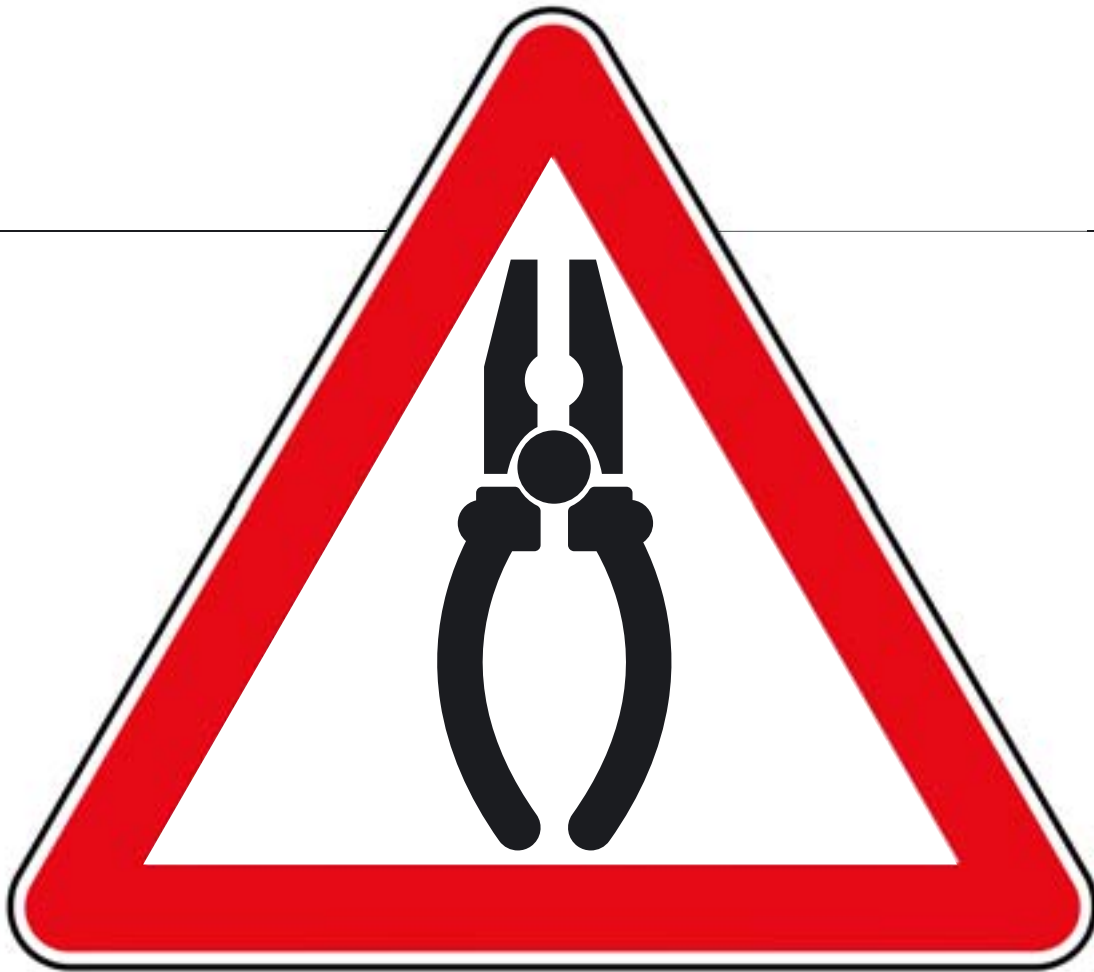


PSI EUROPE

PSI Journal

International Magazine
For Promotional
Products

July 2019
Volume 58



Promotional products

as work equipment

**No junk
products**

PSI, PromoTex Expo, viscom

Michael Freter
Developing visions,
shaping the future

Product Guide

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Automobile, transport,
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Editorial

Watch out

A notebook is usually less dangerous than a cutter. There is nothing new about this insight. But for some people, a new insight might be that you should place increased demands on a cutter as a promotional product in terms of product safety. Especially when used in the work environment. Hundreds of thousands of workplace accidents throughout Europe involving tools led the EU Council of Ministers to adopt protective measures years ago. The trade ministers of all member countries meet in this body of the EU – not the much maligned Brussels politicians.

Promotional products that are used in the work environment are thus subject to these protective laws (in Germany the Industrial Safety Ordinance (BetrSichV)). In the case of such products, it is therefore necessary to pay close attention to all product safety requirements (see article from page 10 onwards). This should also be openly discussed with the industry customer because he also has certain obligations to cooperate in the case of work equipment: For example, he must perform an additional risk assessment and document this for his own protection.

Of course, the responsibility for the safety of work equipment lies primarily with the manufacturer/distributor. Especially in the case of work equipment, however, the entire supply chain must increasingly pay attention to ensuring that the legal requirements are met. If anyone acts negligently or cheap goods are intentionally delivered without sufficient product safety, this could be very costly in the event of injury or worse. So beware if products are used as work equipment. No, this is not scaremongering, but simply advice that could protect against damage.

Particular attention, however, should generally be paid to the whole topic of product safety. Too often one hears that distributors and also suppliers attach more importance to product prices than product safety. Reputable industry participants repeatedly draw our attention to violations and are greatly annoyed that “cheap” is often more important than “safe”. Of course, this hampers fair competition and can discredit the entire industry. So take note whenever scoundrels are up to no good. Consumer protection groups are pleased to receive valuable information.

In this spirit

Manfred Schlösser | Editor-in-Chief PSI Journal

Your opinion: schloesser@edit-line.de

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Harry
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&

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nachweislich zu besseren Arbeits- und Lebensbedingungen bei. Mister Bags findet, ein echtes Krönchen unter den Baumwolltaschen.



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Developing visions, shaping the future

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Half a year after the premiere of the new trade show platform with PSI, PromoTex Expo and viscom, it is time to take stock and assess what was good and not so good and to ask Michael Freter, a leading authority when it comes to trade shows, about the past, present and future.

Promotional products as work equipment: no junk products

10

Product safety is an issue with so many facets that it always makes sense to look at it from a different perspective. Many products that are supplied to industry customers are considered as work equipment and thus fall within the scope of the Industrial Safety Ordinance. This issue shows what suppliers, customers and employers need to know.



GWV Newsweek and PSF Forum

50

In May, the 17th edition of GWV Newsweek made its way through Germany – with a further increase in visitors. The final of the tour took place in Switzerland with a double-bill event of the Swiss promotional product industry Promoswiss including the PSF Forum as well as the Swiss edition of Newsweek. We have been on the spot and give you a glimpse into both events.



Brand power for effective campaigns

78

Schwan-STABILO has been producing its customers' favourite pens for more than 160 years: high-quality, colourful and functional writing instruments in a great variety and in various price segments, which can be used as promotional products to utilise their brand advantage and thus unfold their full impact. We paid a visit.



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Trendy chain reaction

Trend: Unpacked fruit and vegetables

Nigel Bond's branch of the New Zealand New World cooperative chain offers fruit and vegetables entirely without protective plastic packaging. "Food in the nude" is the motto here. This is possible because suppliers are open to this topic and now deliver products without packaging. According to Nigel Bond, this project inspires customers and at the same time drives sales dramatically. (www.trendsder-zukunft.de, "Food in the nude"). Incidentally, this trend is not only very popular in this part of Down Under, it is also noticeable in this country.

Trend: Fruit and vegetable bags

Fruit and vegetable bags are ideal to transport produce home in a trendily presented and at the same time sustainable manner, and they are also ideal as promotional products and brand ambassadors.

Natural and practical

Ompu carrier bag made of recycled curtains
Globe Hope Oy
www.globehope.com
PSI 48793

Long-lasting sources of vitamins

Fruit and vegetable bag made of organza
Heri-Rigoni GmbH
www.emotion-factory.com
PSI 41016

Trend: Bowls

After arriving home with the trendily presented and transported fruit and vegetables, the trends are far from over. Now it is important to spruce up these sources of vitamins and minerals by placing them in a bowl. After all, bowls and small bowls are another trend in 2019, which Nicolette Naumann, Vice Director of the Frankfurt trade show Ambiente, confirms.

Entirely organic

Bowl made of sustainable materials
Global Innovations Germany GmbH & Co. KG
www.globalinnovations.de
PSI 46626

Decorative appearance

Delicious bowl set
InterPro Brands GmbH & Co. KG
www.interprobrands.com
PSI 44501



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Also suitable for promotional products

According to a study commissioned by the market research institute Triple M Matzka, more than half of Austrian holidaymakers buy merchandising products. At 41 percent, T-shirts are the most frequently bought promotional product, followed by caps (22 percent). The company Toferer Textil has come up with the idea of a T-shirt vending machine for those making up their mind at the last minute. The customer chooses his T-shirt (or his cap) at the push of a button, just like with conventional vending machines. (Trade magazine CASH, "Das T-Shirt aus dem Automaten")



Corner shop 4.0

Canned sausage, grilled meat, yoghurt, cheese, eggs, potatoes or onions: What reads like a simple shopping list is only part of an integral component of a new trend: Vending machines with local products. "Vending machines are a trend that can be found both in cities and in the country," explains Joachim Stumpf of BBE Handelsberatung. (focus.de, "Automaten ersetzen Tante-Emma-Laden").



Personalised dispenser

Trend articles with integrated retro charm for individual advertising success are also offered by the promotional product industry. One example is the "My Pick 'N' Mix Sweets Dispenser" from MemorySweets, which takes back those with a sweet tooth to the 1950s.



My Pick 'N' Mix Sweet Dispenser

MemorySweets GmbH
www.memorysweets.com
PSI 49727



Restrictions for vending machines

However, there are also clear limitations for the vending machine trend in Germany. The operation of pharmacy vending machines is still prohibited in this country. The Higher Regional Court of Karlsruhe recently granted an application filed by the German pharmacists' association. The decision was triggered by the mail-order pharmacy DocMorris which had installed a vending machine in a small community without a pharmacy.

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Half a year after the premiere of the new trade show platform with PSI, PromoTex Expo and viscom, it is time to take stock and assess what was good and not so good and to ask Michael Freter, a leading authority when it comes to trade shows, about the past, present and future.

Trade show platform 2020

Developing visions, shaping the future

When Michael Freter launched the Sustainability Awards, many in the industry showed little interest. There were all sorts of comments made, from “What’s the point of that?” to “What a load of nonsense”. Little enthusiasm was shown at the time. When the three trade shows in the world of advertising and selling were presented, namely the PSI, PromoTex and viscom, some comments sounded just as sceptical. Today we know – and not just since Greta Thunberg – that sustainability will be a competitive advantage in the future. There is certainly a broad consensus on this. The PSI and its two sister trade shows got off to a good start in the first year. Of course, not everything went perfectly. But nobody can expect it to be absolutely perfect, particularly when it involves such a gigantic challenge of relocating, of linking up a trade show steeped in tradition like the viscom, and of planning the entrances and walkways in six large halls?

After the premiere there was a lot of praise but also just as many critical comments. As a leading authority on trade shows, how do you please everyone involved in all three trade shows?

I’m flattered, but I don’t consider myself a leading authority on trade shows. Together with my colleagues in the management of Reed Exhibitions Deutschland, I simply wanted to bring together the three trade shows because we wanted to create the largest alliance of advertising and selling events in Europe. However, each of these three trade shows has an independent trade show team with a director. Petra Lassahn coordinates these teams so enough of me being a leading authority on trade shows – it’s all down to teamwork and good, experienced trade show staff – that has never been disputed.

And yet as the face of these trade shows, you are the one who must deal with praise and criticism.

That’s right too, but as a team we do everything we can to assess praise and criticism. We enjoy being praised and take any criticism seriously in order to do things better next year. For this reason, we swiftly called together advisers from the trade and suppliers. We openly discussed all kinds of issues – that’s not always a walk in the park.

Let’s charmingly start with the praise.

There was a unanimous and welcome assessment from the suppliers as well as from notable distributors. They mentioned that there is no other constellation of trade shows that manages to address these three themes of the





promotional value-added chain on such a significant platform. The PSI was recognised and praised for its efforts to get things moving and to not only declare visions for the future but also to put them into practice.

But there were also critical comments and disappointed exhibitors.

Yes, there were critical comments and disappointed exhibitors, but they exist at every trade show. However, I do not wish to trivialise that at all. We made planning mistakes. That did not always look nice and gave the impression here and there that exhibitors had opted out and that the trade show was in the process of contraction. That is not the case at all – on the contrary. Although the trend towards slightly smaller stands is evident at all trade shows, we also had significant growth among some very successful exhibitors at the PSI.

But it looked a little emptier than usual on the third day of the trade show. That was obvious.

Yes, there is no denying that as far as the visitors are concerned. On that day, and only on that day, distributors and consultants invited their customers to visit the trade show. Restricting this to one day was not a good, sustainable decision. Distributors and consultants who did not invite customers increasingly focused on the first two days of the trade show. This did not go down well with the exhibitors, and we did not approve either. Even inviting distributors were not satisfied with the one-day solution. After all, not all customers who distributors had wanted to invite were able to fit one specific trade show day in their schedule. At the same time, there were increasing signs that industry customers had been “illegally” smuggled in on the first and second day of the trade show. So there is a need for action because ultimately this would have had an adverse effect on our PSI Trade Show.

What will be different in 2020? Are there any concrete plans to make the trade show run smoothly again?

The proverbial cat has already been let out of the bag: As of the PSI 2020, the PSI promotional product trade can decide for themselves whether and on which of the three days of the trade show they invite their customers to Düsseldorf. The PSI Distributor and Exhibitor Advisory Committee agreed to this with a consistently large majority as there was displeasure on all sides.

There are, however, also critical voices in the market.

That's for sure. Whenever something new is done, there is never unanimous agreement. But I am confident that we can convince these critics and bring them on board. We have good arguments: It is all about the future of the trade show and therefore also of the industry. Our aim is to stimulate the synergies between haptic, textile and visual communication and to offer exhibitors and trade visitors

alike a variety of networking opportunities, live experiences, trends and innovations from across the market. The trade visitors of the three trade shows will thus receive access to the entire world of advertising and selling. That is an opportunity, not a risk. This is the future, not the past, and it is the right approach in times of internet and online shopping.

What makes you so confident?

I have now been involved for around ten years. I don't sit in an ivory tower in Düsseldorf. I spend a lot of time visiting our customers and have had countless discussions during this time. I am aware of their worries and hardships, but I also know the opportunities that many have seized, and significant companies have sprung up in just a few years. This still works – even though some do not want to believe it. The market knows better.

But where are the recipes for tomorrow? Aren't the market participants, in particular the distributors and consultants, being left to fend for themselves?

We are not business consultants. We are trade show organisers and we offer our members a network for communicating and getting to know each other. This enables ideas to spread and grow into business concepts, maybe even business models. And we offer services to make daily routines in the company more efficient and faster: I need only mention the electronic “Product Finder”, but also the personal product advice provided by our team.

Many members appreciate that, but is that already the future?

Certainly a part of it. It certainly is the future when we bring together three major “analogical” forms of advertising to form a trade show alliance. Quite a few distributors and consultants are already utilising a variety of offers from these forms of advertising and are now creating new business ideas or even models.

But you do agree that it is not easy to explore new horizons if you've been doing business successfully for 20 or even 30 years?

Yes, of course I see that and understand it too. But we live in times of disruptive change. What choice does the automotive industry have, even though it builds the best cars in the world? We have to embrace change. Winners will always be the ones who quickly adapt to new market conditions. We have to lead the way, not lag behind. This is what drives me – and because it drives me, I regard it as my duty and my mission on behalf of our members. The promotional product industry is strong and stable, but it also has to stay that way. That is what we all work for: distributors, consultants, suppliers. So do we, and with great determination. We all need each other – everyone has to understand this and to act accordingly. <

No junk

Promotional products as work equipment



products!

Do you think you already know everything there is to know about product safety? Then we have a few surprises for you on the following pages: Many products that are supplied to industry customers are considered as work equipment and thus fall within the scope of the Industrial Safety Ordinance. Here is what suppliers, customers and employers need to know about this.

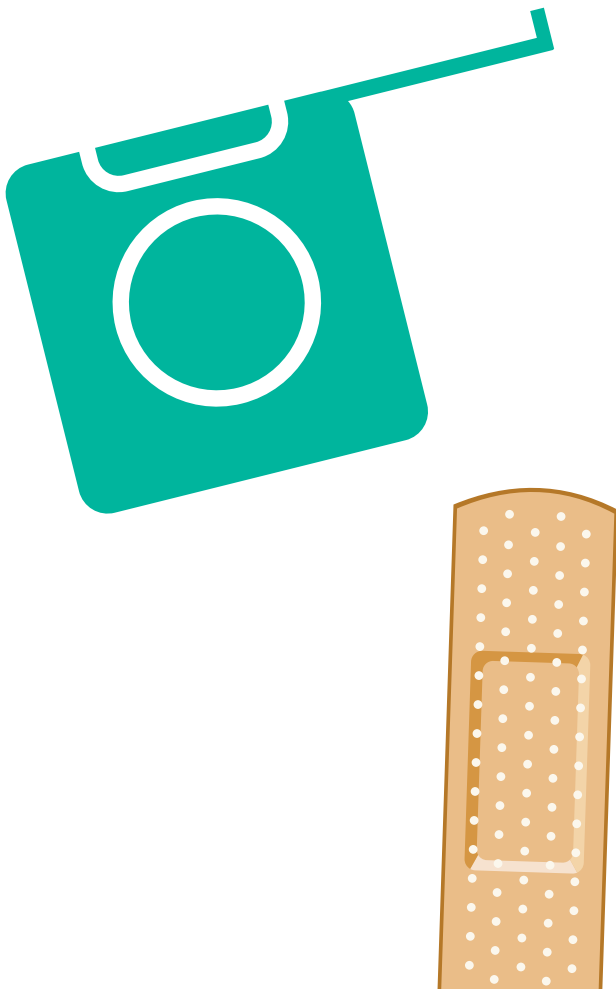
Product safety is an issue with so many facets that it always makes sense to look at it from a different perspective. In doing so, we once again see that the objective of the relevant legislation is to ensure that only safe products reach the market – throughout Europe. Therefore, the EU has defined a multitude of regulations, directives and laws which require a product to meet this standard. Even promotional products fall under the same requirements that apply to consumer goods. To this end, we first of all look at some well-known aspects to help us clarify the specificities that must be considered when promotional products are used in the work environment. Not only the supplier and the distributor but also the customer need to be aware that extreme caution is required here.

