

PS1 EUROPE

PSI Journal

International Magazine
For Promotional
Products

October 2019

Volume 58



JUNG since 1828

New management duo
Arne P. Bender and
Dennis Dennig

PSI 2020 as an Innovation platform

Simply unmistakable

Product Guide

Winter, wind and weather
Plastic creations

Böckling glass

Elegant and decorative
since 70 years

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**PSI Sustainability
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Glamorous Gala Night



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Editorial

Sustainability is a drawcard

When Michael Freter came up with the idea of launching an award for sustainability just six years ago, not everyone expressed their approval. If anything, scepticism prevailed. The supposedly overriding counter-argument was that, in practice, only the price counts. Today, at the fifth presentation of the Sustainability Awards in Wiesbaden, the sceptics have been convinced. The popularity of the idea has increased in leaps and bounds.

All of the companies that have submitted their products and corporate philosophies to the jury of the Sustainability Awards over the past five years are pioneering sustainability ambassadors in the promotional product industry. A magnificent result which has now convinced even the sceptics. That is a good thing because responsibility for the environment and entrepreneurial success increasingly go hand in hand. Ignorance and fixation on the "quick euro" will not lead to success for much longer – but rather into a dead end from which there will be no escape. If you hold on to yesterday for too long, the future will be difficult to master. It is not just products that need to become more sustainable. Transparency and credibility in the supply chain, from the selection of materials to distribution – all this cannot be achieved with a single stroke of the pen. Trust has to be earned and built.

Everyone in the industry is called upon to participate in this trust. Only when all of us, including us as a publisher, actively shape change, will advertisers and ultimately the politicians acknowledge us, which we need in order to achieve our economic goals. Environmental protection and sustainability have been well received in large parts of society and thus by our customers.

So in this issue our thanks goes to everyone who has already embarked on the path to more sustainability. The upcoming triad of trade shows with the PSI, PromoTex Expo and viscom will inject new vigour into this trend. Lifestyle and sustainability are not mutually exclusive. They complement each other wonderfully, you just have to want it.

In this spirit

Manfred Schlösser | Editor-in-Chief PSI Journal

Your opinion: schloesser@edit-line.de



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TRENDS & BRANDS

4

THE NEW WORLD OF ADVERTISING AND SELLING 2020

PSI 2020: Simply unmistakable

8

PSI SUSTAINABILITY AWARDS 2019

Glamorous gala night

12

PSI Sustainability Summit: Stop being alone

18

PRODUCT GUIDE

Winter, wind and weather

20

INDUSTRY

Companies, events, markets

38

Sanders Imagetools:

Distribution rights secured for MyCoffeebag

41

JUNG since 1828 with a
new management duo

42

PRODUCT GUIDE

Plastic creations

44

COMPANIES

Böckling glass:

Elegant and decorative since 70 years

58

Istac Promotion:

Full-range supplier with full service

60

BUSINESS

Intertek: Observe new RAPEX guidelines

64

PRODUCT GUIDE

Innovative products

66

OPINION

82

PREVIEW – IMPRINT

84



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PSI 2020 as an innovation platform: Simply unmistakable 8

PSI, PromoTex Expo and viscom – these three trade shows will also be taking place at the same time under one roof in 2020. This concept sharpens PSI's profile as the most important European innovation platform and meeting place for the international promotional product industry. At the same time, synergy effects are created that create added value for all trade show participants.

PSI Sustainability Awards 2019: Glamorous gala night 12

The PSI Sustainability Awards, the only sustainability prize in the promotional product industry, were presented for the fifth time on 6 September. The happy winners were honoured in a dazzling ceremony at the Wiesbaden Kurhaus. In many respects the ceremony revealed what the PSI as well as the industry is all about.



Böckling glass – elegant and decorative 58



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 in the decoration of glass, ceramics and porcelain, even beyond Germany's borders. Currently,

around 150,000 glasses, cups and jugs are refined every day at the plant.

Istac Promotion: Full-range supplier with full service 60

35 years of experience in the promotional product industry as a competent, experienced partner for its customers: The EcoVadis Gold-certified company Istac Promotion GmbH based in Pasching in Upper Austria specialises in the import of promotional products directly from the manufacturer. We introduce the full-range supplier and full-service provider.



A consumer-oriented disposable mentality is juxtaposed with the steadily growing megatrend of neo-ecology which Zukunftsinstitut has identified. This social change as well as loss of natural resources make one particular idea more and more important: namely that of up-cycling and thus the conversion of waste products into as-new products. In other words, a creative work process creates a product with modified or better qualities – not counting cost savings and new marketing opportunities.

For sustainability, it is crucial to extend the life of consumer goods without major new investments of energy and resources. How sustainable and creative the promotional product industry has long been up-cycling is demonstrated – not only – by several recent prize-winning PSI Sustainability Awards products.

Bullet Journal Modimo

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Ocean tokens

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Products made from ghost nets

According to studies, ghost nets, abandoned fishing nets swept away or intentionally sunk in the sea, account for between 30 and 50 percent of marine plastic – and thus represent a massive problem. They do not rot at the bottom of the sea until after 400 to 600 years (wwf.de). Diving teams are getting more involved in retrieving them. A never-ending task in view of an estimated 640,000 tonnes of fishing nets in the world's oceans worldwide. All the more gratifying is the variety of products that can be produced from recycled nets: hosiery, swimwear, underwear, carpets, bracelets, shoes, just to name a few – or even tokens, as our example from the promotional product industry shows.

3 examples of upcycling of a different kind



Products made from coffee grounds

In combination with (organic) polymers, coffee grounds can be processed into very different products. For example, the Taiwanese textile factory Singtex produces a multifunctional yarn that is suitable for the production of outdoor and sports clothing as well as everyday household items (fashionunited.de). While the coffee grounds here come from large coffee sellers worldwide, the Berlin-based company Kaffeeform sources its material from selected cafes and roasting plants in the capital and has it processed by, among others, a workshop for disabled people. The end product is cups that are dishwasher safe and yet free of plasticisers/BPA, melamine and formaldehyde (kaffeeform.com).

Products made from electronic waste

About 45 million tons of electronic waste are produced worldwide each year. That is a great deal of upcycling potential. That is also what the Japanese who extracted valuable raw materials from waste equipment thought: 32 kilograms of gold, 3,500 kilograms of silver and 2,200 kilograms of bronze. This will now be used to recycle the medals for the 2022 Olympic Games in Tokyo. For the first time in Olympic history, the medals will probably be made entirely of recycled material (faz.net: japaner-sammeln-elektroschrott-fuer-olympische-medailen). Given the worldwide emergence of electronic waste, there is still a lot of material left for other (promotional) products.





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PSI, PromoTex Expo, viscom – the three trade shows will also be taking place at the same time under one roof in 2020. This concept sharpens PSI's profile as the most important European innovation platform and meeting place for the international promotional product industry. At the same time, synergy effects are created that create added value for all trade show participants.



The PSI 2020 is unbeatable due to its broad, internationally oriented product spectrum. An industry meeting point with a long history and future potential.

PSI 2020 as an innovation platform

Simply unmistakable

The PSI 2020 will open its doors on 7 January and, together with the parallel trade shows, will occupy Halls 9 to 13 of the Düsseldorf Exhibition Centre for three days. Although the concept of the PSI was adapted to the needs of the market, the core of the PSI idea is still alive today: the PSI is an innovation platform that presents an unbeatably broad product portfolio. Here you learn about trends, meet others, exchange thoughts and ideas and make contacts that pave the way to business. Nowhere else do visitors meet not only the giants of the industry but also specialists, niche suppliers, newcomers and inventors from all over the world. The experience of haptic advertising is supplemented and enhanced by the immediate proximity of PromoTex Expo and viscom, which also show a wide range of textile and visual advertising opportunities. Trade visitors can visit all three trade shows with their PSI ticket. Special benefits await PSI members, especially in the Members only Lounge in Hall 9.

Gusto Tasting: Free of charge for exhibitors

The fact that multisensory experiences in the digital age are particularly effective in advertising has been proven by studies. The PSI takes up this trend and surprises with

new presentation formats that enable exhibitors to showcase their products in an eye-catching way. A new feature for instance is Gusto Tasting which offers visitors to the GUSTO Pavilion in Hall 9 a live taste experience. On all three days of the trade show, culinary delights will be presented in 20-minute moderated slots in a communicative atmosphere and can be tasted right away. The offer is free of charge for all exhibitors of the PSI 2020 who offer promotional products in the food and beverage sector, including those that do not exhibit in the GUSTO Pavilion.

Focus on innovations: Product Presentations

Also new are the Product Presentations 2020, an exclusive opportunity for exhibitors to prominently present their innovations, highlights and custom-made products. This area in Hall 11 runs like a product boulevard through part of the newcomer area and will stand out with its signs and carpet. Visitors can approach the shelves, pedestals and display cases from all sides to take a close look at the products. If you want to immerse yourself in the world of advertising and selling, you can order your tickets online. Favourable early-bird conditions apply until 31 October 2019.

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 Reed Exhibitions



The winner of the PSI Sustainability Awards 2019

The **PSI Sustainability Awards 2019** were presented in the festive setting of **Kurhaus Wiesbaden** on **6 September 2019**.

Economic Excellence

BIC GRAPHIC EUROPE, S.A.

Environmental
Excellence

Schneider Schreibgeräte GmbH

Social Excellence

Halfar System GmbH

Environment Initiative

Mister Bags GmbH

Social Initiative

Klio-Eterna Schreibgeräte GmbH & Co KG

Sustainable Product

CD-LUX GmbH

Sustainable Product
– *Product Set* –

TFA Dostmann GmbH & CO. KG

Sustainable Product
– *Product Line* –

b-token BVBA

Sustainable Product
– *Writing Instruments* –

Schneider Schreibgeräte GmbH

Sustainable Product
– *Textile* –

Hypon B.V.

Sustainable Product
– *Paper* –

Wilken Verlag für Prävention

Sustainable Campaign

GEBAS GmbH

Special Award –
Sustainable Distributor
of the Year

CHILLI IDEAS SRL

Sustainable Company
of the Year

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‘Small’ anniversary of the industry sustainability prize

Glamorous gala night

The PSI Sustainability Awards, the only sustainability prize in the promotional product industry, were presented for the fifth time on 6 September. The large number of submissions and nominations and the resulting awards made one thing very clear: Sustainability is now a widely accepted issue in the industry.



Illustrious guests, a laid-back atmosphere and a wonderfully festive ambience have been the ingredients for the dazzling award ceremony.

