# PSI EUROP

# **PSI Journal**International Magazine

For Promotional
Products

August/September 2019 Volume 58



# **HERKA Frottier**

Quality from Austria Thomas Pfeiffer

# **Product Guide**

Ecological and sustainable products
Fashion, workwear, caps, accessories

# Sustainable by tradition

PSI network turns 60

# Reusable instead of disposable

Intertek

# **Gustav Daiber**

Clothing with inner values

# before it is a second of the s

Companies and climate change





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# ditoria

# Quo vadis promotional product?

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here is the promotional product and thus the entire promotional products industry heading? This is the question that many people in the industry are currently concerned about. Employees, senior staff and especially the owners of companies. What about the industry levels? Are they merging more and more? If so, a future-oriented

company must adapt to this. What are the promotional products of the future? Will plastic continue to fall into disrepute and what can be done about it? Perhaps nothing? If so, what can we do? Will digitalisation and

online consigners massively damage the traditional paths between trade and industry? Is it enough to have only one mainstay as a company in the future? Which business segments can be integrated?

These and many other questions are unsettling not only the promotional products industry. Hardly any industry remains unaffected, including publishing companies. This uncertainty is spreading worldwide through nations, through societies, through parties, through associations, through companies and even through families and circles of friends. Without this uncertainty, people like Donald Trump and Boris Johnson would never have sprung up. They are carried by the spirit that yesterday everything was easier and better. The climate hype surrounding Greta Thunberg would also not exist — without wanting to compare her in any way with the above-mentioned gentlemen. The fact is, there are many people who let their lives and even their business decisions be guided by fears.

And those who are driven by fears are rarely willing to compromise and are usually not capable of achieving consensus. Political decisions or decisions by and in companies encounter aggressive rejection and motivate resistance. Supporters in the political sphere, on the other hand, erupt into enthusiastic cheers and get carried away by slogans and actions that were unthinkable years ago. "Fear devours the soul", fits here in a figurative sense.

The promotional products industry should not be drawn into this swirl by yesterday. We have one of the most effective, if not the most effective, promotional tools for the advertising industry. We simply have to say it louder. The industry is flexible like no other. When it comes to innovation, it is always at the forefront. But that is not the only reason why I am very confident that we will master the future. We simply have to move forward together, finding ways and solutions together. Be creative and open to new ideas. Yesterday was beautiful, tomorrow presents new challenges. I find that exciting.

In this spirit

Manfred Schlösser | Editor-in-Chief PSI Journal

Your opinion: schloesser@edit-line.de



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# Emily 140 g/m<sup>2</sup>



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# PSI network turns 60: Sustainable by tradition

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As an international network for the promotional products industry, the PSI has been a solid, ground-breaking player in the promotional products market for more than 60 years. With the trade show platform covering the PSI, PromoTex Expo and viscom, the PSI has created a new world of advertising and selling which will enter the second round in 2020. A must for everyone who thinks outside the box.

# Climate change: Act before it is too late

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Companies play a special role in the fight against global warming. More and more promotional products companies recognise this and face up to their responsibilities. Whether you promote projects or work towards climate-neutral supply chains, you need to take immediate action. How climate protection works and what companies can contribute. A background report.



# PSI Seminar: Safe products – satisfied customers

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Product safety is a topic that the industry cannot ignore. Things have changed in the last few years but not enough because there are still too many defective and dangerous products on the market. Only education can help there. Therefore, the PSI invites you to a seminar with Lutz Gathmann who provides valuable practical knowledge on the topic.

# VÖW Summer Meeting: Creative product show on the Dachstein 68

The Austrian Association of Promotional Products Distributors (VÖW) invited its members to the traditional summer meeting

and the AGM in Gosau in the Salzkammergut from 26 to 28 June 2019. In addition to a well-organised product show, the event focused on the election of the Executive Board and a panel discussion on the 3rd VÖW study.



# THE NEW STAR IN THE PEN UNIVERSE

THE ELIS: CONTEMPORARY

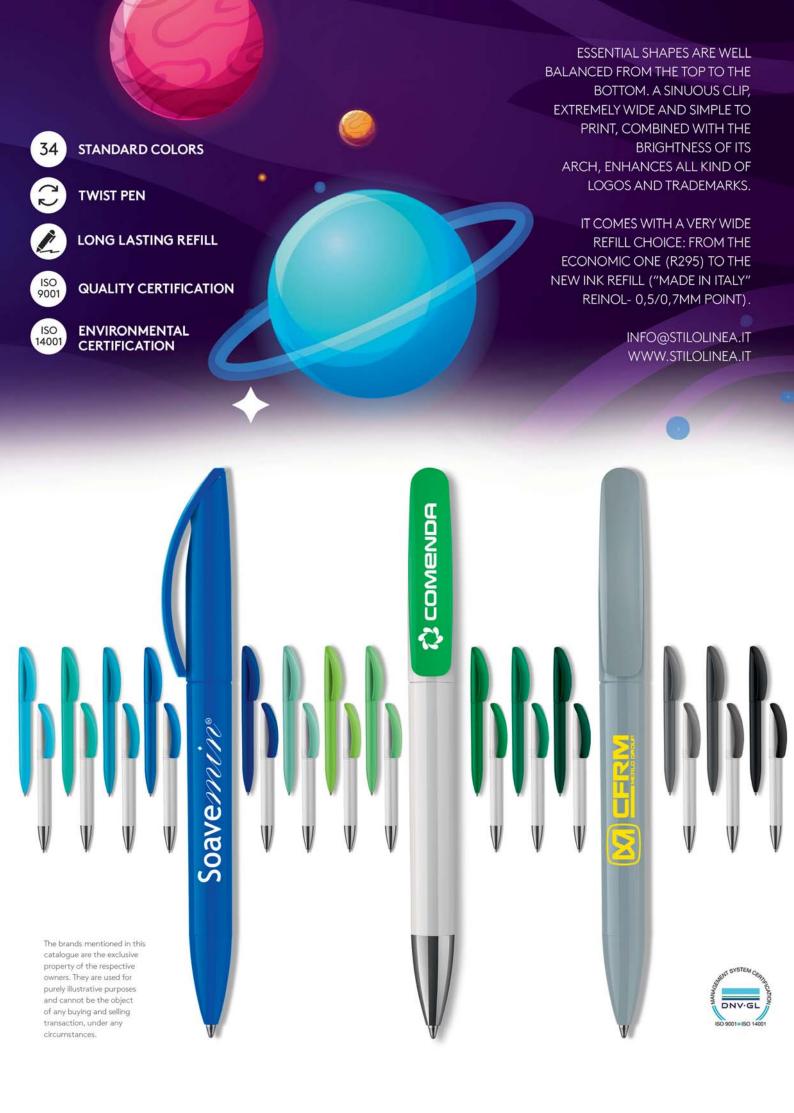
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# 3 sub-trends of the beauty megatrend



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#### Vegan in the bathroom

development and production of cosmet-

ics, as consumers place more value on

using natural resources as consciously

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www.lipcare.de

PSI 46131

Parallel to the growing demand for natural cosmetics, consumers' desire for more control over the ingredients of cosmetics is also increasing with consumers' self-manufactured products.



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# Setting a shining example

Admittedly, it is not the classic time to make resolutions, even if they are timeless per se. But leading by example always works and is always in vogue. Even the German-French doctor Albert Schweitzer knew: "Leading by example is not only the best way to influence others, it is the only way." Not only is it possible to set a shining example in a figurative sense, but also in the truest sense of the word. In the first case, for example, through the use of sustainable promotional products, in the second case with luminescent products. In a best-case scenario, the combination of both succeeds.



# First and foremost with tech

Technical promotional products are still in great demand. Plasma lighters are tipped to be a new tech trend. In addition to the optical highlight through a fascinating arc, the lighters also score on a sustainable level: They contain no butane and are a real alternative to disposable products.

#### Crossing arcs

Tesla T13 lighter Rudler & Rocks GmbH www.rudler-rocks.de PSI 43967

LED ballpoint pens are a truly shining example of combining modern technical finesse with a traditionally successful promotional product. Combined with a practical stylus, technology-savvy users not only see the light but their heart beats faster – especially if batteries are interchangeable as in the item shown and the pen does not become a disposable product.

Our example for a likewise trendy promotional product brings a glint to the eye or a lot of colour for the ears: Bluetooth earbuds, which are a matter of course for many people today.



# Shining eye-catcher

Promo laser pen Lumitoys-GmbH www.lumitoys.de PSI 46095

# Cool must-have

Xoopar ring earbuds INTRACO Trading by www.intraco.nl PSI 43540





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GREEN mit Still

Sustainability impacts all areas of society. Reducing the topic to its ecological aspects would be wrong and too narrow. Economic and social aspects are no less important. Experts at the PSI Sustainability Summit 2019 will be discussing the implications for and demands for action on the promotional products industry.

Bridge between sustainability and environmental impact

# Promotional products with a future PS1 SUSTAINABILITY SUMMIT 2019

orporate success is no longer measured solely by monetary profits. Recognition is increasingly given to those who take responsibility towards the environment and society. A sustainable corporate strategy also includes the use of sustainable promotional products. As a result, the demand for "green" promotional products is continuously increasing. There is a distinct trend towards durable products manufactured from recycled materials and renewable resources under socially acceptable working conditions.

# Long-lasting instead of disposable products

For years, the promotional products industry has been demonstrating that sustainability is a growing part of their day-to-day business. In doing so, it does not restrict its fo-

cus solely to products. Nowadays, the focus is also on extensive campaigns and even structures of entire companies. On the other hand, there are still disposable products that are increasingly becoming an immense environmental burden. This year's PSI Sustainability Summit addresses the bridge between both. Participating in the discussions under the headline "Promotional Products with a Future?" will be Dr. Katharina Reuter, agricultural economist and managing director of the politically independent, ecologically-oriented business association UnternehmensGrün, Steven Baumgaertner, founder and managing director of cyber-Wear Heidelberg GmbH, CEO and global sales director of Cybergroup International GmbH, Andreas Zamostny, co-founder and managing partner of S&C - Schlange & Co. GmbH and vice president of S&C North America Inc., and Paolo-Daniele Murgia, partner of the CSR agency 2bdifferent.



# Free attendance

The **PSI Sustainability Summit 2019** will start at **3 pm** on Friday, **6 September 2019**. Attendance at the event is free. The exclusive venue is the **Kurhaus Wiesbaden** where the **formal presentation of the PSI Sustainability Awards** will take place. **Tickets** for this evening event can be purchased for **99 euros**. For more information, contact Alexandra Kruijt, telephone +49 211 90191-295, alexandra.kruijt@reedexpo.de.



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# INNOVATIONEN AUS DEM HAUSE LIMI



# Ausgezeichnet als







# The finalists of the PSI Sustainability Awards 2019

With 117 submissions and 49 participating companies, we are proud to present this year's finalists.

Are you curious who will win?
Then be there on 6 September 2019 at the Ceremony of the PSI Sustainability Awards.
Tickets can be purchased at www.psi-awards.de.

# Economic Excellence

BIC GRAPHIC EUROPE, S.A.
CD-LUX GmbH
dom Polymer-Technik GmbH
Halfar System GmbH
Klio-Eterna Schreibgeräte GmbH & Co KG
MANUFACTURAS ARPE, S.L.
memo AG
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Schneider Schreibgeräte GmbH

# Environmental Excellence

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CD-LUX GmbH
dom Polymer-Technik GmbH
Halfar System GmbH
Klio-Eterna Schreibgeräte GmbH & Co KG
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Schneider Schreibgeräte GmbH
uma Schreibgeräte Ullmann GmbH

# Social Excellence

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# Environment Initiative

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CD-LUX GmbH
dom Polymer-Technik GmbH
Halfar System GmbH
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Klio-Eterna Schreibgeräte GmbH & Co KG
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uma Schreibgeräte Ullmann GmbH
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# Social Initiative

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# Sustainable Product

ants & friends GmbH **Bottle Promotions** b-token BVBA CD-LUX GmbH Easy Orange B.V. FARE - Guenther Fassbender GmbH Global Innovations Germany GmbH & Co. KG Golden Compound GmbH Giuseppe Di Natale S.p.A. Hannes Schmitz Bio-Button KG Hultafors Group Germany GmbH Hypon B.V. Interall Group B.V. KW Open promotion consulting & trading GmbH MANUFACTURAS ARPE, S.L. **PowerCubes** PS Concepts GmbH SAMOA GmbH Schneider Schreibgeräte GmbH TFA Dostmann GmbH & Co. KG The Brand Company, S.L. Verlag für Prävention Wilken

# Sustainable Campaign

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jack's gift company
K+M Werbemittel GmbH
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Werbemittelagentur Hagemann GmbH



As an international network for the promotional products industry, the PSI has been a solid, ground-breaking player in the promotional products market for almost 60 years. With the trade show platform covering the PSI, PromoTex Expo and viscom, the PSI has created a new world of advertising and selling which will be entering the second round from 7 to 9 January 2020. A must for anyone who thinks outside the box and wants to discover new business opportunities.

The PSI network turns 60

# Sustainable by tradition



In 2020, the PSI Members only Lounge will offer even more activities exclusively to PSI members.

hree trade shows in three days under one roof guarantees a wealth of inspiration, information and intensive networking. Thanks to new hall planning with shorter routes and expanded service offerings, the second edition of the new trade show platform promises even more benefits for PSI members. This also includes the fact that PSI visitors can also visit the PromoTex Expo and viscom with one admission ticket and without scan barriers. This is an opportunity that PSI members should seize to gain deeper insights into the latest finishing techniques, textile and visual advertising options. All three trade shows are reserved for trade visitors only.

# Hall planning with many advantages

The new world of advertising and selling transcends boundaries – the boundaries of industries that regularly overlap, complement and enhance each other. Despite their con-



tent-related proximity, the trade shows continue to be independent events that present haptic, textile and visual forms of communication simultaneously. This independence is supported by the new hall planning. The heart of the colourful, versatile advertising world is once again the PSI which occupies the largest part of the exhibition space with Halls 9, 10, 11 and part of Hall 12. The PromoTex Expo, the international trade show for promotionwear, sportswear and workwear, occupies the major portion of Hall 12, thus directly bordering on the PSI. The viscom, the international trade show for visual communication, moves in a block from Hall 14 to Hall 13. The rearrangement meets the wishes frequently expressed by exhibitors and visitors to make the trade shows more compact and to reduce walking distances.



# Major topic of sustainability

All three trade shows of the new world of advertising and selling embrace the keyword sustainability. In the promotional products industry, sustainability has been practiced in all its aspects for years and manifests itself in products as well as in responsible corporate behaviour. How sustainably the industry already operates is documented by the many previous nominees and winners of the PSI Sustainability Awards. The PSI 2020 also provides the current award winners with a plat-



Once again, the Catwalk will be a vital part as well as an attraction within the PromoTex Expo.



form to inspire market participants to introduce more initiatives, campaigns and products that have an ecological, economic and social role model.

# **PSI:** A strong network

The PSI not only addresses a current trend with the topic of sustainability, but also emphasises its own role as a resilient, trend-setting force in the market, which has created and shaped an entire industry. After all, the PSI is an institution that has endured for 60 years, that is constantly evolving, that is constantly reorienting itself towards the future, always keeping the benefits of its members in mind—that is at the heart of what makes sustainability so special. So, when the PSI celebrates its 20th anniversary as part of the PSI 2020, it will also be 60 years as an international network that has certainly created hundreds of thousands of contacts worldwide, created long-term prospects and made business possible.

## Meeting place: PSI Members only Lounge

The fact that the PSI takes these tasks seriously to this day is nowhere near as impressive in January as in the PSI Members only Lounge. In the middle of Hall 9, it will be the central point of contact for all membership services. The exclusive supporting programme, which is reserved exclusively for members, will also take place here. For three days, the motto will be Let's celebrate. The PSI invites you to celebrate the long tradition of a unique network with various promotions. Whoever is here is part of a strong community that has achieved a lot over the decades. But we do not want to go back, we want to look ahead and see that the PSI now provides a multitude of offers and services that make being a member worthwhile. Of course, this is first and foremost the PSI Trade Show, which is simply unbeatable as an international platform for trends and new products. So be there! Those who register for the PSI by 31 October will benefit from the favourable early-bird discount. The ticket shop already opens in mid-September.

# ENTREPRENEURIAL COMMITMENT AGAINST CLIMATE CHANGE



In the fight against global warming, companies play a special role. More and more promotional product companies recognise this and face up to their responsibilities. Whether they promote projects or work towards climate-neutral supply chains, immediate action is necessary. This background report explains how climate protection works and what contributions companies can make.

limate change is already a reality. We already knew that before the spectacular measures taken by climate activists. They just keep reminding us that we all have to rethink and commit ourselves if we want to save our planet. The climate is changing due to production methods and consumer behaviour. This change is associated with extreme weather events and their consequences, the over-exploitation of ecosystems and changing material cycles that endanger the lives of people on this Earth.



# Alarming development

For this reason, the international community has set itself the target of limiting the global rise in temperature to well below two degrees Celsius in the 2015 Paris Climate Agreement. This can only succeed if all countries draw the necessary consequences, not just the industrialised countries but also the developing and emerging economies. According to the UN Emissions Gap Report, however, current and projected emissions are leading to an increase in the global average temperature of 3.4 degrees Celsius. Glob-

#### Global challenge

Climate change is one of the greatest collective challenges of our time. The possibilities of international politics are, however, largely exhausted. However, there are levers for CO2 taxes and emissions trading at a national and supranational level. In addition, a major effort by business and civil society is necessary. Climate protection and economic as well as social development are inseparable and mutually interlinked: on the one hand, climate change primarily threatens the development of poor countries. Past achievements in the fight against poverty, hunger and disease are at stake. The consequences including increasing refugee flows - are increasingly felt by the industrialised countries. On the other hand, economic and social development are also effective means of climate protection.

## There are solutions

There are two key answers to the challenge of climate change: Rebuilding the energy industry and making land use sustainable. Forestry and agriculture are not only the second most important cause of climate change, they also









provide fast and cost-effective solutions, especially for underdeveloped regions. And they offer companies from industrialised countries numerous opportunities to underpin their own climate protection efforts, to make their own supply chain more environmentally friendly and socially compatible (thereby also securing resources) or simply to promote nature conservation projects. Companies such as ForestFinest Consulting/CO2OL pursue this approach.

## Transforming land use

From a climate protection perspective, it is crucial to transform the worldwide use of land. Clearcutting and slash-and-burn, especially of tropical forests, accounts for around 17 percent of global emissions – more than the entire global traffic. Without forest protection, there can be no cli-

mate protection. Together with emissions from agriculture and forestry, the share of global greenhouse gases from land use is around 30 percent. Climate protection will succeed if it is possible to manage agricultural land and forests in a "climate smart" manner.

# Natural spaces worth conserving as economic factors

From a resource and nutritional perspective, it is vital to manage natural areas to: a) feed a growing world population, b) meet growing demand for natural products such as wood, oils, cotton, and c) meet demand for more bioenergy. This requires a cost-benefit analysis, e.g. deciding if agricultural land should be used for the fuel tank or the dinner plate. From a business perspective, there is a busi-

ness interest in preserving forests and agricultural areas; as a source of raw materials, they are indispensable and a billion-dollar economic factor.

# Preserving natural lifelines

At the same time, from an environmental perspective, it is important to manage natural areas wisely and proactively so that they do not lose their long-term sustainability despite the increasing demand. For this purpose, it is urgently necessary to preserve important hotspots (elemental ecosystems such as rainforests and mountain forests, mangroves) for the global ecological interplay and, if necessary, not to exploit them. It is a question of keeping soils fertile in the long term and stabilising water cycles. In short: to preserve the natural lifelines for society.

## Land use as a development factor

And also with regard to climate justice, the social perspective counts. The vast majority of people in Africa, Latin America and Asia make their living from agriculture and forestry, despite growing rural depopulation and fast-growing metropolises. Sustainable, modern land use benefits those rural and marginalised populations who have no lobby and little market access – and are most affected by climate change. Investing in sustainable land use projects provides impulses for development and perspectives and therefore specifically helps to combat the causes of flight. And unlike government development aid, they do so locally with a long-term horizon. Projects initiated and financed by the private sector have much longer durations and investment cycles than average development projects. People are not treated as needy but as business partners.

#### Sustainable recultivation necessary

Each of these perspectives demands that not only the managed or protected land be transferred to another management, but above all unused or unproductive land. Worldwide, millions of hectares of land are uncultivated and millions of hectares are inefficiently farmed. The primary goal must therefore be to sustainably recultivate this land. Historically, the economy of Western industrialised countries is particularly responsible from an industrial and colonial perspective. At the same time, companies are opening up many opportunities to combine their commitment to the climate with strategic goals: accessing and securing resources, a sustainable transformation of their own supply chains, growing demands from stakeholders and legislators, and an increasingly critical public.

# New study: Reforestation is the best climate protection

The most effective weapon against climate change is massive global reforestation. This is the result of a new study by the Swiss Federal Institute of Technology (ETH) Zurich. The researchers state that the goal set by the Intergovernmental Panel on Climate Change (IPCC) of limiting global warming to 1.5 degrees is still achievable through large-scale reforestation.