EU conformity as a minimum standard

The CE mark, for example, indicates that a product complies with European law at the time of being placed on the market. It documents that the statutory requirements for a product are met. CE directives for 26 product groups or areas of technology are currently in force. The CE directives determine which standards apply to the respective products. Only when these have been fulfilled can the manufacturer or his authorised representative located in the EU draw up a declaration of conformity, sign it and

The EC declaration of conformity must include the following:

- Name and address of the manufacturer or his authorised representative
- Description of the product
- The harmonised or recognised standards applicable to the product
- Names and addresses of testing, inspection and certification bodies
- Name and position of the person signing on behalf of the manufacturer or his authorised representative
- The precise details are set out in the EC Directive applicable to the product in question



make it visible with the CE mark. What a conformity assessment must look like is precisely specified (see schema on page 11). The CE mark is binding in order to distribute a product without restrictions in the EU. The CE mark must be visible, legible and permanently affixed.

CE mark is not a test mark

The CE mark is a mandatory administrative mark and not a quality or test mark, although the conformity assessment procedure also requires testing by independent inspection bodies for certain product groups. It only certifies that the relevant laws have been complied with. Suppliers based in the EU are required to do so anyway, non-EU manufacturers need an authorised representative in the EU to ensure proper conformity assessment procedures. The CE mark is required by European directives only for certain products and may only be applied to these products. Regardless of the CE mark, many products – including promotional products – bear test marks issued by independent testing institutes, such as the GS or VDE mark.

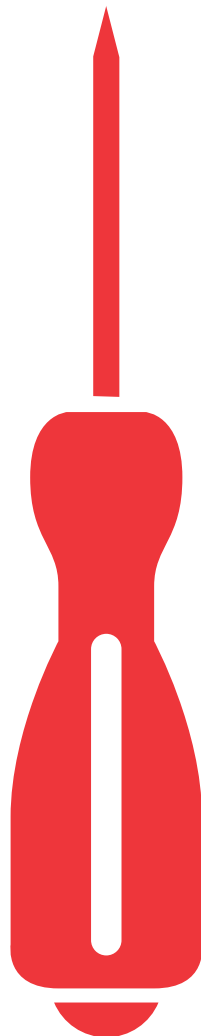
Declaration of conformity is a must

Anyone who thinks that the declaration of conformity is the sole responsibility of the manufacturer is not entirely correct. Although neither the importer nor the distributor may draw up and sign a missing declaration of conformity, if they place products under their own name on the market, they are considered to be the manufacturer and are required to comply with the directive applicable to

each product and to draw up the declaration of conformity. Thus, they also bear responsibility for the safety of the product. However, even companies that use promotional products should be wary because they are subject to the obligations of retailers. This means that they must request the declaration of conformity and check it for plausibility. If it is not complete, documents are missing or information is contradictory, they must complain to the manufacturer about the product and may no longer use it.

Alarming high incidence of work accidents

But what about the pliers, screwdrivers, measuring devices, tools and electric handheld machines used in factories? They are considered as work equipment and are assessed even more stringently. When it comes to promotions and B2B business, the industry delivers a wide range of products and services including numerous innovative articles to tradesmen and medium-sized companies of all kinds. If (even unintentionally) inferior items are used here, such products can pose a danger to life and limb. No, that is no exaggeration: Trade associations and the German tool manufacturers association (FWI) regularly warn against the risk of accidents due to inferior tools. Trade associations alone register just under 180,000 accidents a year through working with hand-held tools and hand-held machines, which is second place in the ranking of more than 800,000 accidents in the workplace. Typical faults of tools, which sometimes lead to fatal injuries, include splintering screwdrivers or hammer heads becoming detached. Tools of inferior quality and of questionable origin can thus quickly become harmful or even deadly missiles. According to



Industrial Safety Ordinance, § 3 Risk assessment

Before using work equipment, the employer must assess the hazards that may occur and derive the necessary and suitable protective measures from them.

The presence of a CE mark on the work equipment does not exempt any person from the obligation to carry out a risk assessment.

The assessment shall include all hazards arising from the use of work equipment, namely the equipment itself, the working environment, etc. (...)

In the risk assessment, special consideration must be given to:

- the fitness for purpose of work equipment including ergonomic, age-appropriate and ageing-appropriate design
- the safety-related and ergonomic relationships between workplace, work equipment, work procedures, work organisation, work process, working time and work task
- the physical and psychological burden on employees when using work equipment

The risk assessment should commence before the selection and procurement of the work equipment.

The employer must obtain the information, in particular rules and knowledge, user and operating instructions, etc. The employer may assume that the information supplied by the manufacturer of the work equipment is correct.



FWI, faulty connections, inferior cables or missing insulation lead to more and more lethal power surges due to faulty hand-held machines. According to the sources mentioned, the accident frequency has been rising for years, but there are also accidents involving machinery, equipment, elevators, etc.

Europe-wide safety regulations

In order to address the risk of accidents, Directive 2009/104/EC stipulates minimum health and safety requirements for the use of work equipment by workers at European level. In doing so, the employer is obliged (Article 3) to take the necessary measures “to ensure that the work equipment provided is suitable for the work in question ... so as to ensure the safety and health of the workers.” In any case, a risk assessment must be carried out before the work equipment is purchased. (§3 Par. 3) The safety and health protection requirements under the EU internal market law thus already specify the standard for the procurement of work equipment.

Industrial Safety Ordinance offers protection concept

The implementation of this European directive in Germany is the Industrial Safety Ordinance (BetrSichV of June 2015). Among other things, it contains occupational health and safety requirements for using work equipment in accordance with occupational safety and health and includes a comprehensive protection concept applicable to all hazards arising from work equipment. The basic elements of

this are a uniform assessment of risks, the “state of the art” as an essential safety standard and minimum requirements for the procurement of work equipment. This includes tools, devices, machines and equipment. Their use must be safe so that inherent safety is guaranteed. “Inherent safety” is used in technical terms when a system is designed to operate safely even after the failure of multiple components.

Product responsibility of the manufacturer

It follows from the above that the responsibility for the safety of work equipment lies primarily with the manufacturer/distributor. He is responsible for the product! He must therefore ensure that the product documentation is correct and complete, that the product is properly marked, and that the declaration of conformity is valid. However, it is very important that as soon as products are used as work equipment, the German Industrial Safety Ordinance shall apply, which also specifies additional safety requirements. Even if the employer is also held responsible, he may claim that the information provided by the manufacturer is correct (see above). This includes, for example, product information and operating instructions that the employer must know and follow.

Exercise caution with regard to work equipment

This means a far-reaching personal responsibility of the manufacturer. What some people do not know: Everything that is used in the work environment is considered as work equipment – not just tools and equipment, but also office

The basic duties of the employer according to BetrSichV

Work equipment may only be used after the employer

- has carried out a risk assessment
- has taken the protective measures determined according to the state of the art
- has determined that the use of the work equipment is safe in accordance with the state of the art.

The employer may not make work equipment available and allow it to be used if it has defects that impair its safe use.

supplies, pens, storage media, etc. – and the stricter provisions of BetrSichV shall also apply. That is why it is crucial that the promotional product consultant knows who the point of contact for industry customers is: If it is the marketing department, the specifications will be based on the ProdSG. But if he negotiates with the purchasing department, the BetrSichV will also apply. In a nutshell: In this case, even greater scrutiny will be exercised to determine whether the documents are in order and the products are safe. The supplier must be prepared for stricter tests which entail the risk assessment. As we have seen above, the employer must ensure that only work equipment that complies with current health and safety legislation is used. If he does not comply with this or if he overlooks potential hazards and an accident happens, then this is to be classified as an occupational accident with the corresponding consequences. This should not be the fault of any of our suppliers.

Score points with quality and safety

The foundations of product and work safety that we have summarised do not necessarily mean more hassle or more work but should simply make it clear what matters: by working diligently and abiding by the law, not much can happen. And last but not least, delivering a substantiated quality promise with your products can also be an opportunity to create trust – not only in relation to the respective supplier, but to the entire industry. Manufacturers could use this as an opportunity to invest in their own design or to have customised products made by experienced designers. In this way, the products are designed and constructed in a way that ensures that the safety aspect is taken into consideration right from the outset. This can be particularly worthwhile for demanding customers and major brands that are very critical and pay close attention to conformity. <

How do I recognise a safe product?

- It is marked with the name and address of the manufacturer / importer.
- It can be identified by a serial number.
- All required marks and possibly warnings exist.
- It comes with user instructions and safety information.
- The technical documents are in order and have been checked:
For products with a CE mark, the EC declaration of conformity has been checked.
- All relevant regulations, standards, laws, etc. are listed in the declaration of conformity.
- A safety assessment has been carried out for the conformity assessment.
- The declaration of conformity has been duly issued and signed.
- The lodged test reports and certificates are valid.

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www.psinoveltybox.de

surprise
surprise...



Notizbuch PULSE
Artikel-Nr.: PULSE
<https://bit.ly/2MrxxUN>
PSI-Nr. 48055
ACAR Europe GmbH



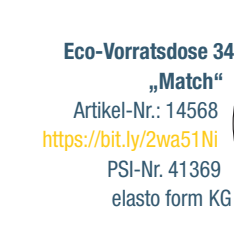
Kofferranhänger flexi
Artikel-Nr.: 129100
<https://bit.ly/2BGtFdQ>
PSI-Nr. 45590
aloga GmbH



**Designer-Zettelbox
mit integriertem Köcher**
Artikel-Nr.: 8268 PC
<https://bit.ly/2w8G4BP>
PSI-Nr. 41583
HEPLA-Kunststofftechnik
GmbH & Co. KG



Button
Artikel-Nr.: 007
<https://bit.ly/2Nc4LUC>
PSI-Nr. 47411
badge4u



**Eco-Vorratsdose 34
„Match“**
Artikel-Nr.: 14568
<https://bit.ly/2wa51Ni>
PSI-Nr. 41369
elasto form KG



**Backförmchen mit
Rezeptblock Tannenbaum**
Artikel-Nr.: 71.10043.00
<https://bit.ly/2HJnpCY>
PSI-Nr. 41016
Heri-Rigoni GmbH



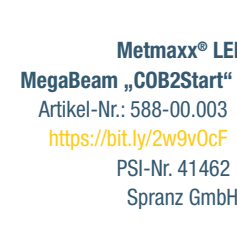
**LEUCHTTURM1917
Notizbuch**
Artikel-Nr.: 329398
<https://bit.ly/2MqtCYt>
PSI-Nr. 46175
Leuchtturm Albenverlag
GmbH & Co. KG



**RICOLOR®
Frühstücksbrettchen**
Artikel-Nr.: 12-000
<https://bit.ly/2Mwlvzk>
PSI-Nr. 44940
RICOLOR®
MK-Haushaltswaren



**Reflektierende Arm-
bandage MEGABLACK**
Artikel-Nr.: 101-Megablack
<https://bit.ly/2Ka8h3a>
PSI-Nr. 42130
Regine IQtrim GmbH



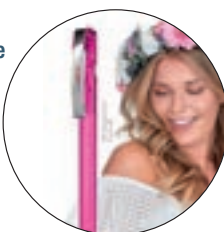
**Metmaxx® LED
MegaBeam „COB2Start“**
Artikel-Nr.: 588-00.003
<https://bit.ly/2w9v0cF>
PSI-Nr. 41462
Spranz GmbH



Sportler-Aktiv-Müsl
Artikel-Nr.: 5604
<https://bit.ly/2P1s4kG>
PSI-Nr. 45857
Südapharm GmbH



uma SKY Serie
Artikel-Nr.: 0-0125
<https://bit.ly/2BGurrj>
PSI-Nr. 41848
uma Schreibgeräte
Ullmann GmbH



**Schokoladen-Advents-
kalender KOMPAKT**
Artikel-Nr.: 9001
<https://bit.ly/2w9wKhb>
PSI-Nr. 48639
VOGEL'S Süsse-Werbe-
Ideen GmbH & Co. KG



**FAIR SQUARED
Fairtrade Naturkosmetik**
Artikel-Nr.: Beauty Set
<https://bit.ly/2ESIEUO>
PSI-Nr. 46751
Fair Trade Promotions
ist eine Unit der
FAIR SQUARED GmbH



**Schlüsselbänder/
Schlüsselanhänger/
Promobänder**
<https://bit.ly/2PPwTOC>
PSI-Nr. 47891
BDW ViP-Band e.K.



CamCover Spy Eye Mini
Artikel-Nr.: CM-9105
<https://bit.ly/2Jddkx4>
PSI-Nr. 46789
CoMo Europe



Coolike Goodie-Bag
Artikel-Nr.:
1769/2042 11000/
1889 11050
<https://bit.ly/2Jg27fk>
PSI-Nr. 41421
Coolike-Regnery GmbH



Dust-Boy
Artikel-Nr.: 1000-1288
<https://bit.ly/2CEyVNN>
PSI-Nr. 45148
GTL-Parts GbR





The following products were already in the PSI Novelty Box. Did you miss this?

Then have a look online:
www.psinoveltybox.de



Classic Notebook – Medium
Artikel-Nr.: QP050A1
<https://bit.ly/2CDUyOK>
PSI Nr. 48792
MOLESKINE OFFICIAL
B2B DISTRIBUTION/
Exclusive Gifts B2B GmbH



**Promospecs
Kustom Koloro
sunglasses**
Artikel-Nr.: PS801
<https://bit.ly/2UZAz2D>
PSI Nr. 49109
Promopremiums BV



Security Stickers
Artikel-Nr.: 50-H-Sticker
<https://bit.ly/2RcaTOP>
PSI Nr. 49617
SALE s.r.o.

**Schneider Schreibgeräte –
Wir lieben unsere Natur**
Artikel-Nr.: 933204/
930301/942092
<https://bit.ly/2ReH7sn>
PSI Nr. 43416
Schneider Schreibgeräte GmbH



BMI Produktkatalog 2019
Artikel-Nr.:
BMI-WM-ULA-2019
<https://bit.ly/2RZcG9s>
PSI Nr. 40861
BMI BAYERISCHE MASS-
INDUSTRIE A. Keller GmbH



Shiva 02 sugarcane bottle
Artikel-Nr.: Shiva 500cc 02
<https://bit.ly/2MYL2sm>
PSI Nr. 45767
Bottle Promotions a Tacx
International Company



CPT Dryer
Artikel-Nr.: DHQ104
<https://bit.ly/2GKaNLA>
PSI Nr. 48968
Creative Production Team



**Bio-Snack-Box
„Weltkugel“**
Artikel-Nr.: 361283-BIO
<https://bit.ly/2WtvCDv>
PSI Nr. 40723
dom Polymer-Technik GmbH

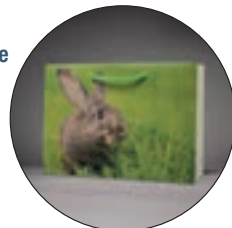


**Mal- und Spieleset
„JUMBO“**
Artikel-Nr.: 9015
<https://bit.ly/2RZqssy>
PSI Nr. 42938
REIDINGER GmbH

**KNETÄ®/
KNETÄ® BAG 100g**
Artikel-Nr.: 0100DP-D
<https://bit.ly/2TDkLSI>
PSI Nr. 49649 · KNETÄ®



RIEDLE Nature
Artikel-Nr.: 369453GRAS
<https://bit.ly/2HJPI2Y>
PSI Nr. 45202
BAGS BY RIEDLE



**Save the Date
Jetzt vormerken!**
PSI Novelty Box "September"
20.09.2019



**Individuale Kalender
„SPEZIAL“ 2020**
Artikel-Nr.: IKS14
<https://bit.ly/2Qr7Cv9>
PSI Nr. 43251
Bühner Werbemittel
GmbH & Co. KG



Broschüre Let's GRILL!
Artikel-Nr.: 19-084
<https://bit.ly/2Mbvm00>
PSI Nr. 43926
Good Life Books &
Media GmbH



**Natürliches Mineralwasser
0,5 l Flasche „Tube“**
Artikel-Nr.: 1000004
<https://bit.ly/2JGOWXN>
PSI Nr. 43838
Husumer Mineralbrun-
nen HMB GmbH & Co KG

LAINAS ECO NOTEBOOK
Artikel-Nr.: STOCK
PRODUCT RANGE (EN15)
<https://bit.ly/2Hzom0h>
PSI Nr. 47361
Lainas Products S.A.



Lost-Tag
Artikel-Nr.: 1001
<https://bit.ly/2X5hddK>
PSI Nr. 49109
Lost-Tag by
Digibonum AG



**SOFT TOUCH POWER BANK
RAY 4000 mAh**
Artikel-Nr.: PB40
<https://bit.ly/2X8awrj>
PSI Nr. 48510
Reiter Polska Sp. z. o.o.





Lucrative festivities require **long-term planning.**

That is why the industry already turns its attention to the end of the year in the middle of summer.

After all, the **Christmas season** is also the **ideal time to advertise.**

Our product guide has lots of attractive, promotionally effective products at the ready.