Anyone who attended the dazzling award ceremony in the Friedrich-von-Thiersch-Saal of the Wiesbaden Kurhaus could barely imagine how considerable the criticism had been at the beginning to establish a prize for sustainability in the promotional product industry. "I still remember that well," stressed Michael Freter, Managing Director of PSI, in his opening speech and was delighted that "criticism had become enthusiasm". "The sensitivity with which consumers and companies critically question origin and production and set the benchmark for a purchase decision has been significantly increasing for years. Many manufacturers and suppliers now regard sustainability certificates as indispensable evidence and an integral part of their entrepreneurial activities. Responsibility, transparency and credibility in the supply chain are now expected by more and more customers. The willingness to pay more has also grown in the promotional prod-

uct market," stated Michael Freter, who was also the moderator of the evening together with Alexandra Kruijt. Alexandra Kruijt, who works full-time in PSI Marketing and was responsible for the organisation of the event, also surprised and enthused as a singer. Accompanied by guitarist Thomas Gerber, she and Viola Proietti, Project Manager of the PSI Show during the week, took to the microphone for two musical interludes during the award ceremony. The two ladies, who were rewarded for their appearance with thunderous applause, presented themselves as "a wonderful example of what the PSI is all about," said Michael Freter.

Reducing the ecological footprint

Exactly what the sustainability of the promotional product industry entails was shown by the market participants who received awards that evening. *continue on page 16 >>*

The winners of the PSI Sustainability Awards 2019



Category 1: Economic Excellence 2019

BIC Graphic Europe ...

... won the category 1 award due to its extensive, recent certifications. In addition, the company scored points with detailed reporting.

Category 2: Environmental Excellence 2019

Schneider Schreibgeräte GmbH ...

... documented its ecological excellence among all submitters through recent certificates and audits on climate and environmental management in the most extensive and conclusive way.

Category 3: Social Excellence 2019

Halfar System GmbH ...

... focuses on employee development, family-friendliness, inclusion and integration. This as well as its dialogue with local and international stakeholders reflect the social responsibility that the company assumes. The submitted documents and certificates underline this.

Category 4: Environment Initiative 2019

Mister Bags GmbH ...

... already decided in favour of a holistic, sustainable concept when it was founded in November 2018. The start-up convinced the jury with its presentation, its objectives and the already documented cost savings and optimisations in companies and production.

Category 5: Social Initiative 2019

Klio-Eterna Schreibgeräte GmbH & Co. KG ...

... participated in the fundraising campaign "Internationaler Hilfsfonds e.V." in which it donated 400,000 ballpoint pens to Zimbabwe, Georgia and Moldova and another 107,000 to Moldova and Romania. Its commitment to educational support was honoured by the jury with the category 5 prize.



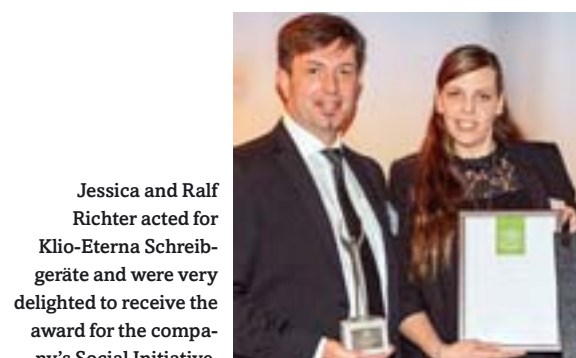
On behalf of BIC Graphic Europe, Klaus Kuso (l.) and Marc Rugi accepted the award for Economic Excellence).



Halfar was most convincing in Social Excellence (from left): Jens Brand, Armin Halfar, Kathrin Stühmeyer-Halfar, Simone Rath.



Had been rewarded for their Environment Initiative: Mister Bags. Peter Backes, Tobias Gottwald, Christian Weber (from left).



Jessica and Ralf Richter acted for Klio-Eterna Schreibgeräte and were very delighted to receive the award for the company's Social Initiative.



The winners of the PSI Sustainability Awards 2019

Category 6: Sustainable Product 2019

CD-LUX GmbH ...

... won with its product Fair PLUS Advent calendar with organic chocolate. The Advent calendar dispenses with the use of plastic and is entirely carbon neutral. All materials used are certified – from the outer packaging to the chocolate content.

Category 7: Sustainable Campaign 2019

GEBAS GmbH ...

... received the award for the E-CUP Campaign with biodegradable corn mugs. The jury was impressed by the waste prevention effect, environmental compatibility, the conservation of natural resources and certification in accordance with FSC and PEFC.

Category 8: Sustainable Company of the Year 2019

Schneider Schreibgeräte GmbH ...

... was not only acknowledged as a sustainable company in 2019 because it won two individual categories. "As a company, the Sustainable Company of the Year 2019 shows that it combines the three aspects of sustainability at the highest level and consequently impresses as a manufacturer of innovative green products."

The award sweetened the evening for Janine and Dennis Dirscherl: The Fair-PLUS Advent calendar by CD-LUX had been elected Sustainable Product 2019.



Anja Schenkel (l.) and Martina Schneider outshined everybody and everything: Schneider Schreibgeräte had been elected Sustainable Company of the Year 2019. Beyond that the company won the categories „Environmental Excellence“ as well as „Sustainable Product – Writing Instruments“.



Geanina Ioan was very much delighted to receive the Special Award Sustainable Distributor of the Year 2019, that was gained by the company Chilli Ideas.



Special Award Sustainable Distributor of the Year 2019 Chilli Ideas SRL ...

... managed to convince in the first three categories as a sustainably positioned commercial enterprise through its extensively certified performance as a company, and won the Special Award for the Sustainable Distributor of the Year for the second time.



>> *Continued from page 13* In addition to products, extensive campaigns and even the structures of entire companies have long since been geared to sustainability. Not only “the 49 participants at this year’s anniversary event are helping to effectively reduce the environmental footprint of our industry,” said Michael Freter, who also sees the PSI sharing responsibility. “We too try to minimise our ecological footprint. In the past year, we were able to reduce CO2 emissions from our worldwide event activities by more than twelve percent. This puts us at half the level of 2010.”

Many thanks

The fifth PSI Sustainability Awards ceremony also gave PSI’s Managing Director an opportunity to thank those who “supported us from the start: the many companies that have submitted their concepts. Stefan Schulze-Hausmann from the German Sustainability Award, which has equally strengthened and inspired us, and in particular now retired Klaus Stallbaum who as ‘spiritus rector’ and the energetic driving force gave this project a lot of esprit and energy.” Explicit mention was also made of the seven-member decision-making body. The jury consisted of Lutz Gathmann (designer), Ville Heimgartner (co-managing director of Imagine Cargo GmbH), Melissa Streif (risk management consultant of Warth & Klein Grant Thornton), Anja Heidbüchel (head of publishing at Reed Exhibitions Deutschland GmbH), Hugo W. Pettendrup (founder and managing director of HP-FundConsult), Julian Ekelhof (director of CO2OL Climate Solutions) as well as Clemens Arnold from 2bdifferent, the company that appeared as the silver sponsor of category 7 (Sustainable Campaign). The latter also recapped the results of the afternoon’s PSI Sustainability Summit for the evening gala guests. The respective winners of the eight categories “Economic Excellence”, “Environmental Excellence”, “Social Excellence”,

“Environment Initiative”, “Social Initiative”, “Sustainable Product”, “Sustainable Campaign” and “PSI Sustainable Company of the Year 2019” received the coveted awards for which bag specialist Halfar had spontaneously produced and provided carrying bags. In addition, the second- and third-place winners were also invited to the stage and received a certificate for their achievements. The products “recommended by PSI” were also acknowledged.

Culinary finale

The atmospheric evening was completed by a gala dinner which also took place in the Friedrich-von-Thiersch-Saal. It was an excellent and enjoyable way to dine while networking extensively, exchanging ideas about sustainability and savouring the prizes won. It was also once again an opportunity to enjoy the wonderfully festive ambience in the showpiece of the Wiesbaden Kurhaus. As Michael Freter put it, the significance of the PSI Sustainability Awards will change as they will be taken to the “next level and placed more firmly in the focus of attention of the PSI Trade Show.” With this step, the issue of sustainability will be reinforced even more in the entire network and promotional product industry. This will take place for the first time at the PSI in January 2021. <



Category 6 Winner of the Sub-categories Sustainable Product 2019

Category 6: Sustainable Product – Product Set 2019

TFA Dostmann GmbH & Co. KG ...

... won with its GlasWerk drinking straw which is available in different versions. High quality, strong glass, Made in Germany, entirely reusable and recyclable, tasteless and dishwasher safe. "A ground-breaking product with all the relevant sustainable attributes which makes saying farewell to the plastic straw a pleasure," said the jury.

Category 6: Sustainable Product – Product Line 2019

b-token BVBA ...

... won with sustainable tokens. Whether it be a biodegradable eco chip made of potato peel, chips made of wood, ocean tokens made of fishermen's plastic nets or braille chips for visually impaired people: The green chips product line of the sustainably dedicated and certified company b-token convinced the jury.

Category 6: Sustainable Product

– Writing Instruments 2016

Schneider Schreibgeräte GmbH ...

... was victorious because of its "Link-It" mini-stick made of certified bio-based plastic entirely "Made in Germany". "Resource-saving, long-lasting, climate-neutral production: a practical, communicative product with a smart combination system that stimulates rethinking with just one click", was the jury's verdict.



Andreas Amend (l.) and Ewald Kunkel accepted the award on behalf of TFA Dostmann.

Category 6: Sustainable Product – Textile 2019

Hypon B.V. ...

... won with its "sea towel". "40 percent RPET yarns from the plastic bycatch of fishermen are combined with 60 percent recycled cotton. The result is an entirely recycled, certified textile." 5% of the profits are donated to the "The Ocean Cleanup" project.



Nathalie Breugelmans was happy about the award for b-token.

Category 6: Sustainable Product – Paper 2019

Wilken Verlag für Prävention ...

... was distinguished for its "Active Book". "Ecology and resilience harmonised by a sustainable, ingeniously sophisticated product in terms of production and workmanship with pro-active outdoor content without age restrictions." This was the jury's verdict of the winning product from the publisher Verlag für Prävention Wilken.



Tom Houthuijs (l.) and Leander Keizer from the company Hypon have also been all smiles.

„Sustainable products recommended by PSI“

- "Cupffee" – KW Open promotion consulting & trading GmbH
- "BIOBANG Sticks" – SAMOA GmbH
- "No. 59 – Original Schwedenmeter 2.40 m" – HULTAFORS GROUP GERMANY GmbH
- "Microfibre promotional line" – Manufacturas Arpe S.L.
- "Advent Calendar Pyramid ECO-Line" – CD Lux GmbH
- "Home Cap" – Golden Compound GmbH
- "WOW sustainable gifts collection" – Interall Group
- "Bullet Journal Modimo" – Giuseppe Di Natale S.p.A.
- "Environmental Paint Book" – Wilken Verlag für Prävention

During the jury's deliberations, the jury members had the opportunity to separately acknowledge a product they would personally recommend when evaluating sustainable products.