On Earth, a third more forest could be produced without affecting cities or agricultural land, write the researchers in the Science journal. There are 900 million hectares of land worldwide that could be planted with forest. In particular Russia, followed by the USA, Canada, Australia, Brazil and China have many areas for reforestation. The new forests could store a total of 205 billion tons of carbon.

However, the authors stress that time is of the essence as the new forests will have to grow for a few decades before they can fully fulfil their function as natural CO2 stores. In addition, the areas suitable for reforestation would become smaller and smaller as a result of the effects of climate change. Although the study brings a positive aspect to the climate discussion, the interpretation of the results warns against seeing reforestation as the sole solution to the climate problem. The most important task must first be to stop deforestation (especially in Brazil and Indonesia) and to reduce CO2 emissions, for example by abandoning the use of fossil fuels. This can be achieved most quickly by introducing a cross-sector CO2 price.

# Climate protection for the company's success

When it comes to responsible business practices, more and more companies are following a changed logic: "Corporate Social Responsibility" (CSR) is increasingly viewed critically. Today, the priority is to rebuild products and processes and make them more sustainable. It is not about charity, but about integrating environmental assets into the balance sheets and securing one's own business in the long term. The effects: Climate-neutral products and services based on forestry and agricultural climate protection projects have a positive effect on the company's success. CO2 compensation along one's own supply chain, especially for products with a high land use footprint, offers far-reaching opportunities, and supply chains can become less risky and more future-proof through investment in sustainable forestry and agroforestry projects.

#### CO2 compensation: effective and affordable

If currently feasible ways to reduce emissions are exhausted (expansion of renewable energies, increasing efficiency, avoiding air travel), CO2 offsetting is required. Offsetting climate-damaging emissions elsewhere is a pragmatic, more effective, affordable and change-accelerating step towards sustainable development in a global world. If climate change is to be slowed down, we do not have the luxury of doing just one thing – improving technology and

processes - and neglecting the other one, namely to compensate for (unavoidable) damage. The idea of compensation is not new – for example, it is anchored in land use in Germany. The German Compensation Ordinance states: "The obligation under Article 20a of the Basic Law to avoid and compensate for detrimental interventions in nature and landscape as an expression of the precautionary principle in the broader sense and the polluter-pays principle represents a significant contribution to the implementation of the constitutional requirement to protect natural resources." CO2 compensation applies this principle with regard to climate protection and a global public good, the atmosphere. Still mostly voluntary, in some countries it is already part of control instruments that put a price on CO2. There is already a CO2 tax in Sweden, Switzerland, Liechtenstein, Finland, Norway and France. In Germany, proposals for a CO2 tax are currently being discussed.

# Many ways to achieve CO2 compensation

CO2 compensation follows a simple logic: A company supports a climate protection project to the same extent as it compensates for its (as yet) unavoidable influence on the climate – in other words, the self-generated CO2 emissions. The carbon offset can be done in many ways: By investing in wind farms, solar or hydropower, or by planting trees, converting agriculture and forestry to sustainable farming, and thus increasing the natural CO2 storage capacity of biomass and soils. Both are important and correct. But in the latter there is a much greater lever.

## Global impact

Forests and their soils are gigantic carbon stores. Anyone who plants trees extracts carbon dioxide from the atmosphere. Protecting existing forests prevents climate-damaging greenhouse gases from entering the atmosphere and helps to secure forests as carbon stores. No matter where in this world because climate is global. For example, if a company in Germany finances reforestation projects in Colombia, it helps reduce emissions there. Consequently, greenhouse gases, which the company itself is currently unable to lower, are reduced and thus offset by this project.

# Increasing natural CO2 storage

CO2 offsetting through projects that increase the natural carbon storage of ecosystems has one major advantage: they counteract the overuse of our planet. They renatu-

# Climate protection in the company: A worthwhile commitment



Michael Sahm, Director Business Development, ForestFinest Consulting/CO2OL

Many companies want to be involved in climate change but are unsure how to proceed. We talked to climate protection expert Michael Sahm of Forest-Finest Consulting/CO2OL about viable approaches that companies can adopt.

# Mr. Sahm, what is the first step towards a climate-friendly company?

First of all, the actual CO2 emissions of the company must be ascertained to see where the company currently stands. A comprehensive carbon footprint captures all significant emissions that a business, product or event causes. It provides information about the climate impact and is the basis for an effective cli-



mate protection strategy. We carry out the necessary balancing according to the methodology of the internationally recognised GHG Protocol Standard to ensure the validity and comparability of the values.

# Once the current status is known, what happens next?

A hotspot analysis identifies the largest emission sources and their causes. The subsequent calculation of emission scenarios shows which CO2 emissions can be saved through appropriate measures. The Reduction Roadmap forms the strategic basis for defining and implementing climate protection goals within the company's capabilities.

# Achieving climate neutrality is the goal that many companies seek – not least because

# it is a modern marketing argument. But getting there poses complex challenges for companies...

This is already suggested by the definition: Climate neutrality means that no climate-relevant gases escape during the processes, or that gases that have already been emitted are saved elsewhere. Basically, the road to climate neutrality always starts with reducing and avoiding emissions as much as possible. When the potential for savings has been exhausted, companies can think about compensating for unavoidable emissions by participating in climate protection projects. After all, only those who make recognisable efforts to prevent CO2 emissions can credibly convey their climate protection commitment to customers and partners in the economic process.

# Compensation measures such as the promotion of reforestation and sustainable land use projects are often dismissed as an alibi commitment. Is there any truth in that?

None whatsoever! The compensation of CO2 emissions is a proven and accepted contribution to corporate climate protection commitment, especially because the time

for tedious strategies alone is simply too short. In international projects reviewed by independent third parties, this support provides visible and measurable positive effects on the Earth's climate. No free reign for arbitrary pollution of the atmosphere, but a concrete and practicable contribution based on real emissions. Where it is not possible to save (more), such as in the transport industry, compensation is appropriate and necessary. Of course, it would be ideal to combine both. However, anyone who considers compensation to be an expression of a free-market mentality is definitely wrong.

# CO2OL specialises in land use projects. What characterises such projects?

Well-managed, land use projects that are already running are highly effective as they have an immediate effect and are particularly sustainable. They have an advantageous price-performance ratio and the enormous benefit of generating a long-term development impact for the respective region, especially in social and economic terms. The climate effect is global.

# The final step is then the documentation of what has been achieved. What is important?

All the steps from the analysis to the objectives to the measures require complete and comprehensible documentation. Whoever works with us learns exactly which project is promoted and which activities are carried out on site. CO2OL's network of experts supports companies in communicating their commitment to climate protection clearly and confidently – whether it involves the carbon footprint, climate neutrality or comprehensive sustainability reporting. Incidentally, we advise companies not only on climate protection, but also on the development of individual sustainability solutions and sustainable supply chains.

## What message can you give members of the PSI network?

Get started! Where and how exactly are, for the moment, not decisive. It is important to explore the topic, get advice and look for a professional partner to accompany you. During the analysis phase, it will become clear which solution best suits your company.







ralise degraded land, help to preserve biodiversity, stabilise water supplies and material cycles and thus secure vital functions of natural areas. And, crucially, they significantly improve the living and working conditions of people in the project regions. This distinguishes them from compensation projects that solely promote technological modernisation. These projects therefore also offer far better opportunities for communication, marketing and distribution of the participating companies. Their commitment not only contributes towards the core goal – reducing emissions, protecting the climate – but at the same time contributes towards the sustainable economic and social development of the respective project region.

# Climate neutrality also benefits companies

The predicate and quality attribute "climate-neutral", whether it be for products or services, in turn create a benefit for the company. This manifests itself in new customer acquisition, customer loyalty, differentiation and positioning. However, the "climate-neutral" credential will only work if it is implemented in the context of a comprehensive sustainability strategy (comprehensive carbon management) that credibly demonstrates the efforts being made to minimise the company's carbon footprint.

# Paying attention to the seal of approval for projects

Credibility and quality, however, also have their price. Just as there may be rotten meat at a food discounter, there is also junk among climate protection projects. For just a few cents you can buy CO2 certificates whose ecological and social added value and CO2 savings are doubtful. Therefore, if you want to promote high-quality, solidly managed projects that contribute towards climate protection and species conservation as well as improved living con-

ditions for local people, you must look for globally recognised seals of approval such as the Gold Standard or the Verified Carbon Standard (VCS). Their integrity is ensured by the fact that science, industry and civil society are constantly reviewing and developing the jointly developed quality criteria.

## Public pressure is increasing

There are now many examples of (successful) climate-neutral companies and products through investments in forestry climate protection projects. They are used in B2B and B2C relations, ranging from utilities with related gas products to mobility providers, hotel chains, event organisers and producers of foodstuffs. There are standard solutions in which the supplier makes the product or process climate-neutral and bears the costs incurred. Or option solutions in which the customer makes the choice and bears the additional costs himself. Regardless of which path companies take, the political support and public pressure are likely to increase in the future: by 2050, the economy and society must be largely climate-neutral.

# Sustainable supply chains

Internationally operating major companies as well as a growing number of medium-sized companies – increasingly scrutinised by the public and stakeholder groups – are increasingly looking at their supply chains right down to the origin. They integrate environmental and climate protection into their risk management and align their procurement policy accordingly. Responsibility for environmental impacts, as well as local working conditions, can no longer simply be passed on to suppliers in the value-added chain. In addition to avoiding (business- and reputation-damaging) risks, sustainable supply chains also offer a variety of opportunities. The consideration of pos-

itive ecological effects is only one factor. Other key points are quality gains (for example in the case of coffee, cocoa...) and thus the expansion of premium segments and an increasing efficiency in agricultural production. However, the supply chain approach is not only obvious in the production of food and agricultural products, such as in cotton or palm oil production, but also in the leather industry and the timber industry. Many of these raw materials are also used in the production of potential promotional products such as textiles, pens and cosmetics. The concept of a sustainable supply chain can also be applied to other sectors. In addition to raw materials, there is also a focus on other parameters such as the type and amount of energy used and the occurrence of transport emissions.

# Compensation within the supply chain

A special form of supply chain management is so-called insetting. Businesses can achieve positive climate impacts through targeted investment within land use-related supply chains. In doing so, projects on reforestation, sustainable forest management and increasing productivity are integrated. They cause more carbon dioxide to be absorbed from the atmosphere and more carbon to be stored in the biomass. The achieved climate protection effect is monitored and certified. CO2 certificates can be generated in your own supply chain, thus enabling the transparent compensation of emissions along the product life cycle (further processing, transport, production, storage, delivery, usage right up to disposal). All in all, in the best case scenario the product is climate-positive – that is, the CO2 values bound at the project level exceed the subsequent CO2 emissions. This can then be used for communication and marketing. But the strengthening of production and supplier relations and increased transparency, as it were, are also possible. If this option is available, purchasing CO2 certificates from "external" compensation projects is unnecessary.

#### **Deforestation-free supply chains**

Due to the enormous importance of forests for climate and biodiversity and the dramatic loss of forest land worldwide, the pressure on companies (especially large multinationals) to "liberate" their supply chains from forest destruction has increased in recent years. Deforestation free, zero deforestation or deforestation-free supply chains is the name of the growing trend. The key here is to ensure that no new forest is cleared for production, e.g. of chocolate, palm oil or beef, but that only existing agricultural or grazing land is used or reactivated. By the end of 2018, more than 440 companies worldwide (including McDonalds, Walmart, Unilever) committed themselves to creating deforestation-free supply chains within a certain period of time.

# Climate protection as a win-win model

To ensure this, companies need to know their supply chains, especially the origin of the raw materials. This requires permanent and reliable auditing of producers and the establishment of monitoring and management systems. Last but not least, increasing digitalisation also plays a role here. Creating this transparency requires a temporal and material investment, depending on the starting point. However, the advantages are wide-ranging, and in addition to sustainable project implementation, improvements in productivity, supplier relations and security of supply can also be created. With all this in mind, it is important to fully integrate the perspectives and legitimate interests of local stakeholders. Only long-term fair and mutually beneficial change processes will certainly lead to a positive development for nature, climate and the human population. <

# Sustainable forestry projects and climate protection solutions for companies

ForestFinest Consulting (FFC) develops, manages and certifies sustainable forest management, agroforestry and integrated land use projects. CO2OL is the "in-house" specialist for corporate climate protection and helps companies to operate in a climate-neutral manner.

We have been working in the fields of climate protection, carbon pricing and CO2 compensation for 20 years. CO2OL was the first supplier to launch Gold Standard certified forestry projects and is today one of the main partners of the standard organisation for forestry projects.

With more than 1,000 customers, CO2OL is a partner of medium-sized companies in the industry, the energy sector and the event sector, and also works together with global companies.

As a consultant, we also assist other project developers, development organisations, investors and NGOs.



Anyone who does not begin to act in an ecologically rational manner in times of erratic global weather conditions, melting polar ice, rampant deforestation and seas flooded with plastic is beyond help. At least the industry is trying to do something about it.



# Good old jute

Packaging made of genuine jute appear pristine and individual. The rustic feel of this robust natural fibre is reminiscent of merchant ships, merchandise warehouses and the wide world. As a result, Igro's small-sized bags have proven their worth as original packaging for food and other items. "Jute instead of plastic" is more relevant than ever: The renewable raw material is biodegradable and rots completely without residue. Jute is a pure natural product that can be easily processed into bags, sacks and sachets, printed or dyed. Igro makes custom bags as required. Ecological promotional products that attest to the customer's own environmental awareness and help to avoid waste.



# Vegan gummy bears

Vegan snacking is trendy: With the mini-bag of vegan gummy bears, Jung is expanding its product range with another vegan alternative. The mini-bag with gummy bears is a well-tried classic among promotional sweets. Consciously consuming target groups in particular can be targeted by vegan delicacies. Jung's vegan alternative will make it even easier to generate new target groups. The mini bag, filled with 12 grammes of vegan gummy bears of the Trolli brand, consists of white or transparent foil and offers a large advertising space for a strong advertising message of the advertising company.





# **Ecological delicacy**

An entirely biodegradable Advent calendar made of FSC-certified cardboard from sustainable forestry is available at CD-LUX: With the new Lindt Organic Advent calendar, customers receive a sustainable Advent calendar of the highest quality. The inner part is compostable or biodegradable and can be recycled with the calendar cover. The key feature: The inlay consists solely of starch, water and cellulose and is therefore compostable. In combination with the optional cardboard made from grass paper, the entire calendar is biodegradable. Smooth Lindt chocolate makes this product a thoroughly successful combination.

# Fundamental role

Cotton carry bags made of Fairtrade cotton with short or long handles are available at Fischer-Import in eleven trendy, contemporary colours. In addition, the Bavarian company offers hard-wearing gym bags and sacs which can be securely closed with a sturdy, double drawstring. The cotton gymnastic bags made of Fairtrade cotton are available in 13 classic colours and thus leave nothing to be desired in terms of colour. The carry bags are also certified to Ökotex Standard 100. This guarantees the omission of harmful substances.







PSI 46470 • B&B Promotions Sweets Tel +48 22 7246165 office@promotionalsweets.pl www.promotionalsweets.pl

# Natural and delicious

The Miracle of Nature Cookies from B&B Promotional Sweets are nutritious, delicious hand-prepared organic biscuits baked exclusively with organic ingredients. The delicate, crunchy biscuits contain neither sugar nor artificial preservatives. The biscuits are available in the six flavours cocoa, spelt, buckwheat, wheat, oats and corn. The delicacies are packed in a transparent foil bag in a cardboard box with a viewing window. The surface of the packaging can be individualised in full-colour printing, embossing and on metallised or matt cardboard in gold and silver. The minimum order quantity is 100 pieces.



# Strong support

Troika has a cute gift attached to a high-quality keyring on offer for lovers of bears and collectors: Bamboo Panda, a keychain in the shape of a panda bear made of enamel and cast metal, chrome-plated and multicoloured. The new green must-have in troika design. They are the symbol of endangered nature. That is why the company from Rhineland-Palatinate has selected the panda bear for this key ring, which unites commitment and green lifestyle. For nearly 130 years, the National Geographic Society has funded research and conservation projects worldwide. Ordering customers automatically support all these projects with the acquisition of Troika partner products. 27 percent of National Geograpic Partners LLC's revenues go directly to promoting science and education.



info@emotion-factory.com

# Back to the future

Based on the Slow Food movement, Mood and Soul from the product range of the long-established company Triangle are slow tools in the true sense of the word: Hand-crafted and resource-saving tools for contemporary cuisine. The new Mood series is a traditional yet contemporary range of 14 kitchen gadgets for preparing, cooking, baking and serving with stainless steel functional parts. The slim handles made of cherry wood fit perfectly in the hand and are a joy to use each day. The exclusive counterpart to this is the Soul series for aesthetes and passionate cooks. The special shape of the handles and elegant fruit and walnut woods underline the quality and timeless character. Soul products come in a stylish, reusable gift box. Both series are produced in Solingen in manufactory work using green electricity. The PEFC-certified woods come from regional orchards. Even a long product life was taken into account: All components are available as spare parts.



# Pre-Christmas treats

The new Advent calendars from Magna Sweets are sustainable and made entirely of paper, completely free of plastic. The perfect combination of an advertising message and indulgence with sweet promotional products that will last for 24 days and longer. New is the Lindt Lindor Advent dispenser with milk, dark or white chocolate which is available in different shapes and designs. The different shapes of a boot, fireplace, tower, ball and tree provide lots of ideas for individual advertising options. The Lindt Naps Eco Advent calendar is also made entirely of paper as an individual Advent calendar with a desktop stand and hanging device for the



wall. Inside is a bar of delicious Swiss milk chocolate and on the outside are 24 doors with impressions of the most successful Fairtrade chocolate of all times: That is the new "Gute Kalender" (good calendar). An individual advertising imprint and a custom design of the interior windows are also possible. In addition to these products, Magna Sweets still has several other new products, including the "Schlecklöffel" made of chocolate, packed in a cellophane bag with a bow clip and an individual promotional card, or Santa Claus from Lindt as well as delicious

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

gingerbread.



# Nature instead of plastic

Terry promotional products as a durable and sustainable alternative to synthetic products can be found at Herka: The natural product cotton as well as processing from yarn to finished cloth in Austria are guaranteed by these must-haves with a clear conscience, also available in OEKO-TEX®100 standard quality or Global Organic Textile Standard (GOTS) BIO quality. Herka Frottier implements unusual ideas, company logos and photorealistic designs quickly and flexibly. The result is personalised, unique eye-catchers. The terry specialist offers a variety of finishing techniques, even for the smallest quantities and in all sizes.

– ADVERT –



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Etui, Stifte und Memo-Kärtchen schon ab 1.000 St. individuell gestaltbar!



# **Green accents**

The planting woods from emotion factory consist of diverse and freely selectable plant seeds, a substrate tablet as soil, and natural maple wood. And voilà, the miniature garden is perfect. With a magnet, the sweet green can be attached to any magnetic surface and becomes a colourful eye-catcher. Ultimately, the planting wood becomes an advertising ambassador by lasering the cube with a logo and through the surrounding, individually designable sleeve made of FSC-certified paper. Instead of square-shaped and magnetic, the planting wood is also available in a round shape. Available from a quantity of 250 pieces.



As a contribution to environmental protection and to reducing the volume of plastic waste, ABER design, the German manufacturer of custom-made footwear, has bid farewell to the widespread packaging of socks in polybags and now only supplies its footwear with a standard top label or sleeve. In order to implement this measure, the additional costs will not be passed on to customers. Of course, customer-specific labels and sleeves are still possible. In addition, the attractive packaging can now also be selected in single cartons with a standard sleeve or branding.



# klio eco

# One brand – two concepts

BIO: BIOPLASTIC BALLPOINT PEN

# **MODELS** Cobra bio Klix bio Zeno bio

# **IDENTIFICATION**

made of biomaterial



#### **REFILLS**

All models with in-house Silktech refills, DIN EN ISO 12757-2 indelible (blue or black)



## WRITING LENGTHS

Sustainable 3,000 m, optional 5,000 m



#### **MATERIAL**

PLA granulate (bioplastic) made of domestic raw materials

# **PRODUCTION**

Complete housing made of PLA (bioplastic), compostable according to DIN EN 13432



Domestic raw materials



PLA granulate



Industrial compostable





#### **COLOURS**

All components can be selected and combined in 8 bio-colours

#### SPECIAL COLOURS

All models available from 5,000 pieces in individual PMS colours



Discover on our website www.klio.com also our interactive klio eco info brochure with interesting background information about the company Klio-Eterna as well as extensive and important facts about the sustainable production of our bio and recycling writing instruments "Made in Germany".



# klio eco

# One brand – two concepts

# RECYCLING: RECYCLED PLASTIC BALLPOINT PENS

#### **MODELS**

Cobra recycling Jona recycling Zeno recycling

## **HIGHLIGHT**

All models available on request as recycling variants

# **IDENTIFICATION**

recyclingpen △



# **REFILLS**

All models with in-house Silktech refills, DIN EN ISO 12757-2 indelible (blue or black)



## WRITING LENGTHS

Sustainable 3,000 m, optional 5,000 m



#### **MATERIAL**

Recycled plastic granulate from our own or external plastic residues

#### **PRODUCTION**

Complete housing and mechanics made of 100% recycled plastic



Plastic residues



Recycled plastic granulate



#### **COLOURS**

All components can be selected and combined in 16 standard colours

## SPECIAL COLOURS

All models available from 5,000 pieces in individual PMS colours



Discover on our website www.klio.com also our interactive klio eco info brochure with interesting background information about the company Klio-Eterna as well as extensive and important facts about the sustainable production of our bio and recycling writing instruments "Made in Germany".