PSI 44294 • Hermann Flörke GmbH
 Tel +49 6104 73373
 info@floerke.de
 www.floerke.de

Advertise with “Fun and Style”

With its “FunStyle” manicure case, Hermann Flörke offers a must-have for him and her in a classic style with decorative stitching. The set consists of sapphire files and tweezers made of Solingen steelware quality and nail scissors for manicure and pedicure. As the article name suggests, Flörke Manufaktur offers the case not only in white as standard, but also in vivid colours according to customer requirements. Advertising messages can be applied to the file handle and case using digital printing up to 4c.



PSI 43892
 Römer Wein und Sekt GmbH
 Tel +49 6541 81290
 info@roemer-praesente.de
 www.roemer-praesente.de

Christmas market for home

The gift specialists at Römer Präsente have developed a great idea for those who cannot make it to the Christmas market or simply want to experience their own little Christmas market at home. A bottle of Sternthaler Nuremberg Christkindl mulled wine (1 l), two hot-drink cups (each 200 ml) with wintry decor and a packet of roasted peanuts (175 g) fresh from the Christmas market bring the magic of the pre-Christmas season directly into your home. The gift is packed in a festive gift box with an imprinted wood look, imprinted cord and a Christmas motif.



CHOCOLISSIMO



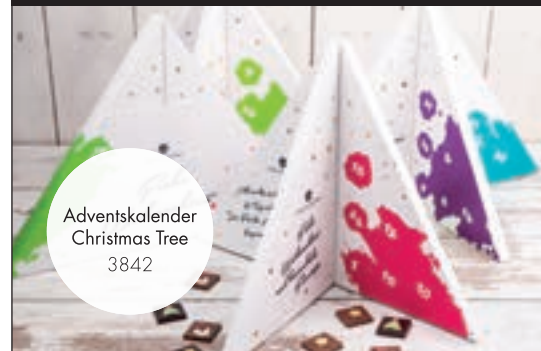
Winter Tales
 Adventskalender
 Mini
 385910



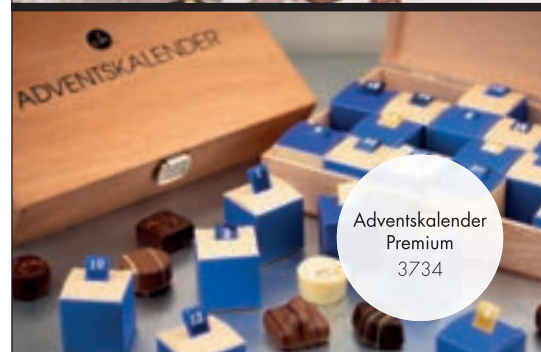
Adventskalender
 White Snow
 3931

FRÜHZEITIG PLANEN!

Edle Adventskalender mit 2% Frühbucherrabatt bis zum 31.7.



Adventskalender
 Christmas Tree
 3842



Adventskalender
 Premium
 3734

MM Brown Deutschland GmbH

Eschborner Landstr. 55

60489 Frankfurt

Tel: +49 (0)69 254 271 27

verkauf@chocolissimo.de

WWW.CHOCOLISSIMO.DE



Advertising message with culinary pleasure

The new Advent calendars from MAGNA sweets are now available, presenting themselves sustainably and made entirely of paper. The perfect combination of an advertising message and pleasure with sweet promotional products that will last for 24 days and even beyond. Inside is a bar of delicious Swiss whole milk chocolate, on the outside are 24 doors with impressions of the most successful Fairtrade chocolate ever – that is MAGNA sweets' great new calendar. Of course, an individual advertising imprint and custom design of the interior windows is possible. Other fillings are available on request.



Small bottle, big gesture

Promotional drink specialist Römer Drinks describes its smallest champagne bottle in the world as a "little something with a big impact". 125 millilitres of high-quality sparkling wine brut in an original bottle and with a matching gift box is certainly an extraordinary and unique idea. After enjoying the sparkling wine, the sweet bottle is guaranteed to endure as a flower vase or candleholder. An individual collar or an individual tag can be attached from 120 pieces. Alternatively, there are 16 standard collars in stock.



ZWILLING
J.A.HENCKELS



www.zwilling.com

GESCHENKIDEEN FÜR JEDEN ANLASS

Ergänzende Informationen und Anregungen erhalten Sie von der Kester Bolz Handelsvertretung, die für den bundesweiten Werbemittelvertrieb von ZWILLING zuständig ist.

Kester Bolz Handelsvertretung • Buntentorsteinweg 169 • 28201 Bremen
Telefon: 0421/5 25 17 80 • Fax: 0421/5 25 17 93 • Email: info@kesterbolz.de



PSI 43287 • Schwan-STABILO Promotion
Products GmbH & Co. KG
Tel +49 911 56734-65 (Intern. Sales)
info@stabilo-promotion.com (Intern.)
www.stabilo-promotion.com



For bright greetings

STABILO Pen 68, the felt pen classic in the characteristic stripe look, is now also available as a metallic pen. With its four shiny metallic colours gold, silver, metallic blue and metallic green, the fibre-tip pen is very trendy and produces brilliant effects on colourful, dark and white surfaces. In addition, it remains smudge-proof on many smooth surfaces such as metal, glass and paper. The hexagonal shape of the pen offers plenty of space for advertising messages. Additional advertising space is offered by the set of four with the elegant metallic pen in all 4 colours in a black cardboard sliding case with a black mini-block to instantly jot down notes.



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

Ready for Christmas

emotion factory is already preparing for the end of the year with product highlights associated with the Advent season. With baking moulds in a variety of shapes and delicious pastry recipes in various packaging, the customer can interactively get the biscuit season underway. Each packaging – whether it be the organza bag, elegant tin box or cardboard – can be individually provided with an advertising message. In the area of “Growing Christmas”, products with a Christmas tree are at home – thematically appropriate dibbers and logo pots can be creatively printed.



All advertising media you need around baking



PSI 48033
Joseph Joseph Deutschland GmbH
Tel +49 211 5407 3621
info@josephjoseph.com
www.josephjoseph.com

Storing orderliness

The Nest Lock storage boxes from Joseph Joseph come in a premium gift set or as an individual eye-catching box. The boxes are perfect for storing prepared food in the fridge or freezer, or as a convenient lunch box for on the go and in the office. Thanks to their unique design, the boxes can be conveniently stacked and stored, thus ensuring orderliness in the kitchen cupboard. All boxes are microwaveable and dishwasher safe.



baking pans
cookie cutters
baking accessories


maiback
www.maiback.de

Maiback GmbH
Am Kreuzweg 1
D-35469 Allendorf/Lumda
Tel. +49 6407 4034-3000
Fax +49 6407 4034-3009
E-Mail: info@maiback.de



PSI 41941 • Trendfactory BV
 Tel +31 252 622233
 info@trendfactory.eu
 www.trendfactory.eu

Inspirational Rituals

Fancy gift sets from Trendfactory are a great way to establish and maintain satisfied customer relationships. Special appreciation for customers, business partners and employees are conveyed by these reusable sets. The Rituals loyalty offers surprise again and again and demonstrate the sharp eye of the advertising company. More information about the options at Trendfactory is available directly from the company.



PSI 41848
 UMA Schreibgeräte Ullmann GmbH
 Tel +49 7832 7070
 info@uma-pen.com
 www.uma-pen.com

Gently writing in a set

The VIP GUM is one of the most popular writing instruments in the vast assortment of uma. This high-quality metal ballpoint pen with its soft-touch shaft for a gentle writing feel also looks particularly exquisite. The VIP GUM is especially suitable for high-gloss lasering to send incomparable advertising messages. The writing instrument is available as a set in the new elegant uma CASE. A visual highlight is the recessed decorative stitching in black, glossy black or even silver glittering. In addition, the lid can also be finished using high-quality digital printing.



STAEDTLER®



www.staedtler-promotional.com



Vitamin rich over Christmas

With specially developed food colouring, Kellermeister Manns applies an imprint to delicious fruit without contact.

Unlike laser engraving, in this way the shelf life is not affected. Even tomatoes can be printed this way.

Another advantage: Even at outdoor events, if it rains, the imprint remains stable on the fruits. The fruit is taken out of cold storage and individualised shortly before delivery.



PSI 45384 • Kellermeister Manns GmbH
Tel +49 2045 960477
info@kellermeister-manns.de
www.kellermeister-manns.de

Biscuit stamp meets postcard

Customers who love innovative ideas can now order their own, individual biscuit stamp with a postcard design and cover letter in an envelope with a desired logo at Global Innovations. The company offers the complete package including postage. With an individual message in the form of a sticker on the back, the biscuit stamp becomes the perfect promotional product.

PSI 46626
Global Innovations Germany GmbH & Co. KG
Tel +49 6502 930860
info@globalinnovations.de
www.globalinnovations.de



Christmas wine enjoyment

The Christmas Flavour wine stopper from Inspirion is an absolute eye-catcher at every Christmas party. Opened wine bottles are quickly closed again with this cork stopper. The snow globe with Santa Claus atmospherically showcases the wine and ensures a longer shelf life of opened wine bottles.

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

PRODUCT FINDER

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CHRISTMAS STAR?***

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PRODUCTS BRING LIGHT
INTO THE DARKNESS!**

WWW.PSIPRODUCTFINDER.DE/CHRISTMAS



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

Bordeaux from Bielefeld

French red wine, Italian pasta ... how about Christmas with something original? Bordeaux from Bielefeld in the form of these two trendy bags from Halfar. The notebook bag and the URBAN notebook backpack convince individually or in series. In wine red, they are the perfect match for a festivity, and in black, grey, brown and dark blue they inspire in many ways. On the one hand through their vintage design and their material mix of velour-artificial leather and melange fabric. On the other hand, through their functionality. Both can be individually finished with a logo by printing or embroidery.



PSI 44970 • Trigon Deutschland GmbH
 (ehemals Semo)
 Tel +49 2162 530080
 info@semo.de
 www.semo.de

Detail-true cuddly friends

For almost 40 years, Trigon has been producing quality stuffed animals for zoos and theme parks across Europe. In addition to a comprehensive standard range, industry and sports are also implemented with individual mascots and promotional figures with a company logo according to one's own wishes and ideas. The new series with small stuffed animals includes the detail-true models of a giraffe, lion, lioness, elephant, cheetah, panther, white tiger and red tiger.



PSI 41308 • terminic GmbH
Tel +49 421 871450
info@terminic.de
www.terminic.de

Calendar with exquisite extra

Since the invention of the 3-month calendar in 1937, terminic has continued to develop its products. Its range now includes more than 30 calendar models with calendars in over 35 languages. Wall calendars with 3-, 4-, 5-, 6-, 7- or even 8-month overview as well as various desk and poster calendars are included. Not only the materials and printing processes are constantly monitored and optimised: The calendar manufacturer has also expanded its range with various print finishing options. For many years, terminic has been offering finished calendar models which boast an exclusive display character.

30 JAHRE
VOGEL'S
SÜSSE-WERBE-IDEEN

WEIHNACHTEN 2019

JETZT GÜNSTIGE

FRÜHBUCHERPREISE SICHERN



BESSER SÜSS WERBEN

Adventskalender
& Weihnachtsartikel

info@vogels.de
Tel: 07642 / 90 00 - 17
www.vogels.de



PSI 45328 • Stilolinea S.R.L.
 Tel +39 011 2236350
 info@stilolinea.it
 www.stilolinea.it

Design meets function

Writing instruments such as Stilolinea's Myto Line series are popular, classic advertising messengers. Designed by the famous designer Enrico Fumia, the Myto Line boasts an original, unique basic version complemented by other expertly painted and lacquered versions to enhance the refined lines to the glamorous version. The Tethys Line, with its many metal details, is definitely a classic style pen and the Raja Line comes with sophisticated beauty and a pearl in the clip. They all offer a pleasant and ergonomic writing experience.



PSI 46918 • Filanti srl
 Tel +39 031 563668
 info@filanti.com
 www.filanti.com

Scarf for him and her

Filanti is presenting a new product: a high-quality scarf made of 65 percent silk and 35 percent wool. The woven jacquard scarf is customisable with a company logo as desired. Available in different sizes, the unisex version can be coloured from 50 pieces according to the customer's Pantone requirements. The scarf is suitable both as a customer present as well as for the CI-compliant appearance of its own employees.



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

Baking for young and old

The time of the magical scents from the kitchen is approaching and thus the time for baking. The Edition Michael Fischer offers a custom-made special edition from the diverse publishing range. The logo of the advertising company can be integrated on the book cover. In addition, products and/or services can be placed in recipe texts and instructions. An individual book with flexible page numbers, special features and your own corporate design is also possible.



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

Fair(trade) advertising

Kalfany Süße Werbung now offers the new Gubor branded chocolate with 100 % Fairtrade cocoa. Advent calendars, Santa Clauses, small bars and special shapes are freshly and individually filled to customer's requirements by the in-house chocolate filling machine and packed. This is how the Classic Chocolate Advent calendar with its recyclable deep-drawn part (RPP), an individual FSC-certified calendar cardboard box and new brand chocolate becomes a sustainable and fair sweet Christmas promotional gift.



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 info@success-werbung.de



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

Biscuits as a greetings messenger

This creative set from HEPLA-Kunststofftechnik consists of five white biscuit cutters made of food-safe plastic in the form of a heart, star, flower, ring or square. It helps to cut out and shape cakes and biscuits as well as fruit and vegetables. All forms come in a practical, compact, crystal-clear box which can be reused each year. On request, the article can be finished in screen or digital printing at the in-house printing shop.

On the go with Disco

This small keyring case from Gabriele Bühring has been updated with a new name. "Disco" is practical to take along and has space for coins, banknotes and now two credit cards. A key ring, or at an extra charge a snap hook, can be used to hold keys. Leather and colours can be chosen by the customer depending on the quantity and availability. Available colours are black, brown or green. The leather can also be vegetable-tanned on customer request.



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



PSI 49768
SANDINI GmbH
Tel +49 7307 5074310
info@sandini.de
www.sandini.de

Calorie-free Christmas biscuit

Without a best before date and filled with high-quality, durable foam made in Germany, the Christmas biscuits from Sandini enhance every seat in the office and at home. The high-quality, calorie-free 3D seat cushion ensures a special moment in the Advent season. The manufacturer can even apply an individual advertising message to the seat biscuit.



PSI 49756 • Living Bytes GmbH
 Tel +49 4055 620340
 info@die-markenvertretung.de
 www.die-markenvertretung.de

Grill time is also in winter

Good taste with delicious grilled specialties is not a question of the outside temperature. Even in winter and at Christmas time, advertising companies using Weber barbecue accessories from Living Bytes can appeal to all the senses of their customers. A particularly good taste is demonstrated by the silver gift box from Weber. Spicy grill sauces, a ceramic grinder with a steak barbecue spice as well as a high-quality parsley-lemon oil are the perfect gift for die-hard barbecue fans. The use of top brands has proven itself especially at the end of the year, emphasises the supplier.

Wrap-around emotions

Wool scarves are synonymous with warmth, softness and protection. Venzo scarves from Promo-House are a good idea to convey these “wrap-around emotions” to the customer. These scarves come in endless variations of colours, yarns and techniques with extra fine merino wool and cashmere blends. Wool scarves fit perfectly to the end of the year and are thus an effective seasonal greeting.

PSI 48917 • Promo-House
 Tel +48 12 411 42 42
 info1@krawaty.info
 www.krawaty.info



- ADVERT -



Christmasbaubles

with logo

Boules de Noël

imprimées



BRAUNS HEITMANN

birgit.muellner@brauns-heitmann.de
 +49 (0)5641 95-481



PSI 49447
Alessi Deutschland GmbH
Tel +49 89 206028812
chiara.sergiacomi@alessi.com
www.alessi.com

Fine decoration for home

The hand-decorated Faberjori balls from the winter collection by Alessi are modelled on the well-known Fabergé eggs and, piece by piece, form a small work of art for a tastefully decorated home. The motifs of Corallo, bees, balloon, lily of the valley, chicks and the "Holy Child" were introduced at the turn of the year. The golden glaze of the individual spheres contains a certain amount of pure gold which highlights the colour.



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

Advent calendar with a magical touch

The Magic Box Advent calendar is a new, fascinating variation of the classic from B&B Promotional Sweets. Each set contains eight green/red/silver chocolate cubes with halva filling, eight round pralines with caramel filling and double-twisted red foil, and eight round pralines with hazelnut filling and golden aluminium foil. The chocolates are packed individually in small cube-shaped boxes so that the contents are not visible from the outside. Both large as well as 24 small boxes are available with full colour printing in CMYK or 1-4 Pantone colours. Each box in the set comes with an individual imprint.



PSI 47361 • Lainas Products Co
 Tel +30 210 2510115
 d@lainasproducts.com
 www.lainasproducts.com

Magnetic master of transformation

The luxury foldable magnetic boxes from Lainas are particularly attractive when storage space is limited. This particular collection is made in compliance with basic guidelines that satisfy even the most demanding customer. Unique original designs, elegant fabrics, great materials and lots of different print types transform this simple box into a work of art.



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

Creative greetings with a surprise

The CREAX Christmas card from ANDA Present was launched last year with great success. The customised paper greeting card can be printed on both sides with a unique design and contains a wooden puzzle that can be assembled into a 3D pine. The Christmas card returns this season with various Christmas handicraft figures. The card fits into a normal C6 envelope for smooth shipping.



PSI 44574
 Take2-Design GmbH & Co. KG
 Tel +49 8031 233970
 info@take2-design.de
 www.take2-design.de

Childhood treats

We know it from our childhood as campfire bread or stick bread. Even today, grilling yeast dough over an open fire is very popular, as Take2-Design knows. The company offers the hygienic "Tube-it" grill tube as nostalgic barbecue fun for summer and winter, for indoors or outdoors and for adults and children. After being evenly cooked for about five minutes over the embers, the now ready-to-eat stick bread is carefully placed onto a plate. The Tube-it set for two comes in a beautiful gift box with a 250 g stick bread mixture and recipe.