PSI SUSTAINABILITY SUMMIT 2019

For the second time, the PSI invited guests to the PSI Sustainability Summit on the afternoon of 6 September. The aim of the event was to create a constructive discourse between the promotional product industry and business representatives. After the successful premiere last year, the second edition dealt with the question of “Do promotional products have a future?”

Second PSI Sustainability Summit

Stop being alone



Entrepreneurial success is now measured by the extent to which a company, in addition to purely monetary profit, assumes its responsibility for the environment and society. A sustainable corporate strategy also requires sustainable promotional products. As a result, the demand for “green” promotional products has been steadily increasing for years. The trend is towards durable products manufactured under socially acceptable working conditions and from recycled materials and renewable raw materials. On the other hand, there are companies and organisers who want to restrict or even completely refrain from promotional products. The promotional product industry is caught between these two poles and is increasingly confronted with questions such as: How can the industry take on more social and ecological responsibility? Which purchasing criteria are important? How

credible are certificates and documentation – especially with regard to the social and ecological risks along the supply chain?

Sustainable and entrepreneurial successful

Consumers as well as companies that use promotional products have become much more sensitive and responsible particularly when it comes to supply chains in the production and the distribution of advertising vehicles. PSI Managing Director Michael Freter also made that clear in his opening speech and was delighted that “this year’s Summit has once again brought together a panel with participants who show that it is perfectly possible to be sustainable and to be successful in business.” Among this emblematic panel were sustainability experts Dr. Katharina Reuter, Steven Baumgaertner, Andreas Zamostny and

The experts

Helge Thomas (moderator)

Helge Thomas spent several years in marketing and sales, as a personnel and start-up coach and filmmaker. He has been with ottomisu in Heidelberg since 2011 and has been the Creative Director and a member of the executive board since 2013. He is the face of the first Sustainability Summit of the event industry, the FAMAB Sustainability Summit, which was launched in 2017.

Steven Baumgaertner

Steven Baumgaertner is the founder and, since 1994, the Managing Director of cyber-Wear Heidelberg GmbH and, since 2015, CEO & Global Sales Director of Cybergroup International GmbH based in Mannheim.

Andreas Zamostny

Andreas Zamostny is a co-founder and managing partner of S&C - Schlange & Co. GmbH and Vice-president of S&C North America Inc. Since 2000, the graduate environmental scientist has been supporting organisations in the development of sustainable processes and products. He has contributed his expertise in strategy development and implementation, responsible supply

chain management, stakeholder engagement and credible CR reporting in over 350 projects for SMEs, multinationals, foundations and government organisations.

Dr. Katharina Reuter

Dr. Katharina Reuter has been committed to the sustainable economy for many years. The agricultural economist worked as Managing Director of Zukunftsstiftung Landwirtschaft and klimaallianz Deutschland. She worked closely with companies as a consultant for organic and sustainability matters. Since 2014,

she has conducted the business of UnternehmensGrün, the politically independent ecologically oriented business association which is committed to improving the conditions for sustainably driven companies.

Paolo-Daniele Murgia

As head of Marketing Services from 2015 to 2018, the qualified event manager Paolo-Daniele Murgia was also in charge of the purchase of promotional products at Roche Diabetes Care Deutschland GmbH. The implementation of supplier audits, the adaptation of the purchasing guidelines as the responsible BPO, coordination with the global business areas and the purchase of the most resource-conserving promotional products were among his core tasks. The event industry, which Paolo-Daniele Murgia has been advising and developing as a partner of the CSR agency 2bdifferent since April 2019, now benefits from his experience and knowledge.

Paolo-Daniele Murgia as well as moderator Helge Thomas.

Top down and bottom up

The bottom line of the almost two-hour summit: The triad of sustainability must be properly conceptualised and sustainability itself must become an internalised corporate philosophy – in both directions: top down and bottom up. What is more, it is important to lobby for the good, and begin with the why. To create value-based guidelines across companies and sectors, to which everyone involved adheres. The key message in this context was: “We have to stop being alone.” Talking to each other, listening to each other, treating each other respectfully and joining



Andreas Zamostny, Steven Baumgaertner, Dr. Katharina Reuter, Helge Thomas, Paolo-Daniele Murgia, Clemens Arnold (2bdifferent) (from left to right).



forces is the order of the day. Sustainability follows the principle of small steps. They are the ones that bring the topic forward. The external sign of successfully practiced sustainability can be certificates and documentation. Provided they are known. And even then, it is important to realise that certificates are a measure, not a solution. Essentiality is paramount. Companies are called upon to consider specific topics, whether they really benefit from certificates and, if so, which ones. And the industry is required to send a positive signal by specifying “the right navigation” as Michael Freter called it. Not least through initiatives such as the PSI Sustainability Summit and the PSI Sustainability Awards.



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Tea bears for all weather

Kalfany Süße Werbung has come up with a surprisingly unusual idea: A glass of tea as a fruit gum substitute with a fine, sweet taste of ginger-lemon, cinnamon-orange, peppermint or raspberry-vanilla. Of course, the tea bears can also be eaten in the traditional manner. Packed in conventional or compostable promotional sachets (100 x 75 mm), the Tee-Bären® offer access to an infinite number of target groups as a hot drink and enjoyable snack in one.

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PSI 42819
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Tel +49 7432 70160
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www.daiber.de



Jacket highlights

The current range of jackets from Daiber's own brand JAMES & NICHOLSON is also eye-catching this year. Whether it be casual, functional or wind- and water-repellent, high wearing comfort comes first with these all-rounders for business and leisure. A highlight is the new 3-in-1 jacket which consists of two parts. A sturdy windproof and waterproof outer jacket and an easy-care fleece inner jacket that can be easily zipped off are useful in all weather conditions. Also popular are the colourful quilted jackets. The lightweight down jacket in seven fresh colours convinces with soft, light, wind- and water-repellent material as well as contrasting lining and zips. In addition, the popular knitted hybrid jacket is now also available as a waistcoat: the knitted hybrid waistcoat in a stylish mix of materials with a quilted chequered design.



A good grip for ice scraping

Winter is approaching and the tedious time of ice scraping is imminent. In order to survive the cold season as stress-free as possible, the elasto range offers you a useful everyday helper. The TopGrip ice scrapers are available in three different versions and are the perfect solution for icy car windows. Thanks to their ergonomic shape and anti-slip material, the models fit well in the hand and transfer the force ideally to the car window. With big serrations on the top, even thick layers of ice can be easily removed. All three articles are produced in-house at elasto.

PSI 41369 • elasto form KG
Tel +49 9661 890 0
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www.elasto.de



PSI 47105 • Medical promotion by
Gramm medical healthcare GmbH
Tel +49 7151 1679155
info@medical-promotion.de
www.medical-promotion.de

“Precious” first aid

Precious first-aid kits are supplied by Medical promotion and Jung since 1828: Plaster, bandages and the like belong to the classic first-aid promotional products that stand for safety, reliability and sensitivity. The Mediboy from first-aid specialist Medical promotion includes all these features in a compact product, ideal for on the go. Filled with plaster, bandages and other optional first-aid items such as tick tweezers or gel for treating burns, the Mediboy is a popular promotional product for use in precarious situations. Anyone who is involved in an unexpected accident in everyday life such as a fall from a bicycle, a burn at a barbecue or a tick bite is ideally prepared. The special winter edition of the Mediboy, filled with sweets, energisers, teas and other edible promotional products from Jung since 1828, provides first aid in particular: Apart from children's plaster and bandages, the four little helpers for the cold season called Schlittenraudi, Pistenheld, Baumschmücker and Raketenanzünder also contain sweets. A complete 4c customisation of the front label in your own corporate design is also possible.



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Stay dry all the way to the car

The new fully automatic collapsible umbrella from EuroSCHIRM Goebel opens and closes in reverse: When closing the canopy, no more water sprays downwards – as is usual – but is caught at the top, thus preventing an unintentional rain shower. The umbrella displays its strength when getting into the car: just press the button and pull the umbrella into the vehicle. Unlike a conventional fully automatic umbrella that can only be closed by awkwardly getting out again, getting in is now possible without an unwanted spray of water.



Ready for a safe outfit

Anyone who is required to wear a safety helmet when carrying out their work now has the opportunity to significantly increase their visibility and thus their safety. The company VOSS-HELME offers regulation-compliant protective helmets in the high-vis colours bright yellow and bright orange. In addition, customers have numerous individual design options such as reflective films or stickers, affixing a name or printing with a single or multi-coloured logo. An optional turn-lock increases the wearing acceptance of the lightweight helmet model.



Gift box becomes a birdhouse

Natural birch plywood products from team-d provide a variety of design options. The birch wood is FSC certified and the natural charm products are made in the EU. The gift wrap birdhouse is extraordinary, eco-friendly and offers a double benefit. First of all, as a gift box for fine wine, it is suitable for 0.75 litre bottles. Then it becomes a new home for homeless birds. The gift box birdhouse is delivered in a set to self-assemble and includes assembly instructions.

PSI 44186
team-d Import Export Warenvertriebs-GmbH
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info@team-d.de
www.team-d.de



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

Data at a glance

The colourful LCD colour display of this weather station from Technotrade shows more than just the current weather conditions and the weather trend. Indoor and outdoor temperature and humidity as well as the weekday, actual time of day and moon phase are displayed. The special feature of this station is the ventilation recommendation. A window symbol indicates whether it is necessary to open or close the windows again.

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The FLIPPED umbrella from Inspirion features an inverted opening and closing mechanism that offers several advantages. When closing, the wet side folds inwards and annoying drops from the umbrella are thus a thing of the past. In addition, the umbrella stands on its own by placing it with the tip down on the ground. The double cover with a ventilation design prevents air accumulation and, thanks to the C-shape handle, your hands are free to move e.g. to use a mobile phone.

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

Always stay dry

Anyone who has ever lost valuable equipment while playing water sports, fishing, swimming, hiking or camping will be familiar with a sudden ingress of water. With the Waterproof Bag from Troika, you will never be surprised again thanks to its welded seams, sturdy material and because it can be rolled up to save space. Waterproof to IPX6 means that the contents are safe from the ingress of water, even during short-term flooding. With a capacity of 10 litres, it is ideal for everything that should be protected from water.