# Irresistibly sustainable

The likeable wall or desktop Advent calendar from Kalfany Süße Werbung brings the desired advertising message particularly close and sustainably to the customer and ensures the optimal advertising contact rate. The  $346 \times 248 \times 10$  millimetre Classic Chocolate Advent calendar is made from FSC®-certified calendared cardboard with an entirely recyclable R-PP deep-drawn part and filled with 75 grammes of smooth, vegetarian milk chocolate containing Gubor's Fairtrade cocoa. It offers enough space for an individual message, whether it be in portrait or landscape format. And best of all, after the chocolate has been fully consumed, the calendar can be easily separated into its individual parts and completely recycled.



# **Certified folding rules**

The company Metrie, a long-established Czech specialist in the manufacture of folding rules, presents its five different types of compact FSC-certified hardwood folding rules. The company uses different types of beech wood and finishes the folding rules with harmless dyes and UV varnishes. The ten-element folding rules are ideally suited for customisation with a logo or an advertising message, making them an effective 3-D promotional product.

# **NOTES** FOR FUTURE



Im Einklang mit der Natur. Die Appeel-Kollektion wird exklusiv von **Lediberg** aus Teilen des Apfels und ausgewählten Pflanzenfasern hergestellt und sind die idealen Botschafter für Unternehmen, die authentisch wie überzeugend ökologisches Bewusstsein kommunizieren wollen. Zu allen Produkten gibt es unterschiedlichste Veredelungen für die richtige Werbebotschaft.



# Lediberg

# Sustainable indulgence

In its latest Christmas range, the new Advent calendar made entirely of cardboard from Jung since 1828 is a sustainable highlight. The sustainable Advent calendar scores in numerous ways: Both the cardboard box and the deep-drawn part are made of cardboard, and hiding behind the door are 24 chocolate bars made of Fairtrade ingredients. The resulting greenhouse gas emissions are offset by investing in a climate protection project in Zambia as well as in climate-neutral production. An additional fundraising campaign with proceeds going to Albert Schweitzer Kinderdorf round off the offerings associated with this Advent calendar. Sufficient space for creative ideas and powerful advertising messages printed in brilliant digital print is offered by the entirely cardboard packaging. A business card or postcard can be attached on the back.





# **Snazzy little bag**

Giving Europe has launched a gym bag called Michael, made of cotton and measuring 32 x 39 centimetres. The eye-catching element of this gym bag is definitely the cork part at the front which attracts everyone's attention in the subway or in the park. In addition, the gym bag convinces with its strong cotton fibre in a quality of 280 grammes per square metre. Advertising is applied by screen printing.

# Protective eco-umbrellas

Fare® has thrown two more umbrella models into the mix: Cover material made of recycled plastic certified to Standard 100 by OEKO-TEX®. The AC umbrella called Ökobrella 1122 is the new entry-level model. The umbrella opens automatically at the push of a button and combines the ecological cover with genuine wooden tips and a straight genuine wooden handle with an advertising option. Apart from the tips and handle, the AC mid-size bamboo umbrella called Ökobrella 7379 is made entirely of fast-growing bamboo in a straightforward, modern look. Both umbrellas are supplied in environmentally friendly packaging made of compostable film. The hangtag made of recycled paper is attached with a jute cord.



PSI 43144 FARE — Guenther Fassbender GmbH Tel +49 2191 60915-0 info@fare.de www.fare.de



#### **Ecological USB sticks**

The Hikitec product catalogue contains a large number of USB sticks made of natural products, such as USB stick models made of wood originating from sustainable forest management. Other innovative products from our range are USB sticks made from recycled paper. Also included in the portfolio are USB sticks made of cork or other recycled materials as well as USB sticks made entirely of biodegradable plastic (PLA). All articles can also be promoted in an eye-catching way.



#### Green heart

The planting heart from emotion factory promises growth that comes from the heart. As a thank you or a greeting, the elegant, shapely metal can makes customers' hearts beat faster. In the heart of the can, the seed supplied with the substrate tablet as soil can unfold and is a real eye-catcher. There are many different types of seeds to choose from. Individual advertising can be applied in digital printing on the cover.

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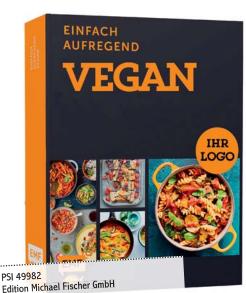
#### Climate neutral beverage dispenser

The double-walled camarc® Symbio drinking bottle made of stainless steel with a carrying handle and bamboo cap is a useful high-quality promotional product offered by Kaldenbach. The silicone ring of this smart drinking cup guarantees a tight seal. The filling volume is 500 millilitres. The new Symphatical is entirely carbon neutral. Further information is available from the manufacturer.

PSI 2043 • Kaldenbach GmbH Tel +49 9151 817850 info@kaldenbach.com www.kaldenbach.com

#### Vegan feel good

You will find real wellness recipes on a vegan basis in this cookbook from EMF. Preparing healthy meals is easy and fast. Special flavours such as salden caramel or tomato pomegranate provide fascinating delights. You can experience the fun of health-conscious cooking in your own kitchen. The appealing contents ensure a positive communication of your own brand. A customised special edition from the diverse publishing programme can also be produced for this, with your own logo on the book cover and recipe texts in which your own products can be placed in an eye-catching manner.



FSI 49982
Edition Michael Fischer GmbH
Tel +49 89 2123107-50
tatjana.bleiler@emf-verlag.de
www.emf-verlag.de



www.twinproduction.net

#### Bless you!

Those who choose FSC-certified tissues from Twin Production protect and safeguard the sensitive resources of Mother Nature: As FSC-certified products, the classic tissues are the perfect ambassadors especially for the topic of natural health and protection. The FSC certificate also ensures sustainability in terms of the working conditions of the forest workers and ensures that the products originate exclusively from protected, legally managed forestry. Incidentally, the packaging can be designed in an eye-catching, completely individual way.



PSI 48449 • Der Zuckerbäcker GmbH Tel +49 7131 8996146 werbeartikel@der-zuckerbaecker.de www.suesses-schenken.de

#### Chocolate fondue in a jar

With chocolate fondue in a jar, Der Zuckerbäcker offers a hearty promotional gift for the winter season. The high-quality promotional jar is simply placed in a warm water bath. Once some milk or cream has been added as a vegan variation, fruits, biscuits or marshmallows can be dipped in. With individual printing of the label from an order quantity of 50 pieces, advertising will have a lasting impact. The attractive jar is also ideal for storing spices and is thus in the upcycling trend. If there is something left over, the jar can simply be closed again and later placed back into the water bath.



#### Washable cardboard folders

The Papp series from Boogie includes small document folders, pencil cases and cosmetic bags as well as large bags produced with washable paper or combined with felt. Production of the washable paper is similar to the tanning process: Cellulose fibres are made exceptionally durable and suitable for washing or sewing. Washable paper is also called vegan leather. It looks like paper but behaves like leather and is an attractive alternative to genuine leather. The durable, eco-friendly and entirely degradable material is ideal for entire products or just as elements such as outside pockets or logo embossed labels. Printable also by using screen, transfer or digital printing or by sublimation.



#### **SKEYE BIO**

#### SUSTAINABLE ADVERTISING WITH BIOPLASTICS.

- Modern, trendsetting design that lies perfectly in your hand
- Visible outer parts of bio-based plastic
- Based on renewable raw materials (PLA based on sugar cane)
- Made in Germany
- Produced with green electricity and certified processes according to the ISO 14001 environmental standard
- Fitted with senator® magic flow G2 replaceable refill for long lasting, smooth writing





reddot award 2019









#### Sustainable customer loyalty

In addition to individually designed and custom-filled Advent calendars, the lavishly designed book from Karl Knauer is one of the most sought-after products: The book is filled with 24 small boxes containing high-quality chocolate bars. Lovers of liquid specialties choose the beer Advent calendar: This usually consists of carton packaging in the form of a company CD into which a commercial beer crate is inserted. Behind each of the little doors is a regional brewing speciality. Both Advent calendars cut a good figure in terms of sustainability: they are made entirely of cardboard except for the filling.

#### Perfect for shipping

The document folders made of recycled cardboard from Kim Kranholdt are perfect for shipping or presenting A4 documents and patterns or product samples. The documents are made of recycled cardboard with the Blue Environmental Angel seal and are equipped with a flap and self-adhesive closure. In addition, the envelopes are available in various colours. The document folders can be finished with an individual print by using the flexo printing process. On request, other sizes and formats of folders are available.







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

#### **Colourful world**

Fridays for Future and a new environmental awareness are now leading to a more critical selection of the right promotional product. With over 35 years of experience, Reidinger offers sustainable, creativity-promoting promotional products with its coloured pencils. The coloured pencils are available in numerous sizes and colours, with or without a case and optionally with playing cards for colouring. The pencils and playing cards can be individually designed, the cases can be completely printed all around from 1,000 pieces. Distributors can receive an individual offer via the inquiry button in the configurator.



#### PSI 49411 • KW Open promotic & trading GmbH Tel +43 5576 72544 ecobrands@kwopen.com www.kwopen.com

#### Only cold outside

The THERMOcup – available for the promotional products trade at kw open – is one of the larger coffeeto-go cups at 580 ml. The new lid system makes the THERMOcup completely leak-proof, it fits in all standard holders and does not shine at all. The matt surface enhances the stylishly elegant appearance of the finest stainless steel as the crystal-clear lid reveals the content. It is available in matt black from 50 pieces, and in a special colour from 1,000 pieces and ideal for laser engraving. The THERMOcup is a product of the ecotaste stainless steel line.



The models Cobra recycling, Jona recycling and Zeno recycling.

made of biomoterial

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Klio-Eterna Schreibgeräte GmbH & Co. KG







The klio eco product line is synonymous with environmentally conscious trading and sustainable production of the Black Forest writing instrument manufacturer Klio-Eterna. In addition to writing instruments made from renewable raw materials, the "green" brand also includes models made from recycled plastic. Within the brand, the products are divided into the bio and recycling categories which are based on different concepts and production processes. The bio segment includes the 3 models Cobra bio, Klix bio and Zeno bio. All of these models are made from biodegradable PLA plastics certified to DIN EN ISO 13432. These bioplastics are based on a combination of plant starch and are biodegradable. In this case, granules obtained from native plants are used. In addition to 8 refreshing standard colours, the models are also available in individual colours from organic dyes. The individual components of the respective bio pen can be colour coordinated without any additional charge using the Mix & Match principle. All bio models from Klio-Eterna carry the quality seal "made of biomaterial" for labelling purposes. The recycling segment contains the 3 standard models Cobra recycling, Jonas recycling and Zeno recycling. In addition, each model produced in-house can be implemented as a recycling variant. 16 standard colours as well as special colours according to PMS, HKS and Pantone give unlimited scope for individually desired colours. Moreover, the individual components of the recycling pen can be colour coordinated using Mix & Match. In addition to self-generated plastic recyclate, especially purchased, sorted plastic waste is used in production. The waste is reground to form the raw material basis for a sustainable writing instrument. In addition to the barrel, the mechanics for the ballpoint pens are also obtained from these recycled materials. The recycling models are always marked with the "recyclingpen" label. The entire klio eco product line is sustainably packed. This includes film packaging as well as the outer packaging in boxes. Both eco product segments - including the in-house Silktech quality refills - are entirely "Made in Germany" and are created through certified production processes according to the quality management system DIN EN ISO 9001:2015 and the environmental management system DIN EN ISO 14001:2015.

PSI 40604 Ackermann Kunstverlag Tel +49 89 4512549273 b2b@ackermann-kalender.de www.ackermann-kalender.de

#### Wild Growth

The chromolithographies beautifully restored by the British botany and ornithology illustrator Anne Pratt make the heart of every nature lover beat faster: In the calendar of the art publisher Ackermann, you will find unusually opulent plant portraits including discrete names in German and Latin, lovingly and nostalgically set in an elegant, slim portrait format. And they are



printed on particularly environmentally friendly and climate-friendly paper from grass, grown and processed in the Swabian Alb biosphere. Like all Ackermann products, these calendars are also produced exclusively in Germany and, in cooperation with NatureOffice, are printed carbon-neutrally on paper from sustainable forestry. Advertising imprints are possible from 50 pieces.

#### Organic coffee enjoyment

The Bio-Coffee to go Premium from Dom Polymer-Technik's assortment consists of 84 percent renewable raw materials such as sugarcane and is "Made in Germany". The bio-plastic from Brazil serves as a sustainable solution to the use of fossil resources such as oil. The ethanol required for production is obtained from bagasse, a waste product that is produced during the processing of sugar-

cane. The Bio-Coffee to go Premium is entirely recyclable, food-safe and dishwasher-safe. In addition, it complies with all legally required European standards and is free from harmful substances. Finishing can be done using an in-mould label.

The and an ocean of deep

PSI 40723 Dom Polymer-Technik Tel +49 9552 92252 info@dom-pt.com www.dom-pt.com







#### **Cuddly quality**

Without exception, the basics of sustainability begin with certified quality. And that is exactly where all mbw® characters come out as true heavyweights: Regardless of where they are produced, they must get past the watchful supervisory bodies of TÜV Rheinland, TÜV Süd, OEKO-TEX®, Hermes HanseControl and Labtech without blemish. The strict minimum standards are often surpassed. Only then can the quality ambassadors make their mark as popular figures. For example, the BSCI member mbw® has created the orange-coloured MiniFeet® label for carefree cuddling, including the new OEKO-TEX® Farm range with six individual cuddly characters. New in the cuddly range are also exotic animal shapes such as a flamingo and lama. More information is available on request.









#### **Slider Xite**

\* Gehäuse aus 90 % biobasiertem Kunststoff



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PSI 41838 • Senator GmbH Tel +49 6162 8010 info@senator.com www.senator.com

#### Advertise with bioplastics

The Senator® Bio series fits in perfectly with the current issues of waste prevention and environmental awareness. The plastic used to manufacture all senator® Bio pens is PLA made from sugarcane. Sugarcane is a far more efficient renewable source material for bioplastics than traditional corn as it requires significantly less farmland and irrigation to produce an equivalent amount of material. This ecological focus will be strengthened at the senator® production site in Germany, which is powered by green electricity from renewable sources. All senator® ballpoint pens feature a durable senator® magic flow refill which guarantees much longer writing than imported pens, meaning that the brand message stays with the customer for longer, thereby reducing wastage. The latest addition to the senator® Bio range – the "Skeye Bio" ballpoint pen - has won several awards for its sustainability: the PSI Sustainable Product of the Year 2018, the reddot Design Award 2019 and the Green Good Design Award 2019. senator® Bio products are each available in 11 eye-catching colours, have many finishing options thanks to the printing expertise of a manufacturer with almost 100 years of experience, and are perfect for an environmentally conscious brand presentation.





#### Useful plastic waste

The best promotional gift is a cleaner world. Recycle Bag reduces plastic waste and gives used bottles a new life. The latest product from the SL Lederwaren range is the RPET folding backpack from its own brand Recycle Bags. The best friend of all travellers, students and festivalgoers is made entirely from seven sustainably produced recycled bottles, making them lightweight, strong and practical. This also applies to the bags: When recycling, a new practical, environmentally friendly promotional bag is created from about three to seven used PET bottles. Independent research shows that RPET bags have the least environmental impact. The bags from Recycle Bags have a long lifespan, are sturdy and handy, designed for everyday use and a good alternative to disposable plastic bags.



#### Eye-catcher for numerous occasions

Round or square, the new "Down Under" coasters made of solid, FSC-certified wood are available for a variety of occasions. The coasters are ideal promotions for those who want to show sustainability in their advertising strategy and want to use real, authentic eye-catchers for parties and events. These products are also perfectly suitable as on-packs or mailing enhancers. Customer motifs are available on request as print or laser engraving or as a combination: For lots of fantastic advertising possibilities.







#### WEIHNACHTEN KOMMT!

Exklusive Werbegeschenke sichern Premium Adventskalender





#### **MM Brown Deutschland GmbH**

(part of the MM Brown Group)

Eschborner Landstr. 55 60489 Frankfurt Tel: +49 (0)69 254 271 27 verkauf@chocolissimo.de

WWW.CHOCOLISSIMO.DE





#### Power made of wood

vertrieb@vim-solution.com www.trader.vim-solution.com

Vim Solutions has given more power to its two Timber and Major powerbank series which are available from 25 units. The Q-Pack Timber Kiefer Big and Q-Pack Major Big are now available with a capacity of 5,000 and 10,000 mAh. Both have two connectors via USB Type A with input via Micro USB or Type C. The input is five volts, the output at one amp. Vim Solutions continues to focus on short transport routes and sustainability. The pine wood of the Timber series comes from FSC-certified sources in the Black Forest. The concrete for the Major series is cast in small series at the manufacturer's site. The design and finishing are done in Germany. Since pine and concrete are natural products, size, shape and colour may vary. Available from 25 pieces



PSI 49940 • Join the Pipe BV Tel + 31 20 7942294 info@join-the-pipe.org www.join-the-pipe.org



#### Smart design

Join the Pipe offers reusable water bottles which can be personalised on customer request. After having already launched the City Bottle on the market, the company now offers a new variation called the Country Bottle. The water bottles are a perfect alternative to a disposable bottle as multiple usage helps to reduce plastic waste. The drinking vessels are designed and embossed with the skylines of well-known major cities as well as symbols of countries, and can be personalised with a company logo. Made from eco-friendly sugarcane, the bottles can also be sold tap-filled in supermarkets, universities, hotels or railway stations to provide consumers with a sustainable alternative to disposable items. Refillable at any tap or fountain and ideally suitable as an advertising medium for projects against plastic waste in developing countries.



## Think global ... go green!



#### Nachhaltig - Made in Germany - 100% recycelbar!

Wir haben uns bewusst gegen Bambus entschieden, da laut aktueller Pressemitteilung von "Stiftung Warentest" bei vielen Coffee to go Bechern aus Bambus Schadstoffe freigesetzt werden.



#### No. 360828-BIO BIO-"Coffee to go" - Premium 425 ml

- Nachhaltiger-Mehrwegbecher aus nachwachsenden Rohstoffen (Zuckerrohr - Anteil mindestens 84%)
- Sehr gute CO2 Bilanz
- Ein "Must Have" für jeden Kaffeegenießer
- Hochwertiges, stylisches Design
- Thermoeffekt durch Doppelwandprinzip
- Herausnehmbarer Innenbecher für eine hygienische Reinigung
- Schraubdeckel mit Dichtring und Verschlussklappe
- Spülmaschinengeeignet
  - 100 % recycelbar
  - Produktion mit Ökostrom
  - Geruchsarm & geschmacksneutral
  - Frei von Schadstoffen, Phthalaten & BPA
  - Lebensmittelkonform [EU-VO 10 / 2011]
  - Made in Germany

Designbeispiel In-Mould-Label



## Think global ... go green!



#### Nachhaltig - Made in Germany - 100% recycelbar!

Wir haben uns bewusst gegen Bambus entschieden, da laut aktueller Pressemitteilung von "Stiftung Warentest" bei vielen Coffee to go Bechern aus Bambus Schadstoffe freigesetzt werden.



Fordern Sie unsere aktuelle BIO-Broschüre an!





dom-Polymer Technik GmbH - Industriestr. 12 - 96132 Schlüsselfeld / Deutschland + 49 (0) 95 52 / 92 26-0 - info@dom-pt.com - www.dom-pt.com



#### Steel drinking straws

With the TH 100, Technoline offers a set of four stainless steel drinking straws with a matching cleaning brush. These drinking straws convince through high quality with long durability as well as a neutral design that can be easily combined with a variety of kitchen utensils. In contrast to those made of plastic, drinking straws made of stainless steel are reusable, durable, scratch-resistant, environmentally friendly and easy to clean with the appropriate cleaning brush. In addition, stainless steel products are considered to be more resistant, antimicrobial and safer to handle foods than comparable alternatives made of glass, paper or bamboo. Whether it be for on the go in an ecologically insulated cup or as a modern alternative at family celebrations, cocktail parties, picnics or barbecuing: The TH 100 drinking straw set is the ideal companion

for modern and environmentally conscious customers. Each drinking straw conveys a trendy message with a personalised advertising design.





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

#### **Brainwork training**

With the memory game Immermor from Anda Present, the family comes together to demonstrate their shared power of concentration. The memory game works in a simple way by having to find two identical cards. The motifs of the 24 cards show funny animals and are suitable for the little ones. A logo can be printed on the back of the cards made of laminated birch wood so all players will remember it. The product is manufactured in Europe and delivered in a cardboard box.