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



Cool sound on the head

The COOL-vibes Bluetooth high-definition headset from Krüger & Gregoriades is ideal for on the go thanks to its lightweight, comfortable design. The OnEar headphones with advanced driver technology ensure a balanced sound, whether it be classical, rock or pop music. Crystal-clear, high-resolution hi-fi sound combined with enormous bass reserves awaits the wearer. Since 1975, K&G has been supplying distributors, the specialist trade and the industry with gifts, promotional products, toys and plush articles. More than 900 articles are always available.



PSI 47570 • Hauser GmbH
 Tel +49 911 9564960
 info@hauser-writing.com
 www.hauser-writing.com

Glittering writing instruments

Hauser has put together a writing instrument set that stands out from the crowd: The H2006 ballpoint pen with a black matt metal shaft together with a black coloured and matt black lacquered H3005 pencil in a cardboard folding case are a real eye-catcher. Glittering CRYSTALS from SWAROVSKI on the beautiful pen provide a touch of glamour on the desktop. The set can be personalised with printing or engraving on the pen, printing or embossing on the pencil and/or an imprint on the case.



PSI 43855
 Lost-Tag by Digibonum AG
 Tel +41 79 4444771
 info@lost-tag.com
 www.lost-tag.com

Lost and found

Digibonum's "Lost-Tag" is a meaningful present you would like to keep. The reason: if it gets lost, you will get it back. The pendant or sticker, with which you can register valuables such as keys, bicycles or bags for free, allows the honest finder to anonymously contact the owner of the lost object. The finder sees only an individual finder's reward and motivation text from the owner. Not only are the Lost-Tag and the packaging completely customisable, but also a banner on the website which is displayed during the registration of the Lost-Tag.



Plüschtierwelt

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NEU!

- Jährliche Neuheiten
- Premium Edition
- Sonderanfertigung nach Kundenwunsch
- Veredelungen



Promotion!

TRIGON Deutschland GmbH
 Kränkelsweg 28 • D - 41748 Viersen
 Tel. 02162 - 53008-0 • Fax - 53008-20
 E-mail: info@semo.de • www.semo.de



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

Sweet and sustainable

Increasing the anticipation of Christmas every day is achieved with the extraordinary Advent calendars for young and old from MAGNA sweets. In addition to the popular classics, there is now a wide selection of sustainable models that are completely free of plastic. New is the Lindt Lindor Advent dispenser which is available in various shapes and designs. The different shapes such as boots, fireplace, tower, ball and tree provide many ideas for individual advertising options. The Lindt Advent calendar Naps Eco is also made entirely of paper. It comes with a desktop stand and wall bracket and is filled with 24 Lindt Naps made from the finest milk chocolate.

Bright spot for cold times

With Luce, the modern and simple ROMINOX® tealight set from Römer Lifestyle, the advertising company conveys peace, serenity, security and harmony. Values that are highly valued in our fast-paced times. The set consists of four modern tealight holders which can serve as a modern Advent wreath during the cold season. But they are not only a real eye-catcher in the run-up to Christmas because the flexibly combinable wooden and stainless-steel cuboids fit on every table throughout the year. The stainless-steel edge of each cuboid is perfect for laser engraving and brilliantly highlights your advertising.



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

Sweet Promotional Gifts



PSI 41990 • JOYTEX GmbH & Co. KG
Tel +49 2872 95060
info@joytex.de
www.joytex.de

Bag for fine wine

A good wine is a welcome Christmas greeting that is further enhanced through appealing packaging. In keeping with the theme, Joytex presents the non-woven bottle bag. This bag is suitable for 0.75 or 1 litre bottles. It is made of water-repellent material and is robust, tear-resistant and durable. In order to convey a Christmas advertising message, the bag can be individually personalised with up to six colours using screen printing.



NEW



From 3,000 pieces!



**My M&M's®
Smallest Advent Calendar**



The unique chocolate lentils!



in promo slipcase

Sweet promotional impact!



Süße Werbung
Quality + Impact

www.ksw24.eu

Sales hotline: 0049 76 43 / 801-17



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

Luxury home for bottles

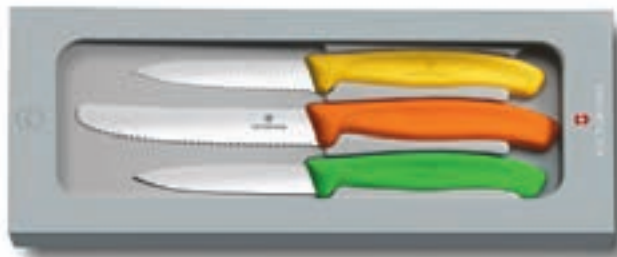
Not only because of their unusual name “Kooduuu” are the luminous bottle holders from INTRACO an eye-catcher at every event. This gadget can be used throughout the year to bring the corporate design to the fore. Suitable advertising can be embossed on the leather strap. Alternatively, this item adds a touch of class by finishing it with a logo on an emblem. “Kooduuu” is available in sizes small, medium or large.



PSI 40823
 Klio-Eterna Schreibgeräte GmbH & Co. KG
 Tel +49 7834 973152
 klio@klio.com
 www.klio.com

Impressively diverse

The assortment of cases for writing instruments from Klio-Eterna offers an impressive variety. In addition to high-quality cases with sophisticated magnetic closures, the writing instrument manufacturer has expanded its packaging range to include four new models, two cardboard cases with lids and two pouches “Made in Germany”. They convince optically and haptically with a special surface structure in linen look. The presenters, on the other hand, provide protection for the ballpoint pen case and masterly highlight the individual imprint. Suitable for a writing instrument, the assortment includes a model version in white with a viewing window and a second version in silver without a viewing window.



PSI 44281 • Victorinox AG
 Tel +41 41 8181211
 b2b.ch@victorinox.com
 www.victorinox.com

Always ready to use

Kitchen knives and kitchen tools are needed every day. Accordingly, the joy is great when such tools are light, lie well in the hand and remain perfectly sharp for a long time. The Swiss knife specialist Victorinox has the right tool for every job, in excellent Swiss quality and dishwasher safe. You can choose from a variety of models and colours. The knives can be personalised on their super-sharp blades through blade etching. In addition, the sets can be personalised with a sleeve.



PSI 42938 • Reidinger GmbH
 Tel +49 9732 91050
 info@reidinger.de
 www.reidinger.de

Christmas highlight

Elegant and particularly luxurious, Reidinger's metal crowns turn every pencil into a veritable jewel. The sparkling and beautifully crafted crown in gold or silver is an unmissable eye-catcher. In conjunction with a print motif, the pen becomes a particularly elegant advertising messenger. For an individual creation, a personally desired model can be created using the pencil configurator.



Xmas Neuheiten 2019

Lindt Lindor Adventsspender



Lindt



ECO = KOMPLETT AUS PAPIER



weitere Neuheiten auf unserer Website

MAGNA sweets GmbH
 Gewerbering 5/6
 D - 82272 Moorenweis
 Fon +49 (0) 81 46 - 99 66 0
 info@magna-sweets.de
 www.magna-sweets.de



PSI 49354 • Fifty Five oHG
 Tel +49 2738 30540
 info@fiftyfive.eu
<https://business.fiftyfive.eu>

Perfectly dressed for the skiing season

Fifty Five offers fashionable and functional ski wear for the coming season for both men and women. All garments are windproof, waterproof and breathable. All sizes from 36 to 48 and S to 3XL are available from stock in various colours. Customised production according to the customer's wishes is also possible from 300 pieces, whereby the manufacturer gladly provides individual advice.

For a brilliant result

485, the shoe care set from Frank Bürsten, is valued by customers both at home and on the go. It is packed in an attractive black case made of cowhide. The set consists of a horsehair cream brush and an elegant horsehair shine brush which are sensibly complemented by a neutral high-quality shoe polish in a glass jar, a polishing cloth and a shoehorn. On request, the manufacturer implements individual company or advertising logos on the brushes.



PSI 41853 • Frank Bürsten GmbH
 Tel +49 7673 888650
 info@frank-brushes.de
www.frank-brushes.de



Die Handschrift der Werbung

Eine perfekte Verbindung VIP GUM & CASE



PSI 42200
e+m Holzprodukte GmbH & Co. KG
Tel +49 9181 297575
info@em-holzprodukte.de
www.em-holzprodukte.de

For illustrators & scribblers

The Workbox from e+m Holzprodukte is an attractive set of clutch pencil and display with sharpener for everyone who likes to draw and scribble. The clutch pencil is made of FSC®-certified beech wood, featuring a smooth surface and a 5.5 mm graphite lead. It can be placed perfectly on the desktop and with the integrated sharpener it is always ready to use again. The set is available in the colours natural beech, natural brown ash and black. Special colours are possible on request. Customisations with a customer logo can be applied to the pen and on the display through printing or laser engraving.



VIP GUM
0-9100 GUM

VIP R GUM
0-9102 R GUM

CASE 0-0918
erhältlich in 3 versch. Designs



Musterbestellung: s.bachlmayr@uma-pen.com
CODE: VIPGUM&CASE-PSI-7

www.uma-pen.com



Full speed ahead with a new team (left to right): Jana Angermaier, Denise Papsdorf, Claudia Beyer, Julia Siewert and Patrick Schmitz.

Sales team reorganised

As of May 2019, SND PorzellanManufaktur begins the second half of the year with a newly formed and highly motivated team in Erlensee near Frankfurt am Main. The realignment and restructuring of the sales back office had become necessary as a result of the company's growth. In the future, two strong teams of employees will be supporting field sales representatives in northern and southern Germany and helping to maintain and further expand the high standards of quality and service provided by SND. SND has counted on the active support of Claudia Beyer since November 2018, and

on 2 May the team was completed by Julia Siewert, Denise Papsdorf, Patrick Schmitz and Jana Angermaier. For more than 20 years, SND PorzellanManufaktur has been synonymous with high-quality porcelain and finishing at its own factory in Thuringia. That means handmade and quality "Made in Germany". The large selection of various porcelain products as well as the diversity of the finishing technologies offer customers extensive possibilities for the individual design of promotional products – depending on the budget, promotional event and target group. www.snd-porzellan.de

High quality standards: Once again PSO certified

The Bremen-based calendar manufacturer terminic GmbH has been certified for the sixth time in a row – and thus without interruption since 2009 – and now based on ISO 12647:2013 (FOGRA 51 PSO coated v3) according to process standard offset printing (PSO) for fastidious cardboard printing on 100 raster. vdmno (Verband Druck und Medien NordOst e.V.), represented by Udo Eickelpasch, inspected the following modules in accordance with PSO on site: qualified colour management, printed proof production, printing plate production and setting up of print jobs/production run.

Subsequently, Fogra (Forschungsgesellschaft Druck e.V.) also confirmed the analysis results of vdmno and thus the consistently high production level at terminic. In order to always meet its self-imposed high quality standards, terminic has been working with its own "PSO team" since 2009, which consists of in-house specialists from the areas of printing and prepress. They are committed to quality management in printing of 100 raster on GC1 cardboard and pursue a continuous optimisation process which is regularly reviewed by PSOaktiv four times a year. Through necessary quality controls, voluntary participation in this certification ensures a permanently constant production through standardised procedures and process components and underpins terminic's own quality claim on the promotional calendars of this long-standing enterprise. www.terminic.eu



The PSO team of the calendar manufacturer terminic with Udo Eickelpasch, inspector from vdmno e.V. (front right). Photo: terminic GmbH

Tax relief in sight?



GWG

Gesamtverband der
Werbeartikel-Wirtschaft e.V.

The German Association of the Promotional Product Industry (GWG) has achieved a notable breakthrough in its tax policy work: The introduction of an object-related exemption limit for business gifts requested by the GWG has been included in the “Key Issues Paper on the Bureaucracy Relief Act” of the Federal Ministry of Economics (BMWi). This clearly shows that the problems faced by the promotional product industry are being heard and understood in Berlin. As already indicated in March last year at a colloquium initiated by the Berlin Institute for Finance and Taxes, the GWG has received backing from, among others, the German Association of Wholesale, Foreign Trade, Services (BGA), the Federation of German Industries (BDI) as well as numerous affected companies. “With the acceptance of GWG’s demands in the key issues paper of the BMWI, relief from adverse bureaucratic processes for the industry and more tax justice have become more likely – so there is hope,” said GWG Chairman Frank Dangmann. As part of the ongoing dialogue with the political committees, additional talks are planned with the Federal Ministry of Finance, as they must also agree on the key points. If this happens, it will pave the way towards a parliamentary process for which there are still some hurdles to be overcome. www.gwg.de

GWG

Climate-neutral Advent calendars production

As of the current Christmas season, all Advent calendars made by JUNG since 1828 are entirely carbon neutral. “The Europe-wide specialist for promotional sweets and Advent calendars thus makes a concrete contribution to climate protection and sets an important signal that encourages rethinking,” is the word from the company headquarters in Vaihingen an der Enz. As a result of the cooperation with ClimatePartner, JUNG now produces all Advent calendars completely carbon-neutral and at the same time offsets the resulting greenhouse gas emissions by investing in a climate protection project. The CO₂-reduced production of the Advent calendars specifically supports a forest conservation project in Zambia, which offers people in the south-east of the country sustainable development opportunities. Customers also benefit from the environmentally friendly orientation of the company: All Advent calendars are labelled “climate neutral” and leave a clear conscience and a lasting impression even after enjoying the delicious chocolate. However, JUNG is taking further steps towards sustainable responsibility. In addition, all thermoformed parts of the Advent calendar are fully recyclable and a wide variety of filling variations consist of Fairtrade ingredients or UTZ-certified chocolate. More information is available at: www.jung-europe.de

JUNG since 1828



One of the carbon neutral models:
the XS Advent calendar M&M's.

Sebastian Römer is now official Managing Director

The Römer group of companies recently announced that Sebastian Römer was officially appointed Managing Director of all RÖMER family companies at the beginning of 2019. This concludes the transfer of the family business initiated in 2016, which his parents Martina and Jürgen Römer founded as a winery in 1985. Since 2016, Sebastian Römer and his partner Annika Schönebeck have been respon-

sible for all operational and strategic decisions of the four divisions Römer Präsen- te, Römer Drinks, Römer Wellness and Römer Lifestyle. Both have a Master in Strategy and International Management from the University of St. Gallen and have worked as management consultants in Zurich after their graduation. Since joining the company, the two have worked intensively on familiarising themselves with the company processes and developed their own strategy, the implementation of which began in 2016 with a successful rebranding. As a member of the executive

board, Annika Schönebeck is mainly responsible for change processes in the areas of human resources, automation and digitalisation, while Sebastian Römer focuses on product development, sales and customer care. In the future, Jürgen Römer will concentrate on his newly founded company Trendsourcing as well as on the distribution of wine from his own winery, while Martina Römer will continue to work in customer consulting at Römer Präsen- te and support purchasing as well as supplier management. Sebastian Römer: "I

am very grateful to my parents and appreciate the transfer of the company as a huge vote of confidence for Annika and me. With this tailwind, we are all the more pleased to actively shape the future of our family business." www.roemerfamilie.de



RÖMERFAMILIE

The new management of the RÖMER family: Annika Schönebeck and Sebastian Römer.

Full service further expanded

The Munich-based promotional product distributor EIDEX, which is celebrating its 20th anniversary this year, is expanding its full-service segment due to constant demand. From mid-July 2019, the Bai- erbrunn site will be expanded to include a new warehouse with a capacity for 2,000 pallets. Accord- ing to the company, this logistics area will also be equipped with state-of- the-art technology and will be seam- lessly connected to the exist- ing infrastructure. Preparations are in full swing and the logistics and sales staff are currently being increased. The customer base in the key account full service now includes 22 corpora- tions and SMEs, including three DAX and two MDAX companies.

www.eidex.de

EIDEX



pro[mo4] gets off to a brilliant start

On 6 June 2019, the first trade show for haptic advertising in the region touching the borders of Germany, Austria, Switzerland and Liechtenstein got off to a brilliant start as part of the “Marketing Services Exchange”. Positioned as the “trade show within the trade show”, the “pro[mo4]” initiated by KW open promotion consulting & trading GmbH managed to convince with many highlights. More than 450 visitors found their way to the venue in Dornbirn to put the promotional products of the 50 exhibitors to test. As requested by the organiser KW open, a specialist in ecologically and socially sustainable products, the exhibitors placed particular emphasis on the sustainability of their products.

As a connective element for the four countries of the Lake Constance region, the “pro[mo4]” was an absolute novelty. For the first time, visitors from Vorarlberg, eastern Switzerland, Liechtenstein and southern Germany were provided with information about the diversity of haptic advertising.

“We were able to provide our customers with an effective cross-section of the promotional product industry and provide exhibitors with such information about the region’s customers,” says KW open Managing Director Karin Weinhandl. “Almost all important companies of the economic area have visited our trade show,” says a delighted Sustainability Officer Manfred Janek. Brand manufacturers and exhibitors were particularly impressed with the “special extra”, such as Skarpeta with “Instant Graphics” – here footwear is designed in the same way as the customer’s corporate design. Customers were also impressed by the edible coffee cups from “cupffee”, in which visitors could enjoy coffee with photo-printed milk froth. Due to the initial success, a continuation of “pro[mo4]” is planned for 2020. The organiser “KW open” will be announcing details soon.

www.promo4.at



The pro[mo4] trade show of KW open met with strong interest among visitors.



KW open Managing Director Karin Weinhandl (left) with Sabine Tichy-Treiml, Managing Director of Messe Dornbirn.

Photos: KW open



KW open Managing Director Karin Weinhandl (centre) with some of the “Montafon Tourism” team who travelled in their own bus.



Party mood in the KW open team.