PSI 46311 • TROIKA Germany GmbH
Tel +49 2662 95110
info@troika.de
<https://info.troika.de>



Cure for boredom

What can be done to cure boredom when exposed to rain, wind and adverse weather? Simple: Cure boredom with lots of funny colouring pages, exciting puzzles and short stories. In the rainy day diary of the Edition Michael Fischer publishing house, creative minds will find everything for the ideal pastime on grey autumn and winter days. And it offers the possibility to expose brands to the customer in a positive way. For this purpose, the publishing house offers a special edition from its diverse publishing programme individually designed for the customer.

Logos can be integrated, and products and/or services can be placed on the individual puzzle pages.

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



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

Protection against wind and weather

The ultralight “Wellington” rain jacket from Fifty Five in a practical pack bag is a give-away with real added value. Small, light, inexpensive and always at hand when you are surprised by rain. The membrane is absolutely leak-proof, the seams are glued. After the rain, just pull it out, shake it, pack it again and voila! The “Melbur” rain pants, which come with full-length zips on the sides of the legs, make putting them on easier when out and about. A logo and advertising message can be printed on the jacket and the pack bag.



Natural sweetness for tea

Winter honey with a tea recipe from emotion factory will be joy to the heart of the recipient. With this natural product, a hot drink is given the necessary sweetness on the one hand, and, on the other hand, it draws attention to the valuable bee product. “It is important to us that we and our advertising customers can do something together for the small honey producers,” says Managing Director Armin Rigoni in explaining the idea behind this new product. Packed in hand-over packaging made from recycled paper, the small glass of honey becomes a long-lasting advertising messenger that leaves enough space for individual greetings.

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 armin.rigoni@heri.de • www.heri.de
www.emotion-factory.de



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 www.pfconcept.com



Superheroes family continues to grow

PF Concept is expanding its successful Superheroes concept with new models for the autumn/winter season. April 2019 saw the introduction of the Superheroes concept that previously included a T-shirt and a cap which, thanks to a large inventory, are offered at competitive prices. The styles are available in matching colours and up to 250 pieces can be decorated in just two days. The concept has redefined the standard for branding and offers punctual and uncomplicated service. PF Concept has now added new styles in elevated quality to this package, which are the perfect companion for the colder months of the year: the insulated Atlas jacket, the insulated Pallas bodywarmer and the Orion softshell jacket. All models are available for men and women in six coordinated colours which also match the colour of the Heros T-shirt and the Feniks cap. The new Superheroes called Atlas and Pallas are made entirely of woven nylon and, inter alia, can be decorated on the specially designed breast pocket so that the desired branding can be highlighted particularly well. Orion is made entirely of polyester which is bonded with 100% polyester microfleece and can be finished in several positions. The softshell jacket is water repellent. All materials meet the high 100 by Oeko-Tex® standard. In addition, PF Concept offers the option for individual WHITE LABEL style branding. For a particularly comfortable fit, the label can be easily removed. In addition, the range is complemented with the new Boreas cap from Bullet, which comes with a patch for branding. The headgear has a double folded edge and, like the Feniks cap, is available in 12 colours to match all Superheroes styles. Superfast finishing within 2 days is available for all new Superheroes products with screen printing, transfer and digital transfer for up to 250 pieces. Additional decoration options and higher quantities are available with standard delivery times.



PSI 42155
L-Shop-Team GmbH
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www.l-shop.de



Sustainability and fairness

A new towel label called Fair Towel will be launched on the promotional products market in autumn: the German towel brand will be available exclusively from textile distributor L-SHOP TEAM. Made in Europe, the young label convinces with high quality and fairness. The first collection "Cozy" impresses with five supple feel-good articles (washing glove, guest towel, large towel as well as a small and a large bath towel) produced from fair-trade cotton (Öko-tex 100 certified). The wide border is ideal for finishing. All items have a loop and a diagonally striped seam. They are characterised by a soft grip and good moisture absorption.

For winners

In all competitions in ice and snow, the winners will be happy about a trophy that everyone can be jealous of. For such occasions, Laser3d offers a simple trophy in which the winter atmosphere is highlighted in crystal glass with very decorative sandblasting that simulates frost. This extraordinary trophy is 17 centimetres high.



PSI 44107
Laser 3D Witold Szylderowicz
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WWW.CHOCOLISSIMO.DE



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Allrounder with wearing comfort

High wearing comfort comes first with the jackets of the Daiber brand JAMES & NICHOLSON. Allrounders include softshell jackets such as the new Hooded Softshell Jacket which, thanks to its functional 2-layer softshell material and BIONIC-FINISH®ECO gear, becomes an indispensable companion in all situations. The softshell jacket in melange look is particularly soft and features a contrasting colour in the fleece lining. Particularly practical here is the continuous front zip with chin protector and the casual stand-up collar. The modern hooded jacket in melange look impresses with its pleasant interlock quality and comfortable fit. The comfortable cut – for the ladies in waisted form – offers plenty of freedom of movement.

Perfect water protection

The water repellent gym bag from Krüger & Gregoriades is a great companion for all outdoor trips. It withstands any rain shower and offers optimal protection for valuable contents in water. According to the supplier, the bag is made of 250D PVC tarpaulin and has a volume of about two litres with dimensions of approx. 46 x 21 x 30 cm. Since 1975, K&G has been innovatively and reliably supplying distributors, specialist retailers and the industry with gift items, trend items, promotional products, toys and plush. An extensive and up-to-date assortment makes it possible to fulfil customer requirements in a differentiated way. More than 900 products are always available.



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



Warm up on cold evenings

A high-quality, aromatic warming tea from B & B Promotional Sweets with cinnamon, clove and orange makes cold winter evenings even more enjoyable. The tea is packed in transparent plastic bags and flat cardboard with branding. The Christmas design with a tree-shaped window also makes it the perfect Christmas greeting. The boxes are available in three branding versions: full-colour printing on white cardboard, embossing on gold or silver-metallised cardboard or with gold or silver hot-embossing on matt cardboard. The boxes are closed with a bast cord.

PSI 46470 • B&B Promotions Sweets
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www.promotionalsweets.pl

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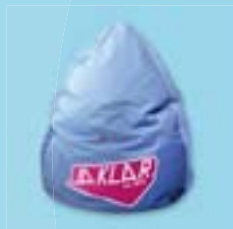
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- ✓ only 7 cm height in folded condition



Conspicuous transport helper

Regine IQtrim has various reflective companions in its assortment that ensure visibility and thus safety so that sport and pleasure do not end in disaster in the dark or in poor visibility. The reflective 15-litre backpack is made from the in-house reflective IQseen™ material with padded, reflective straps for 360-degree visibility. The padded back, a zipped outer pocket and two meshed outer pockets complete the features of this practical and useful accessory.



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www.regineiqpromo.com



PSI 43548
Zogi Europe GmbH
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www.zogi.biz

Practical and safe

The fashionable accessories of Zogi Europe's Flective line improve the visibility of the wearer especially in the dark autumn and winter months. The high-tech material on the Shopper, Belt, Signal, Backpack and Gym models even reflect the slightest amount of light. The individually designed products of the Flective Line with their own monochrome logo are not only useful but also serve as a stylish promotional gift. The four standard integrated SMD LEDs in the Flective LED series are bright, lightweight, practical and extremely durable. If necessary, they can be easily removed and charged via USB.

Weather report always at the ready

With the Weather Champ weather station from Kasper & Richter, hikers and other outdoor enthusiasts always have their weather report at the ready. An altimeter, barometer, compass and much more can be accommodated in a handy device. A snap hook provides a firm hold on a backpack or belt loop. A trend indicator with a symbol for sun, cloud, rain, an indicator for expected pressure and a triple-display compass (arrow, numeric in degrees and cardinal) complete the tool.



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PSI 43926
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Books for a good mood

The company Good Life Books & Media turns every topic into a customised book in the corporate design of its customers. The book "Good mood in wind and weather" contains creative DIY projects and delicious soulfood recipes for cosy days at home. It conveys convivial cosiness and whets your appetite for the cold season – a positive perception that translates to the advertising company. "Good mood in wind and weather" in an appealing square format can be widely used, e.g. for advertising outdoor products or health insurance and pharmacies. As a give-away at the point of sale, the booklet lifts the mood of the customers in nasty weather and offers a variety of buying incentives for the products shown.



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www.team-d.de

Feel-good advertising

There is hardly anyone who does not rely on these fluffy soft socks from team-d in the cold season. A chic knit with a reindeer motif on the outside and super soft plush on the inside. With an ABS anti-slip sole. Unisex and unisize suitable up to men's shoe size 45. The material is 100 percent acrylic and washable at 30 degrees. The reindeer design is available in white from stock. Each pair comes with a sleeve on which advertising can be applied.



www.dopplerschirme.com



HIT WIN DRY SET



Species protection

Not all birds fly south in the cold season. The remaining feathered friends are therefore happy to find grain and birdseed – what options are there? You guessed it, a birdhouse from emotion factory. So why not manufacture such a useful product as a promotional product and send it to the customer in the Christmas mail, is what they thought. Supplied in an environmentally friendly, climate-neutral bag with an individually printable tab, the individual pieces of wood are put together by the customer to create a birdfeeder. Laser engraving can be applied to the wooden roof. The product can be combined with 20 g birdseed bags. With this birdseed bag containing 20 g of delicious seeds, the customer can do good by actively protecting the diversity of twittering birds. The product is suitable as a mailing article, and in combination with the self-assembled birdhouse from emotion factory also as a Christmas present. An individual design is possible from 5,000 bags.



Outdoor entirely uncomplicated

For many fans, luxury camping means to be close to nature. As Halfar knows, less equipment is more. The Breeze bag series was designed for this philosophy. The three new bags from Halfar® inspire with lightness and uncomplicated style. With the backpack on the back, the belt bag around the hips and the sports and travel bag in the hand, every camping day becomes an outdoor experience. Moreover, the material is particularly lightweight and water-repellent. Characteristic of all three are the welded and colour-contrasting zip.





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

Eye-catching colours

The dark time of year not only brings wet roads, fog and dim light, it also makes pedestrians almost invisible at times. Fare has launched various umbrella models to enhance conspicuousness in the dark. From eye-catching colours such as neon yellow to fashionable reflective piping on the fabric as well as luminous shafts or integrated flashlights in the handle, there is the right model for every user. New are the two Fare® ColorReflex models: After opening, they look like ordinary single-coloured umbrellas. As soon as light hits the fabric, however, the outer fabric of two wedges reflects.



