in a variety of colours from opaque to transparent. In addition, the clip and the shaft provide an eye-catching advertising space. The uma jumbo-size refill ensures long-lasting writing enjoyment. The recycled PET pen switch also stands for sustainable advertising messages and combines writing enjoyment with resource conservation.

PSI 41848 • uma Schreibgeräte
Tel +49 78327070 • info@uma-pen.com
www.uma-pen.com



2017
Gewinner



Conscious advertising

Becoming active, helping to do something for the environment while still promoting the company – what better idea is there than to combine **promotional products with the topic of “helping bees”**? That is what emotion factory thought and, following its launch last year, expanded its range of promotional products associated with this topic and dedicated a large part of its summer product catalogue to the animal which plays a major role in the conservation of biodiversity. With seed bags, a bee-helper stick or a bee card – filled with bee-friendly flower seeds – companies can contribute to the preservation of bee and species diversity with each distributed promotional product.

PSI 41016 • emotion factory - Heri-Rigoni GmbH
 Tel +49 7725 93930 • info@emotion-factory.com
www.emotion-factory.com



- ADVERT -



Foldable stand

The **foldable smartphone stand** offered by Schärfer Werben GmbH is the ideal companion for on the go. When it is at hand, for example, you can comfortably watch movies or make video calls on your smartphone while your hands remain free. This useful companion is available in six standard colours; individualisation with a logo print is possible.

PSI 47514 • Schärfer Werben GmbH
 Tel +49 7664 4056690 • vertrieb@schaerfer-werben.de
www.schaerfer-werben.com

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Reliable connection

If you are looking for a **practical adapter** for charging mobile phones, tablets, e-book readers or MP3/MP4 players, you should take a look at the Krüger & Gregoriades assortment as this is where you will find the desired article in top quality. The adapter has two USB ports and is shipped in a gift box. On request, personalisation can be carried out. The input voltage is given as 100 to 240 volts.

PSI 47203 • Krüger & Gregoriades Im- + Export GmbH
Tel +49 40 73102180 • info@kg-hamburg.de
www.kg-hamburg.de



Get creative

That is the impact that a branded pen created using **SimpliColour** can make since Goldstar has introduced it to its vast range of design options. SimpliColour offers the ability to wrap a full colour image all around the barrel of the pen – that's 360 degrees of design freedom. Available on 15 superb products, it's just simply pick a pen, pick a trim and then get creative. SimpliColour is a superb new option for customers requiring more than just a one colour print. Diane Anderton, Product Development Manager at Goldstar says; "SimpliColour creates infinite flexibility and ultimate impact for style conscious customers wanting to be creative with branded pen designs."

PSI 45829 • Goldstar Europe
Tel +353 42 9320331 • alexandra.belke@pens.com
www.goldstar-europe.com

Filigree embroidery art

As a full-service provider, Klam has been refining everything the textile industry has to offer **for over 30 years**. What makes the embroidery so special? Experience and attention to detail! The company specialises in high-quality textile finishing of all kinds and special textile productions. Embroidery is still done out of passion, and of course also on third-party goods!

PSI 49119 • KLAM Stickerei
Tel +49 7129 928690 • mail@klam.de
www.klam.de



Fresh, sporty and modern

Inspired by the latest design trends, Schneider is expanding its product line of Ray cartridge rollerballs with three new colours. The **bright trend colours** "Teal" and "Coral" make you yearn for summer, shrill flamingos and cool turquoise sea water. And those who prefer a more subtle appearance can choose the elegant black and anthracite variation "Onyx". The three new colours complement each other beautifully in the new special display and expand the range of the two existing colour variations deep blue light grey and white dark grey.

PSI 43416 • Schneider Schreibgeräte GmbH
Tel +49 7729 888124 • Klaus.broghammer@schneiderpen.de
www.schneiderpen-promotion.com



Luminous appearance

An **LED-illuminated advertising counter** belongs to the assortment of Roll-Up.Bayern. This stylish article has what it takes to become an absolute eye-catcher at every trade show stand or event. Thanks to LED lighting inside the counter, the advertising message is presented elegantly and yet very conspicuously. Of course, the counter can also be used without LED lighting. The white desk creates an exquisite look. The dimensions are 104 x 40 x 103 centimetres, the weight is only 18 kilogrammes. Assembly is very easy and takes no longer than five minutes.

PSI 49862 • Roll-Up.Bayern
Tel +49 8282 8900960 • info@roll-up.bayern
www.roll-up.bayern



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PSI No. 18861	BedrukteFles BV, NETHERLANDS	www.bedruktefles.nl
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Summits



Summits in politics always have a touch of lots of show and few concrete results. I have also attended a number of industry summits this year. Granted, that sounds a little pretentious. Nevertheless, I always find the joint meetings with the CEOs of the largest organisations in our industry worldwide inspiring. This exchange also highlights the state of the industry and is an important guide to its development. The events in the USA in particular often provide indications of future trends and tendencies in Europe.

There are also summits with the major companies. The recent meetings showed very clearly that all regions must face the same challenges. In addition to the legal and ecological issues, the main topic is training. As there are still no access restrictions, let alone occupations requiring training, industry knowledge is still at a frighteningly low level. The organisations and companies agree that further education in consulting, production and finishing should be mandatory. The existing further education courses offered by the associations and organisations are being insufficiently utilised. Large companies that specifically train their customers at their production sites currently have positive experiences.

Especially today, where technology and the Internet offer unprecedented opportunities to acquire new customers and develop new markets, the weak demand for training is puzzling. Perhaps we should reactivate initiatives such as the vocational training of the promotional product merchandiser. Unfortunately, these initiatives have failed time and again in the past due to a lack of interest. Here, it is important to initiate corresponding training summits in order to gain more clout together – for a more professional industry and a higher quality level of all its services.

Best regards,

Michael Freter
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8

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Christmas again?

Although it always seems a bit strange to think about Christmas in the middle of summer, lucrative festivals require long-term planning. The business cycles of the promotional product industry are no exception. That is why our Product Guide already addresses attention-grabbing articles for the year-end business characterised by Christmas. Experience shows that it is necessary to proactively alert customers to this time of year. After all, whoever waits until the customer realises that it is Christmas again puts himself in an unnecessary predicament. In addition, we are presenting products in the areas of "Auto, traffic and safety" in another product category.

Please give some consideration to the product topics of the August/September 2019 issue with the thematic groups "Ecological and sustainable products" as well as "Fashion, workwear, caps and accessories" and send your product presentations (image and text) by no later than 21 June 2019 to: Edit Line GmbH – Redaktion PSI Journal e-mail: hoechemer@edit-line.de

Brand power convinces



Schwan STABILO has been producing its customers' favourite pens for over 160 years: premium quality, colourful and functional writing instruments in a wide variety and in different price segments, which can utilise their brand advantage especially when used as promotional products and thus unfold their full impact. A visit to Heroldsberg and Weissenburg.

GOTS certifications continue to increase



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