On 16 May, the 17th edition of GWW NEWSWEEK came to an end in Offenbach. The organisers of the entire NEWSWEEK, with all the stops along the way, were able to register an increase in visitors again this year: A total of 4,349 visitors were inspired and advised by experts of the 98 participating exhibitors. In the previous year, there were only 3,960 visitors.

GWW Newsweek 2019

Significant increase in visitors



Messe Offenbach, renowned as the traditional venue of the leather goods trade show, was the final stop of Newsweek 2019.

Following several conceptual adjustments, the Newsweek has proven successful in its current format. This year, 98 exhibitors presented their products at 8 locations. Working hand in hand with partner agencies, the suppliers' sales teams spent two weeks travelling across Germany to guide industry customers through the world of haptic advertising. The Newsweek is always exhausting but it is equally fun for the participants as well – especially when things go so well as this May. And everyone who was there this year and last year will remember the early summer heat with many a storm which made the daily routine of the trade show in 2018 a test of patience even for the old hands. Despite cool temperatures and occasional rain, the participants found the 2019 tour much more enjoyable.

Success based on partnership

The number of partner agencies varied again depending on the location. Some consultancy companies had even booked their own counters in several cities where they could welcome and advise their customers. During the main time between 10 am and 2 pm, the consultants were continually busy. They took a lot of time, gave hints and answered questions that had been raised by customers as they walked along the stands. In particular, consultants who have a strong supra-regional presence or branch offices nationwide had invited customers to various locations and were there with their teams to welcome them.

Newsweek serves as a mobile in-house trade show. And nobody takes offence at the good contact between exhibitors and industry customers who frequently work successfully together. The consultants also tend to treat their competitors as their colleagues and are happy to send visitors to them if it is clear that they are at the wrong stand or that their neighbour is the better contact for a particular product that appeals to the customer.



Divided by early tour start

A special feature of this year's tour was the early start in February. Not only had the kick-off in the historic town hall in Wuppertal on 19 February been scheduled early, so too had the trade visitor day on 20 February. The desire for an earlier tour start had often been expressed amongst GWW members, and some also wanted to see a trade visitor day again when distributors and consultants could obtain information in advance. GWW took both concerns into account this year and used the opportunity to hold its annual general meeting on the sidelines of the event. Unfortunately, the response to the trade vis-

itor day did not quite meet expectations since many consultants were still too busy with after-fair business so soon after the PSI. (134 trade visitors). With 482 industry customers, however, there were over 100 visitors more compared to the Cologne RheinEnergie stadium with 376 visitors in 2018.

Special locations

The actual "Newsweek timespan" started on 6 May in the Erlwein Forum in Dresden where 494 visitors were registered. As a result, Dresden once again lived up to its reputation as a traditionally well-attended location. The following day, the trade show was held in Berlin-Weißensee at the Berlin Motorwerk, an event hall which was originally built as a factory building for the production of electric motors. Even though the record number of the previous year – 688 visitors were registered in 2018 – could not be matched with currently 640 guests, the participants were satisfied with the day. The consultants from northern Germany had a special reason to be happy. The Hamburg Cruise Center Steinwerder, the newest cruise terminal in the middle of the port of Hamburg since its commissioning in June 2015, turned out to be a real visitor magnet: 628 visitors came to this special location – that was 12 percent more than in the previous year.

A good year also in the south

After a short break, the next stage began on 13 May in Nuremberg where the trade and exhibitors welcomed 413 trade show visitors (328 in 2018) in the Meistersingerhalle. On 14 May, the Eisbach film studios in Munich opened their doors. 506 guests had accepted the invitation – an increase of more than 30 percent from the previous year and the largest increase recorded by any location this year. The next location, the Stuttgart Porsche Arena, was one of the most visited locations of this year's Newsweek with 629 visitors (596 in 2018). The end of the tour was on 16 May at the new location in Offenbach am Main. With 557 visitors at Messe Offenbach, exhibitors and consultants were satisfied. Last year, 547 visitors attended the Fraport Arena. <

Newsweek 2019 in figures

Wuppertal:	482 visitors
Dresden:	494 visitors
Berlin:	640 visitors
Hamburg:	628 visitors (a plus of 12 percent)
Nuremberg:	413 visitors
Munich:	506 visitors (a plus of 30 percent)
Stuttgart:	629 visitors
Offenbach:	557 visitors

Innovations require an innovative atmosphere. For the second time, Umweltarena in Spreitenbach offered the ideal ambience for the double-bill event of Promoswiss, the association of the Swiss promotional product industry: the traditional PSF Forum and one day later the Swiss edition of Newsweek.

15th PSF Forum / Newsweek Switzerland

Promoswiss Awards in new splendour



For the second time, Umweltarena Spreitenbach near Zurich excelled as an attractive venue of the PSF Forum and Swiss Newsweek.



There was tense excitement among the audience prior to the announcement of the Promoswiss Awards.

Umweltarena in Spreitenbach near Zurich, an architectural jewel and a prime example of sustainability, renewable energy and nature, was fully focused on the promotional product on 21 and 22 May 2019. This ecologically responsible forward-looking location was the venue for the two major annual events of Promoswiss, the association of the Swiss promotional product industry, on these two days.

Location a “stroke of luck”

“Umweltarena in Spreitenbach is a stroke of luck for the PSF Forum. It is perfectly located as it is easily accessi-

3 x gold in one photo: The line-up of lucky Promoswiss Award winners, flanked by host Nadine Schneider (right) and Beat Suter.



ble, has an optimal size, offers 500 parking spaces and boasts top catering,” says Roger Riwar, association president of Promoswiss, emphasising the advantages of the innovative hall. With the traditional PSF Forum, the promoters and organisers, the board of the Promoswiss association, presented a trade show exclusively dedicated to the Swiss promotional product industry on an exhibition area of more than 2,000 square metres. The second day saw the second Swiss edition of GWW Newsweek, a product show focused on industry customers. Eight promotional product agencies invited their industry customers. They welcomed their guests at their counter and accompanied them in an advisory capacity. On both days, some 80 renowned manufacturers and suppliers of promotional products presented new products from various product sectors for a strong promotionally effective marketing strategy.

Small anniversary with great diversity

There was a small anniversary to celebrate at the PSF Forum because it was the 15th edition of the traditional event of the Swiss promotional product industry. Over the years, the popular industry highlight has become an established event in the Swiss promotional product market. Innovations, trends, but also classic tried-and-tested products from the wide spectrum of the industry have been offered



“Campaign of the Year”: BURGER KITS, a kit consisting of two high-quality bamboo serving trays and an original burger press with customer logo.



“Innovation of the Year”: the KOODUU Large from Intraco Trading BV, a stylish and functional mood lamp with an integrated bottle cooler and Bluetooth loudspeaker.



“Promotional Product of the Year”: Cupffee, the “world’s first edible coffee cup” made of 100% natural grain.



Bring on the visitors: PSF organization manager Thomas Oester (right) and two assistants at the reception.



During the PSF day, visitors and exhibitors took time for in-depth discussions about the latest product collections.



The reception team had their hands full at the beginning of the Swiss News-week day.



Promoswiss association president Roger Riwar welcomed and farewelled the guests with his customary humour.

there from the beginning in a professional but typically Swiss hospitable ambience. In the early days of the Forum there were only 30 exhibitors and 100 visitors, but these figures have more than doubled recently. Although the number of visitors at the latest PSF fell slightly, the quality of the inquiries and projects of the visitors was rated as “very good” by the exhibitors, according to Promoswiss association president Roger Riwar. Once again, visitors benefited from the great diversity of almost all important product areas, from textile specialists to tasty advertising and technical gadgets. In keeping with the ambience, the primary focus was on sustainably and responsibly produced promotional products.

Promoswiss Night and award winners

The climax and conclusion of the PSF Forum was the newly conceived Promoswiss Night with culinary delights in the style of a “flying buffet” and informal networking, during which the coveted trophies of the Promo Swiss Awards were presented. Also new this year was that only one Golden Award was presented in each of the three categories – which should contribute to the enhancement and increased attractiveness of the tender process. Promoswiss board member Nadine Schneider hosted the evening as a charming moderator and, with the support of Beat Suter, presented the nominees nominated from numerous submissions as well as the winners (anonymously rated by the jury) who were enthusiastically celebrated



The aisles quickly filled in the morning of the Swiss Newsweek.

tors, organisation manager Thomas Oester from the Promoswiss board, the GWW cooperation partners and not least the exhibitors and visitors present. Needless to say, the Promoswiss Awards will be presented again next year. Distributors and manufacturers can participate in the competition for the glittering trophies at <http://promoswiss.ch/de/promoswiss-award/>.

Swiss Newsweek grows significantly

The second day was dedicated to the Newsweek of the German association of the promotional product industry (GWW), which Promoswiss has brought to Switzerland since last year, to give the economically strong domestic promotional product companies the opportunity to invite their customers to a comprehensive turnkey in-house trade show. In total, eight renowned Swiss agencies were present with their own counters. Together with their industry customers, BB Trading Werbeartikel, Bücheler Werbe-geschenke, comTeam LACORAY, Eckert Werbeartikel, Kaiser Promotion, Promidea, promonova and Racol Partner injected a great deal of enthusiasm into the aisles between the attractive booths. Compared to the first Swiss Newsweek, the number of visitors significantly increased (plus 20 percent). Accordingly, the “feedback from exhibitors and counters was very positive” (Riwar). The exhibitors also praised the professional work of the Swiss agencies whose employees guided their customers through the trade show in a targeted and advisory manner. All in all, it was an encouraging result which augurs well for a new, highly competitive double-bill event next year. <

by around 180 guests. The winner of the “Innovation of the Year” category was the KOODUU Large from Intraco Trading BV, a stylish and functional mood lamp with an integrated bottle cooler and Bluetooth loudspeaker. The “Promotional Product of the Year” prize was awarded to “Cupffee”, an edible coffee cup from KW open gmbh. The “world’s first edible coffee cup” made of 100% natural grain is GMO-free, vegan and tastes delicious like a biscuit. The “Campaign of the Year” award was won by “BURGER-KITS” for the Feldschlösschen von Pandinavia AG brewery, a kit consisting of two high-quality bamboo serving trays and an original burger press with customer logo which is recognisable on roasted meat.

Thank you to all participants

Finally, Roger Riwar thanked everyone involved in the success of the double-bill trade show, including the modera-



Sociability, delicacies, high spirits, relaxed networking: the newly conceived Promoswiss Night was a success.



The GWW is emphatically committed to having the questions raised by the promotional product industry regarding VerpackG clarified by the competent authority. The reform proposal prepared by GWW was forwarded directly to the Central Office for Packaging Register (ZSVR) and, in the same wording, as part of the BGA position paper. A reply is still pending.

GWW reform proposal for VerpackG (packaging law)

Industry demands clarity about packaging law



The application of the new packaging law raises a number of industry-specific questions. The GWW and the BGA have submitted a reform proposal to the ZSVR.



For many years, the German Promotional Product Association (GWW) has been a member of the German Wholesale, Foreign Trade and Services Association (BGA), which as an umbrella organisation represents around 125,000 companies with almost 2 million employees. Backed by this powerful association, the industry has often been able to make its voice heard in the political landscape and to voice its concerns in areas such as taxation. GWW CEO Frank Dangmann has recently been appointed to the executive committee of the BGA, so the relationship between the promotional product industry and this renowned association has become even closer. The industry can therefore be confident that its interests will be better represented in Berlin in the future.

Industry-specific questions

A first step in this direction has already been taken: the GWW's reform approach with regard to VerpackG, which was forwarded to the ZSVR, has been adopted one to one in the BGA position paper and should thus receive even greater attention. The approach integrates various issues arising in connection with VerpackG for the industry. In particular, the applicability of the law in the multistage supply chain that is typical for the industry is put into question. As a rule, the producer/manufacturer is an intermediary who in turn purchases his products from a manufacturer. At the end of the supply chain is the industry customer or end customer. So, who is a distributor for the purposes of VerpackG and what might correct product labelling look like without revealing sources of supply all too obviously? In particular, distributors and consultants were concerned by the fact that by the naming the producer/manufacturer their procurement expertise could be questioned and subverted.

Suggested solutions

For this purpose, the GWW has presented a proposal to establish the registration number of the manufacturer directory (LUCID Reg. No.) as the identification of the producer/filler. This would make it possible to unequivocally ascertain the licensable distributor without specifying the company name directly. The reform proposal of the GWW aims to keep the licensing with the manufacturer/filler of the product and to avoid double licensing. So far, there has been no reply from the ZSVR, neither to the reform proposal directly addressed to the ZSVR nor to the BGA position paper. <



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The textile supplier New Wave is now a partner and sponsor of Akademie für Textilveredlung. In cooperation with the manufacturer of corporate fashion, promotional textiles, sportswear and workwear, an Academy Week with four events will take place from 24 to 27 September 2019 at the new textile logistics centre in Geiselwind.

Akademie für Textilveredlung

New Wave partner and sponsor



The New Wave showrooms in the new textile logistics centre are perfectly arranged.

The Academy Week will kick off with the seminar “A path through the diversity of embroidery materials” on 24 September 2019 with the speaker and embroidery master Dennis Ermert from embcon. The seminar will focus on the application of embroidery with an emphasis on yarns, needles, non-wovens and the basics of yarn tension. On the second academy day, the seminar “Textile know-how” will be held with textile engineer and clothing technician Birgit Jussen. Due to great demand, the seminar “Am I allowed to do that?” will take place for the third time on 26 September 2019.

Exciting presentations

The speaker Thomas Seifert, a specialist lawyer for industrial property rights (trademark and labelling law, design and registered design law, competition law, patent law) will explain what textile finishers and textile processing companies must pay attention to in terms of trademarks, designs and copyright. The Academy Week will conclude with a seminar on the subject of merchandise management for textile finishers, advertising technicians and promotional product distributors. The speaker Eduard A. Schreiber from the company IT Support & Software will show





The new textile logistics centre of New Wave in Geiselwind is the venue of the Academy Week of Akademie für Textilveredlung.



At the New Wave site in Geiselwind, there is a modern high-bay warehouse next to the office building.



Embroidery master Dennis Ermert from embcon.



Textile engineer and clothing technician Birgit Jussen.



Eduard A. Schreiber from IT Support & Software.

the possibilities of using software to illustrate daily tasks in embroidery and printing as well as in trading in promotional products.

Platform for further education and networking

“Our new textile logistics centre in Geiselwind is to become a place for learning and networking for the entire industry. We are therefore delighted to have Akademie für Textilveredlung as a partner for further education in order to make companies in the areas of textile finishing, sportswear and workwear as well as corporate clothing fit for the future,” says André Bachmann, Managing Director of New Wave Deutschland. Academy Director Stefan Roller-Aßfalg is also pleased about the cooperation: “The courses offered by Akademie für Textilveredlung can only be run thanks to the support of partners from the industry. As the host of the seminar week in Geiselwind, textile supplier New Wave will be able to further develop the platform for further education and networking on attractive terms for the entire textile finishing industry.” <

The Academy Week at New Wave in the textile logistics centre in Geiselwind:

- 24 September 2019: A path through the diversity of embroidery materials Seminar: Yarns, needles, non-wovens, basics of yarn tension
- 25 September 2019: Textile know-how Seminar: No two T-shirts are alike
- 26 September 2019: Am I allowed to do that? Seminar: Brands, designs and copyright
- 27 September 2019: Is my business worth it? Seminar: The use of software to illustrate daily tasks.

Further autumn dates 2019:

- 18 September 2019: Safe products, satisfied customers, Düsseldorf Seminar: The Product Safety Act need not be a sword of Damocles
- 20 November 2019: Basic seminar on cotton, Bremen Seminar: Raw material – fibre types – market
- 20 November 2019: Hub for textile finishers, advertising technicians and promotional product distributors Bremen: The trade shows PromoTex Expo, viscom and PSI invite you

Further seminars and events are continually in the pipeline.

Information and registration for the individual events:
<https://aka-tex.de/aka/#!/veranstaltungen>



“Safety first” is a popular catchphrase when it comes to safety in the sense of preventing risks. The industry also offers many **useful**, effective, **high-quality products** for this purpose. And this also applies to automobiles and transport.



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

Tax security

If the tax office announces a tax audit, for example, it wants to see documents and e-mails that are stored audit-proof. This is child's play with PcPräsent from CDH. Documents are automatically archived during printing. Outlook Integration from CDH provides automated batch processing for selected mailboxes. Through the address, the mail is assigned directly to the customer and is traceably stored in the archive for colleagues. Access to one's own GoBD-compliant archive is guaranteed from anywhere.



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

Practical for travelling

A handy box and helpful items: the Hepla car set Made in Europe is an attractive promotional product with a wealth of practical car accessories. The centrepiece of the product range is a resealable plastic box with a large printing area in the standard colours white, red or blue. Special colours are, however, possible on request. The box contains an ice scraper, a car sponge, a tyre tread depth gauge and a pair of disposable gloves, colour-matched to the box. On request, this practical promotional product can be finished in screen printing or digital printing at the in-house print shop.

Betonspeicher

USB Sticks aus Beton



Designfremdes Material trifft USB-Stick. Der „Betonspeicher“ setzt einen optischen Akzent.

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Durch den verwendeten Spezialbeton bietet dieser Stick eine überraschende und neue Perspektive auf ein vermeintlich bekanntes Produkt. Der Speicher selbst ist von höchster Qualität und in den Speicherkapazitäten von 1 GB bis 128 GB erhältlich.



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PSI 47555 • Vim Solution GmbH
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 vertrieb@vim-solution.com
 www.trader.vim-solution.com

Wireless charging station

The Auto Maja wireless charger from Vim Solution can be easily attached to the ventilation grille of your own car. Thus, a low-battery mobile phone can be easily recharged while driving via wireless power transmission. The charger has short-circuit protection of the output as well as overvoltage protection. The size and width of the compatible phone should be between five and nine centimetres respectively.