PSI 41259
Lehoff Im- und Export GmbH
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www.lehoff.de

Fireplace effect without flames

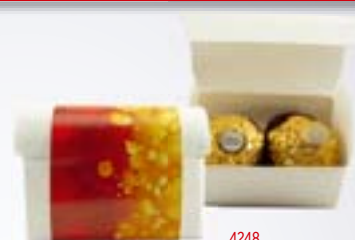
Who does not think of an atmospheric blazing log fire when it comes to cosy warmth? With the “EASymaxx” radiant heater from Lehoff, you now get this romantic sight with the desired heating effect but without any dangerous flames. Energy-saving LEDs simulate the cosy flames in a deceptively real way and thus deliver the cosiness factor for cold days. The temperature can be regulated at two levels. Thanks to the swivel function, the heat is distributed evenly throughout the room. Automatic shutdown when tipping over ensures the necessary safety.

– ADVERT –

Christmas - Ideas - House



4110
Cookie Cutters
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4248
Sweet Christmas Chest



4023-1
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4026
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PSI 2043
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www.kaldenbach.com

Cuddly warm on the neck

With a high-quality scarf made from a cashmere replica „Made in Germany“, Kaldenbach provides cuddly warmth in the cold season. The fashionable Bronson® Lura scarf is perfect for cool autumn and winter days with its wide range of different colours. According to the supplier, it is Öko Tex Standard 100 certified and entirely climate-neutral.



PSI 47555
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Heat and light in winter

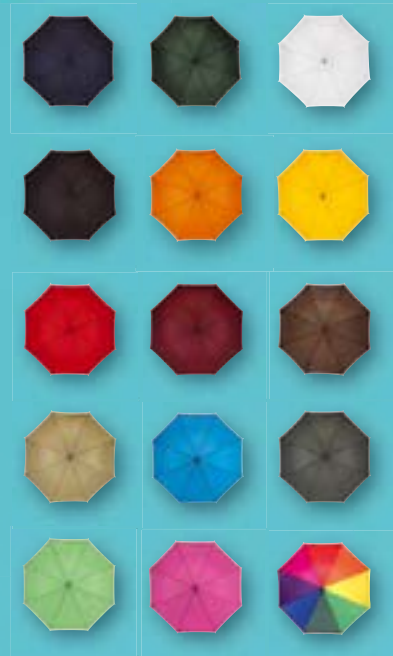
Vim Solution has introduced its Eileen and Liora LED caps as a universal remedy for the dark and cold seasons. They simultaneously provide light and heat. The LED light offers three different brightness levels and can be switched on by simply pressing. The Liora model also has a red LED integrated as a rear light. The LED lights are easy to remove and recharge at any USB port. The caps are available in black, white, grey or blue. Finishing is possible with foil printing or embroidery.

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BOFA-Douplet

The new management is shared by Lisa Pias and Stephan Baumgart.

Change in management

Following the successful relocation of BOFA-Douplet GmbH from Bonn to Hennef at the beginning of the year, there has also been a change in management. On 1 July 2019, Lisa Pias and Stephan Baumgart took over the management. The former Managing Partner Jean-Bernard Doublet is now devoting himself to meeting new challenges in the Doublet Group, to which BOFA has belonged since 2012. Stephan Baumgart has been working at BOFA since 2011 and has been Head of Sales since 2016. Lisa Pias has been working for the Group since 2007 and has been Head of Marketing since 2012. Both have been working hand in hand with the former management team for many years and know the company and the corporate group down to the last detail. "We look forward to the new challenges and are proud of the trust placed in us by the corporate group", said Pias and Baumgart.

www.bofa.de



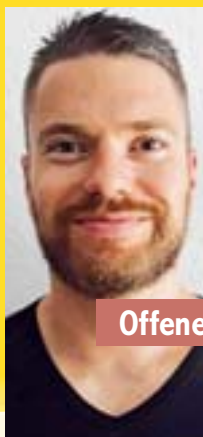
Marcel Neuhaus

New customer service representative in the field

Since the beginning of August, Marcel Neuhaus has been reinforcing the operational team of the Bielefeld-based bag manufacturer Halfar and advising customers in the postcode area 0-5. The bag specialist is delighted about the new addition. Neuhaus boasts several years of industry experience and is responsible for the area of Miriam Sigges who now specialises in managing key account projects.

Halfar System

www.halfar.com



Günter Thomas

Newcomer at the company

On 17 September 2019, Günter Thomas will begin his vocational training as a specialist in application development at the Schwetzingen-based company Offene Systeme Software! For the newcomer, the introductory phase begins with getting to know the special requirements and processes of the promotional products industry. He will familiarise himself with the subject matter in small development projects and be involved in the daily work routine. He is already the fourth trainee at Offene Systeme Software!

Offene Systeme Software!

www.ks1.de



travelite

ETM Testmagazin: Two prize-winners from travelite

For the July issue of the ETM Testmagazin, a total of twelve luggage trolleys in cabin luggage size were tested for a wide variety of criteria. No fewer than two travelite models were chosen as price-performance award winners: Both the soft luggage trolley CAPRI and the CITY from the hard-shell segment convinced the jurors. Both trolley models feature four double castors, an extendable handle and an integrated lock (CITY) or TSA LOCK® (CAPRI). In addition, the CITY features sturdy protective corners and the CAPRI has several outer pockets. Thus, travelite remains true to its claim to offer functional and durable luggage at an attractive price. www.travelite.de

New headquarters with ecological accents

Over the past four decades, mbw® at Wanderup/Germany has developed into a national and international company firmly anchored in the promotional product market with its quality brands. Now the premises on Tarper Straße had gradually reached its limits. At the end of August 2019, the company moved into a modern office building which includes a picking and storage hall. The new headquarters of mbw® was completed after only 7 months of construction.

The adjoining order picking hall uses a state-of-the-art automatic storage system. The logistics hall with approx. 4,000 pallet spaces, which is 6 km away in Eggebek, will continue to serve as an external and supply warehouse. The new company building is all about efficiency and sustainability: By installing the AutoStore® with a capacity of approx. 13,000 storage containers, the available space will be optimally used. Lighting of the entire building and the grounds will be provided exclusively with LED bulbs. The heating system is an energy-saving air source heat pump. In late summer, an approx. 2,000 m² wildflower meadow will be created on the adjoining extension area. www.mbw.sh



mbw®

Team reinforced

Mareike Schulze has joined the team at the company Gabriele Bühring. As a specialist for customised products made of leather, synthetic leather, felt, fine board and plastic, her area of responsibility since spring includes not only acting as an assistant in sales and administration but also accounting. "Mareike Schulze has already proven herself as an all-round talent and enjoys the diversity of tasks right through to designing layouts," says Managing Director Gabriele Bühring. At the Trend, she will be assisting at the stand (for the first time). www.buehring-shop.com

Bühring



Mareike Schulze

Second generation joins company

Computer Division Heinemann (CDH) has welcomed Carl-David Heinemann, the second son of company founder Martin Heinemann. After studying business administration, he has already gained more than three years of experience in the promotional product industry. As a result, he is now ideally qualified to support the CDH team in the future. In order to continue to meet customer requirements in the future, "C.D.H." will be working in both support and sales at CDH. www.cdh.info

CDH



Carl-David Heinemann

The first climate-neutral event series in the industry

This year the companies Halfar, Koziol, Daiber, FARE, Geiger-Notes, JUNG, Reflects, mbw and UMA are inviting their guests to their home as part of the Welcome Home Tour from 3 to 12 December 2019. Under the motto "The best. At home", the organisers promise not only product innovations, extraordinary ideas and trends and concentrated consulting expertise but also an intensive accentuation of the topic of "sustainability". "The topic of sustainability has ensured a positive rethinking by consumers and is increasingly becoming the focus of purchasing decisions at all levels of the economy. Sustainability is therefore the lecture topic at all Welcome Home locations and will provide interested distributors with the best possible knowledge on the subject of "Sustainable Advertising", according to a statement from the organisers. Accordingly, the Welcome Home Group is taking an important step itself: Welcome Home 2019 will be the "first climate-neutral event series in the promotional product industry". In cooperation with Climate Partner, the CO2 emissions of the tour will be measured and the calculated value will be invested in climate protection projects by way of a compensation payment. "Sustainable advertising and action is thus not only written but actively practiced by all Welcome Home members," according to the organising companies. Interested parties can find out more about the sustainable activities of the Welcome Home members in the brochure "Sustainably benefiting from the best" created especially for this purpose. For details see: www.welcome-home-tour.de/tour/



Welcome Home 2019

**WELCOME
HOME**
2019

Das Beste. Zuhause.

03.12.-12.12.2019

Goldstar Global Launches

Goldstar has launched Goldstar Global, uniting its teams in North America and Europe to offer best-in-class promotional products, innovative decoration capabilities, and valuable business solutions to its growing base of distributor customers. Howard Cubberly, previously general manager of its North America division, has been promoted to lead Goldstar Global. Colin Loughran of Goldstar Europe headquarters in Dundalk, Ireland and RJ Hagel, who was previously the marketing manager of Goldstar North America will also have new global leadership roles that have been established in Europe and North America to continue to bridge the collective strengths of both regions. Colin Loughran who will continue to lead as the general manager of the Europe site will now also be a key player in global product design and merchandising strategy. RJ Hagel will now manage marketing teams for both sites as the global marketing manager.

Drawing upon the strengths of its manufacturing facilities and support teams currently in place in North America and Europe, Goldstar Global is uniquely positioned to quickly fulfill and deliver international orders. The North America and Europe teams are now focusing on the launch of a Global Goldstar brand to create a cohesive look and common customer experience across all markets.

Howard Cubberly brings more than 25 years of industry experience to his new role as the global supplier's general manager and will be managing the business out of its San Diego headquarters. During Cubberly's 5-year leadership of Goldstar North America, the team consistently grew its business by double digits year over year. "I'm excited at the opportunity to bring the Goldstar brand together globally," said Cubberly. Colin Loughran says: "Goldstar Global will be a tremendous benefit to our customers in Europe as they will soon be able to offer a wide range of innovative new products that are already exciting the market in North America." www.goldstareurope.com



Goldstar

Howard Cubberly, previously general manager of its North America division, has been promoted to lead Goldstar Global.



Mike Stas

Mike Stas is back

Since 1 August, Mike Stas has been back at Brandcharger, a supplier of electronic devices and chargers for the promotional product industry. "A logical step in the light of the pleasant experience I've had with Brandcharger since the end of 2012. In addition, Brandcharger has evolved in recent years, and there is an interesting range of products that continues to make

Brandcharger

Brandcharger a reliable partner," says Stas, describing the reasons for his return to the company. Operating as Sales Director Europe from the newly opened office in Rotterdam, Mike Stas will again be responsible for Brandcharger customers in the Benelux countries, Germany, Austria, Switzerland and Scandinavia.

www.brandcharger.com

Contact: mike@brandcharger.com • Tel. + 31 10 3070946

Sanders Imagetools from Neutraubling has secured the distribution rights for MyCoffeebag. The multi-award winning miniature coffee filters are the natural alternative to conventional coffee capsules. They do not pollute the environment and immediately unfold their excellent aroma.