#### **Hot mug solution**

The high-quality HotDrink2Go porcelain mugs from Branded Porcelain feature an innovative sliding lid which allows a pleasant drinking experience on the porcelain when opened. The sliding lid is suitable for contact with food. The cups can be personalised from 108 pieces on customer request. Personalisation in real gold and real platinum is also possible. In addition, the dry & carry bag with a cord drawstring ensures immediate drying and gentle transport. This carrying solution can be personalised from 1,000 pieces.







PSI 45170 • buah GmbH Tel +49 30 23581150 info@buah.de www.buah.de

#### Crunchy fruit enjoyment

buah offers crispy fruit enjoyment in a recyclable snack bag in the form of fresh fruit pieces in a variety of mixtures. With its sustainably produced fruits, the supplier of healthy nutrition provides more flavour through more vitamins. The freeze-dried fruits are natural products from which only water has been removed and nothing has been added: where possible, all fruits are freeze-dried where they grow. Weight reduction to ten percent of the original weight saves a lot of CO<sub>2</sub> during transport. All fruits are mixed and packaged at local sheltered workshops. Lovingly made by hand in local sheltered workshops, this is a valuable contribution to social development.





PSI 44685 • Wagus GmbH Tel +49 7242 93790 info@wagus.de www.wagus.de

#### Fascinating fascia balls

The fascia balls made of wood by Wagus are the ecological alternative to the usual massage balls made of plastic: Healthy promotional products from nature, without chemicals, sustainable and long-lasting. Made in Europe, they are manufactured from PEFC-certified beech wood. The pleasant feel and high functionality enable a targeted and intensive massage of the arms, legs, back and neck. The round wooden products are available with different diameters of four to ten centimetres, with short instructions in an individual box, jute sack or cotton bag. A logo can be applied by pad printing or laser.





PSI 43865 • MultiMarketing
Tel +45 70 262518
info@multimarketing.dk • info@aquadana.org
www.Aquadana.org • www.aquadana.de

#### Taking responsibility

Aquadana is part of the company MultiMarketing Engros and sells branded water bottles for promotional purposes. The bottled water originates from a natural water reservoir on Jutland in Denmark, comes from Aqua d'Or (part of the Danone Group) and meets the highest standards. The water has been filtered for about 300 years before it reaches the Aqua d'Or and Denice springs deep in the earth. According to Aquadana, the glacial origin makes the water one of the cleanest in the world. Today, bottles sold by Aquadana most often contain 50% recycled PET. Customers therefore have the option of using the environmental logo when they place their next order. (This applies to the Petit 0.30 l, Penta 0.50 l and Prima Still 0.50 l bottles.) Aqua d'Or launched the first 1.25 l bottle made entirely of recycled PET in 2019 and the aim is to deliver all bottles in this quality by early 2021. More information is available at www.aquadana.de/environment





#### Virtually indestructible

Cheers, the safe, eco-friendly and reusable drinking straw for many occasions is on offer at koziol. The proven superglass material is virtually indestructible in normal use and cannot splinter like glass. Cheers is the ideal drinking straw for wild parties, grand garden parties and lively children's birthday parties. Cheers is usable a thousand times, easy to clean, food safe, dishwasher safe and without any plasticiser: a sustainable must-have.

koziol - ideas for friends GmbH Tel +49 6062 604-0 incentives@koziol.de www.koziol.de

#### **Natural handwriting**

The Italian writing instrument manufacturer Stilolinea presents its famous eco-friendly series which consists of the three models Vegetal Pen, Ingeo Pen and Bio-S! Continuously further developed, the high-quality series consists of a special, unique natural fibre which, in contrast to petroleum products, leaves only a minimal ecological footprint. The PLA material can be completely composted. Stilolinea proudly presents the new S45, the youngest member of its new Recycled Line, as part of its ABS collection of recyclable writing instruments made from certified recycled plastic. The S45 convinces with its puristic, light design. Another highlight is the Elis Recycled Twist Pen, the new style icon among the sustainable writing instruments of the Italians. Further information about these and other writing instruments with a refillable refill is available at Stilolinea.





#### Sustainable shopping helper

On excursions or shopping sprees, the Pure cotton bag from Inspirion offers the perfect storage space for any occasion. Due to its high quality and durability, the Pure is superior to the paper bag in many respects as well as being a welcome companion. Discreetly labelled, the cotton bag literally helps carry brands or messages around the world.

info@inspirion.eu • www.promotiontops.eu



#### Transportable environmental ambassador

The Joytex bag Mumbai, which can be finished in up to six colours and closed with a drawstring, is a fruit and vegetable bag and a reusable alternative to bags made of polyethylene or paper. On the one side it is made entirely of Oeko-Tex cotton, on the other side there is a nylon net. As a one-sided printable version which is transparent on the other side, the bag is ideal for transporting fruit and vegetables and a sustainable and welcome permanent guest at any checkout. Ideal for supermarkets, market and farm stands as well as for bakeries and anyone who wants to transport food with reusable packaging. Individually or as a multipack with, for example, three bags in a banderole, the promotional bag ensures high advertising effectiveness. Minimum order quantity: 1,000 pieces.

- ADVERT

**NEU BEI BULB** 

## B1.GREEN

#### DIE CO<sub>2</sub>-NEUTRALE FLASCHE AUS ZUCKERROHR.

Die Flasche besteht aus einem biobasierten Kunststoff. Mit jeder produzierten Flasche wird ein Klimaschutzprojekt unterstützt und damit der CO<sub>2</sub>-Ausstoss kompensiert.

Jetzt mehr erfahren: bulb-bottles.ch





BULB-Bottles, hello@innique.ch



#### Bottle made of sugarcane

The BE O bottle from the Green Earth range is a water bottle made of sugarcane instead of oil plastic. The 500-millilitre drinking vessel is modular, saves 40 percent space and can be filled with tap water, fruit juice or alcohol under 13 percent. In addition, the vessel can be washed up to 65 degrees Celsius in the dishwasher. Developed and manufactured in the Netherlands, the product contains no BPA or other harmful substances. It is entirely recyclable and can be disposed of with other plastic waste.







#### Comfortable natural bath

Certified, vegan BIO Bath Balls hand-made in Austria can be ordered from adform. The wellness highlights include a BIO Bath Ball for a creamy, nurturing full bath with valuable organic shea butter and organic cocoa butter from controlled organic cultivation in the varieties rose bergamot, lavender, clove orange and stone pine lemon. In addition, the BIO Bath Ball gift set of four is an ideal token of appreciation to say thank you. The minimum order quantity is 500 pieces. The article is delivered in a gift box with an individual imprint.

PSI 45344 • adform e.U. Markenkommunikation - Original Badetaler Tel +43 664 3978715 office@adform.at www.adform.at

#### Easy-Going pen

Textile remnants are lovingly crafted into an authentic, cheeky and equally enchanting ambassador for a future: Manaomea creates a very personal promotional pen from colourful recycled yarns and textiles together with bio-resin from 95 percent agricultural residues. In the desired yarn colours from the customer's materials and always with a very personal story. The technology stems from space travel, the founder's previous life. And to make Manaomea's vision of building social-fair productions in textile countries and enchanting us with every ambassador's pen, brave pioneers who want to become part of this future with their Easy-Going pen or their exquisite Desk pen variation are needed.



www.psi-network.de PSI Journal 8-9/2019



PSI 41875 TFA Dostmann GmbH & Co. KG Tel +49 9342 3080 info@tfa-dostmann.de www.tfa-dostmann.de

#### Glass instead of plastic

GlasWerk, the drinking straw of the future, is the alternative to the plastic drinking straw. It is made of high-quality, sturdy Schott® glass and is available from TFA Dostmann. The straw is just the thing for the right drinking experience with many drinks such as the exotic cocktail or the fruity milkshake. It is simple to use and has many advantages over its plastic predecessors: GlasWerk drinking straws are entirely reusable, dishwasher-safe, tasteless and contain no pollutants. They are suitable for hot and cold drinks, food safe, meet all hygiene standards and also meet the requirements in the catering trade. In addition, every drink with a glass drinking straw looks elegant. GlasWerk drinking straws, which arrive in a pack of ten including a cleaning brush, are currently available in three different sizes. Upon request, TFA customises the drinking straws by using laser engraving or printing.



# TROKA® SICHERHEITSGURT

Gürteltasche, eng am Körper zu tragen, inkl. Ausleseschutz für RFID-Chips.



## Reiseversicherung. Viel unterwegs? Dann ergreifen Sie eine unauffällige Sicherheitsmaßnahme.

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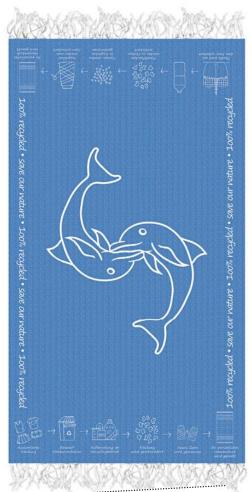
empf. Industrie VK 4,95 €/Stk. Bezug über Werbemittelhandel BLB20/.. | business.troika.de



#### Organic? Organic!

With Organic, the promotional bag manufacturer Halfar® presents a cotton bag series made entirely from organic cotton and produced according to the Global Organic Textile Standard (GOTS). GOTS is synonymous with an ecologically meaningful product and a sustainable supply chain. And the bag series in the colour shade natural is also sustainable because it is so versatile to use and therefore in use for a long time. With zip pockets in three sizes, a drawstring bag and a shopper, the Organics are ideal for different target groups and applications. Advertising messages can be eye-catchingly transported by using screen printing, transfer printing or embroidery.





PSI 45461 • Alta Seta GmbH & Co KG Tel +49 5031 70360 info@alta-seta.de www.alta-seta.de

#### Silky-soft conscience

Customers who purchase beach towels from Alta Seta fully support sustainability and are investing in the future. Of the 380 million tons of plastic produced annually, only 9 percent is recycled and a part of it ends up in the oceans of our planet. For individually woven towels, the specialist from Lower Saxony prefers to use plastics that are collected in the oceans. The towels are made of sorted out garments and recycled plastics, and in addition to an ecological certificate, they are certified according to Oeko-Tex Standard 100. For environmental reasons, Alta Seta also offers lightweight, pleasantly soft, unrivalled quick-drying, inexpensive and vegan hamam towels made of recycled yarn.



Ob **EARTH, ORGANIC, FAIR**: Diese drei begeistern nachhaltig. Der Zugbeutel **ORGANIC** bringt 100% Bio-Baumwoll-Qualität mit. Shopper **EARTH** erfreut mit farbenfroher Baumwolle nach Oeko-Tex 100 Standard. Und der Shopper **FAIR** macht seinem Namen mit Oeko-Tex 100 Standard und Fairtradezertifizierter Baumwolle alle Ehre. Mehr Nachhaltiges finden Sie auf www.halfar.com.



Exklusivvertrieb über den Werbemittelhandel Halfar System GmbH | D-33719 Bielefeld | Germany Telefon: +49 (0) 521 / 98 244-0 | www.halfar.com



Tanja Euba and Julian Schüle in front of the company headquarters in Vaihingen an der Enz.

#### New sales manager on board

JUNG since 1828 has appointed Julian Schüle as Sales Manager at the company headquarters in Vaihingen an der Enz. Schüle completed his vocational training as an industrial clerk at JUNG over 15 years ago and since then has gained a wealth of solid professional experience in sales. Together with Tanja Euba, the sales professional has been working as sales manager since June 2019. The 36-year-old boasts many years of experience as a sales manager and most recently worked for a manufacturer of promotional products. His responsibilities include the coordination of sales; product development and field

service. "My goal is to ensure the continuous development and improvement of JUNG and sales. Customer satisfaction always comes first. Together with Tanja Euba, we are now optimally positioned to expand our growth in domestic and foreign markets," says Schüle about his vision. www.jung-europe.de

#### New European Strategic Sales Manager

Olivier Chabal has been promoted to become Goldstar's European Strategic Sales Manager as the company progresses its plans to develop its business across the continent still further. Colin Loughran, General Manager of Goldstar explains: "Olivier's vast experience in this industry and proven record of achievement make him the ideal person to drive our business forward in this important new role." www.goldstareurope.com



Soledad Schäfer

#### Textile finisher with new reinforcement

The textile finishers at Stickerei Merkel have a new colleague. Soledad Schäfer has been supporting the back office team where she is responsible for textile technology/management and special productions abroad.

Stickerei Merkel has been sup-

GmbH plying premium quality corporate fashion. The company's service also includes lasering, screen printing, flex, flock, custom-made products and private labels.

www.stickereimerkel.de



Oliver Leykam

Oliver Chabal

#### **New position for Oliver Leykam**

On 1 June 2019, Oliver Leykam was appointed Business Development Director of Fine Writing, OEM and Promotional Products at writing instrument manufacturer STAEDTLER. In addition to the distribution of promotional products and OEM products (components and finished parts for the writing in the product of the writing in the product of th

ing instrument industry), Leykam is now also responsible for the STAEDTLER Fine Writing segment. His new tasks include the development and production of premium and luxury writing instruments, their worldwide marketing and the development of the distribution channel Travel Retail & Duty Free. In the future, the operative tasks within promotional product distribution will be taken over by the two Junior Sales Managers Eva Stöcker (International Sales) and Alexander Pfeuffer (National Sales).

www.staedtler-promotional.de

#### International Team Building Day

When thinking of team building, does anyone think of gathering eggs? No. But, as the unanimous success of Goldstar's Team Building Day showed, eggs are no yolking matter in bringing people together. "Gather the Eggs", horseshoe pitching and three-legged races were just a small portion of the traditional Irish Sports Day organised for the Goldstar team at the scenic Malahide Castle in Dublin. Goldstar colleagues from Germany, France and the UK joined the head office

group for a day beginning with a tour of the spectacular 1000 year old estate. The castle grounds provided the perfect setting for enriching the team's his-

torical knowledge, whilst simultaneously containing

the organised chaos that is competitive sack racing. Thankfully, the great weather and even better spirits meant it truly was all fun and games for Goldstar. Colin Loughran, General Manager of Goldstar, said that "from Design and Marketing to Sales and Despatch, from Germany to Ireland, developing great products and delivering good customer service is a complete team effort. A day like this, bringing everyone together away from the office, plays a valuable role in building the understanding and a spirit of unity that benefits our customers and our business."

www.goldstareurope.com



The Goldstar colleagues in front of Malahide Castle.

#### Partnership terminates in Europe

From mid 2017 BrandCharger had a partnership with PSL Europe BV to distribute BrandCharger products in Europe. As of June 1st, BrandCharger and PSL Europe BV have mutually agreed to cease the partnership due to financial instability and disappointing results. This mutual agreement to cease the partnership will allow BrandCharger to enter the European market direct and also brings the opportunity to work on new partnerships(s).

BrandCharger will continue to implement its strategy as set out in its global growth strategy. On the short term BrandCharger will operate from the Hong Kong office as well as the Benelux sales office



based in Rotterdam to cater to the European market. It's been agreed with the management of PSL Europe BV that all inquiries will be forwarded directly to Brandcharger to follow up, as well as Brandcharger serving PSL Europe BV's clients in the future directly. "We have significantly benefited from the partnership and we are parting on good terms", said Ethan Ung, Vice President of BrandCharger

Limited. "We will continue to build our business, based **BrandCharger / PSL Europe BV** on trusted relationships. Re-

lationships I hope to strengthen during my visit to Europe this month. The partnership was always very pleasant but the decision to dissolve was inevitable. We thank PSL Europe BV's employees who have partnered with us and we wish them all the best in the future", adds Ung. www.brandcharger.com



#### Pencils à la carte

For more than a quarter of a century, CSW GmbH in Cologne has been a competent, professional and absolutely reliable partner when it comes to pencils for the promotional product trade. Its extensive range of lead pencils and coloured pencils from European and Chinese production offers the industry numerous possibilities for individual finishing. The experienced specialists of the CSW team are happy to provide advice about refills, types of wood, certification, shapes, lengths, surface treatment, matching erasers and the different types of branding or packaging.

As a special service for promotional product distributors, CSW provides its own product configurator on the online portal bleistifte.info which enables the user to generate the desired pencil in just a few steps. The new tool makes it possible to instantly create a detailed, individual pen with the desired shape, length, refill, coating in a standard colour or in the desired special Pantone colour, glossy or matte, from its wide range of products. The access data for this are made available to the CSW distributor partners on request. The distributor can then also integrate the product configurator directly into his website in a neutral format to enable his customers to design their own pencil. The customer not only immediately sees the product, but also the price set by the distributor. The individual calculations by the distributor for the lead pencils and coloured pencils are simply stored in the tool. The customer can thus obtain information, file an offer and print or order directly from the distributor via the form. This works quickly and easily, saves time and provides welcome added value. The Cologne-based specialist thus offers the promotional product trade a well-rounded package when it comes to the "pencil à la carte". www.csw-gmbh.de

#### **Promostore takes over Pinkcube**

The online promotional products distributor Promostore GmbH in Essen has expanded its portfolio by taking over the insolvent PINKCUBE GmbH. The Berlin-based company

has been established on the German market since 2012. The takeover of PINKCUBE GmbH strengthens its own digital portfolio and expands the basis for further national and international growth. PINKCUBE GmbH had to file for insolvency in the first half of 2019; the location in the German capital will not be maintained. PINKCUBE



GmbH specialises in digital commerce and will continue to exist as a brand.

www.pinkcube.de, www.promostore.de

#### **Prodir GmbH under new management**

After more than 26 years of successful cooperation, Managing Director Manfred Dreher is leaving the German branch of Pagani Pens SA at the end of July. Manfred Dreher has managed Prodir GmbH with great commitment and contributed decisively to its success. Giorgio Pagani, owner and founder of the company, as well as the board and management of Pagani Pens SA thank Manfred Dreher for his outstanding achievements and wish him all the best for his personal and professional future, says the company. The management of Prodir GmbH will be taken over with immediate effect by Rossana Porotti and Dr. Eckhard Sohns who head the Swiss

parent company Pagani Pens SA. Florian Seidenberg, who already knows Prodir's customers from his previous work, has been appointed Sales Manager.

Paganipens.com - Prodir.com







Florian Seidenberg

#### Do it Green / New collection made of bio-plastic

elasto form KG - elasto for short - the experienced specialist for promotionally effective products made of plastic, focuses on the environment and has launched a new collection made of bio-plastic. "The impact on our environment due to the careless use and sub-optimal disposal of disposable plastic can

now no longer be trivialised, let alone ignored. elasto is tackling this problem and is actively involved in protecting our environment with its new Do it Green product line," says Managing Director Marcus Sperber. Made with renewable raw materials, the reusable items stand for more

sustainability and the acceptance of re-

elasto form sponsibility. The line with currently 10 articles is available in the four beautiful natural colours of mint, hazelnut, lilac and slate and is constantly being expanded with additional products. All are made in Germany from bio-plastic and processed. They are entirely recyclable, without plasticiser and BPA-free. Of course, they are also food safe and tasteless. They are produced in Germany with green electricity from the company's own photovoltaic system and the short transport distances mean that a significant reduction in CO2 can be achieved. Contact: info@elasto.de - elasto.de/do-it-green

The line is also available in the colour lilac.



#### Structures set up for further growth

At the promotional product distributor S&P in Meerbusch, the year began with several changes that come along with the growth of this company. The office of the S&P cooperation partner H&P Werbe-Service GmbH, owned by Claudia Franke, relocated its headquarters from Ratingen to Meerbusch. The amalgamation of the two companies is thus progressing. "After a test phase last year and since the official start of the cooperation in January 2019, it has become apparent that the collegial exchange on site is an absolute added value for both companies. The relocation of H&P to the premises of S&P in Meerbusch was therefore a logical step", explains Claudia Franke.

The new contact details of H&P: H&P Werbe-Service GmbH Claudia Franke Berta-Benz-Str. 24 D-40670 Meerbusch



Since the beginning of the year, Matthias Janßen has been working in the newly created position of Regional Sales Manager. Janßen is now responsible for all sales activities of the Meerbusch site as well as of H&P. He reports directly to the management. "S&P's continuous growth calls for us to adapt our structures in good time," explains Managing Director Carsten Lenz. "The outstanding performance that Mr. Janßen has brought to the development of our company qualifies him to take the next step in a position of responsibility with us."