PSI 46311 • Troika Germany GmbH
 Tel +49 2662 9511-0
 info@troika.de
 info.troika.de



Nostalgic beetle keychain

Lucky beetle? Nostalgia carrier? Popular talisman? When skirts were shorter and music was louder, the VW Beetle brought a piece of the German economic miracle to the road. This popular car is now celebrating its comeback at Troika as a beetle keychain in the guise of the VW Beetle from 1964, and it has lost none of its fascination. And it shines and shines and shines – with small LED headlights. The keychain with a white LED light is made of cast metal, chromed, glossy and silver.



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Cable organizer





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Tel +49 8431 53490
claudia.hotze@sonax.de
www.sonax.de

Effective protection package

Sonax has launched its effective summer sets just in time for the warm season: The complete package for the hot time of the year ensures clear visibility and removes insect remains in an effective, thorough manner, as is always the case with the quality products from this renowned manufacturer. Windscreen Cleaner and Insect Stop come in easy-to-use plastic pump-spray bottles. Sonax also prepares its customers effectively for winter: With the winter set, consisting of a complete package against ice, frost and poor visibility. The package includes proven, effective products such as a windscreen de-icer as well as products for rubber care, anti-freeze and clear visibility.



PSI 49975
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www.bannerbow.de

Organic designer display

Round instead of edged: the smart, organic design of the arched advertising displays for the indoor and outdoor sector from the Swedish manufacturer Bannerbow focuses on quality and sustainability. It stands out from the crowd and is simple in terms of functionality. The company now offers its Bannerbow event displays in three different sizes, two colours and as an indoor and outdoor version. This premium presentation system is easy to set up. The banner can be changed quickly without the need for tools. It can also be set up crossways, thus creating a space in the room. This creates space for an almost 360-degree advertising message. The Bannerbow event displays are especially used in the areas of sports, retail, trade shows and cars. Since the available advertising space of the smallest model already covers 6.2 square metres, this product is also popular in the sponsoring sector. The displays are durable and can be easily updated by simply changing the banner.



PSI 44186
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 info@team-d.de
 www.team-d.de

Luminous search aid

With this telescope lamp, the chances are good to find lost items again. The LED light with a retractable and flexible telescopic arm can be extended by about 37 centimetres and has a strong magnet on the head. The magnet retrieves things such as a lost screw at the bottom of the engine compartment or other repair areas. Missing objects behind or under furniture can easily be detected. And even the remotest corners can be illuminated. The telescope lamp is available with three LEDs and a rubber finish in black, red and blue. In addition, the product is available in a black and silver metal version and as a luxury version with three extremely bright W COB and several lighting functions. The required button cells are included, and each lamp comes in a gift box.



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

Useful everyday companion

Useful, eye-catching and in use every day: the good old parking disk for frequent travellers. With increasingly regulated parking areas, the parking disk from Anda Present reliably protects against fines. The practical parking disks can be individually printed on both sides for a graphically and visually optimal impact. Simply personalising the front side with a company logo and customising the reverse side is of course also possible.



PSI 44668 • Richard Cermak
 Minitaschenlampen Made in Germany
 Tel +49 7231 106105
 info@penlights.de
 www.penlights.de

Bright

The CE-LIGHT penlight with a very bright white LED from Richard Cermak is a must-have in any car and an ideal gift for many occasions. A flashlight is indispensable, especially at night, at dusk or during a car breakdown. The high-quality penlight is made of painted aluminium in Germany and has a rotary and clip switch. More information is available on request.



PSI 44531 • Indexa GmbH
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info@indexa.de
www.indexa.de

Just in case

Indexa's CO30 carbon monoxide detector is a true lifesaver. If there is a high concentration of CO in the room, the unit will warn you with a loud alarm and a flashing LED. Due to its compact dimensions, the CO30 is also ideal for taking along while travelling. The detector has been tested in accordance with EN 50291-1:2010 and A1:2012 and is BSI certified. Delivery includes a high-quality Figaro sensor with a ten-year lifespan and a ten-year lithium battery. The housing can be provided with an individual imprint. Using such a detector is absolutely recommendable because the death toll caused by carbon monoxide (CO) is alarmingly high. The invisible, odourless and extremely toxic gas escapes, for example, when ventilation in an oven is insufficient or the fireplace is clogged.



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

Always clearly visible

Reflective products from mbw® ensure better visibility on the road and are independently tested, readable in accordance with the EN 13356 standard and the GS mark. The range includes, for example, a high-quality safety vest available for children, adults and even dogs. In addition to the vest, hard-plastic reflectors from Talmu, which are available in a variety of shapes such as animals, a heart, bus, car or smartphone, excel as give-aways. The reflective bands are also very popular. Athletes or pedestrians are thus visible from head to toe. Intended for the little ones are the popular ReflexMonsta and MiniFeet reflective animals which cleverly combine plush and reflective features. On the new mbw® portal for all mobile devices and desktops, customers can be inspired by the numerous finishing options for reflective promotional products.





PSI 47696 • Jamara e.K.
Tel +49 7565 94120
werbemittel@jamara.com
www.jamara.com

Star for the little ones

Jamara has the ideal child-friendly vehicle for the little ones in the family. The officially licensed Mercedes-Benz AMG C63 offers a safe driving pleasure thanks to its sturdy and lovingly designed body. This is ensured by the low seat height, extendable footrests and specially designed anti-tipper at the rear of the push car. With its grippy steering wheel with horn, luggage compartment under the seat and recreated original features in terms of grille and wheels, the Benz is ideal for indoor and outdoor discovery tours. With the push handle and handhold with steering function, kids can be pushed comfortably and safely thanks to the side guard. The push rod with steering technology, large side guards and extendable footrests ensure parents and children enjoy a good and safe driving experience.

Velvety attention

Affordable and at the same time extremely effective, the care products from Twin Production can be used in many different ways in the promotional product sector. A specialty of the Czech company is paper handkerchiefs in every conceivable design, customisable from small series. Small sets can also now be personalised using digital printing. Individual stickers affixed to the tissues of the handkerchiefs can also ensure that the planned promotion becomes an eye-catching success.



PSI 46381
TWIN Production s.r.o.
Tel +420 0585 204661
twin@twinproduction.net
www.twinproduction.net

Topic related products

Helping bees



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

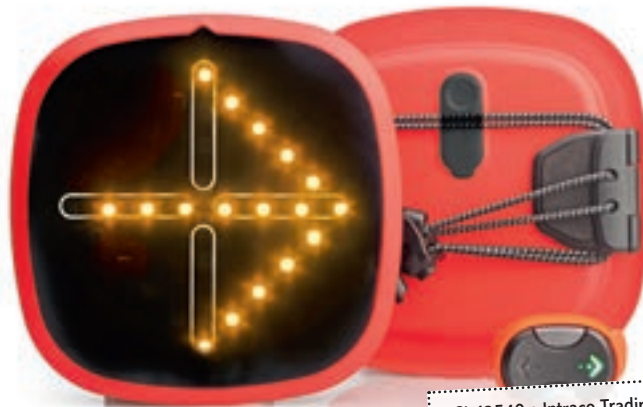
Many new products in our summerflyer 2019



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

Handy survival tool

During the development of the RescueTool pocketknife, the traditional Swiss company Victorinox worked together with professional rescue teams for years. The survival tool is equipped with a belt cutter, an instrument for shattering glass panes and a windshield saw for laminated glass. When every second counts, you can rely on the RescueTool. The product is delivered in a case and can be personalised either by pad printing, hot stamping or engraving on the handle or by etching on the knife blade.



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

See and be seen

The BA166 Visto Signal from Intraco can refer to its award-winning design for highlighting customer logos with pride. Thanks to highly visible LEDs, Visto's cool, functional products also protect cyclists, joggers, walkers and anyone out in the dark. The USB battery light has a turn signal that indicates the direction, including forward, left and right. A wireless remote control is also included.





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



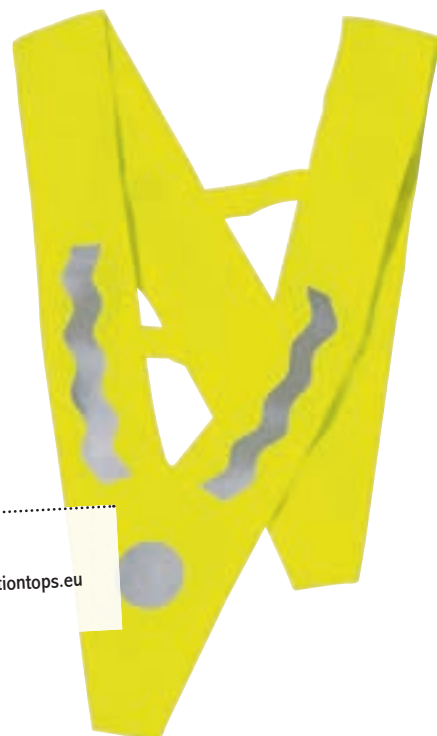
Protection against data theft

The RFID Safety power bank with overload, overheating and short-circuit protection, which can be ordered from Vim Solution, protects bank cards against data theft. At the same time it has a charging function with 2.500 mAh for smartphones, tablets and the like. The five inner sleeves protect up to six credit cards. Also available: the RFID Card Block for protecting personal data of credit and debit cards or identity card. The card uses the energy emanating from an RFID scanner to build up an electromagnetic shield, making all 13.56 MHz cards invisible for unintentional access. Once the scanner is out of range, the magnetic field is deactivated. This technology does not require a battery. The card in credit card format fits into any purse or wallet and protects cards on both sides in a range of 2.5 to 3 centimetres. Two-sided digital printing is included.

Safe in the triangle

Inspirion's Victory child safety triangle provides safety on the roads during the dark winter months. The triangle is simply pulled over the head, offering enough freedom to be worn with a thick jacket or satchel. The reflector strips provide additional visibility.

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





PSI 49768 • Sandini GmbH
Tel +49 7307 5074310
office@sandini.de
www.sandini.de



Comfortable pillow

Made from high-quality microfibre and available in many attractive colours, the Sandini RelaxFix® neck cushion is specially designed for use in the car and provides comfortable leaning for the driver and front passenger. It prevents neck pain and muscle tension, especially on long car trips. RelaxFix® has been tested by frequent drivers, is easy to install, height adjustable and flexibly adaptable to any body size. Also available from Sandini: SleepFix®, the supportive sleeping pillow for children in the car. Many parents are aware of the problem that their child tilts forward or sideways while sleeping in the car. SleepFix® with its gentle support function is the convenient and safe solution. This unique accessory can be combined with almost any type of car and bicycle seat, as well as bicycle trailers. The sleeping pillow can be used for years in different child seats on the road and offers a high-quality attractive advertising space.



PSI 46913
Malgrado fashion & promotion GmbH
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s.rueth@malgrado.de
www.malgrado.de



Organisational help for shopping

The folding box from Malgrado fits the trunk of all vehicles and is ideal for carrying and organising food, children's toys or sports equipment. This stowage item is easy to use and does not require any assembly. When the folding box is no longer needed, the completely collapsible box can be quickly stowed to save space. If necessary, it can be easily cleaned with a cloth. The material is made of durable and water-repellent 600D polyester fabric on the outside and 210D polyester on the inside. With its reinforced sides, bottom and partitions, the product withstands any load. Even formats made according to customer requirements are possible. Printing or embroidery is used for finishing. The minimum order quantity is 1,000 pieces.



Safe from 100 to zero

The stopping distance of a decelerating vehicle in traffic is calculated from the simple formula reaction plus braking distance: Whilst learners learn about these values in the driving school, calculating them mystifies many road users. In case of unforeseen braking, every metre can be decisive in avoiding an accident. With the stopping distance calculator from Schreiner Coburg, these values can be determined quickly and easily by simply moving the slider along the scales. The stopping distance calculator is a helpful, haptic advertising medium with a high recognition value. Made in Germany.



Refreshing pick-me-up

The peppermint refreshment in the elegant, triangular squeeze can from Kalfany Süße Werbung promises freshness in every corner: With light thumb pressure, it opens up and releases the peppermint pastilles. The dynamic, silver triangular design evokes reliable energy potential. The filling volume is variable: six grammes of peppermint pastilles provide sugar-free freshness, tic tac Fresh Mints or Fresh Orange bring brand and pep into the advertising message, and the triangular peppermint gold nuggets gild the mixture. Kalfany Süße Werbung produces the refreshments in its own IFS-certified production. Within 15 working days after the print approval of the customer's draft, the elegant, personalised and sweet promotional product is ready for the planned customer acquisition campaign.



PSI 49447 • Alessi Deutschland GmbH
 Tel +49 89 206028812
 chiara.sergiacomi@alessi.com
 www.alessi.com

Feel-good atmosphere

Offered by Alessi in Germany and Austria, the car fragrances from Max Benjamin are diverse and individual and appeal through their sophisticated mixture. The rubber fragrance cards emit a wonderful fragrance for up to four weeks and are the ideal companion in the car or in a sports bag or shoe rack. Fragrances such as Acqua Viva exude a wonderfully fresh aroma of mandarin, orange, lemon and cassis. Dolce Sole is the preferred choice to bathe in as this fragrance infuses the senses with grapefruit, bergamot and mandarin, a heart of rosemary and jasmine, with a base of vetiver oil and musk. More information is available at Alessi.



PSI 47361 • Lainas Products
 Tel +30 210 2510115
 d@lainasproducts.com
 www.lainasproducts.com

Notes on trips

The attractive notebook from Lainas Products is ideal for travel enthusiasts. After all, it fits into almost any bag and stands out through its sturdy material. The outer material of this useful companion is double-layered leather. The customer can choose from a wealth of different colours. For notes on planning the trip as well as for daily organisation, the Greek company offers a choice between ruled, grid and blank paper. The leather cover of the notebook features a practical fastener band and can be printed or embossed for customisation.



PSI 49982
 Edition Michael Fischer GmbH
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 tatjana.bleiler@emf-verlag.de
 www.emf-verlag.de

For young artists

Doodling, scribbling, blotching: In the funny colouring pad from the Edition Michael Fischer (EMF) publishing house, small artists find simple motifs related to cars for colouring. The appealing content is ideal for bringing brands into positive contact with customers as well. For this purpose, EMF has created a tailor-made special edition from its diverse publishing programme. For example, a logo can be integrated on the book cover. Products or services can be found in recipe texts and instructions. The bottom line: The colouring block can be created as an individual book with a flexible number of pages, special features and your own corporate design.



BRAND-NEW

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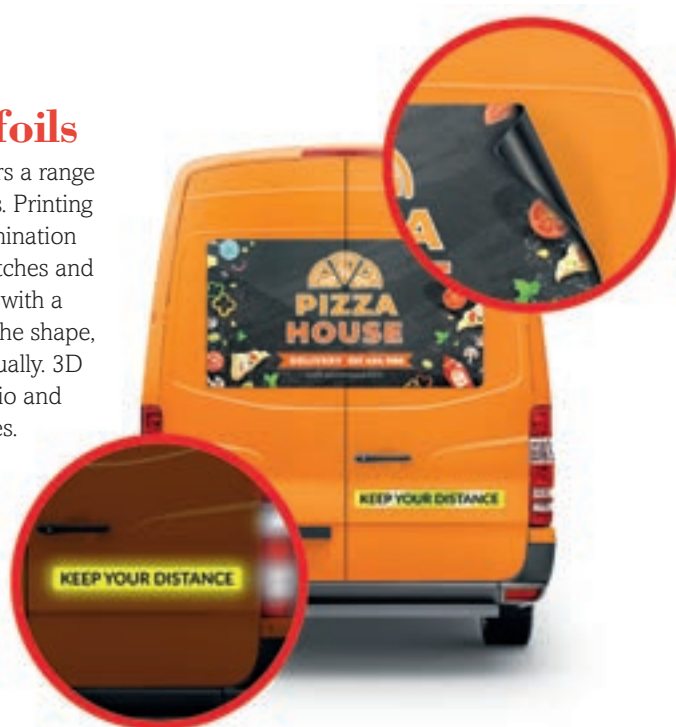
PSI 49756 • Living Bytes GmbH
Tel +49 4055 6203-22
info@die-markenvertretung.de
www.die-markenvertretung.de

Winterproof brand ambassadors

In the event of snowfall and frozen windscreens, the Solid ice scraper as well as the Snowexpert in the Living Bytes product range gently ensure unimpaired visibility before you leave. Solid is a portable ice scraper that adapts to any windscreen shape. It can be used on both sides to remove ice without damaging the car window surface. The Snowexpert multifunction device consists of an ice scraper and a snow brush and, like the Solid, cleans car windows gently and efficiently in any weather. The use of top brands has proven to be successful, which is why Fiskars® unmistakable orange-coloured brand name tools are the first choice when it comes to rewarding customer loyalty or increasing sales.

Magnetic advertising foils

Among many other magnet types, 12M offers a range of magnets specifically designed for vehicles. Printing is carried out on PVC foil using a special lamination process which protects the motifs from scratches and colour fading. Special strong magnetic films with a thickness of one millimetre form the base. The shape, size and design can be implemented individually. 3D epoxy stickers are also part of 12M's portfolio and are ideal for car tuning or for rallies and races. Advertising solutions for the vehicle showroom or service stations as well as reflective safety stickers are also available.



PSI 49009 • 12M
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PSI 48309
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Travel around the world

Create your own customized pack and get your brand to travel around the world. ARPE Barcelona, specialized in microfiber promotional products puts forward it's customizable travel items. ARPE Barcelona offers the possibility of creating exclusive sets, practical and functional for holidays or incentive trips. All of them can be combined according to the needs of each client. The complete selection of products allows you to choose among: microfiber travel towels, inflatable and foldable neck pillows, slippers and travel masks, soft sleeves for glasses, soft sleeves for mobiles or Tablets or Microfiber cleaning cloths always useful to clean your sunglasses. All ARPE products are designed and manufactured in Barcelona and have the OEKO-TEX certification. Check with our sales team which products can be manufactured with recycled fabric!