Sanders Imagetools

Distribution rights secured for MyCoffeebag



MyCoffeebag is delivered in an individually labelled aroma bag in protective packaging.

The Coffeebags are very easy to use. They unfold when opened and are immediately ready for use.



keting very well with their reliable processes", says Alexander Streck, founder of MyCoffeebag. "MyCoffeebag is the natural alternative to conventional coffee capsules and perfectly complements our product range as an innovative promotional product that holds Germans' favourite drink," says CEO Alexander Czech, who asserted himself in the race for the exclusive distribution rights with his company Sanders Imagetools.

Immediately ready for use

The miniature coffee filter does not pollute the environment and is very easy to use. It unfolds when opened and is immediately ready for use: Place it on a cup, pour hot water over it – and voila! The beans develop their special aroma during gentle drum roasting and release it as they brew in the cup. The "most handmade coffee of all time" combines four advantages in one: taste, simplicity, environmental awareness and fair treatment of the coffee farmers – quasi four times more pleasure.

In the premier league

The quality of the processed coffee is also remarkable: The coffee roaster of the five available varieties plays in the premier league: The industry leader "Crema-Magazin" awarded it "Roaster of the year 2011" and "Der Feinschmecker" awarded the roaster of the Coffeebags "National winner 2018". Each order is freshly roasted, immediately filled in the Coffeebags, wrapped in the protective aroma bag, labelled and promptly delivered. In the future, Coffeebags will be available from Sanders Imagetools with individual labels from 500 units or in a premium selection design from 250 units from stock. Other packaging variations and small gift sets are also being planned.

In 2015, with the development of the miniature coffee filters, the Lower Franconian manufacturer MyCoffeebag focused on the continuing trend of "preparing single cups" and the renaissance of filter coffee.

Awards followed, including victory in the "German Design Award 2019" in the kitchen category as well as nominations for the "PSI Sustainability Award 2019", the "German Innovation Award 2019" and the "Best of 2019" of the German Marketing Association. Sanders Imagetools has now secured the exclusive European distribution rights for MyCoffeebag as a promotional product.

Innovative promotional product

"With the increasing demand of the promotional products trade for our Coffeebags as promotional products, we are very grateful to have gained Sanders Imagetools as a partner that has known the market inside out for more than 20 years and masters the demand situation and mar-

Since the beginning of July 2019, Dennis Dennig has been the managing partner of JUNG together with Arne Paul Bender. The new management duo want to build on proven strengths and set new impulses.

JUNG since 1828

Into the future with a new management duo

Industry



Arne P. Bender and
Dennis Dennig at the
company headquarters.

Arne Paul Bender and Dennis Dennig will together shoulder responsibility for JUNG in the future. Jörg Dennig and Stefan Kühlbrey have withdrawn from the operative business but remain associated with the company as advisors. Since both partners of the new management duo have been working together for a long time, a smooth transition is guaranteed: Arne Paul Bender has been managing director since 2017 whilst 32-year-old Dennis Dennig has been with the company since 2008, most recently as sales manager.

Tradition of reinventing oneself

JUNG has a great tradition in re-inventing itself and utilising challenges as opportunities. Only in this way could the oldest sweet factory in Germany successfully assert itself on the market for more than 190 years. Milestones have included the invention of the give-away sweet and the first individually printable sweet wrapper. Since that time, JUNG has become a specialist in tasteful advertising. Today, the range also includes sugar-free sweets, vegan and fair-trade products, hearty snacks and muesli bars in a large selection. In addition, innovative ideas for packaging, such as plastic-free Advent calendars and biodegradable cereal mugs and bags, are constantly coming from the JUNG think tank.

Securing a sustainable future

Out of personal conviction and entrepreneurial responsibility, JUNG will focus even more on sustainability in future and will provide its customers with products for the growing number of consciously consuming target groups. The goal is to grow together with customers. When the 200th anniversary of the company is celebrated in nine years, JUNG more than ever wants to be the partner offering the best possible solution for successful relationship marketing, according to information from the company's headquarters in Vaihingen an der Enz. <

www.jung-europe.de

A black and white photograph of a woman with bangs and a scarf, holding a large, colorful umbrella. The umbrella has a rainbow-colored canopy. The woman is looking towards the camera with a slight smile. The background is a solid pink color.

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creative advertising ideas
from them.



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www.kaldenbach.com

Appealingly packed

The FamousFood® TeamBoxx from Kaldenbach is a coloured bowl in frosted red, blue, green or transparent with a translucent base, which optionally arrives at the customer filled with Werther's Original, Nimm2, Hellma Coffee Bean or Hellma Schokonuss. The attractive product is Made in Germany and includes a high-quality slipcase with a photo print inside and out over the entire surface as well as single-colour printing on the box.



PSI 43949 • L&S GmbH
Tel +49 7141 911-7229
info@lunds-gmbh.com
www.lunds-gmbh.com

Elastic and strong

The extremely durable plastic key chains and magnets from L&S can be custom-designed. The desired advertising message impresses with its design and can be placed in a clearly visible position. The plastic products of the Baden-Wuerttemberg company convince through their high durability as well as their elasticity and magnetic strength which is good for up to 15 sheets. As a specialist in large-volume advertising-relevant imports, L&S creates the most creative designs for every season and every industry, individually tailored to the needs of the customer. The products are subject to strict quality control in production in order to guarantee an optimal result.

Backhäuschen mit Backförmchen

ef
emotion
factory
... aus dem Schwarzwald



Kerzenglas mit Bienenwachsgranulat



Vogelhäuschen



Nussknacker



Bitte 24-seitigen Flyer anfordern

Dolce Vita for kids

Jamara has released a new anti-tilt slider for the little ones from the age of 12 months. A small Fiat 500, the vehicle that can be found in every city in Italy and simply belongs to the Dolce Vita, brings Italian flair to the children's room. Jamara has launched this cult vehicle as a licensed children's slide in various colours on the market. High-quality workmanship, true to the original look, a rounded steering wheel with different sounds and a small trunk under the hinged seat make the car a genuine favourite toy. Available in four different colours and officially licensed, the Fiat 500 is ideal as a promotional product. In addition to two AA 1.5-volt batteries for the steering wheel, the supplier recommends the Grand traffic light system, the Grand Sets A and B traffic signs and the police signalling disc. Further information is available on request.



PSI 47696 • Jamara e.K.
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www.jamara.com



PSI 42706
Kalfany Süße Werbung GmbH & Co KG
Tel +49 7643 801-0
info@ksw24.com
www.ksw24.com

Compact advertising energy

The pocket-size Advent calendar in mini format is the smallest and most individual Advent calendar made by Kalfany Süße Werbung. Despite its size, an optimal advertising impact is ensured for 24 days. With the unique chocolate My M&M's® buttons, not only can the cover foil of the blister be customised but also the buttons. Three CI-matched colour tones can be selected from 15 button colours: The unique message, the logo or the image as well as each button can be perfected into a one of a kind. In addition to its delicious brand content and its individualisation potential, this little Advent calendar also impresses with its suitability for mailing as well as its favourable postage format and weight.



PSI 47317
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psi@tobra.io
www.tobra.io

Eco-Power

The Rhine powerbank from tobra is the first powerbank of its new ecoline grey product line. The products in this series are made from hanit, a Blue Angel recycled material made entirely from plastic waste. Not only does this powerbank serve as a mobile companion with 2,200, 2,600 or 3,000 mAh, it also makes an important contribution to a cleaner environment and against the ubiquitous deluge of plastic. The Rhine is supplied with a USB charging cable, a user manual and high-quality, sustainable cardboard packaging. Finishing can be done by using digital printing, durable laser engraving or hot stamping directly in Germany.



PSI 44294
Hermann Flörke GmbH
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www.floerke.de

Smart clips

The eraser clips from Hermann Flörke GmbH Kunststoffverarbeitung und Werkzeugbau offer a further custom-made option in the eraser segment. Thanks to this useful clip, the eraser can always be attached to a sketchbook or similar item. Like all Flörke erasers, the new eraser clips are based on TPE. The erasers are made eco-friendly, are recyclable and contain no PVC plasticisers. The erasers can be personalised according to the customer's requirements.

– ADVERT –

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PSI 44724
Promowolsch – the customer factory
Tel +49 2942 570201
info@promowolsch.de
www.promowolsch.de

Good nose

Promowolsch offers no fewer than four new products associated with spectacles. Nasus, Nasi Goreng, Herz-Nase and Pinocchio are the names of the funny fellows made of REACH-compliant plastic materials, all Made in Germany. The products come in two parts, whereby the user can also store an eyeglass cleaning cloth, eyeglass cleaning paper or eye drops in the corpus of the funny displays. The first benefit, however, is storing eyeglasses on the long nose of the shapely product. The sufficiently large advertising space makes for exciting messages.



Absolutely unbreakable

koziol Superglas is a series of six different glasses made from a very special high-tech material. The glass has superpowers: It not only insulates four times better than conventional glass and keeps drinks cold for much longer, it is also virtually indestructible and can even be thrown long distances without breaking. The design of the various long drink, wine, water, champagne and shot glasses of the Club series is unique and stylishly highlights drinks. The series was developed in collaboration with professionals in the industry. The universal shapes of the glasses are not limited to a specific drink, but are extremely versatile, both for cold and hot specialties, soft drinks and cocktails, smoothies and spirits. The material gives the glasses a particularly pleasant feel. The material is completely dyed and thus dishwasher safe. Special colours with and without imprint are also possible from small quantities. The plastics used are entirely recyclable and can be used again and again as a secondary raw material.



PSI 47406
koziol – ideas for friends GmbH
Tel +49 6062 604-0
incentives@koziol.de
www.koziol.de



Signpost for bookworms

Even in the digital age, the bookmark remains an ideal advertising medium. The proven classic in a practical format for inserting or placing into a book never gets obsolete. Whether as a witty addition to the book or as a gift idea: The creative bookmarks are used by customers in everyday life and thus always remain in their field of vision. The little extra for anyone who has something to do with books and other literature ensures that advertising companies leave a lasting impression. Schreiner Coburg develops custom-fit bookmarks even in very small quantities according to individual conception for every occasion and with the desired, individual advertising message.

- ADVERT -

We develop your promotional product as a special model.

You have found the right product, but you would like to implement your own mascot or theme?

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mbw.sh



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

Convincing radiance

The NOVA NO160 penlight from Richard Cermak Minitaschenlampen is made of high-quality ABS plastic Made in Germany and leaves nothing to be desired in terms of radiance. The high-quality light product is available in numerous colours and features a very bright white LED, a cleverly designed, patented switch and a sliding switch for permanent light.