Same face – new name: This is the word from the S&P management: "I have now reverted back to my actual surname. Daniel Meffert is now Daniel Thywissen once again." The only change to the previous contact data is the adapted e-mail address: **d.thywissen@sp-werbeartikel.de**. www.sp-werbeartikel.de



#### GWW invites you to the TREND on 27 September

The TREND 2019 will be taking place at the RheinMain CongressCenter in Wiesbaden on 27 September from 9am to 5pm. Promotional product consultants from Germany can visit the B2B trade show which 150 exhibitors are expected to attend, as well as a series of lectures the day before. The Association of the German Promotional Products Industry (GWW) invites its members to attend the annual summer meeting on 26 September. Following the lectures, there will be an evening get-together to share experiences and exchange information. www.gww-trend.de

## AVOID PACKAGE WASTE







Printable back



Made of 100% organic cotton



back

Sewed in labelflag

Airy mesh made of 100% organic cotton

#### memo organic cotton bag

The memo organic cotton bag is the perfect alternative to plastic throw-away bags. It is ideal for buying and keeping fruit and vegetables. The GOTS and Fairtrade-certificated bags are made of 100 % organic cotton. One side is of airy mesh to reveal contents and ensure ventilation. The smooth back stabilises the bag and is printable with a sales message across 200 x 250 mm. The firm cotton cord for closing the bag stops unpacked fruit and vegetables from falling out. Dimensions: height 40 x width 30 cm.



front

#### Contact

memo AG Am Biotop 6 • 97259 Greußenheim • Germany Tel. +49 9369 905-160 • info@memo-werbeartikel.de www.memo-werbeartikel.de





#### BeachCup please 19: Games, fun and party

The eighth Cybergroup BeachCup took place in Ketsch on 22 June 2019. In the four arenas of the venue

sponsors Reflects, Mahlwerck, Fare and Senator, 32 teams, one of them the PSI Tigers, competed for the coveted beach volleyball cup. While the teams gave their all, the well-known experienced DJ LaDous took care of the music. The Cup was moderated by Radio Regenbogen host Christian Pudlo who again welcomed the Cybergroup to the BeachCup. The motto was once again: "Games + Fun + Party = BeachCup." There was also plenty on offer for the younger BeachCup fans: A bouncy castle in the shape of an oversized football attracted the children as did the kicker, the children's pool and face painting in the afternoon. The basketball shoot in which two people could throw basketballs into the baskets at the same time was besieged by people of all ages. There was also plenty of partying during the tournament. The Volksbank Kurpfalz team called "Smashing Bankers" had every reason to celebrate. After the defending champion "Bärenbande" from Magna sweets had been eliminated in the semi-finals, the "Smashing Bankers" contested a dignified and very tight cup final against the "ATLANTIS Angels". In the match for third place, the "Bärenbande" prevailed against the "Mahlwerck Chiggers". The ZOGI Players Night also provided lots of fun. At the new venue in the Playa del MA in Mannheim, the guests were lured to party outside by three sun terraces, a beautiful beach and a dance floor right on the water. www.myCybergroup.com

#### **Expert workshop under the direction of DIM**

REFLECTS GmbH in Cologne is currently working on a restructuring of the company, themed REFLECTS FOR FUTURE. In order to better meet the challenges of customers in the coming years, a comprehensive branding process has been launched. The Cologne-based company intends to formulate a future-oriented and competition-differentiating strategy by the end of August. As part of this, the long-established Cologne company is analysing the essential elements of its business model in cooperation with Deutsches Institut für Marketing (DIM). Under the direction of Professor Dr. Bernecker, the Co-

logne-based institute is focusing on the brand image of REFLECTS and carrying out extensive workshops. Under the direction of the institute, 12 industry experts met in Cologne on 7 July with the aim of intensively examining the current business model. The experts, mostly well-known distributors, used different creativity tech-

REFLECTS in-

age under as many aspects as possible. According to REFLECTS, the results of the expert workshop, which are to be further substantiated in a customer survey, are invaluable to the company. Furthermore, the Cologne-based company announced that a reorganisation of its sales division is imminent. www.reflects.de



Under the direction of DIM, 12 industry experts met in Cologne with the aim of intensively examining the current REFLECTS business model.

#### m.e.s. Marketingservices: Exclusive basketball partner

As of 1 July 2019, m.e.s. Marketingservices GmbH will be supporting teams in the 2nd division of the BARMER Basketball Bundesliga as the promotional product and merchandising agency to professionalise their fan shops and to include e-commerce in their merchandising activities. In doing so, m.e.s. Marketingservices GmbH is expanding its sporting club refer-



ences. According to the Leichlingen-based agency, "m.e.s. web shops can be perfectly integrated into existing processes and can easily be adapted for the clubs". Through this partnership, m.e.s. Marketingservices GmbH is expanding its sporting club references. "We are looking forward to cooperating with the clubs, the other partners and those responsible in the 2nd division of the BAR-MER Basketball Bundesliga," says Björn Kaiser, authorised signatory of m.e.s. Marketingservices GmbH. www.mes-marketingservices.de



Product safety is a topic that the promotional product industry cannot ignore. Things have improved in the last few years, but not enough. There are still too many defective and dangerous products on the market. Only education helps there. Therefore, PSI is inviting you to attend a seminar with safety expert Lutz Gathmann to gain valuable practical knowledge on this topic.

#### Seminar at PSI in Düsseldorf on 18 September 2019

## Safe products – satisfied customers



Lutz Gathmann

hose who sell inferior and unsafe products do not do any good for their company or their customers. Even if nothing happens immediately – let alone something serious – danger threatens at any time. And

if a damaging event actually does occur, the threat of recalls, fines and sales bans is imminent. Trustworthiness and image are then damaged for a long time and customers are lost.

#### Avoid expensive mistakes

It is amazing how many companies can come to terms with this danger so well without recognising any need for action. Or they do not act because they are overwhelmed and simply accept the risk. In the absence of awareness of the problem, but also in the case of information gaps or helplessness, sound information is the only way to avoid expensive mistakes.

#### PSI expert seminar on product safety

In cooperation with the PSI and PromoTex Expo trade shows, the PSI network and Signforum24, Lutz Gathmann, the experienced speaker and consultant for product safety, is offering a one-day seminar in the rooms of PSI in which he addresses industry-relevant questions about product safety. We talked to the expert about the topics.

#### Mr. Gathmann, who is your seminar aimed at?

We target all those who work in the market for promotional products and textile finishing, whether they are suppliers, distributors, consultants or finishers. Even those who are involved with design and product development benefit from the seminar, as do importers. This is because they all have to comply with the Product Safety Act, which in § 3 requires that only safe, correctly marked, packaged and documented products are made available on the market.

#### Which topics will you be addressing?

After an introduction to the most important terms, responsibilities and relevant laws, the first topic is the correct labelling of products and packaging. Especially in the case of promotional products and textiles, there are several peculiarities that always lead to mistakes and misinterpretations. CE and GS marking with its complicated borderline areas will also be dealt with. Unfortunately, the legal consequences of missing or incorrect markings is often underestimated. It is often forgotten that user and operating instructions also belong to correct labelling.

#### Many companies are also unsure of what belongs in product documentation ...

Yes, that's why I'll be taking a look at this topic. After all, a product can only be placed on the market in a legally compliant manner if there is appropriate product documentation. I will explain which technical tests have to be filed and which test institutes are approved. And what exactly is a declaration of conformity? There will also be a clear answer to that question.

#### The worst case is a product recall. Here, too, many things can go wrong.

In this case, you should be prepared and act appropriately. I will devote sufficient time to the topic of recall management, as well as to mitigation.

Seminar "Safe products – satisfied customers" with Lutz Gathmann

#### 18 September 2019

Reed Exhibitions Deutschland GmbH / PSI Völklinger Straße 4, Düsseldorf (RWI 4 Tower, near city gate)

Conference room: Clara Schumann (ground floor)



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GWW (German association of promotional product industry), together with the Central Office for Private Copying Rights (ZPÜ) and the collecting societies, has signed an agreement on remuneration for USB sticks and memory cards.

#### Framework agreement for remuneration fees

## Agreement has been signed

or the period from 1 July 2012 to 31 December 2019, the following remuneration fees were negotiated: 14 cents for a storage capacity of up to 8 GB and 30 cents over 8 GB per USB stick and memory

card. GWW members benefit from the framework agreement that GWW has made with the collecting societies: 20 percent of the fee will be additionally waived. This in turn results in costs of € 0.112 up to 8 GB and € 0.24 over 8 GB per medium. It should also be noted that the agreement applies retroactively: The above amounts are to ap-

ply to USB sticks and memory cards that have been distributed since 1 July 2012. Both GWW and BWL (which already appeared as contractual parties in 2010) suggested that their members set aside appropriate reserves. The new tariff applies until 31 December 2019. Subse-

quently, a fee which no longer differentiates between the different storage capacities will apply. Each memory card and USB stick will then be charged 30 cents - only 24

cents for GWW members.

Long Members have to sign contract with GWW

In order to benefit from the GWW framework agreement, manufacturers, importers as well as distributors of USB sticks and memory cards affiliated with GWW must sign a contract with GWW by 31 July 2019. Companies that

become members of GWW or sign the contract after this deadline cannot utilise the benefits until the next calendar half-year, i.e. as of 1 January or 1 July 2020.

#### Long way to agreement

With effect from 30 June 2012, almost seven years ago to the day, the Central Office for Private Copying Rights (ZPÜ) terminated the entire remuneration agreement. The reason for the termination at the time: The collecting societies considered the contractually agreed fee of

> 10 cents per storage medium to be much too low. From then on, 91 cents was required for USB sticks with a storage capacity of up to 4 GB and € 1.56 for those with a larger memory. The consequence of this exorbitant fee increase, which was per-

ceived by all contracting parties as being completely exaggerated, was years of disputes combined with costly experts' reports, a visit to the arbitration board and much more, says the GWW. After the German Patent and Trademark Office, as an officially appointed arbitration board, had already submitted a supposed compromise proposal in May 2018, which led to further discussions, an agreement became a remote prospect. After several months of tough negotiations, an agreement was reached and - contractually stipulated - signed by GWW as well as ZPÜ and the col-



lecting societies.

## Nestler-matho® TECHNICMEETS DESIGN



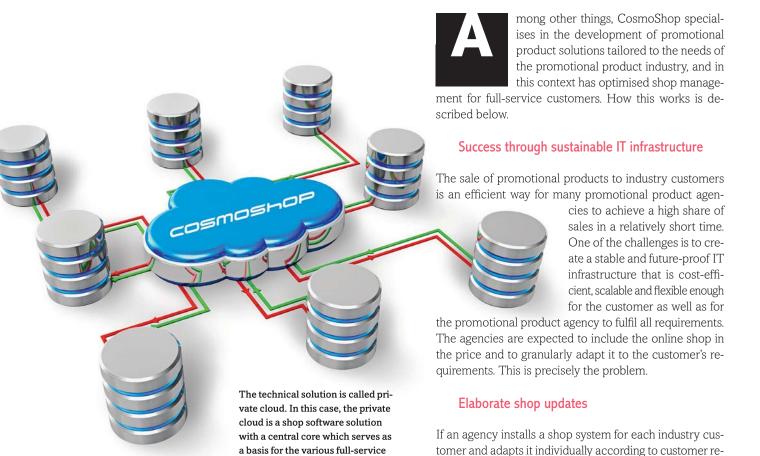
## Unerschütterlicher Typ!

Kippsicher. Isoliert. 360°-bedruckbar.

CosmoShop GmbH from Puchheim near Munich, the developer and manufacturer of CosmoShop shopware of the same name, sees itself as a full-service e-business service provider for all requirements in e-commerce projects. Since 2015, CosmoShop has also been a certified shopware agency in order to be able to tailor projects even more flexibly to the needs of customers and to be able to use the optimum basis.

Individual e-business for full-service customers

# **Optimised**shop management



quirements, over the years the agency creates dozens of "insular solutions" that become outdated at some point. If the IT service provider did a good job, the system can easily be updated, otherwise a costly re-launch is imminent (many agencies ask themselves, "Didn't we just have one?"). Often, even with optimal technical implementa-

customers.

tion, the update still has to be carried out for each individual shop. With 20 customers there are then 20 updates, mostly even for different versions of the shop system. Any number of things can go wrong and, in the worst case, the shop does not work after the update, which must be time-consumingly fixed by the service provider.

# ONE module for all shops and ONE central system

On the one hand, the software should be flexible enough to respond to the needs of the customer, but on the oth-

er hand counteract the aging process and optimally update from a central location. One possible solution is to standardise functions and the resulting modules. The goal is to create common functions that are equally applicable to all customers. In the event of deviations, individual subfunctions can also be programmed in an administrable manner so that they are activated for only a few customers. Another optimisation lies in the central administration of the shops. The distribution of shops on various webspaces has more disadvantages than advantages from an IT point of view. As already mentioned, the costs of managing the shops, updating and adjusting them are higher than necessary. In the worst case, the same function module must even be written multiple times because the shops have different versions. Ideally, a module is written only once and then used in all desired shops. Likewise, a shop update, which makes a relaunch unnecessary provided it is carried out regularly, should be carried out centrally.

#### The technical solution: Private cloud

The solution lies in the so-called SaaS model (Software as a Service), nowadays also referred to as "cloud". In this case, however, the cloud is only installed for the promotional product agency and cannot be used by other agencies. Some agencies have reservations about the word "cloud", as there are many large cloud applications, such as Dropbox, Salesforce and Shopify, which may be hacked, store their data anywhere in the world and are also functionally unadaptable. In contrast, there is the possibility to build a cloud for personal use. The technical term for this is "private cloud". In this case, the private cloud is a shop software solution that has a central core that serves as the basis for the various full-service customers. Once a shop has been installed for a new customer in the private cloud, he then receives only a further instance for his data, the program (in this case the shop) uses the central application. Modules must therefore be written only once, name-



ly for the central application. Settings, contents, etc. can be stored in the central shop and copied with each installation, thus ensuring a new full-service shop is available as a turnkey solution. Only the design and the article range still have to be integrated. For updates, only the core, i.e. the central shop, has to be accessed because the customer shops use only this one, central core and have only their own, individual data.

### Installing shops at the push of a button

Shops can be installed, managed, blocked or deleted at the push of a button via an internal administration interface. Data security with respect to the GDPR is also ensured, as each shop is a closed unit in its own right. Data is kept in every single shop and the administration areas of the shops are also hermetically separated. Of course, as always in IT, there are also other approaches to building the infrastructure of full-service shops. For example, separate shop systems can be connected via a special source code control system and thus both updates from a central location as well as the installation of modules in the various shops are possible. The disadvantage of this variation is that the contents cannot be distributed and therefore have to be re-entered for each shop.

# The more central the approach, the easier the editing

In summary, it can be said that the centralisation of system components is important to efficiently manage a large number of shop systems. The more central the approach, the easier it will be to edit updates, to program new functions, and to manage content.

From 26 to 28 June 2019, the Association of Austrian Promotional Product Distributors (VÖW) invited its members to the VÖW summer meeting and to the AGM in Gosau in Salzkammergut. In addition to a well-organised product show, the focus of the event was the election of the Executive Board and a panel discussion on the third VÖW study on the requirements of consumers for promotional products.

VÖW summer meeting 2019

# Creative promotional product show



Take2 design products: smart, effective, unique.

n Gosau, against the magnificent backdrop of the Dachstein, the sun is just rising as the first early risers take a last look into the tennis hall next to the Vitalhotel. Everything is set up. 22 of the 25 invited distributor members accepted VÖW's invitation to convince themselves of the abundant product range of the 34 exhibiting supplier partners in the sports hall which had been converted into an exhibition hall. Once again, the suppliers presented a successful cross section through the colourful world of eye-catching, creative promotional products from the technology, electronics and digital, textiles, office supplies and writing utensils, bags and household sectors - from give-aways to premium products.

### Green is trumps

The professionals at the stands provided expert advice to the visitors, highlighting new products, trends and new designs for the current and upcoming season. A trend that clearly continues to be based on sus-

tainable products among all exhibitors: "We are following the environmental trend with our Bio Grade Eco-Line based on cellulose, which is a renewable, bio-based raw material from Europe, and we have a best-seller in our assortment that is made entirely from recycled materials such as old household products," explains Francisco Moya from writing instrument specialist Ritter Pen. A new process



Professional advice and interested distributors – the ingredients of a successful trade show.





separates the plastic parts of these mountains of waste and restores them to the raw material, to second-life recycled production granulates or post-consumer plastic. Harry Saffer from Stabilo Promotion also focuses on green with three key offers: "In terms of sustainability, we can offer a complete range with our pencils, highlighters and sustainable pens made of bioplastics and refills with special ink." At elasto form, eco is also the order of the day. Hans-Jürgen Hammer says: "We pursue the environmental strategy of our company with our eco-line with wooden fruit and vegetable boards as well as our entirely recyclable plastic products," says Hammer.

### Digitalisation: Trend and challenge

Even before the start of the trade show, digitalisation expert Paul Prihoda gave a keynote speech on the challenges of digitalising the Austrian economy, especially for small and medium-sized enterprises as the backbone of the Austrian economy. The speaker highlighted the drastic changes, developments and challenges facing the industry's promotional product distributors through digitalisation and highlighted current funding opportunities for companies as well as training programmes for employees of the promotional product industry and promotional product customers to help make the industry more fit for digitalisation. For technology-savvy customers, there was plenty to see at the show, such as at Nestler-matho where Danilo Linoria explained one of their highlights: "A trend product is currently our Wi-Fi Smart Socket, the first and unique

Smarthome product which enables us to meet an enormous demand in terms of technology and the digitalisation trend," says Linoria.

# VÖW study: Promotional products and science

During this year's VÖW summer meeting, the association once again emphasised the importance of promotional products in the digital age with the aim of further establishing the promotional product category in the scientific field in the context of research and teaching. "Therefore, we will continue to increase our involvement in guest lectures at the universities and technical colleges and plan further studies to gain scientific knowledge and evidence of effectiveness", said Klaus Pohn, President of the VÖW, on the opening day of the event: The currently presented 3rd VÖW study cooperation with the Vienna University of Economics and Business (more on this in our report in this issue on page XX) will therefore be followed by a fourth study in the foreseeable future. The main findings of the third study include not only the scientifically proven impact of promotional products and their acceptance by consumers, but also the fact that the promotional product is more likely to be kept with a 60- to 85-percent probGreen is trumps: Many suppliers have adapted to this trend. Here are two examples of sustainable products from Elasto and Ritter.



The new Executive Board and Advisory Board of VÖW: Christopher Hitsch, Klaus Pohn, Kathrin Schneider Gerhard Mittermeier sowie Roman Klusarits (from left to right).

VÖW President Klaus Pohn welcomed the guests to the evening party.





A cheerful evening with lots of music is just part of it.

ability. The study also revealed differences and preferences among urban and rural populations, young and old, and women and men. As for the products, the technology segment is currently leading the pack, closely followed by household items and stationery. Further topics at the summer meeting aimed at the necessary qualification of specialised staff, in particular with regard to quality and the envisaged improvement of digitalisation competence, whereby digital channels should be established and developed to address the target groups.

# Election of the Executive Board and Advisory Board

After reviewing the association's activities on the opening day, the biennial election of VÖW's Executive Board and Advisory Board was followed by a signal for setting the course and direction of the Austrian promotional products industry for the next few years. Klaus Pohn (Managing Director of Istac Promotion GmbH), the previous association president, was confirmed in office for the next two years. In the presence of Honorary President Fritz Bauer, Christopher Hitsch (Deputy President and Secretary, Werbegaben Hitsch), Stefan Radlgruber (CFO, Radlgruber Werbegeschenke GmbH) were elected alongside him at the top level of the association, while Kathrin Sch-

neider (The Five Elements GmbH) and Gerhard Mittermeier (Five Points Promotion GmbH) were elected for the Advisory Board. The unanimously approved election was supplemented by the appointment of the accounts auditors Karl Lehr and Walter Pauger.

#### Herz Ass and a traditional Stadl

After an intense day at the trade show, the industry was looking forward to a humorous evening in the neighbouring Stadl, a lovingly furnished barn in the immediate vicinity of the hotel. And as is customary in the tradition of the VÖW summer meetings, the majority of the guests were dressed in dashing dirndl and leather pants to dance to the roaring hits of the well-known Austrian band Herz Ass late in the evening. Immediately after enjoying the culinary delights of the buffet offered on festively decorated round tables, the association also celebrated this year's Supplier Partner of the Year, the Polish promotional textiles specialist Lynka, represented by its export account managers Paulina Cichy and Mieczyslaw Piontek.

Lynka was named Supplier Partner of the Year: Klaus Pohn with Paulina Cichy und Mieczyslaw Piontek (both Export-Account Manager Lynka) and Wolfgang Kohout (from left to right).







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### Why be a member of AIMFAP?

Aimfap was born 20 years ago as a non-profit association for the defence of the interests of importers, manufacturers, wholesaler<mark>s an</mark>d printing companies of promotional items. It is currently formed by more than 115 associated companies, with presence both at national and European level and is headquartered in Madrid.



### Some AIMFAP objectives

- Sectoral representation of our members.
- As a promoter association of Promogift, facilitate the participation of our members, as exhibitors, at a reduced cost.
- Annual Business Excellence Award
- Roadshows through different cities in Spain to present our members and their products.
- Participation in international fairs of great relevance in the sector.



### **Some AIMFAP services**

- Newsletter distribution to our sectoral database, advertising companies at zero cost and social media diffusion.
- Free page in our Directory of Members with all commercial data and product lines, distributed at national and international fairs and roadshows. Highly valued tool for such events visitors.
- Advertising at reduced cost in AIMFAP graphic media, magazine (two editions, January and September), as well as in the Directory of Members.
- Product searcher.

AIMFAP is in possession of the Certificate of compliance in terms of Data Protection according to the new GDPR of May 25, 2018







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PSI and now also PromoTex Expo are testimony to the fact that representational advertising can also be extremely **fashionable**. Below we present a selection of new products for effective, **stylish promotion**.