Decoration style for the interior

Entirely grey car interiors are a thing of the past: The colourful and deceptively real-looking flower selection in a high-quality acrylic vase from Sandini guarantees a cheerful mood on the road. Suitable for all cars, this decorative car vase is quickly and easily attached to any ventilation grille by means of a flexible metal clip. The included transparent plastic disk ensures the flower is firmly held in the attractive vase. The Sandini car vase can be perfectly finished with a logo sticker and comes with an artificial silk flower of your choice in a high-quality organza bag.



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PSI 41816
Nestler-matho GmbH & Co. KG
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www.nestler-matho.de

An in-car movie? Yes, but safe!

I spy with my little eye, guessing car brands ... At some point even the most creative parents run out of ideas and “When are we finally there?” echoes from the rear every minute. A movie is the solution! Nestler-matho offers a tablet and phone holder that is simply clamped onto the back of the seat between the headrest mount so that the screen is securely fixed. The holder can be rotated and tilted and thus offers not only the obligatory safety but also maximum comfort. A discreet and at the same time effective finishing is possible, for example, on the central rubber surface.



Caution and consideration

The silver-coloured Metzaxx® LED MegaBeam Safe2GoEvo flashlight from Spranz combines caution and consideration: The all-purpose lamp ensures absolute safety with its one-watt red and white LED at the front and five red power LEDs at the rear, simultaneously or separately switchable, as well as the SOS flashing function. Available in a sturdy aluminium housing, with a hand strap and belt case, splash-proof and overvoltage protected, this useful product comes with three UM3/AA batteries in a design box.

PSI 41462
Spranz GmbH
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PRODUCT **FINDER**



HELPLESSNESS?

**WE ALWAYS HAVE THE
RIGHT PRESENT SET!**

WWW.PSIPRODUCTFINDER.DE/PRESENTSET

Schwan-STABILO has been producing its customers' favourite pens for more than 160 years: high-quality, colourful and functional writing instruments in a great variety and in various price segments, which can be used as promotional products to utilise their brand advantage and thus unfold their full impact. We paid a visit to Heroldsberg and Weißenburg.

Schwan-STABILO Promotion Products

Brand power for effective campaigns



Almost everyone has known them since childhood: In all likelihood, the graphite and coloured pencils with the swan found their way into your school bag. And to this day, we consciously or unconsciously resort to the coloured pencils, highlighters or fineliners of the brand which we were already familiar with during our school days. Major brands like Schwan-STABILO accompany us throughout our lives, and there are good reasons for this: they convince through quality, design and innovativeness and convey values such as trust and consistency. Looking ahead in a visionary way, brand companies set trends and develop products that have satisfied customers for generations.



From the housing to the ink to the packaging: The classic STABILO BOSS is produced almost entirely in Weißenburg.



The luminous ink is developed in-house. In their own research department, employees are constantly striving to optimise it.

Competence of a global brand

For target-group-specific promotions in brand quality, Schwan-STABILO Promotion Products GmbH & Co. KG is the competent, service-oriented partner of the national and international promotional product industry. With around 20 employees, the company is part of STABILO International GmbH, one of Europe's leading writing instrument manufacturers. Its core competencies are in writing, colouring and drawing as well as highlighting products. In addition to writing instruments, Schwan-STABILO, an international group of companies with around 5,000 employees, also includes other companies that produce branded cosmetics and outdoor products sold in more than 180 countries worldwide. The company is based in Heroldsberg near Nuremberg. The writing instruments are produced in Weißenburg, Český Krumlov (Czech Republic) and Johor Bahru (Malaysia).

Environmentally conscious production

In Heroldsberg, we met Harry Saffer, Managing Director of Schwan-STABILO Promotion Products, and Marketing Manager Antonia Kohlbrenner, to drive together to visit the production facilities in Weißenburg. The atmosphere of a major company became noticeable even before the informative, professionally guided company tour began: the tour did not start until we had received safety instructions and protective overshoes. The first stop was the new ink production facility where around 1,100 tonnes of ink are produced from a total of 126 different raw materials each year using state-of-the-art technology under the strictest safety conditions. 800 tonnes thereof are required for the most important products, the STABILO BOSS highlighter and the STABILO point 88 fineliner. Waste material and hazardous waste generated during the various production processes are collected in 50 cm thick reinforced



concrete containers and either recycled or disposed of in an environmentally friendly manner. Among other things, STABILO also demonstrates its environmental awareness with its own energy production through heat recovery and photovoltaics. A dedicated osmosis system ensures the high water quality required for inks. The production facilities are certified in accordance with ISO 9001, 14001 and 5001.

Constant development and improvement

The STABILO BOSS highlighter is a real classic because it has been around for more than 40 years. We were able to look around where it was created: A team of 13 employees is responsible for the annual BOSS production of around 100 million units. The entire product including ink is manufactured on site. The popular highlighters are available in nine colours and six pastel shades. The waste produced at the six machines during production is returned to production as granules: the recycled content is around 30 percent, and in the case of the STABILO GREEN BOSS it is more than 83 percent. STABILO is the inventor of the luminous inks used in BOSS products, which are constant-



Impressive dimensions: the automated small-parts warehouse.

ly being improved (for example, in terms of light resistance and other properties) at the in-house research laboratory. The machines used in the BOSS production have since been successively renewed.

Versatile and powerful

Our tour then took us to the plastics injection moulding facility where 21 employees produce 30 million parts (wall-lets and components for various products) on 40 injection moulding machines in 3 shifts per week. 80 tools are currently in operation. Up to 1,200 tonnes of PPE plastic are processed here every year, including recycled materials and bioplastics for the STABILO Green Line which is exemplary in terms of environmental compatibility. The state-of-the-art machinery in this area unites high-performance systems for every production step, including the in-mould process which is also used for promotional writing instruments.



High level of vertical integration

Our guide also impressed us with astonishing figures in the production zone of the STABILO point 88 fineliner and the STABILO Pen 68 felt-tip pen: 700,000 pens are produced here daily in three shifts, including all components such as tips and fibres. Production of the tip is particularly complicated because extreme precision is required here. Therefore, an even more efficient quality control has recently been established with the aid of laser systems and cameras. New equipment tailored to current requirements was also purchased, partly based on in-house developments. Of course, the large quantities produced in Weißenburg also require appropriate distribution capacities: 60 employees in a highly automated, 5,500 square metre distribution and order picking centre ensure that the pens are quickly packaged and dispatched. More than 30 tonnes of products are handled here daily. The development of packaging and displays for the trade and the design of special packaging also takes place in this section.

Connection to the brand reinforced

After this final stop of our company tour lasting several hours, Harry Saffer and his colleagues vividly demonstrated the manufacturing expertise of the long-established Schwan brand. In this context, Saffer underscored the significance of the brand in the promotion sector. Bringing the brand back into the limelight was one of the first goals he set himself as managing director of Schwan-STABILO Promotion Products more than 10 years ago: "We have repositioned ourselves in recent years and reinforced the



Inside the more than 5,500 square metre distribution centre.

connection to the brand again. We have a major brand behind us, whose values we are now actively promoting again,” explained Saffer. This understanding of the brand has been reflected in numerous changes – from the trade show stand to the website, the sales literature as well as structural adjustments. For example, in-house marketing was expanded to enable an experienced team to take care of the marketing of the promotional writing instruments. Since 2013, the department has been managed by Antonia Kohlbrenner who works closely together with Harry Saffer to design the concept. Together, they ensure that brand values and quality are maintained in the promotion area so that each target group will find the right writing instrument for every promotional use. The fact that the customer recognises the difference between a branded article and a no-name product and is prepared to accept a higher price for more quality and product safety as well as a longer promotional impact is the goal Saffer and his some 20 employees have set their sights on.

Added value of the brand

Not only marketing but also sales and purchasing at Schwan-STABILO Promotion Products operate independently. A lot has also changed here in recent years: The range of writing instruments for promotional use has been overhauled and restructured: Half of it consists of STABILO branded products which can also be found in specialist stores, as well as other STABILO products that are produced exclusively for the promotional product market – including ballpoint pens in particular. The multifaceted, colourful portfolio of creative and trendy products is synonymous with a long-term advertising impact. “Our



Delighted to receive their award: Award-winners Harry Saffer and Kathrin Stühmeyer-Halfar on the podium in Wiesbaden.



Harry Saffer, Managing Director of Schwan-STABILO Promotion Products.

branded products make advertising campaigns socially acceptable because they enhance them with the image of a global brand,” summarises Saffer who is a passionate ambassador of “his” brand. For him, brands are signposts, i.e. trendsetters in design, ergonomics, functionality and quality. “The brand profile is created within the Group, sharpened time and time again, and communicated to the target groups – in the consumer sector as well as in the specialised trade and in the promotional product industry. This results in a positive image of our products, which is also useful to the promotional product distributor. Ultimately, however, the industry customer must decide for himself whether the brand fits his own image and can support his advertising statement. “It is also at the customer’s discretion whether, in addition to his own branding, he also wants to have the Schwan-STABILO trademark on his promotional writing instruments.

Writing instruments are lifestyle products

STABILO is active in the industry in a variety of ways and supports distributors with information, sales literature and its workbook, as well as at trade shows, in-house trade shows and through sales representatives. Anyone who browses through the catalogue redesigned a few years ago will indeed have a practical and clearly structured workbook in front of them. It dispenses with all the frills and concentrates on the essentials: products and special product lines, information on printing, finishing and sustainability as well as an explanation of web tools for distributors. The workbook displays all the colours and diversity



Sales aids and packaging for the specialised trade are also developed in-house.

of the product range: there are fineliners, inkliners, pens for overhead projections, unique ballpoint pens and retractable pencils in every conceivable variation. There are also the classic highlighters in bright neon colours, but also high-quality ballpoint pen models in metal and plastic as well as ergonomic writing instruments. What has become an absolute hit are the highlighters in soft pastel shades that embrace a design and fashion trend that continues to this day. The pastel series comes in six fresh and elegant looking colours, also as handy minis for the handbag. The pastel line has been so well received in the market that production has increased significantly. The stylish innovation was also very well received in the promotional product sector. This also demonstrates that writing instruments are lifestyle products which are certainly also subject to fashion trends. Such products are also what inspire and convince advertisers, especially when the promise of quality and the innovativeness of a major brand are added. The service is complemented by customisation in all common finishing techniques perfectly implemented through design and craftsmanship. Added to this are comprehensive marketing support, special promotions, sample shipping, sales aids and partner concepts.

Sustainability is actively promoted

Sustainability is a topic that STABILO does not just incidentally handle but actually actively promotes throughout the Group. Let us start with the sustainable product line STABILO Green Line which boasts its own brochure also providing information about the company's sustainability strategy. In a nutshell: The Green Line is based on the use of sustainable materials such as FSC wood, biodegradable plastics and recycled plastic, and the products contain no hazardous ingredients such as formaldehyde or benzene. Environmentally friendly dyes are used for printing and STABILO also takes particular care to minimise waste and packaging.

PSI Sustainability Awards: Part of it from the outset

The company has already demonstrated its commitment to sustainability many times over. For example, since 2015 STABILO has been nominated for the PSI Sustainability Awards in various categories, sometimes several times in the same year. The biggest success was achieved in 2017 as the winner in two categories. On the one hand, the ecological orientation of the production and corporate processes, the development of ecological product lines and sustainable building (Environmental Excellence category) were rewarded. The Sustainable Product category honours the STABILO Green Line described above. "Sustainable production and trade, wherever possible, is a matter of course for us. Of course, we are delighted to receive the recognition, but what we do is not for the sake of public image, but because as a German brand manufacturer we want to take responsibility and set an example," explains Harry Saffer, who is actively involved in the implementation of the sustainability concept. Together with Kathrin Stühmeyer, Managing Director of Halfar Systems (also a PSI Sustainability Awards winner in 2017), he took part in a panel discussion on "Sustainability – nice to have or must have?", organised by the trade journal Absatzwirtschaft. The panel discussion was moderated by Stefan Schulze-Hausmann, the initiator of the German Sustainability Award, who has attended the PSI Sustainability Awards Gala on several occasions.

Service-oriented partner

Harry Saffer is a Group expert at the head of Schwan-STABILO Promotion Products. Since his traineeship, he has held various positions there and therefore knows his way around in many divisions. He benefits from this experience to this day. Once he has set himself a goal, he focuses on achieving it and tackles the upcoming tasks with all his energy. What is especially important to him? "I would like distributors and suppliers to recognise one thing: We need each other, and everyone must pull together. That is why we should develop a basic trust that makes us work together and not against each other. This is one of the reasons why we offer distributors all the support they need for their business. So why not talk to us and utilise our expertise for your projects!"

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Backed by 30 years of experience, B&W MEDIA-SERVICE GmbH launched its new XPROM® brand in the promotional product market last year and is aiming to succeed with clever products, professional service and first-class quality. The Essen-based company is going about its work with enthusiasm and an innovative spirit.

New brand in the promotional product market

XPROM® gets off to a flying start



The representative company headquarters, the building of a former primary school, is idyllically situated in the Byfang district of Essen.

Three decades of concentrated expertise form the basis on which B&W MEDIA-SERVICE GmbH has been setting new, very unique trends in the promotional product market since 2018 as part of the restructuring of its overall activities under the XPROM® label. The strong foundation of the new brand consists of one of the most successful advertising, printing and media companies in the Ruhr area, which is located on the heritage-protected area of a former coal mine in Bochum-Wat-

tenscheid and has become one of the leading specialist advertising agencies in Germany in the past 30 years. These long-term activities were spun off into the newly founded sister company B&W Druck und Marketing GmbH last year. With a team of 86 creative professionals, production specialists and logisticians, and an in-house print shop, the new company continues to act as a high-performance, proven full-service provider in the fields of advertising agency, offset and digital printing. By contrast, B&W Media-Service has completely concentrated on the promo-



Company founder, owner and Managing Director Rainer Braam (right) together with Sales Manager Patrick Pfeiffer in the showroom of the company headquarters.

tional product business as part of restructuring. For this purpose, a completely new team of experienced import and sourcing experts and distributors has been put together, which is now setting an enormous pace and is already operating in the marketplace with enormous success.

Hospitable company headquarters

B&W Media-Service has its headquarters in the eye-catching building of a former primary school in the Byfang district of Essen, which has been redesigned to meet individual needs. Customers are warmly welcome here and will also find the new showroom with numerous quality and idea samples of the XPROM® range. The roots of the new, promising focal points of the company lie in the network of international relations, especially in the Far East and south-eastern Europe, which have emerged from trading in promotional products of the existing advertising agency, the activities of which, however, are exclusively focused on existing customers.

Business model profits from synergies

This successful background was also the reason to develop the company divisions independently. This resulted in two independent companies: B&W MEDIA-SERVICE GmbH with the XPROM® brand, which specialises in the production, import and finishing of promotional products and is aimed exclusively at business partners from the professional promotional product trade; and B&W Druck & Marketing GmbH based in Bochum with the fields advertising agency and printing.

“This step should provide both companies with a higher level of autonomy and development opportunities as well as optimal framework conditions in order to promote further economic success. This does not contradict the fact that the XPROM® team will be able to draw on the creativity as well as the production and logistics know-how of the new company in the future”, explains Rainer Braam who sees enormous growth potential in this synergistic business model.

New trends in the industry

He is assisted by Sales Director Patrick Pfeiffer who, together with his current XPROM® team of seven, made a promising start to the classic promotional product business and set new trends in the industry. Everyone in the team brings expertise from the industry, which of course facilitated the beginning. With a wealth of expertise, we

Do good and spread the word

This also applies to the Frauke Weber and Rainer Braam Foundation for socially disadvantaged children, founded by Rainer Braam and his deceased wife, which also fits very well into the fair corporate philosophy and new plans in the field of ecologically and socially responsible products. Great importance is attached to responsibility here. The latest project is the conversion of the Haus Haag estate in Xanten on the Lower Rhine into the “Centre for Social Ecology of Everyday Life”. The entire property is to be developed into an establishment of the foundation and to be used in accordance with the charitable foundation charter. The centre is particularly aimed at disadvantaged children and young people who can spend their holidays in attractive leisure, experience and educational facilities.

Contact: www.frauke-weber-und-rainer-braam-stiftung.de



The “Haus Haag” estate in Xanten, future “Centre for Social Ecology of Everyday Life”.



During the most recent sourcing trip of the XPROM® team in Guangzhou and Hong Kong, potential suppliers for the planned ÖKOPROM® brand were charmingly greeted (from left to right): Patrick Pfeiffer, Rainer Braam and Oliver Berndt in the foyer of this year's "Gift & Premium Fair" in Hong Kong.



Canton Fair in Guangzhou 2019 (from left to right): Rainer Braam, Kevin Wang (Production Agent of Shanghai Economic Area), Oliver Berndt, Owen Lv (Production Agent of Shenzhen/Hong Kong Economic Area), Patrick Pfeiffer.

published in 2020. "This catalogue will provide an initial overview of our Basic range in which we are extremely strong and price aggressive," says Patrick Pfeiffer. If a customer does not find what he is looking for in the existing range, no problem: XPROM® already offers other articles or customised productions. At the same time, the partners in the promotional product trade can rely entirely on the experience and skills of the well-coordinated Essen team which is always in search of the optimal solution for its customers and, ultimately, their customers.

are now well on our way to establishing the XPROM® brand in the market. But this is only the beginning of a further unfolding brand strategy.

Attractive assortment

In its first catalogue, the company presents its collection of XPROM® articles clearly arranged in an attractive layout according to product groups – an extremely handy and representative tool for the promotional product trade, which is easy to flip through. A second XPROM® catalogue is already in preparation and should be published in 2020.