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

Wide variety of products

The Polish company 12M offers a wide range of individual products made of various plastics such as polypropylene (PP), PVC, PET film and lenticular film. All variations of labels such as price tags, luggage tags or tags for potted plants can be created according to customer requirements. In addition, 12M realises a wide variety of plastic boxes or document binders, erasers, bookmarks and lots of other products in the desired customer design as well as in various sizes, colours and shapes. The Eastern Europeans grant a discount of five percent on their plastic creations ordered with the special promotion code PSI12M10/2019.

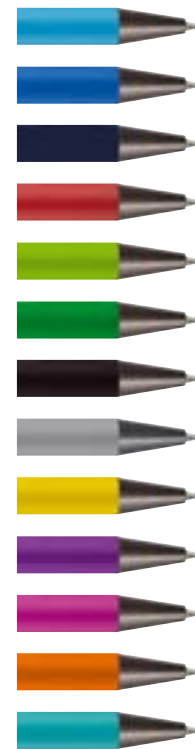


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Rocket thirst quencher

There are no limits to the creative possibilities of the stylish rocket drinking bottle from Global Innovations that can be produced in all sorts of colours. Whether on top in blue, below in red, in the middle in transparent green, with a yellow drinking straw: this is just one of many different variations. The bottle can be printed on the transparent centre section made of PET with up to four colours. The drinking vessel holds about 480 millilitres and can be unscrewed for filling. The thickening at the bottom of the drinking straw prevents it from falling out if the bottle is knocked over or falls over. The minimum quantity is 3,000 pieces.



PSI 42020
mbw Vertriebsges. mbH
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www.mbw.sh

Special models made of plastic

mbw® individualises its numerous creative plastic products either as a special model or with a special colour. mbw® offers special services for its product families of squeaky ducks, plush toys, display cleaners and anti-stress articles from the Squeezies® and Herr Bert® brands. After selecting the product family, the north Germans, together with the customer, develop customised popular figures for the desired advertising message. Special colours are even easier: After finding the perfect popular ambassador in the mbw® assortment at www.mbw.sh but not your own CI colours, a remedy is quickly in sight: Once the desired colour has been communicated, the project will be completed quickly and, if desired, in small minimum quantities. The info sheet “Special models and special colours” shows the step-by-step way to a special model in PDF format for downloading at <https://mbw.sh/en/sondermodelle/>.

Heart-warming ice scraper

Hepla's heart-shaped ice scraper is an attractive promotional product that is characterised by a large print area on which advertising slogans and a cordial communication can find sufficient space. The ice scraper has serrations on the underside for breaking ice as well as a scraper on the side. This ensures a clear view in the car in winter. This useful winter product is Made in Germany and is therefore also available in large quantities at short notice. The standard colours are white and red. Due to the in-house production, special colours are also possible on request. If desired, the ice scraper can also be finished in the in-house printing shop using pad or effective digital printing.



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



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

Toiletry bag for men

The robust, spacious and practical Washbag from Troika has what it takes to become a regular favourite companion. Two compartments for razors, deodorants and the like as well as two sturdy carrying straps and a surrounding rubber band for securing further accessories are just as much a part of the equipment as a practical hook for hanging in the bathroom. The Washbag is made of tarpaulin, a durable, water-repellent material that is also used in the manufacture of tents. Ideal for frequent travellers.



Sweet Promotional Gifts



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*Sweet promotional
impact!*



www.ksw24.eu



Safety first

Safety first: especially with kids and especially with their parents. The children's safety kit from Team-d improves visibility through eye-catching light reflections. The nine-piece set includes two snap bands each about 30 centimetres long for the wrist and ankle, five stickers each about 5 centimetres in diameter and two pendants with carabiners. The product set is delivered to the customer packed in a polybag with a cardboard inlay.



Reused resources

The creatively designed S45 Recycled and Elis Recycled models are produced by Italian writing instrument specialist Stilolinea in Europe. The two attractively designed, highly eco-friendly and energy-efficient writing instruments are made from certified, recycled quality plastic granules. Both members of the brand-new recycled plastic series can be combined with various fresh colours on request and are refillable with new refills. The recognisable recycling symbol is applied to the tip and shaft of the standard grey and discreet black pen.



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Customised erasing

The Tecnoraser Delta and Tecnoraser Round erasers from Hermann Flörke offer further custom-made eraser options. Designed from two components, the new eraser models create an intelligent and cost-effective product personalisation. While the hard plastic inner part is ideal for printing, the circumferential eraser with its offset edges ensures a precise action surface. Like all Flörke erasers, the new Tecnorasers are based on TPE. The erasers are made eco-friendly, are recyclable and free of PVC plasticisers. For tailor-made promotions, the products are also offered in special shapes according to customer requirements.

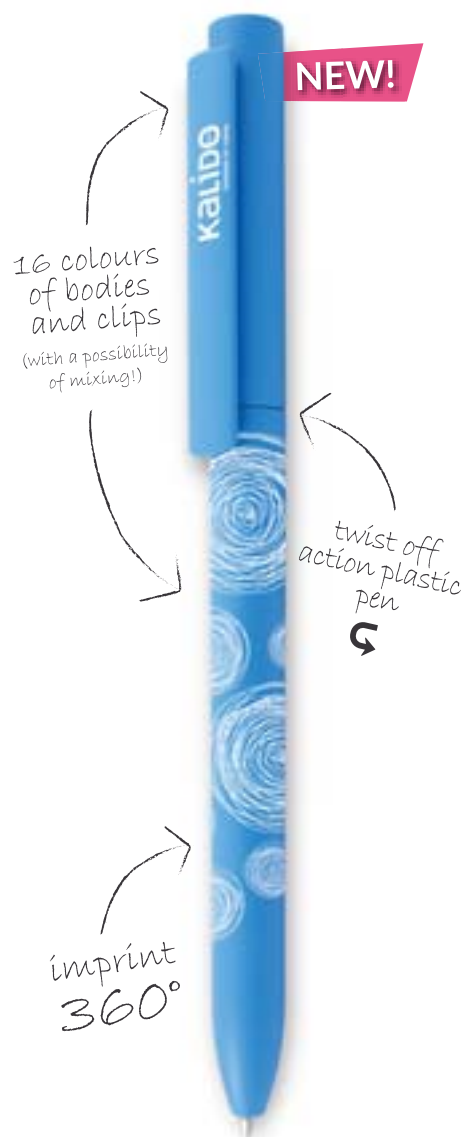


PSI 50967 • Römer Drinks by Römer Wein und Sekt GmbH
Tel +49 6541 81290
info@roemer-drinks.de
www.roemer-drinks.de

The most practical chair in the world!

The siTPack™ from the supplier Römer Drinks promises to be healthy, flexible and yet relieving at all times, without having to lug it around. Once removed from the compact box, the sturdy, height-adjustable chair can be unfolded in seconds, ready to support your body in all situations. Whether it be at festivals, trade shows, in the office, while fishing, at recreational sports events or while waiting for the train: the siTPack™ helps to maintain the natural curvature of the spine and to relieve the coccyx at the base of the spine. The healthy alternative to sitting or standing for a long time! The siTPack™ is available in blue, white, black, pink and camouflage and can be customised using direct printing or CMYK digital printing on the box.

Kalido
DESIGNED BY ADPEN



Exit Group

ul. Baletowa 12,
02-862 Warszawa, Polska
tel. +48 22 852 22 98
email: info@exitogroup.pl
www.adpen.com.pl



Stylish cheers

Whether it be a romantic dinner for two or an exuberant New Year's Eve party: Cheers from koziol is the perfect glass for all occasions. The high-quality material insulates and keeps drinks cool, and the high shape ensures that sparkling wine or champagne bubbles longer. In addition, the glass is virtually unbreakable and thus ideal for weddings, birthdays, garden parties, excursions or wherever broken pieces bring less luck.

Revival of a classic

The well-known design is tried and tested and the material has been adapted to the signs of the times: The USB stick Expert Eco from Vim Solution is made entirely of recycled plastic and thus contributes to the conservation of resources. Special emphasis has intentionally been attached to sustainability: Colouring the stick has been dispensed with to ensure the concept of recycling is also optically implemented. Chip capacity from 128 MB to 128 GB is possible.



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PSI 46966 • importplus GmbH
 Tel +49 38754 289867
 info@importplus.de
 www.importplus.de

Mobile phone cases made of soft plastic

For almost all mobile phones, importplus offers high-quality cases that can be customised with digital printing without additional tools using 3D relief printing or embossing. The appearance of the case in matte black with print in glossy black or in a combination of gold and silver is particularly elegant. Conversion of the print file is included in the unit price. Cases with a raised edge as well as the standard versions can be digitally printed inexpensively in CMYK on the entire rear side. In addition, the assortment of importplus also includes attachable soft plastic cases with all digital printing options and with the possibility of selecting a cord or lanyard and the position of the attachment. The minimum quantity is 200 pieces. The material colours are matte black, white frosted and clear transparent.

– ADVERT –

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LACKFARBE, HOLZFARBE, FORMEN, MINENFARBE, VEREDELUNG, WERBEDRUCK ... ALLES FREI KONFIGURIERBAR

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 in the decoration of glass, ceramics and porcelain, even beyond Germany's borders. Currently, around 150,000 glasses, cups and jugs are refined every day at the plant in Neudenau.

Seven decades of tradition

Böckling glass – elegant and decorative



New to the Böckling portfolio: the "Saluto" wine glass. With a volume of 39 cl, the crystal glass is ideal for wine festivals.



The "Galaxy" coating technology: Inside in bright silver, sprayed on the outside in the customer's favourite colour, this article is the eye-catcher par excellence.



With the "Colour Dust" process, the desired articles are coated in individual colours according to HKS or Pantone.

In seven decades with entrepreneurial vision, Böckling has gradually developed into a sought-after supplier whose customers not only appreciate the high quality of its products but also the creativity, know-how, reliability and flexibility of the company. Böckling not only offers its business partners exquisite and beautifully finished articles but also concepts and service on site. Since 1981, Böckling has also been a member of the PSI network, supporting its partners in the promotional product trade in their day-to-day business through training seminars, the exchange of ideas and much more. No matter if it is glass, ceramic or porcelain, whether it is decorated or not – with the experience of 70 successful years and state-of-the-art finishing techniques, the specialist helps every brand to have a promotionally effective presence.