## Light from the cap

With the Metmaxx® "Beanie & MobileLightConnect" cap in grey/black, Spranz presents a shapely beanie in thick quality, which has an important additional benefit. The rechargeable clip light is flexible and can be operated in four light modes. Whether it be with 100, 50 or 25 percent light output, the beanie also provides extra safety with red safety flashers. The clip light delivers one watt from a 300 mAh lithium-ion battery for up to eight hours of light with a charging time of about two hours.



### Snug companion

A stylish addition to the winter outfit can be found in the textile range of the well-being specialists from Römer Wellness. The snug "Modena" scarf is available in two modern colours and comes in a gift box. This gift remains in the customer's warmest memory as both the gift box, by way of the label, and the scarf itself can be finished with embroidery.



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### Surprise with individuality

With over 30 years of experience, Klam Stickerei is an established name in the field of textile finishing. As a full-service provider, the Swabians not only finish third-party products, but also offer a large range of textile products from well-known brands. Time flexibility is guaranteed in the implementation of high-quality embroidery using embroidery machines at the company site. Small minimum order quantities, short delivery times and production of special textiles complete the profile. Especially at Christmas, individualised textiles are ideal give-aways for customers, business partners and friends.



# Individual and high quality

Numerous models of high-quality caps and aprons are offered by L&S GmbH. They can be embroidered or printed according to customer requirements. Customers can choose sports or leisure caps as well as cooking, gastro or barbecue aprons to make their advertising message visible and individual. There are various material options such as polyester, linen, cotton, etc. to choose from. All parts are subject to strict quality control in production in order to guarantee an optimal result.







### The art of detail

The pocket handkerchief was once meant for practical purposes only: men used it to clean their jackets or even shoes. According to Promo-House, the pochette today has its own place in every man's closet. The company offers handkerchiefs made from the finest, fashionable fabrics such as silk, wool, modal or a combination of these. It uses different types of printing such as screen printing, digital printing or hand painting. All handkerchiefs are hand-hemmed, thus making them unique and classy.





# Naturally casual PF Concept offers a diverse rang

PF Concept offers a diverse range of promotional products with more sustainable alternatives under the brand name Green Concept. In the apparel segment, PF Concept presents three eco-friendly Elevate single-jersey knit T-shirts featuring 95% ring-spun organic cotton, available in a variety of styles, colours and sizes. All shirts are certified to OEKO-TEX® Standard 100 and offer a particularly pleasant and breathable wearing comfort due to the organic cotton and an additional elastane content of 5%. The models have a regular fit, piping on the collar and a satin shoulder strap. The styles also feature a main transfer label to ensure label-free comfort. Kawartha is a casual V-neck short-sleeved shirt available in the classic colours white, red, black and navy, as well as trendy shades such as orange, apple green and plum. The long-sleeved T-shirt Ponoka with a round neck is available in the colours white, blue, apple green, anthracite and black. With the short-sleeved shirt Balfour, PF Concept presents a T-shirt classic with a round neckline in sustainable quality and timeless colours. Digital transfer printing is a sustainable option for decoration. Since this technology hardly causes ink waste, the resources are conserved, and consumption is reduced. In addition, PF Concept uses ECO PASSPORT by OEKO-TEX® certified ink for finishing with Screenprint. Screen printing, embroidery, HXD and True Edge transfer printing with numerous options for branding are available for all T-shirts.



## Accessories in organic

Filanti uses organically grown cotton for the production of digitally printed scarves and shawls, also in customer design. With a minimum quantity of 50 pieces, campaign-related special orders can be processed. Also available are accessories such as ties, handker-chiefs and scarves made of polyester yarn from PET bottles. The "New Life" material is also GRS certified and manufactured in Italy.

# Summer feeling at the festival

To coincide with the start of the festival season, Daiber also has beautiful accessories for an all-round successful fashion summer with its own myrtle beach brand. And best of all, the collection is not only stylish, but also protects against long exposure to sunlight. In keeping with the festival season, myrtle beach now offers the versatile traditional bandana in three fresh, new colours: lime-green, pink and sky-blue. The new organic cotton headband also keeps you warm in the cool evenings. In addition, myrtle beach offers a large number of matching scarves for those who spend the night under the open sky.



- ADVERT





# Double wall keeps warm longer

The small black espresso with the full aroma has long since arrived in daily life. However, you rarely see one when on the go. That could possibly change now with the new Espresso Doppio from Troika. The small thermo cup made of high-quality stainless steel makes Espresso To Go really enjoyable. With its double-wall insulation, it keeps 160 ml of liquid, including a double espresso, hot for a long time. With its clever shutter slide, the cup can be opened and closed effortlessly and thanks to the built-in rubber seal it is spill-proof.







info@daiber.de www.daiber.de

### The new festival look

Summer means long, warm summer nights and especially light clothing. Myrtle beach, the headwear and accessories brand, combines just that in its new range, creating airy IT pieces that complete every festival outfit. The 6-panel camouflage cap in a trendy denim camouflage design in denim/black, grey/black or olive/black is not only fashionable but also impressive due to its integrated functionality thanks to an integrated sweatband. Integrated air holes on the front panels provide the necessary ventilation. Thanks to the "click & snap" closure, the respective size can be steplessly adjusted.



## Colourful and fashion-loving

With its Fresh and Flow models, Halfar has introduced two compact, sporty backpack series for leisure, office, university, sports and school. In terms of cut, material and functionality, both series are absolutely identical. The appearance alone distinguishes them. While Fresh offers monochrome backpacks, Fresh mixes two colours in each backpack. In addition, there are two models with a drawstring or zip in both series. So whether you choose Flow or Fresh is a matter of taste and corporate design. Would one colour or a colour combination be the perfect choice for you?





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# Fun badges make it colourful

Anda Present offers customised lapel pins which immediately attract attention. ColoBadge comes with a handy magnetic pen that makes it easy to put the badge on and remove without poking holes in the fabric. The entire surface can be printed with an individual design and UV-LED printing ensures bright colours and a lasting impression. Production of your own product forms is also possible.



### Transparent with fashion effect

Bags and accessories made of transparent film have dominated the catwalks and streets of the world's major cities for many years. Now Boogie has introduced its completely new CRYSTAL collection. Trendy, sturdy bags and accessories made of transparent film bring a fresh touch of fashion to the advertising industry. The CRYSTAL series contains small document folders, pencil cases, cosmetic bags as well as large bags where only film is used or combined with other materials. The bags can be printed using classic screen or digital printing.



## Shape, colour and taste

Staying true to the CI from content to promotional packaging is promised for every industry by the speciality fruit gums from Kalfany Süße Werbung. They are the ideal advertising medium for original and memorable advertising campaigns. In its own certified production, the company pours the small soft fruit gums with a fruit content of 10% from fruit juice concentrate into very individual shapes starting from 16,000 sachets. The fruit gums are then packaged in an 85 x 60 mm transparent or white sachet that is printed with individual advertising messages.

### Comfort for kids

Inspirion's children's five-panel kiddy wear cap provides optimal visor protection from glaring sunlight and a shady spot for the nose. Additional attention is given to advertising on the easy-to-print, reinforced front segment. And thanks to the size-adjustable velcro fastening at the back of the head, the five-panel cap promises a high wearing comfort

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## **Ecology and responsibility**

Since 1966, Textildruck Europa has become one of the most important textile printing companies and fulfilment partners in Europe. Ecological standards and social responsibility have grown steadily over the last decade. The company has been GOTS certified for five years. Textildruck Europa GmbH can provide comprehensive advice relating to ecological and socially compatible textile advertising media, individual solutions and logistics, and presents itself as a reliable service partner.

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### Long-term impact

A watch is not only a special gift, it also has a long-lasting impact as an advertising medium. The Italian company Intermedia has the ideal wristwatch in its product portfolio for almost every taste. All models are characterised by style and elegance and are virtually predestined as a Christmas present. The editions are limited as it is not mass-produced. The manufacturer gives a two-year warranty.



www.psi-network.de PSI Journal 8-9/2019



## **Always Spot on**

Puristic, sporty, futuristic: reisenthel has made a real fashion statement with its new reflective collection and embraced the current workwear trend. Inspired by safety jackets and fluorescent stripes on sportswear and the like, Reflective Pieces will remain absolute must-haves in the coming season. In addition, reisenthel is following another great fashion trend with its reflective flat beltbag: Beltbags continue to be the trend accessory – worn around the hip or casually crossbody. The flat beltbag has two practical pockets inside for a smartphone, keys and the like and a length-adjustable strap. The mini maxi shopper and mysac complete the collection and turn every simple outfit into a real highlight. All products are made of water-repellent premium polyester fabric with highly reflective glass bead coating - for an unmistakable appearance at night. And casually cool by day!







personal care products

www.twinproduction.net



# Something warm on the ears

Although it is a myth that we lose 45 percent of body heat through our head, heat loss is still disproportionately large. The two reflective knitted caps from Regine IQtrim can help. Available in two variations, the model warms the head and ears and is also provided with a reflective yarn. Thus, the material incorporated into the structure with a textile look ensures the wearer has good visibility in twilight and darkness. The soft fleece lining guarantees high wearing comfort. The caps can be finished by embroidery.

# More than an eye-catcher

The eyewear case from Gabriele Bühring is not only a useful accessory for eyewear, but also as a small cosmetic bag or clutch bag. The inexpensive PVC synthetic leather Vowalon is the choice for small budgets. The modern artificial leather Pisa is available

eye-catcher can also be made of fine leather or wool or PET felt. Even unusual shapes according to customer specifications are possible. As always, project-related production takes place at Gabriele Bühring in Germany. The manufacturer recommends blind embossing to apply advertising.

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





The Austrian company HERKA produces terry towels for luxury hotels such as The Alpina Gstaad, Imperial and Bristol, for the Cannes Film Festival and for golf clubs from Scotland to Guam as well as for the discerning end user who is looking for something special and of the highest quality. A perfect partner therefore for the promotional products trade.

### **HERKA Frottier**

# **Quality** from Austria

ERKA Frottier is a long-established industrial company that produces high-quality terry towels to the most stringent environmental standards. The family-run business was founded in 1927 and is run by Thomas Pfeiffer, great-grandson of the founder, in the fourth generation. "The Waldviertel is a traditional textile region. We are weavers and want to remain weavers. We see ourselves as part of a great tradition in which we have rapidly developed and made diversity our trademark," says HERKA Managing Director Thomas Pfeiffer. HERKA Frottier

has been growth and export oriented from the outset and is at the forefront of technical development. 12,000 towels leave the factory each day. 600 tonnes of yarn per year are processed on state-of-the-art weaving machines (including pneumatic). Finishing takes place at the sister company called Textilveredelung Gmünd (TVG).

### Versatile, flexible, fast

The product range of the terry towel manufacturer ranges from small guest towels to bath towels, beach towels,





Thomas Pfeiffer heads the long-established company in the fourth generation.

bathmats and bathrobes. The customer structure is just as varied: from the voluntary fire brigade in Kautzen to the Cannes Film Festival as well as luxury hotels such as The Alpina Gstaad, the Bristol and the Imperial in Vienna they all rely on the brand quality of HERKA. HERKA Frottier produces about 80 percent for the promotional products market, the hotel and wellness sector, as well as for laundry services and linen hire companies. Custom-made products for customers from all over the world in any size or quantity are the order of the day at the fast and flexible industrial company HERKA Frottier. All types of finishing with name/logo/photo are possible: jacquard weaves, border and relief weaves, embroidery, velour and much more. The HERKA Bio-Line can be used for all products from large-scale production for hotels or the healthcare industry to the smallest custom-made products. Samples, sketches, photos, colour processing, technical product ad-



vice, on-site customer visits at any time – HERKA provides the information needed to make a sound decision.

### Handcraft, technology, quality

At HERKA Frottier, a handcraft steeped in tradition meets the latest production technology. The factory is fully digitalised and can implement customer requests quickly and precisely. HERKA Frottier exclusively produces state-ofthe-art weaving machines as well as the most modern manufacturing line in Central Europe and is fully digitalised from design to shipping. But here, too, people are the decisive factor. The HERKA team is extremely flexible and very precise thanks to the diverse production. The customer receives only premium quality products. The location Austria guarantees first-class product quality, maximum flexibility and the highest delivery readiness. The growth-oriented company exports worldwide, produces sustainably and is certified according to GOTS (Global Organic Textile Standard), EMAS, ISO14001. The PSI has offered HERKA a unique platform since 2005. Participation in the PSI/PromoTexExpo is an annual highlight.

### Focus on people and sustainability

The most important resource of HERKA Frottier is its employees. Responsibility for the country and its people is not just a buzzword for the entrepreneurial family. Embedded in the traditional textile region of Waldviertel, Managing Director Thomas Pfeiffer does not see his responsibility for employees exclusively in employee protection. The future-oriented and responsible corporate management creates security and contributes to the existence of the traditional business. Skilled workers are the basis for success. This includes ongoing training and development of the dedicated team. The HERKA team consists in some instances of loyal employees who are already in the second or third generation. Management of the fourth-generation family-run business (the fifth generation is already in the starting blocks) always means acting with foresight as well as making decisions that ensure the continuation of a healthy environment. The ultimate maxim for HER-KA is to develop a world that offers all options for future generations.

#### Export oriented from the beginning

The history of terry towelling in Europe goes back 150 years. The first terry towels were made on hand looms in England in 1850 and in Germany in 1856. In 1933, there were 200 terry companies in Germany, at the turn of the millennium around 20. In 2019, Austria still has three industrial terry weaving mills. HERKA Frottier puts all its energy, creativity and drive into the continuance of the traditional terry weaving industry – paired with modern

corporate management and the urge to expand. Export orientation has shaped HERKA Frottier since its foundation. In the early years, products were already being delivered to Norway, England and Sweden. Currently, the markets of Great Britain, USA, France and the Benelux countries are growing overproportionally. Herka Frottier mainly exports to Italy, Germany, Sweden, Switzerland, Hungary, the Czech Republic, Finland, Estonia, Latvia, Lithuania, Slovenia, Russia and Norway. But the feel-good packages of HERKA Frottier also go to Japan, Hawaii and to exotic South Sea islands like Guam.



Weaving, dyeing, confectioning, finishing: HERKA products are made in Austria. Special emphasis is placed on sustainability.

### HERKA Frottier: Company figures (2018)

Employees 80
Export rate 50 percent
Production approx. 12,

Yarn processed Turnover approx. 12,000 towels per day approx. 600 tonnes 7 million euros

### Guaranteed sustainable and pollutant-free

HERKA Frottier attaches great importance to sustainably produced and pollutant-tested textiles. Back in 1997, the company decided to work in accordance with the Oeko-Textil Standard and systematically continued its sustainable positioning. This has also been reflected in the sustainability report of the company. The certifications according to EMAS (European Management Scheme) and ISO 14001 have been issued annually since 1999. The Austrian terry specialist guarantees fair production, economic sustainability, careful use of resources as well as certified suppliers and finishers. Behind this since 2011 has been GOTS (Global Organic Textile Standard) which focuses not only on raw material production but also on the production process. The entire product range carries the reassuring attribute "pollutant tested and pollutant free". HERKA products thus differ significantly from the low-cost suppliers in southern Europe and Asia.

### Sustainable supply chain and production

HERKA focuses on sustainability throughout the entire production process – from the origin of the yarns to production in the weaving mill, dyeing and short transport routes. Not least for this reason, HERKA Frottier took over the textile dyeing company Eybl in Gmünd in 2013 - today Textilveredelung Gmünd (TVG) - and upgraded the operation to meet the latest technical standards and highest environmental standards. "As a modern fabric and dyeing plant, TVG is an important local supplier," explains Thomas Pfeiffer. The soft, lime-deficient water of the Waldviertel offers ideal conditions for environmentally friendly production and guarantees products of the highest quality. The certified organic products are not only made from organic cotton but have also been biologically dyed and treated. Through the in-house textile finishing at Textilveredelung Gmünd (TVG), the entire production process lies under one roof. The TVG dyeing plant has implemented numerous modernisation measures for sustainable production, which have reduced wa-

ter and energy consumption by one third and the use of chemicals by half. Here, too, there is no standstill – more environmentally friendly measures in the area of heat recovery are being implemented.

# UNLIMITED IDEAS AND PERSONALIZATION



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When Eurostyle was founded as Emil Kreher Lederwarenfabrik in Dresden in 1899, the main focus was on the production of camera bellows made of leather. 120 years later, the specialist for promotional products made of leather and more, based in Bayreuth since 1949, also offers alternative products made from sustainable and vegan materials.

Sustainable and vegan materials

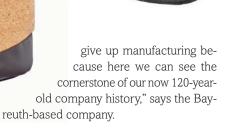
# Environmentally conscious lifestyle



It doesn't always have to be leather: Cork (centre) and paper are vegan and sustainable alternatives.

he path from
camera bellows to apple
pomace or recycled
post-consumer polyester

products is long. A path that the Lange family has already successfully pursued into the fifth generation. The development and production of business articles made of the finest leather and the specialisation in small series for promotion purposes started in the early 1950s. In the mid-1970s, a brand was created: Eurostyle. In addition to exclusive leather products, the repertoire not only includes articles made of leather-like materials, such as Felina, Softana and Corello, but also those made of sustainable and vegan materials. It has always been important for the company to be creatively self-sufficient with its own design department. Even more: "Of course, we did not want to



### Four sustainable alternatives

The Business Stylebook for the 2019/2020 season features four sustainable alternatives to genuine leather. "For our new collection, we have made sustainable materials such as cork, paper, apples and recycled PET bottles into innovative business accessories. They not only protect the environment but are in no way inferior to our genuine leather products in terms of workmanship, functionality, durability and design. Sustainable products for an environmentally conscious lifestyle," say the people responsi-

ble at Eurostyle. "We value sustainability and an effective and responsible way of working, which is reflected in the development of our products."

### Accessories made of apple leather

The products are made of apple leather in a leather look. Apple leather is based on pomace obtained from apple juice production. The Bayreuth-based company writes in its Business Stylebook: "The pomace is dried and pulverised, applied layer by layer to a canvas and then embossed to create a leather look." Based on this so-called apple leather, Eurostyle offers a whole range of eco-friendly business accessories, ranging from card cases and multi-purpose cases to clip wallets and book covers. An attractive secondary effect: Eurostyle apple leather is water-repellent – just like the apple itself.

### All the advantages of paper and fabric

By Eurostyle's own account, it also offers products made from "a unique fabric made entirely of vegan and environmentally friendly material" in a leather look: paper. "The products," says the long-established Bayreuth company, "are made from cellulose from northern European sustainably managed trees as well as from colour pigments and latex in Germany. The material combines the advantages of paper and fabric and is therefore absolutely tear-resistant."

### Cork - the vegan leather

Eurostyle offers another leather alternative in the form of cork. Although not in a leather look, but unbeatable in terms of sustainability. Cork oaks are not felled for cork production. The German Nature Conservation Union (NABU) confirms that cork oak that is harvested regularly binds more than three times as much CO2 as an unused cork oak. As cork is a purely plant-based material, it is often referred to as "vegan leather" and is also considered as soft and robust as original animal hide.

### Formerly a PET bottle — today a textured fabric

Last but not least, the portfolio of Eurostyle products includes a "new, lightly textured fabric made entirely from recycled post-consumer polyester that combines the aesthetic qualities of luxurious woollen fabrics with the performance of modern sportswear fabrics," promises the Business Stylebook. The yarn is made from recycled PET bottles. The Rivet range is available in 33 colour variations.



Business accessories made from apple leather.

### Sustainable finishing

For those who want to leave a lasting impression with their customers through the choice of sustainable materials, Eurostyle offers the appropriate finishing. Whether it be embossing, embroidery, applications or print finishing: Selected products are customised according to customer requirements. In addition, developments according to personal wishes are possible. This means that current collections are not only personalised or designed in individual corporate design, but also completely independent collections are developed according to customer requirements.

### New products - proven quality

Despite their individuality, the products – whether they are based on apple leather, cork, PET rivet or paper – also have something in common: According to the company, no resources are wasted on the extraction of the materials because they originate from the recycling cycle. In terms of haptics and durability, the sustainable products are in no way inferior to genuine leather, imitation leather, nylon and polyester products from Eurostyle. The finishing options are almost limitless. According to the company, "the expertise acquired by Eurostyle in bag making can be applied to the alternative materials." All materials are processed at the company head-quarters in Bayreuth and therefore carry the "Made in Germany" quality seal.



TelForceOne S.A. is one of the largest manufacturers and distributors of consumer electronics in Poland and Central and Eastern Europe. The portfolio of the TelForceOne Capital Group consists of mobile devices and accessories, the products of LED lighting market, the products of LED lighting market, consumables, consumer electronics and car accessoires.

### Large portfolio

# Success with consumer electronics

ast growing electronic market needs a flexible business partner. Trading with over 50 countries TelForceOne S.A. is a company that started its business in Wrocław, a historic yet modern and dynamic town located in Poland. In-house and private labels brands are a significant and developing part of the company's activity.

#### In-house and private labels brands

Consumer electronics is a growing sector for many wholesalers, distributors, retailers with promising and growing demand on the market. When active in the B2B side of the market, clients want to do business with a partner who supports their business and offers the goods perfectly tailored to their consumers' needs. Well, who doesn't prefer selling to keeping unattractive products in storage. For these reasons, and many others, TelForceOne S.A., has been steadily grabbing bigger and bigger pieces of the consumer electronics industry globally. Active in distribution and its own production, this vibrant company will package, brand and deliver what the end consumer wants to buy. In-house and private labels brands are a significant and developing part of the company's activity.