Serving the customer

XPROM® products and services are all geared to the customer and start with a meticulous sourcing process that requires a great deal of time and effort. "In principle, we only work with suppliers whom we have thoroughly scrutinised on site," emphasises Rainer Braam. In the Far East, we work together with reliable agencies that ensure constant production control. It is important for the company that, in addition to the quality, the working conditions in the production facilities are acceptable and the environmental production regulations are observed. "When choosing our contractual partners and their factories, we attach great importance to internationally recognised certifications that document compliance with social and environmental standards," according to the XPROM® guarantee. Products are finished or made to order, especially those in stock, are then frequently supplied to cooperating service providers over short distances and within corresponding delivery times in Germany or in the neighbouring Netherlands. Reliability and adherence to deadlines come first. (And a 5,000-square-metre warehouse in Bochum ensures fast access to standard products.)

Next brand world in the pipeline

As already mentioned, however, this is only the beginning of a genesis whose next step is already in the pipeline: "We are constantly looking for and developing new articles which we will present on our website and in other theme catalogues," says Patrick Pfeiffer as he looks into the brand future of B&W MEDIA-SERVICE. A new, alternative, harmonious product range in the sustainable-ecological and fair-trade sector is in the pipeline, as is a product line made of paper and cardboard. "The trademark rights for our new ÖKOPROM® label have been applied for," explains Rainer Braam. And the first edition of the catalogue of the new ÖKOPROM® series is scheduled for the end of 2019.

Promising development

When it comes to Rainer Braam, Patrick Pfeiffer and their team, the journey into new brand worlds is far from over. "We are still at the beginning of a promising development, in the course of which the team will continue to expand. We are confident because we are constantly facing new challenges and we are still young," says Braam, adding: "We have the innovative capability to do so and are going about our work with enthusiasm." <

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When the first Advent calendar was printed in Munich in 1903, nobody suspected that this product would develop into one of the most popular promotional products in the run-up to Christmas. The specialists for “sweet” Advent calendars from CD-Lux now also supply this promotional evergreen completely climate neutral.

100 percent climate neutral

Quality is also an environmental issue



All CD-Lux products are now climate neutral and FSC-certified.

Quality has always been an environmental issue for us because one thing is clear: Consumers today pay attention not only to quality but also to sustainability,” says CD-LUX Managing Director Alexander Dirscherl. “As a family-owned business, we are aware of our responsibility to the environment. Central to what we do is our responsibility to maintain a good life today and for the generations to come. In the manufacture of prod-

ucts, resources are used and CO₂ is emitted. However, every company can reduce, optimise and compensate. When it comes to sustainability, the path is the goal. As a company, we can do a lot today to protect the environment and resources for tomorrow. Forward-looking ideas and exciting initiatives bring the topic to life. This also includes a constant learning and improvement process,” says Dirscherl. “For us, quality and sustainability are not a short-term trend, but a long-term promise.”



Carbon neutral CD-LUX products

Climate change is the biggest challenge facing the 21st century. CD-Lux is convinced that individual companies must also make their contribution. As of 1 May 2019, all products of this manufacturer of sweet promotional products and Advent calendars are therefore CO₂-neutral. And that makes CD-LUX one of the first promotional product manufacturers in Germany to change its entire product range in a climate-neutral way. “Above all, our concept is designed to reduce and offset greenhouse gases. It does not matter where the greenhouse gases are produced and where they can be compensated. All possible emissions from our company are avoided and reduced wherever possible. We achieve this through in-house environmental measures, e.g. as part of the Bavarian Environmental Pact which provides for a comprehensive optimisation package. This also includes our own photovoltaic system which can supply around 55 households with solar power,” explains Dirscherl.

Numerous new products will be presented in the new Christmas catalogue.



Advent calendar made entirely of renewable resources: The inner part is biodegradable or compostable, or recyclable together with the cover in paper waste.

Through so-called CO₂ compensation, all necessary greenhouse gases are to be offset or compensated by supporting recognised climate protection projects. Dirscherl adds, “With ClimatePartner, we have recorded all the CO₂ emissions that occur in our company. Together, we took a close look at the building blocks of our production chain in order to determine the corporate carbon footprint (CCF) of our company. Our focus was on our location, mobility, logistics, raw materials, packaging and manufacture of our products. Based on the evaluated data, a CO₂ balance sheet was compiled for our company, thus enabling us to implement a sustainable climate protection concept across all company processes.”

Environmentally friendly production with FSC® cardboard

“Production and economic activity have an impact on our environment. We have therefore set ourselves the goal of minimising the impact on man and the environment. That is why we decided to produce all printed products on



The Advent calendar production is ready to go for the new season.



The CD-LUX company building in the Bavarian town of Wilting boasts around 5,000 square metres of operational space.



The company's printing centre boasts the latest generation of digital printers.



CD-LUX supports a forest conservation project in Isangi, Congo. CO2 savings: 1,140,634 kg.

FSC® certified material as standard, without any extra charge for our customers", says the managing director. The objective of the FSC® (Forest Stewardship Council®) is to manage forests responsibly worldwide, to protect endangered species and to improve the living conditions of the local population. "We are committed to implementing all requirements and goals of the FSC® and to further developing them in regular audits. Most of our promotional products are made of cardboard. Therefore, it is impor-

tant for us to know the origin of the timber used in the paper production and to support companies that actively promote sustainable procurement and production," says Dirscherl.

Innovative: Sustainable inner parts of Advent calendars

CD-LUX focuses on resource conservation, recycling and innovation when it comes to the inner parts, the so-called deep-drawn parts, of the Advent calendar. Since 2010, the use of entirely recyclable inserts made of 80% recycled material has been standard. Quasi from the yoghurt cup or the PET bottle to the Advent calendar and back. However, CD-LUX goes even further: This year, the company is presenting the first Advent calendar with inner and outer parts made entirely of renewable raw materials. The inner part is compostable or can be recycled together with the calendar cover in paper waste. Dirscherl explains: "We have high expectations from this innovation, but we have to see how the market reacts to it because production of the moulded parts is complex and correspondingly expensive. And that, of course, also affects the price of the calendar." The industry can thus look forward to numerous Advent calendar innovations which will be presented in the new Christmas catalogue in June. <

The brothers Alexander and Dennis Dirscherl run the family-owned business.



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www.fkm.de

Global delicacy

For globetrotters and adventurers, promotional product manufacturer Jung now has a very special give-away with the **fruit gum globe of the Trolli brand**: the white, airy marshmallow ball in a globe design is filled with a delicious filling with a fruity-sour taste and packed with a white promotional sleeve which is individually printed according to customer requirements. The special teardrop shape of the promotional sleeve is ideal, for example, for promoting a company location. The fruit gum globe is the ideal eye-catcher at trade shows, events or as a token of appreciation at the POS. The product is very popular among tourism and tour operators, freight forwarders and globally operating companies.

PSI 41545 • Jung since 1828 GmbH & Co. KG
Tel +49 7042 9070 • zentrale@jung-europe.de
www.jung-europe.de



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PSI 49247 • VITAdisplays International Holding GmbH
Tel +49 4234 9342414 • info@vitadisplays.com
www.prospekthalter.com



Paper anticipation

The new, sustainable Advent calendars from Magna sweets are made entirely of paper and increase the anticipation of Christmas every day. In addition to the popular classics, there is now a **wide selection of sustainable models that are completely free of plastic**. The Santa Claus or Hello Mini Santa Claus from Lindt each made from about ten grammes of alpine whole milk chocolate is available in individually printed cardboard boxes in the original shape of a Christmas tree and in an individually printed box carton. Also new: delicious almonds from Lindt, wrapped in bourbon vanilla cream, packed in individually printed promotional bags. Another highlight is the finest gingerbread in a star or Christmas tree shape with an edible decorative covering for individual advertising print.

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



Protection against hacker

The user can rest assured with the **Protect anti-hack adapter** from Vim Solution: The sophisticated adapter protects the PC, Mac and laptop by blocking any unwanted data transfer, thus protecting privacy from potential hacker attacks. This way, mobile devices can be safely recharged without hesitation via the USB port on the PC or at public charging stations.

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

Cuddly holidays

Even though Christmas appears to be a long way off, Römer Wellness already has the right product for anyone looking for authentic and individual Christmas presents for his customers, employees or business partners: Anyone who advertises with a high-quality cuddly blanket from Römer Wellness will receive an advertising medium that radiates a sense of comfort and tranquillity while you relax. The **cuddly Merry Christmas blanket** with its attractive, modern fir tree pattern is made entirely of polyester flannel fleece and features a chic bow and a Merry Christmas hangtag. If desired, however, your own logo or your own Christmas message can be applied to a hangtag or stick.

PSI 46887 • Römer Wellness Kundenpflege Wellness & Care GmbH & Co. KG
Tel +49 6541 812950 • info@roemer-wellness.de
www.roemer-wellness.de



Highly conspicuous

The **all-over printed transport bags** from Roll-Up.Bayern are available in various sizes and formats, ideally suited for transporting textile banners, hoisted flags or other objects that fit in the different sizes. The fully printed bags are also intended for storage or simply as an attractive bag for sports shoes, clothing or bathing utensils. Due to the full-surface printing, the bags can be completely printed in the desired design. The desired advertising message is printed by the manufacturer on decor fabric.

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

Fruity gummy bears

A colourful fruit basket made of Trolli **gummy bears in exquisite quality** with 30 percent fruit juice can now be purchased from Jung. Among the promotional sweets, the mini-bag filled with Trolli branded gummy bears is a highlight that touches the heart of its consciously consuming target group through a particularly high proportion of fruit juice. In addition to the fruity taste, the white or transparent film offers a large advertising space for the statement of the advertising company. The bag is filled with 10 or 15 grammes of Trolli mixed gummy bears in six refreshing varieties, also available in the Midi promotional card with practical tear-off perforation.

PSI 41545 • Jung since 1828 GmbH & Co. KG
Tel +49 7042 9070 • zentrale@jung-europe.de
www.jung-europe.de



Advertising napkins

In addition to sustainable **FSC-certified paper napkins**, IssueTissue®'s range of personalised tissue paper products now includes 100 percent recycled paper napkins. IssueTissue® has been following the trend towards sustainable products in the advertising market for years and is further expanding its product range. Therefore, the portfolio of IssueTissue® with recycled paper napkins includes individual, sustainable promotional material that can be printed according to the wishes of the customer. The same applies to the FSC-certified paper napkins which can be ordered from 1,000 packs.

PSI 44613 • IssueTissue B.V.
Tel +31 70 3630918 • info@issuetissue.com
www.issuetissue.com

Smart concept

The fastest small-quantity concept for paper bags can be found at Riedle: Made in Germany, the **new product line Riedle TwisterSister** is individually printed from ten pieces and already available within six days. If you urgently need only a small number of paper bags printed in your own design, you can count on the little sisters of the successful Riedle Twister series. Paper bags are one of the most popular and effective means of advertising in mobile marketing at trade shows and events because of the high product utilisation and eye-catching advertising space. As a “promotional vehicle”, paper bags score not only in terms of sustainability but also cleverly increase the reach and effectiveness of a message. Cleverly optimised, leanly produced, transported at lightning speed, the paper bag comes with twisted paper cords and a load capacity of up to three kilogrammes from just ten pieces. Certified as a climate-neutral product, the Riedle TwisterSister is particularly environmentally friendly and fully compostable. Riedle® can provide the customer with a sample of the desired promotional bag within 36 hours.

PSI 45202 • Bags by Riedle
Tel +49 7139 931523-410 • info@riedle.de
www.riedle.de



Promotionally effective balls

The promotionally effective balls from Albene are hand-sewn and of high-quality craftsmanship. The assortment includes footballs, beachballs, handballs, volleyballs, mini-balls, basketballs, American footballs and tennis balls with a customised logo imprint in CI colours in Pantone. In view of the 2020 European Football Championship, Albene **offers various ball qualities with an individual customer logo**, and can also design the complete football in the customer's CI colours in Pantone. Each panel is screen printed before the ball is sewn by hand. Thus, every ball ordered is unique.

PSI 44533 • Albene GmbH
Tel +49 89 47078600 • info@albene.de
www.albene.de

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Promotürk | Invitation to Promexpo

As an international network for the promotional product industry, the PSI maintains intensive cooperation with trade associations. This includes close contact with the Turkish promotional product association Promotürk. How good this cooperation is and how highly regarded the PSI is both with the association and the Istanbul Chamber of Commerce was recently revealed during a visit by PSI Managing Director Michael Freter on the Bosphorus. On the occasion celebrating the end of the traditional fasting period, some 200 members of the association met for dinner and discussions. In his speech, the Promotürk Chairman, Dr. Abdullah Gürz, emphasised the special significance of the PSI for Turkish companies. With regard to Europe, the leading trade show for the promotional product industry is the central marketplace, according to Gürz. That is why Turkish exhibitors will be more involved at the upcoming PSI as well as at the PromoTex Expo, supported by Promotürk and the Chamber of Commerce. According to the association's chairman, the Turkish promotional product industry relies heavily on exports. Central topics of the industry are also sustainability and recycling in Turkey.



In addition to participating at international trade shows, Turkish manufacturers and suppliers naturally also show their diversity in their own country, for example at the Promexpo. The international exhibition will be held at the CNR Expo in Istanbul from 9 to 12 October this year. In cooperation with Promotürk, PSI is inviting around 20 of its members to visit the trade show. Further information is available from Uwe Schneider, phone: +49 211 90191-297, e-mail: uwe.schneider@reedexpo.de.

PSI Product Finder | Tasteful advertising

The PSI Product Finder has become a sourcing tool that is unparalleled in Europe. It offers an unbeatable selection of promotionally effective innovations from the large supplier pool of the PSI network. Trendy, cool, useful and innovative: with the new products of the PSI Product Finder, PSI distributor members are always a decisive step ahead when it comes to pinpoint haptic and, in the truest sense of the word, tasteful advertising. Summer promotional products are presented by the PSI Product Finder in its own summer collection. In this special, distributors will find a selection of useful and attractive items that go great with holidays and the warm outdoors. The sweet and savoury product ideas which the PSI sourcing team has put together in another product collection in the PSI Product Finder prove that promotional products are genuine multi-sensory all-rounders when it comes to attracting the attention of all senses. Here, the professionals of the promotional product trade can find a wealth of delicious advertising creations that have what it takes to convince with great taste – may it be sweets or drinks.



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Supplier Finder 01/2019

TOP PRODUCT TOPICS IN PSI JOURNAL

Is sustainability important to your company? Then introduce your ecological and sustained products. Furthermore you can introduce your fashion products in the August and September double issue of the PSI Journal.

Issue
8/9
2019

ECOLOGICAL AND SUSTAINABLE PRODUCTS, VEGAN and FASHION, WORKWEAR, CAPS

Copy deadline: 21.6.2019
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Issue
10
2019

WINTER, WIND AND WEATHER and PLASTIC CREATIONS

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Issue
11
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CHINAWARE, GLASS AND TABLEWARE and KNIVES AND TOOLS

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Issue
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PSI

Who are we?



his question comes up again and again, and if I remember correctly, I am not asking it for the first time today. I have returned to this topic because in recent weeks I have been talking to a number of associations representing other industries.

I noticed the professionalism with which these industries present themselves. Their range of services is presented on a multitude of channels and formats, with texts and explanations, descriptions and figures. What I particularly like is the uniform presentation which also communicates and utilises the contents beyond national borders. Our industry should present itself in such a professional manner.

We, the PSI, meet regularly with European promotional product associations and large companies to exchange views and ideas. Together, we have recognised the need to work on the external representation of our industry. Therefore, we will be preparing appropriate literature and brochures that we want to use across Europe. The core aim of this is to describe what the promotional product is and what it is capable of in marketing. This information will be substantiated by up-to-date figures for Europe and for the individual core countries.

In the run-up to the PSI Sustainability Awards in Wiesbaden on 6 September, further activities will be discussed and decisions taken. Following the encouraging response to my recent comments, I would like to ask everyone to support these activities and to contact us. The promotional product industry is thus further professionalising itself from within. A tremendous development!

Best regards,

Michael Freter
Publisher of PSI Journal
Managing Director PSI
michael.freter@psi-network.de



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Promotional product goes “green”

In the course of man-made climate change, sustainability is becoming increasingly important. The promotional product industry is also aware of its responsibility towards a liveable planet. A strong sign of this is the PSI Sustainability Awards which will be presented for the fifth time at the Wiesbaden Kurhaus on 6 September. Products of a sustainable nature are in high demand by the consumer. More and more manufacturers/suppliers recognise how important it is to focus on this topic. This, in turn, benefits distributors who have an increasing demand for sustainably produced and accordingly certified products. What the industry has to offer in this regard is shown in our main feature “Ecological and sustainable products”. The second product range features new products from the “Fashion, workwear, caps and accessories” segment.

Please give some consideration to the product topics of the October 2019 issue with the thematic groups “Winter, wind and weather” as well as “Creative items made of plastic” and send your product presentations (image and text) by no later than 16 August 2019 to:

**Edit Line GmbH – Redaktion PSI Journal
e-mail: hoechemer@edit-line.de**

PF Concept with new textile concept

PF Concept offers products in the clothing segment for every budget. From inexpensive basics to fashionable styles made of highly functional materials. The new Superheroes products complement the portfolio with an attractive offer. According to PF Concept, the concept is “the fastest and easiest way to receive a branded T-shirt and cap without any hassles”.



Gustav Daiber: Clothes with inner values

Fair, transparent, safe: this is how Gustav Daiber GmbH characterises the organic cotton of its trend brands JAMES & NICHOLSON and myrtle beach. This year, too, the expanded Organic Cotton collection includes a wide range of sustainably produced clothing – from trendy sweatshirts, hoodies and polos to T-shirts with individual details.



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