### More than 30 000 products

The first one myPhone offers mobile phones, smartphones and tablets whereas Forever, fast developing in-house brand, focus on providing a wide range of GSM accessories and consumer eletronics. Private label products dis-





tributed in the biggest global grocery, DIY and electronic retail chains. Moreoover the company is authorized distributor of global brands GSM accesiories: Huawei, LG and offers in regular sale Apple, Samsung, NOKIA, SONY GSM accesories. "We work globally strictly with B2B partner offering more than 30 000 products. One may ask how do we know what the consumer needs? The company is constantly developing it's own consumer electronics retail chain. Moreover each market has dedicated country manager to recognize each area specific needs as well as professional, quick service - 24 hours shipping, individual terms of cooperation and sale consulting", says Michał Marciniak, Country Manager of the DACH region. This mindset guarantees that the business is able to supply its clients with the products their consumers want now, rather than later.

### Staying connected to clients with various tools

Exciting developments TelForceOne S.A. is concentrating on are: staying connected to clients with various tools such as dedicated online platforms, helping its e-commerce customers save time. Through a friendly Internet platform based on the latest technology, one can easily and quickly complete product range. Business support means also stock and offer consulting. "We conduct a thorough inspection of products profitability and stocks in individual sales channels for an easily and adequately planing the interests", adds Mr. Marciniak. B2B support for Tel-ForceOne S.A. means also merchandising, promotions, loyalty programms. If there is a need of creating new brand with a marketing strategy TelForceOne S.A. team designs and creates new products with a group of engineers as well as offers a full packaging, branding and marketing experience. "At the moment, most retail shops offer the same products," explains Marciniak. "Because of this, our customers have to work harder to stay unique and noticea-



ble." The company helps its clientele select the right combination that will help their products get from the store into the home.

### Latest solutions for mobile technology

"We are a company with global reach that supports the business of our partners with courage and passion providing the latest solutions for mobile technology", says Marciniak. This full-service approach has led to the business becoming the biggest distributor in Eastern Europe with 1,000+ outgoing orders per day. "Our story shows that working with a passion and courage has lead us to achive more than 40 000 business partners all over the world. We are also in the process of building a second logistics center to meet the demand for our products," adds Marciniak. Plans for the future are to expand into Western Europe and to be one of the tops in the DACH region, as a wholesaler in our field. "TelForceOne S.A. global experience, courting from 2001 year of Mars Odyssey 2001 Orbiter, year of the first Apple iPod premiere and the year of the beginning of TelForceOne S.A. history, shows us that everything is possible and that courage, quality and professional attitute are the key to success", sums up Marciniak.

Since 2007 Tel-ForceOne owns fully supplied and modern distribution centre and main office located in Wrocław, Poland. It's total area reaches 13,000 m².







The offer is divided into in-house brands (p.E. "Forever") dedicated to retail as well as SMB market, private label sector and distribution of global brands.



The experienced Danish injection moulding manufacturer Poul Willumsen also places more emphasis on ecology. At the PSI 2019, the company unveiled its newly developed green line of money boxes and piggy banks made from recycled materials. The popular keychains are now also made of recycled plastic.

**Made in Denmark** 

# Keychains made of recycled plastic



o Willumsen, Managing Director of the specialist, explains, "After a phase of product development, we were completely satisfied with the appearance, haptics and quality of the recycled plastic and are now producing most of our piggy banks and money boxes in this material. Since the PSI Trade Show, we have been working on expanding our recycled product line and are pleased to now be able to produce a range of our keychains in recycled material using injection moulding. We are very proud of this because we have been working for a long time to find the right material that meets our high quality standards - and we have now implemented that. "So now nine of the popular Willumsen keychains are available in the eco version, which are particularly suitable for customers with a "green" corporate identity. The articles made of recycled polycarbonate are now available in three popular colours (depending on the article number and quantity). The elegant, flat metal ring is engraved with "Recycled Plastic - Made in Denmark". The new keychains are of a high quality and are as durable as the original acrylic PMMA keychains. "Keychains made of recycled material may have slight colour variations and small impurities within the material. In our opinion, small differences only confirm the quality of the recycled material," says the company. If requested, Bo Willumsen is happy to provide detailed information as well as offers for the recycled models or samples.



Also an "Euro Coin Bank" belongs to the assortment.







# **FYVAR**SEARCH **PRO**



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# **FYVARPRESS**

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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.

The new Organic Cotton Collection 2.0

# Clothing with inner values



n the current collections of the Daiber brands, there is something to suit every taste for every fair fashion lover. The new Organic Cotton Collection from JAMES & NICHOLSON and myrtle beach appeals with a high quality combined with modern cuts and tasteful details. This naturalness is not only visible but also noticeable. Knowing that the components of the garment are made from sustainably grown cotton and that no genetically modified fibres are used gives a whole new sense of

life. According to Daiber, "fair fashion at moderate prices" is what drives the two Swabian Alb brands for their new organic collection. "In this case, fair is not just a fad but an important part of the entire corporate philosophy," according to the Albstadt-based company.

### Committed to the BSCI Code of Conduct

As a member of the Business Social Compliance Initiative (BSCI), the two brands are committed to abide by the









top left: A newcomer is the organic cotton headband made entirely of organic cotton.

bottom left: Extremely fluffy: bath towel in cobalt and ladies' bathrobe in graphite.

*middle:* Here is the Men's Sweat Ink Melange in premium French terry quality.

right: Hoodies with raglan sleeves and hooded sweat jackets with a zip and kangaroo pockets (also for kids).

BSCI Code of Conduct. Above all, this means fair working conditions and clear health and safety regulations. The Organic Content Standard enables the exact amount of ecological material in a product to be recorded in the production of JAMES & NICHOLSON and myrtle beach textiles and to track it through the production chain. The OE-KO-TEX® Standard 100 also ensures the health safety of all product components.

# Large selection of sustainably produced streetwear

Fresh colours and plenty of individual scope are the hall-marks of the extended Organic Cotton Collection, true to the motto "Organic Fashion meets Industrial Style". New are sweatshirts in high-quality French terry quality of 85% combed, ring-spun organic cotton with a classic round neck in a wide range of colours and sizes. The collection is complemented by attractive hoodies with raglan sleeves and hooded sweat jackets with a zip and kangaroo pockets (also for children) in a maximum casual look.

### New: T-shirts in a maritime look

An absolute highlight is the new T-shirts for men and women in maritime look with a chest pocket made entirely of organic cotton in the colour combinations red/white, white/navy, navy/white and atlantic/white. The shirts are available in sizes XS-3XL. For diversified fashion lovers, the classic polo, ideal for leisure or business, is available in these colours. The special feature of many organic arti-

cles is that labels can be removed and relabelled (Tear off!  $\ensuremath{\mathbb{R}}$  label).

### Newcomer among headwear

The headwear and accessories brand myrtle beach completes the new organic collection. A newcomer is the organic cotton headband made entirely of organic cotton in ten different colours. With the airy cotton scarves in denim, chili and olive, your outfit is perfect even on warm summer evenings. The outfit is complemented by pleasant organic socks with elastic cuffs in Lycra® quality as a short or long version, easily combinable in white, navy and black.

### Soft and fluffy in the SPA area

A lot has also happened in the SPA area. Large and small towels made from pleasantly soft terry towelling with noticeably high absorbency ensure the perfect wellness break and are a visual highlight in every bathroom. The new organic bathrobes are also fantastically fluffy and guarantee the highest wearing comfort for the most beautiful hours of the week.

After just ten months of construction, building work on the new external warehouse of the promotional bag manufacturer Halfar comes to an end in August. The 7,100 square metre hall will become Halfar's new logistics centre, located just seven kilometres from the company's headquarters.

New building as part of the capacity expansion

# New logistics centre



Exterior view of Halfar's new logistics centre. Photo: Halfar System GmbH

or the most part, all warehouse and shipping processes that are currently carried out at the headquarters, at service providers and in leased warehouses in the surrounding area will be centralised in the future. An extension of the Bielefeld headquarters was not possible. The new building was constructed as part of the capacity expansion in order to guarantee an uninterrupted supply readiness with higher inventories and a growing assortment.

#### Modern narrow-aisle warehouse

A modern narrow-aisle warehouse with more than 11,000 pallet spaces and induction-guided, semi-autonomous narrow-aisle forklift trucks will be installed in the hall. The headquarters, which now employs 120 people, remains unchanged. By reducing and relieving the former warehouses, more production and services can be carried out

and further jobs can be created. The construction project was preceded by swift, constructive discussions with Interkomm GmbH, the local district representative and the Bielefeld building authority. As a result, only one and a half years elapsed between the initial discussion and the completion date. The construction project was carried out by the Bielefeld-based company Goldbeck, Northern Branch as the general contractor.

#### Effectiveness and sustainability

The new logistics centre is all about efficiency and sustainability. The installation of a narrow-aisle warehouse optimally utilises the available space.

On the roof, Halfar and Stadtwerke Bielefeld operate a 70 kWh photovoltaic system for decentralised power supply. The electricity generated is consumed directly in the building or stored in batteries. In addition, electric cars can be charged via two charging stations in front of the building. Other energy-saving measures include LED lamps connected to presence detectors, eco-gas heating and insulation of the hall that exceeds the requirements of the German Energy Saving Ordinance (EnEV) by 20%.

### **Exemplary ecological measures**

In order to compensate for land usage as much as possible, local shrubs and perennials are planted on the open areas in excess of the required greening and complemented by important, small, insect-friendly structures such as deadwood and piles of stones. Two areas on the site are laid out as native grassland to create valuable habitats for rare plants and insects.



# Werbeartikel mit Zukunft

Die Werbeartikelindustrie im Austausch mit Wirtschaftsrepräsentanten

Zum zweiten Mal wird die diesjährige Sieger-Gala der PSI Sustainability Awards durch einen PSI Sustainability Summit 2019 eröffnet.

Unter dem Motto "Werbeartikel mit Zukunft" berichten Nachhaltigkeitsexperten wie Helge Thomas, Creative Director und Mitglied der Geschäftsleitung von ottomisu und Steven Baumgaertner, CEO & Global Sales Director der Cybergroup International GmbH aus ihrer Unternehmenspraxis und möchten zu Diskussionen anregen.

# **Diskutieren Sie mit!**

6. September 2019 15.00 Uhr, Wiesbaden

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In Germany, 2.8 billion disposable cups are used each year. The Federal Environment Agency now proposes to boost reusable products and charge a fee for disposable items. This should ensure that less waste is released into the environment. But even with reusable cups, there are enormous differences in quality. What requirements in terms of safety and suitability for use must be met?

### Urgently needed rethinking

# Reusable instead of disposable

D

rinking and eating "to go" – this is a hype, a habit that does not necessarily do the body good and certainly harms the environment. A trend that cemented the throwaway mentality,

wasting resources and producing tons of unnecessary waste. Many disposable cups do not even make it into the waste bin and end up on the roads and in nature. Reusable systems can be the solution here, provided that the necessary change of consciousness is successful. A study by the Federal Environment Agency pro-

poses making agreements with industry. For example, returnable cups can usually be issued in the "to go" sector; use disposable products only if expressly requested. In addition, drinks in returnable cups should be cheaper. Whether it be through voluntary agreements or statutory requirements, the urgently needed change must be initiated and the share of reusable cups must be greatly increased. 400,000 m³ of waste could thus be avoided each year – the equivalent of 8 million 50-litre waste bins. For reusable cups to be a real alternative, they must have certain features. The standard DIN EN 12546-1 applies to insulated containers, the requirements of which can be partially transferred to non-insulating articles. The following overview shows what is important.

### Misleading designations

Containers made of "natural" materials are increasingly recommended to consumers as an environmentally friendly and plastic waste-avoiding alternative to plastic cups. Their raw materials may partly originate from nature, however they are not necessarily entitled to the term "natural" and the particular environmental compatibility suggested. Exemplary for this are food contact materials of-

ten dubbed as "bamboo plate" or "coffee mug made of bamboo" and produced to some extent with the addition of corn starch or similar natural materials/fillers. Many of the designations and claims used in connection with bamboo or other supposedly organic products are misleading to consumers and not legally permissible. The situation has been known to the au-

thorities for a long time but it is becoming increasingly relevant for consumer safety as a result of the large number of "ecological" products brought onto the market.

### Maria Krautzberger, President of the Federal Environment Agency

"Every used disposable cup is one too

many. Disposable cups waste resources

and pollute our environment. Reusable

cups are the right choice here."

### Hazardous alternative materials

Most of the allegedly ecological products are actually partly made of natural materials. However, they are copolymerised with plastic (!) melamine resin or blended with other synthetic (!) additive blends or adhesives to achieve and maintain the desired shape. In most cases, "purely natural" materials prove to be mould-susceptible and thus hygienically unsafe in contact with food. As for product safety, there is the possible risk of injury, e.g. through bamboo splinters. For years — unfortunately almost every week — product alerts and product recalls from various EU member states have been made in the RASFF Rapid Alert System. They warn of exceedances of the specific migration limits of formaldehyde and melamine in melamine products or products referred to as "bamboo" and, for the con-

## Requirements for returnable cups

Stability The insulated container must not fall over when

it is standing on a board with a 10° inclination.

Thermal shock An insulated container must not be damaged when

filled with extremely hot water.

Seal test No water shall enter the intermediate wall through

the seal.

Handle The handle shall be subjected to a dynamic load test.

(all points according to DIN EN 12546-1)

Dishwasher suitability Whether the cup is dishwasher-proof

or dishwasher-safe shall be determined by a

test according to DIN EN 12875-1.

Fragility For fragile materials such as glass and ceramics,

the shock resistance shall be determined according

to DIN EN 12980.

### Further usability parameters:

Insulating properties inside How well the cup keeps coffee warm shall

be tested.

Insulating properties outside The surface temperatures must not

exceed certain values depending on the

material.

Hygiene The cup must be easy to clean.

Processing All corners and edges must be free of

burrs.

Product safety In addition to usability requirements,

additional consideration must be given to (chemical) requirements for food contact materials to ensure product safety.

sumer, also misleadingly referred to as "natural/organic". The RASFF portal mostly cites Asian countries as the country of origin.

### Beware of migrating substances

In the current Recommendation (EU) 2019/794 of 15 May 2019, the European Commission provides information about a coordinated control plan to determine the occurrence of certain substances migrating from food contact materials. One focal point of the control measures is to test the migration of formaldehyde and melamine. Explicitly mentioned are "non-conventional kitchen items made of plastic, such as reusable coffee cups in which plastic additives from natural sources such as bamboo are used."

### Declaration of conformity is mandatory

In addition to the mentioned migration tests for formal-dehyde and melamine as "key parameters", it is essential that manufacturers and importers communicate the substances and additives used in the food contact material throughout the supply chain. Keywords: Declaration of conformity. A corresponding legal requirement and necessity also results from the GMP Regulation (EC) 2023/2006. If this information is not disclosed – if necessary, in secrecy – a full conformity assessment within the meaning of the relevant food contact requirements VO (EU) 10/2011

and/or VO (EC) 1935/2004 cannot take place. The product is then not marketable. In this context, trusting cooperation with suppliers and corresponding supplier assessments by test institutes as independent third parties are fundamental to product safety.



The Vienna University of Economics and Business, in cooperation with the Association of Austrian Promotional Products Distributors (VÖW), has for the first time, as part of a study, placed the demands of consumers on promotional products at the centre of focus of its scientific interest. The result is intended to help customers receive better advice on the selection of suitable products.

VÖW/m.core study from a different perspective

# Consumer's demands on promotional products

### Die Top 3 Werbeartikel!

Popularity of promotional produtcts (on a scale from 1 to 7), n: 768, chart: VÖW, m.core; source: VÖW







ractical, visually appealing, original, of high quality, sustainably produced and handed over just when needed: These are the requirements of Austrian consumers for promotional products as concluded by the study of the same name "Requirements of Consumers for Promotional Products". At the same time, the study also revealed differences and preferences among urban and rural populations, young and old, and women and men.

For the third time now, the VÖW and the Institute for Marketing & Consumer Research (m.core) of the Vienna University of Economics and Business have examined the effect of promotional products. This effect has already been proven in previous study co-operations between the VÖW and m.core ("Promotional products work", "Quality pays off"). What was new in this issue was a changed perspective because for the first time promotional products were considered from the customer's perspective.



#### Significant in practice

"For the study, we examined the specific demands of various target groups, i.e. consumers, on promotional products. The result shows the factors that are significant for an optimal promotional product and that are particularly relevant for specific groups of persons and age groups," say Monika Koller and Eva Marckhgott MSc, who led the research project, adding "We will apply the knowledge gained from this current study directly in practice. The results will enable us to provide our customers with even better advice and sound scientific information when selecting suitable promotional products for their target groups," says Kathrin Schneider, Vice President of the VÖW.

#### Promotional products in the digital age

The success of promotional products as part of the marketing mix in the age of digitalisation determines the programmatic orientation of the association's activities in the coming years, according to the VÖW, which claims to be positioning itself even more strongly as a contact partner for representatives of the promotional product industry in Austria. Already in the past few years, the VÖW "as an important lobby group of the industry with its intensive commitment, especially in the scientific field and in teaching cooperations, has managed to achieve relevant successes for awareness raising and quality assurance for the entire sector", according to an official statement of the VÖW. "At the same time," says the VÖW, "the top priority is to provide future marketing decision-makers with valuable information on the basis of practical insights provided by VÖW experts so that they can make informed decisions concerning the purchase and use of promotional products."

#### Best possible alignment

Decisive decisions include aligning promotional products, the respective requirements of the target group and the appropriate touchpoint in the best possible way so that the brand or company to be advertised is optimally perceived. In this regard, the study has revealed the following results:

- Consumers like receiving promotional products: And not only that, with 60- to 85-percent probability, they also keep them. Of all the features that have been tested, functionality and quality are of particular importance. The topics of sustainability and the origin of promotional products are more important to women than men.
- Technology is at the fore: Technical promotional products are clearly ahead on the popularity scale of the respondents with a mean score of 5.65 (scale from 1 to 7). Closely followed by household items (4.9) and stationery (4.86). Nearly a third of those surveyed would also be happy to receive something fun-oriented in the tourism and leisure industry.
- The place where the promotional product is handed over is important: The touchpoint setting should match both the article and the company itself. The moment in which an article becomes a necessity is particularly suitable, such as a rain poncho in bad weather. But beware, people in stress situations are reluctant to use promotional products, such as at train stations or food products for people on the go.
- Surprises are preferably shared on social media: Promotional products that amaze, astonish or particularly arouse interest are more likely to be shared with friends and acquaintances on various social media channels. For the under-30s, this behaviour is more pronounced than for the older generation due to the intensive use of social media.

#### About the study

In a joint press release, the cooperation partners wrote the following about the study: "A representative online panel was used for the quantitative main study. A total of 768 participants of all ages and sexes from all over Austria were interviewed and their insightful answers to optimal promotional products were examined in detail. This makes the study the first representative survey of the most popular features of promotional products from a consumer perspective."







#### Cast in concrete

The writing instrument specialist Staedtler is presenting a new version of its Concrete ballpoint pen made of **hand-cast high-performance concrete**. Advertisers can choose their favourite design from three standard graffiti and request additional finishing. Your own designs and coloured logo attachments are also possible thanks to digital printing on the concrete shaft. In particular, companies that work with concrete material - for example, concrete plants, building material distributors, architects, civil engineers and planning offices - but also building societies find this writing instrument to be an ideal haptic building block with high, communicative potential.

PSI 41108 • Staedtler Mars GmbH & Co. KG
Tel +49 911 9365514 • info@staedtler-promotional.de
www.staedtler-promotional.de





#### Advertise playfully

Faraway islands, golden treasures - who has not dreamed of them? And this **great family game** from the assortment of NSV GmbH has it all. And even more! Simple rules, fast action, luck and misfortune, planning, excitement - and lots of great feelings of success when you complete one treasure map after the other. With wipeable maps for endless adventures! The supplier will gladly inform you about the possibilities of advertising.

PSI 42718 • Nünberger-Spielkarten-Verlag GmbH Tel +49 911 969670 • info@nsv.de www.nsv.de

#### Unusually shaped

If you are looking for exclusive promotional products for your customers, you need look no further than the assortment of Maiback. There you will find high-quality baking accessories, especially a large selection of cookie cutters. Apart from classics such as the fir tree, there are **trendy embossed cutters** such as the geo-panda and lama, as well as motifs for hobbies and professions. All shapes can be embossed on request with a logo, as well as individually labelled and packaged – for example as a set in an organza sack or on a card. In addition, cookie cutters of all kinds – for example, a company logo – are produced as custom-made items. High-quality stainless steel is used here, which makes the moulds long-lasting and versatile beyond being used for biscuit baking, for example in the handicraft sector.

PSI 46729 • Maiback GmbH Tel +49 6407 40343000 • info@maiback.de www.maiback.de



#### No more messy bottle caps

If you open a lot of bottles at once, for example at a party, the caps quickly go astray and land on the floor. The BarWise bottle opener from Joseph Joseph GmbH solves this problem by catching the cap when opening. After opening the bottle, the cap falls into the **appropriate container** which can be emptied later. Excellent for celebrations and picnics. The BarWise holds up to 16 bottle caps and is delivered in









#### Huge advertising space

If you want to be seen at trade shows and events, you have to do more than queue up alongside hundreds of competitors with standard folding stands and roll-up banners. AIR Promotion GmbH has the solution to attract curious glances from afar. Whether it be a giant company mascot or a giant figure as in the photo, which can also be illuminated from the inside. Almost all customer requirements ranging from two to twelve metres are feasible. The objects are made of low-flammable polyester or PVC and operated with an internal permanent blower which only requires a normal 230V socket. Printing over the entire surface is possible and is completely individual. Customer logos or slogans can thus be integrated at any desired position. Such a figure is transportable in a car, weighs correspondingly little and can be set up in just two or three minutes.

PSI 49708 • AIR Promotion GmbH Tel + 49 421 802881 • info@air-promotion.com www.air-promotion.de

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- made in Germany
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- setup without tools in seconds
- only 7 cm height in folded condition





















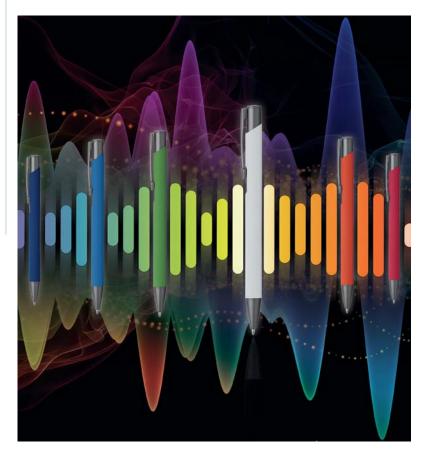


#### Infinitely beautiful messages

Most mobile phones available today are equipped with a wireless charging function. This is convenient, but you also need an appropriate charger. And for other devices to be charged, you also need more free slots in a power socket or on the PC. The solution is a **wireless charging station with hub** offered by the specialist Nestler-matho. A wireless device (10W quick charging) and up to three conventional devices to be charged can be powered simultaneously. This is ensured by two USB A and one type C output port. And the advertising message is infinitely beautiful thanks to full-surface printability!

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





#### Two new stars

Prince and Crosby Gold are two of the five new high-quality pens in the Goldstar summer catalogue which includes the best of the products already on offer: the Bowie pen, the Crosby gunmetal pen and the Jagger pen. The shaft of the Prince offers a grippy soft-touch rubber surface and practical writing features, while the Crosby Gold pen convinces with its grippy, rubberised soft-touch shaft and gold-coloured decoration. The manufacturer is convinced that the pens offer **excellent value for money.** In addition, the standard decoration area for mirror engraving has been doubled to 10 millimetres, thus allowing more flexibility in the decoration.

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





#### Quick to hand

Whether it be salespeople, parcel drivers, bus/truck drivers or a mother with her kids at the playground, everyone knows the problem: eaten quickly with your hands and you have sticky fingers, or the small repair on the car has left marks on your hands. What now? This is where the Waterroll® from KWS Küttler GmbH comes into play, the solution for people on the go! **Filled with fresh water, it is the ideal complement to any kitchen roll** and a great aid for any event, whether in the car, at the playground or on many other occasions.

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With its Mini Advent calendars, myfitmix GmbH offers customers something individual to reflect on during the hectic pre-Christmas season.

Four special shape variations are available but a very unique shape can also be created. The calendars are individually produced in brilliant 4C digital printing and filled with fine delicacies. The choice is between classic roasted almonds, chocolate in a variety of variations and numerous other sweets and snacks. Delivery will be made from a minimum quantity of 200 pieces within about three to four weeks from the date of print approval plus shipping time.

PSI 47673 • myfitmix GmbH - Gesunde Werbung Tel +49 6195 673210 • info@myfitmix.de www.myfitmix.de





#### Chocolate as desired

Chocolissimo products are handmade from Belgian chocolate with great attention to detail. The fine chocolates are packed in a cardboard box or in an exclusive wooden box made of Okuma wood. Chocolissimo can create a special chocolate mould with a desired motif from a quantity of 300 pieces. Chocolissimo prefers to deliver its products in tranches so that the freshness of the chocolate is guaranteed and the product can be used for several events. Both as a high-quality give-away and for an impressive present – the packaging is adapted to the individual chocolate shape according to size, weight and occasion. Chocolissimo will gladly submit a non-binding product presentation.

PSI 48316 • Chocolissimo by MM Brown Deutschland GmbH Tel +49 69 254271-27 • verkauf@chocolissimo.de b2b.chocolissimo.de

#### Extremely popular

The GO Slider lighter in matte is considered one of the best-selling and most popular lighters in the assortment of KP Plattner. Not only because of the function, but also because of its attractive, matte surface. The special cap highlights the lighter with its **simple and elegant design**. The GO Slider is one of the highest quality plastic lighters offered by Plattner and is also very attractively priced.

PSI 41565 • KP Plattner GmbH Tel +43 512 264064 • office@kp-plattner.at www.kp-plattner.at



#### Distinctive design

From toast to the light switch to app icons on the mobile phone: On a small scale, our world is often a square with nicely rounded corners. Like the new DS4 from the Swiss company Prodir, square from the push button to the tip. A distinctive design that surprises with a clip rotated by  $45^{\circ}$  sitting like a crown on the casing. This design detail gives the square shape a wonderful lightness and elegance. When the pen is lying on a desk, the clip looks like a name plate: The message is always clearly visible. The weight and shape of this quality writing instrument have been carefully designed for maximum writing comfort. The elegant surface mix of a polished clip and matte casing as well as ten vibrant colours, including fresh trend colours such as mint cream and dusty blue, set visual accents. Casings in special colours according to PMS are produced by Prodir from 5,000 pieces. On request, extras such as velvety soft touch and glossy or satin galvanised push buttons increase the value. Three printing surfaces can be personalised, including the clip, which can be printed in up to six colours. In the standard version, the new DS4 is delivered with the high-quality and long-writing Floating Ball® 1.0 refill, optionally with the particularly soft-writing Floating Ball® 1.4 refill.

PSI 43417 • Pagani Pens SA / PRODIR Division Tel +49 6762 4069-0 • sales.de@paganipens.com www.prodir.com



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PSI No. 43834 www.ballon-as.de

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PSI No. 49748 www.powercubes.eu

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PSI No. 46925

www.pinsundmehr.de

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PSI No. 47123 www.fides-druck.de

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PSI No. 44970 www.semo.de

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PSI No. 42320

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45020

49362

#### PSI Supplier Finder 2/2019 | Update profile now

The PSI Supplier Finder is an **important tool** for distributors in their search for PSI manufacturers and suppliers that are suitable for individual needs. Therefore, **up-to-datedness** is of **top priority** in this directory. Anyone who is in the PSI Supplier Finder will be found. In addition to product groups with sources for purchasing products and services, the PSI Supplier Finder also contains a comprehensive list of suppliers that focus on the quality, responsibility and sustainability of their company and their products. This reference guide is accompanied by focus topics as well as trends and brands from the promotional products industry. The 2/2019 edition is

currently being updated. This is an ideal opportunity for all PSI manufacturers and suppliers to check their profile easily and conveniently in the online service centre. Incidentally, exhibitors at the PSI, PromoTex Expo and viscom 2020 can now also update their profiles. www.psi-messe.com/osc





#### PSI 2020 | Ticketshop goes online

The entire world of advertising and selling is also the motto of the three parallel events PSI, PromoTex Expo and viscom. With a total of 1,084 exhibiting companies, the premiere in 2019 underscored the claim to be Europe's largest event network for advertising and selling. The interaction of the events creates valuable synergies for the trade show participants: The path from the basic product through to finishing and use as a promotional product is presented under one roof. The special feature again for PSI members in the coming year: The admission ticket for the PSI 2020 (7 to 9 January) once again entitles the simultaneous visit to the viscom,



the international trade show for visual communication, as well as the PromoTex Expo, the international trade show for promotion, sportswear and workwear. So, if you want to immerse yourself in the world of advertising and selling, you can order your trade show tickets conveniently in advance in the PSI Online Ticketshop. This saves time and above all money when buying tickets. The Ticketshop for PSI 2020 goes online by midth of September 2019. Incidentally, if you decide to buy a ticket by 31 October 2019, you will benefit from the **early-bird conditions**. www.psi-messe.com/tickets.

#### PSI Business Newsletter |

#### Register now

The **PSI Business Newsletter** exclusively provides PSI members with the **latest information** and news from and about the industry, trade show highlights and other relevant events, promotional offers and product presentations in German every Friday. Every four weeks, the PSI Business Newsletter also appears with an international edition. 6,287 German-speaking and 2,116 English-language PSI members have already subscribed to the PSI Business Newsletter. To those who are interested in a registration the PSI now offers the possibility to conveniently **subscribe to** the **PSI Business Newsletter at www.psi-network.de/Newsletter**. Simply fill out the online form, click on "Subscribe to newsletter now" and receive all the latest information in the future.



#### PSI Russia | International Trade Show Festival

**PSI Russia** invites trade show visitors, heads of marketing and purchasing departments as well as decision-makers from advertising and communications agencies to the Crocus Expo International Exhibition Centre in Moscow from **10 to 12 September 2019**. The trade show is intended to be a meeting place for members of a creative community and at the same time a perfect place to exchange ideas and experiences, to gather impressions, suggestions and inspirations and to **generate successful business**. PSI Russia offers a wealth of potential for the B2B sector: In the past year alone, the adver-

tising market in Russia has grown by an average of 12 percent. The PSI Catwalk, which is well-known from the PSI and PromoTex Expo in Düsseldorf, will also be on show at the Crocus Expo International Exhibition Centre in Moscow, thus proving that PSI Russia is a very **pulsating trade show**. In Düsseldorf and in Moscow, T-shirts, caps, garments, umbrellas, corporate wear and other accessories from exhibiting companies are effectively staged on the catwalk. In addition, there will be handmade products and manufacturers of exceptional and rare products to discover in a separate area. Parallel to the exhibition, there will be an **extensive conference programme** for marketers, designers, advertising agencies and industry professionals. **Best-practice examples** of Russian and international experts will be on show. Well-known specialists and speakers



will exchange their experiences with the audience, discuss topical issues and hold workshops and professional training sessions. A dedicated comfort area will be reserved for networking and matchmaking between exhibitors and visitors. An online database and associated product search options allow trade show participants to communicate before the trade show starts, to better plan their visit to the trade show and to stay in touch throughout the year. More detailed information is available directly in the Net at: **www.psi-russia.com.** Contact person is Nataliya Konovalova, e-mail: psi-russia@reedexpo.ru.

Last year saw the successful launch of the mutual round table for the PSI, PromoTex Expo and viscom. The goal of the get-together for all trade shows is to create synergies through networking. The informal get-together also serves to introduce the benefits of PSI Sourcing Services and also acts as a forum for requests, suggestions and criticism. Ultimately, needs should be localised to enable targeted services to be offered.

#### Get-together for all trade shows

## Creating synergies

he mutual round table is far from being a static institution. It is touring within Europe to reach as many interested people as possible and to offer them the chance to get informed as well as to exchange experiences. At the same time the mutual round table wants to take the opportunity to localise needs within the industries in order to enable even more targeted services.

#### More than just a get-together

So far, six round tables have been held this year in four countries. From Paris via Brussels, Amsterdam, Darmstadt, Halle/Saale to Berlin, interested market participants were able to exchange ideas across a range of sectors and engage in discussions. The round table in Halle at the end of June showed that it is not just about networking, but also about looking behind the scenes. Before the informal get-together in the evening, the company tour of Textildruck Europa was on the agenda. The participants learned a great deal about printing methods and techniques, which was well received by everyone involved. In addition, several participants took the opportunity to get to know the hosts as potential suppliers.

#### Comments on the round table

The mutual round table thrives from the people who participate at it and enrich it with their ideas. We gathered a few opinions to give potential participants an idea of what constitutes a round table and why it pays to be there:

Günther Grieshaber, Spieglein-Spieglein e.K.

#### Embracing each other more closely

"I like the idea of the round table very much. I see the advantage of offering added value to the market and thus to customers through dynamic solutions together with colleagues or partners. In other words, away from the idea of



competition to one of opportunity. An added value of the parallelism of the three trade shows is certainly the opportunity to be able to meet all the specialists of the different sectors at the same time, to think outside the box and to develop greater interest in other sectors. The excellent round table should be a first step towards embracing each other more closely and possibly even supporting one another at the

trade show. I am very curious if there are any colleagues who share this view with me or are willing to at least get involved."

#### Roland Glöckner, RGPteam

#### Stimulating discussions



"I like the idea very much and the round table in Berlin was well organised. The talks were inspiring and informative. However, I would have liked to meet even more colleagues there. My specific aim was primarily to exchange views on topics that are generally of interest to all promotional product companies. Communicating with other company representatives in the industry was also important to me. In addition, I

#### Rainer Koch, Werbeagentur Werbeland®-Partner

#### The round table is an important networking forum



"I deliberately participated at the round table. I think the idea is definitely a success. My goal was and is to meet colleagues to enter into a dialogue with them. I think it would be important if visitors to a viscom also came to the round table because then the organisers would keep pace with the times and could change and develop the format accordingly. As for the round table, I find it extremely interesting to get together with colleagues from other industries. I cannot give a sufficient evaluation of the trade show because I am only involved in advertising technology."

#### Michael Puchtler, InterPro Brands

#### Understanding the views of others through



dialogue

"Basically, I support a direct exchange within the industry, both with suppliers and with distributors. This way, many topics can be better discussed and the views of others are easier to understand. Merging the trade shows has caused a lot of displeasure for some. Not all market participants are open to change. From my point of view, merging the trade

shows makes sense, as it makes the event more attractive to the visitors. After all, the topic of advertising is not just about promotional products or haptic advertising, but also about other topics that form part of the overall package of an information event. A PSI like it was 20 years ago would probably not exist today."

#### Jochen Kröh, Werbeagentur Design2Enjoy

#### Meeting colleagues from the industry in the network



"Since I enjoy working in a network, it is always good to meet colleagues from the industry who also value the concept. The initial aim is to enjoy a nice evening among colleagues. The rest usually follows automatically. In my experience there is little benefit in going to a round table with specific goals. Of course, it would be nice if lucrative business contacts or joint projects developed from this. Above all, I use trade shows to cultivate

contacts and to establish new business contacts. The opportunity offered by the PSI in this regard has been very extensive so far. However, as the viscom is also of interest to us, there was less time to intensify contacts with some distributors and potential business partners this year. That is regrettable."

The other round table dates this year:

#### September 2019

11.09. **Ulm,** Germany

18.09. **Düsseldorf,** Germany
(Local partners are Aka Merch & Textil and Lutz Gathmann. The round table will be held in conjunction with a fee-based seminar in the rooms of the PSI)

#### October 2019

17.10. Stockholm, Sweden

#### November 2019

7.11. **Copenhagen,** Denmark

13.11. Stuttgart, Germany

14.11. **Freiburg,** Germany

20.11. **Bremen,** Germany (Partner on site is Bremer Baumwollbörse)

### **Power industry**



verything will be fine, said Oscar Wilde. However, when I watch the news or open daily newspapers, the picture is quite different: political escalation, an ailing economy, environmental degradation and climate change. All of this creates a deep sense of insecurity in each one of us. A feeling that makes us realise problems in many areas of life which we then quickly overestimate.

A distributor recently asked me where this is all leading: Margins are shrinking, customers are becoming more and more demanding, digitalisation is getting more complex and expensive, and not enough comes from the PSI. Of course I had to take a deep breath. The glass does not have to be half empty. The world is changing and that is why we have to change. I explained to him what we do. All our activities and services focus on the trade, even if it is not always seen that way. Fragmentation of the industry does not make it easy for everyone involved. After all, we are all in the same boat.

And we have something to sell that has a distinct advantage over all other media and marketing tools: We sell products that are tactile, tangible and communicative. Those that have a lasting effect and are more and more sustainable – in other words, do everything that matters today. Most distributors are aware of this. We see this again and again at our regional round table where these topics are intensely discussed and the underlying sentiment is very positive.

Even if promotional products are not always seen in a positive light in the media: Instead, let us take a look at the enthusiastic reactions when communicating high-quality advertising media to customers. Our Europe-wide figures prove how strong this industry is. At the PSI 2020, we will be impressively demonstrating how the promotional products business continues to be lucrative and how we envisage the future. We work in a power industry and we must never forget that. Then everything will be fine. And there is one thing we should keep in mind: Trade shows like the PSI are ideal for obtaining in-depth information about products, about suppliers, about new business areas and international trends – where else can you do that?

Best regards,

Michael Freter
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Managing Director PSI
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# Are you looking for the right distribution partner for your **BRAND** in the **B2B** market?



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#### Universal material

The subject of plastic is currently on everyone's lips. Reports and documentations about the sprawling plastic waste inundating the soil and oceans are currently dominating the news here. On the other hand, it is also important to objectively look at plastic as a universal material because plastic is not just plastic. It is important to differentiate and present the positive properties of this material and its unlimited possibilities - above all as creative promotional products. Our second product theme shows new products from the area of "Winter, wind and weather".

Please give some consideration to the product topics of the November 2019 issue with the thematic groups "Porcelain, glass and tableware" as well as "Knives and tools" and send your product presentations (image and text) by no later than 16 September 2019 to:

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

#### **PSI Sustainability Awards 2019**



For the fifth time, the PSI Sustainability Awards will be presented as the industry's sustainability prize. On 6 September 2019, they will be presented in eight categories in a festive setting at the Kurhaus Wiesbaden. Whoever wins is still undecided, but the finalists in the race for the coveted trophies are already known. We will be there for you and will present this year's winners in the October issue.

#### **Böckling Glass** –



#### 70 years of tradition

2019 marks the seventieth anniversary of the founding of Böckling GmbH & Co. KG. The third-generation family-owned company has long since made a name for itself decorating glass, ceramics and porcelain, even beyond Germany's borders. Currently, around 150,000 glasses, cups and jugs are finished every day at the plant in Neudenau. Good reasons to present this company.

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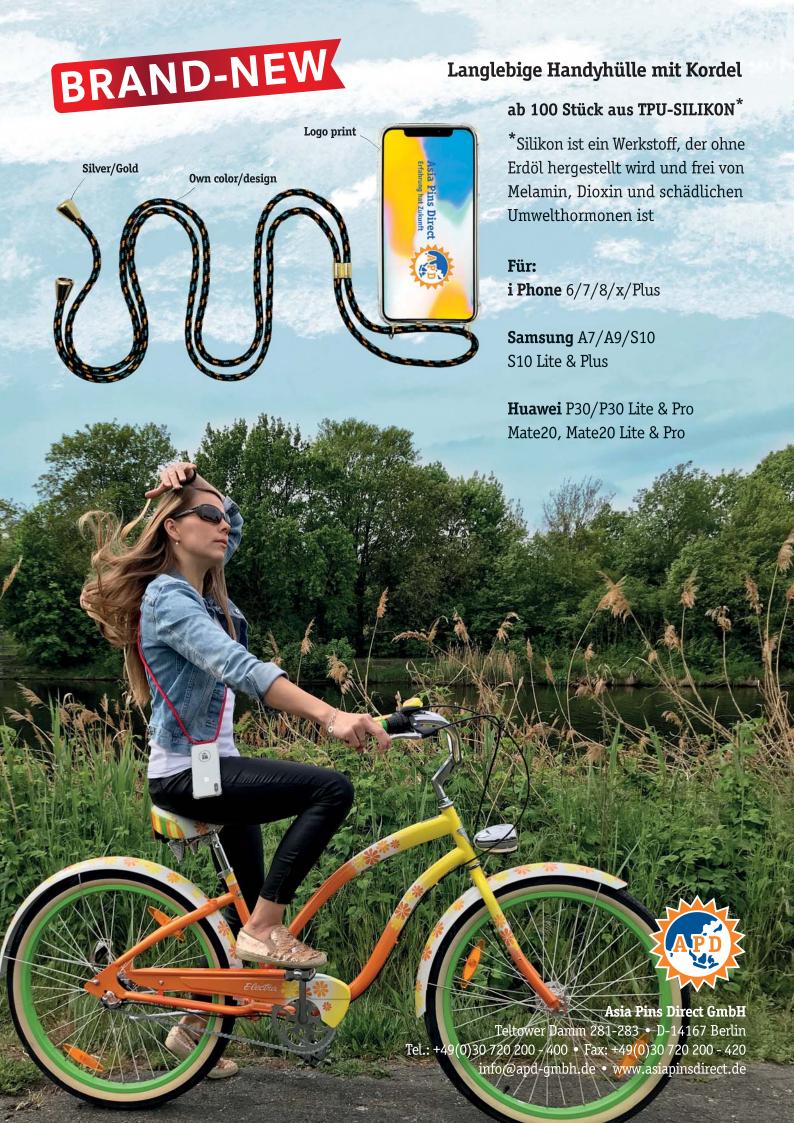
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