Continuous development

The history of the company began in 1949 with the founding of the ceramic wholesaler E. & A. Böckling by Anni and Ewald Böckling. Böckling started developing its own glass moulds for brands at an early stage. They were made at various glassworks with which the company collaborated. After the early days in the Bavarian Forest, Ewald Böckling went on a spending spree in former Yugoslavia. Today, Böckling GmbH & Co. KG works almost exclusively with European glassworks. Meanwhile, over 12,000 square metres of production and storage space is constantly stocked with approximately six to seven million glasses. Customer requests can therefore be responded to individually and in the shortest possible time. Customers beyond the beverage industry are more important than ever for Böckling.



With "Flexi Print" technology, finished products are guaranteed to be a highlight.

because decorated cups, glasses and ashtrays have become more and more popular as promotional products over time. The company is technically perfectly equipped to develop new product ideas. "The challenge of developing new decoration techniques in order to generate the best possible result for our customers is a constant incentive for us", says Managing Director Berthold Böckling.

Constant innovations

"Due to the constantly growing demands of the market, it is important to maintain our internal processes, our product portfolio as well as our service and thus the proximity to our customers and to improve them in a concentrated way", explains Berthold Böckling when outlining the company philosophy. "Speedy processing as well as constant innovations are a matter of course for us. Similarly, we strive to achieve the highest level of satisfaction of our customers," adds the managing director. There are currently around 240 employees at the Neudenu site in Baden-Württemberg. Of course, the company is certified with the quality management system DIN 9001:2015 and the environmental management system DIN 14001:2015. Likewise, Böckling is an IHK training company, audited according to SMETA (Sedex Members' Ethical Trade Audit) and works together with the waste management facility ALBA, thereby saving resources.

The modern company building in Neudenu in Baden-Württemberg is home to a whole world of diverse decoration options on glass, ceramics and porcelain.



Distinctive finishing techniques

The fact that innovations are the driving force behind Böckling GmbH & Co. KG is evidenced by looking at the company's unique selling points: Developments and innovations in the field of processing techniques. Worthy of mention here is "Galaxy", an industrial design registered in 2016. "We offer this special coating technology on all glass items. Inside in bright silver, sprayed on the outside in the customer's favourite colour, this article is the eye-catcher par excellence," says Berthold Böckling. There is also "Flexi Print" technology with which finished products are "guaranteed" to be a highlight: Colourful, details of the highest quality, enlarged decor surfaces on almost all items. Last but not least, the "Colour Dust" coating process: No matter what colour is currently fashionable, the desired article is coated in an individual colour according to HKS or Pantone. Colour Dust is available in different versions. Whether it be transparent or opaque, matt or glossy – in this way the product becomes unmistakable. Even a colour gradient can be implemented with the Colour Dust method. In addition, the article can be printed with the desired logo. Colour Dust is also available for ceramic and porcelain items.

Ideal for wine festivals

There is also a new product to announce: The "Saluto" wine glass. With a volume of 39 cl, this crystal glass is ideal for wine festivals. The laser cut mouth rim and drawn stem give the glass an elegant touch. In addition, the glass is "extra resistant". Detailed information about Böckling's range of products and services can be found on the company's website. <

Corporate values

- Customer satisfaction is our top priority
- We act in an environmentally conscious manner
- We maintain our company and the associated jobs at our domestic production site
- We inspire our customers with quality, flexibility and service
- We promote a cooperative and trusting collaboration internally, with customers and suppliers
- We support our employees and train qualified personnel

35 years of experience in the promotional product industry as a competent, experienced partner for its customers: The EcoVadis Gold-certified company Istac Promotion GmbH based in Pasching in Upper Austria specialises in the import of promotional products directly from the manufacturer. We introduce the full-range supplier and full-service provider.

Versatile assortment with high quality level

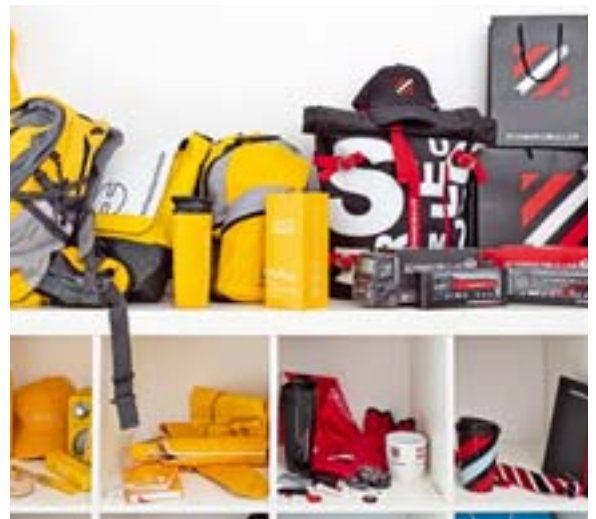
Full-range supplier with **full service**



As specialists, we take care of all important import matters for our customers and actively support them in implementing creative advertising ideas,” says Klaus Pohn, Managing Director of Istac Promotion together with Jürgen Prunk, summarising the core competence of his company. “We have the necessary know-how to fully comply with all EU import and certification requirements and it goes without saying that when choosing our partners, we make sure that our strict working conditions and human rights standards are met”, says Pohn in referring to the compliant, environmentally and socially responsible production processes in the different sourcing countries.

Social responsibility and certified sustainability

“At Istac, we take our social responsibility very seriously and are aware that our entrepreneurial activity has an impact on the environment,” says Klaus Pohn, who deliberately aims to ensure that social and environmental goals along the entire supply chain are consistent with his own economic activities. The managing director proudly adds that “we have achieved gold status with the current certification and with 69 points we are among the top 1 percent of the currently more than 20,000 companies evaluated by EcoVadis in 110 countries”. EcoVadis examines the performance of companies in the areas of environment, social affairs, sustainable procurement and ethics



In the showroom of the company building in Pasching, Austria, the customer can gain an overview of the extensive product range and be inspired by campaigns that have already been implemented.

on the basis of clearly defined evaluation criteria and then assesses them in a strict ranking. "Sustainability means a lot to us, not just sometimes, but every day of the year," adds Pohn. A statement that applies not only to sections but all entrepreneurial activities of Istac.

Flair for trends and innovations

When identifying new ideas for his business and whenever it comes to new promotional products for customers, employees or suppliers, the 13 employees of Istac Promotion GmbH see themselves as tireless scouts. The importer's customers profit from lean structures – in favour of a fair price-performance ratio with high quality standards: "We visit numerous promotional product trade shows worldwide every year so we are constantly finding and testing new products. In addition, we convince ourselves directly in the factories that working conditions, production processes and quality are acceptable," explains Pohn. As a full-service agency and full-range supplier, the company also provides its customers with the services of its design department in order to optimally highlight the customer's corporate design on selected promotional products or promotional textiles. This is an advantage, especially with individual custom-made products: "We are happy to cater to the sometimes unusual wishes of our customers – or create something out of the ordinary together with them, depending on what the customer is aiming for, and we support them in setting themselves apart with new ideas and concepts", says the managing director when describing the company credo of being committed to creativity and flexibility.

Great product diversity

In order to position brands in the long term and help their customers to sustainably compete for market share, the comprehensive Istac product catalogue not only includes technical, household and leisure products, but also proven classics from the fields of textiles, bags and stationery. Products for the office, food, especially sweets, as well as other useful and exclusive promotional products complete the portfolio of the Austrian company. "Our greatest strength is the conception of our diverse product range", adds Klaus Pohn about the broad product portfolio. "You will find cutting-edge and trendy products for all advertising purposes in our showroom." The Istac showroom is a permanent exhibition of up-to-date and trendy promotional products with impressive examples of customised products as well as complete ranges of promotional products.

Promotional textiles from A to Z

"Workwear and textiles are perfect for continuously advertising your own advertising message, as employees and other wearers of high-quality T-shirts, polo shirts or soft-shell jackets become ambassadors for the company," says Klaus Pohn. Perfectly suitable for the occasion, durable clothing for a trade show and field service in a timeless design, consistent from the tie to the socks, but also clothing from renowned brands ensure a uniform and professional appearance. The models can be specifically matched to meet the requirements of the employees in terms of the company's CI and individually in terms of colour and design: "We also support our customers in the standard-com-

pliant implementation of all the details of the collection and handle the finishing quickly and easily using embroidery or printing. In addition, we guarantee ongoing availability," assures Pohn.

From consultation to delivery

A successful advertising strategy is not just about the promotional product itself. The logistics and distribution of promotional products must be organised effectively and in a resource-saving manner, which is perceived by many customers as a tedious additional effort. That is why Istac offers its customers the option of outsourcing all promotional product logistics. From the order to storage to delivery, Istac delivers everything quickly and safely from one source. Supported by a modern IT landscape with highly automated order processing, fast, efficient and high-quality delivery is ensured. At Istac, full service means

not only in-depth advice and a needs analysis, but also competent project management from procurement to support. Once the concept is convincing, the production starts. Istac promotional product specialists use their own network and know-how to produce the ordered products in the best possible quality and at the best price. In addition, the Pasching-based company provides the customer with a webshop branded according to the customer's specifications and manages it as required in order to optimally present the products. "The shop is not only a shopping platform, but above all represents the heart of our full-service model," says Klaus Pohn. Orders from the shop are forwarded within seconds to the merchandise management and the logistics centre and processed on the same day. When it comes to logistics, Istac handles the complete organisation of the delivery as well as the entire warehouse controlling for its customers. Full service that applies to the entire process chain. <

"It never gets boring in this industry."

An interview with Klaus Pohn, Managing Director of Istac Promotion GmbH and President of the Austrian Association of Promotional Product Distributors (VÖW).

Mr. Pohn, you are a successful promotional product entrepreneur and association president. What has been your career path so far?

After attending the HBLA (Higher Vocational Training College for Economic Professions in Linz) in 1998, I wanted to become a professional equestrian. But my father was opposed to that idea. I then decided to join my father's company Wertpräsent and learned the promotional products business from scratch – from the warehouse to procurement and sourcing right through to sales.

What do you like about the promotional product industry?

First and foremost, I am motivated by the enormous variety of products that we work with. So it never gets boring. Today, for example, I can look for a classic promotional product in the Far East or even identify completely new products and trends and then import them. And



there is always a good reason to discover new things, to read about interesting topics and acquire knowledge – not least to avoid or solve problems.

The industry also lives from its internationality ...

Sure, as an importer you look around in other countries and markets anyway. Moreover, my contacts with members of the WAGE (World Advertising Gift Exchange) are particularly important to me because Istac Promotion belongs to the worldwide network of promotional product distributors, where each country can only provide one member. We have three meetings a year. At the beginning of the year, we traditionally meet during the PSI, followed

by the annual general meeting in Hong Kong during the Spring Trade Show. We sit down together for two days during which the companies present themselves down to the smallest detail in terms of turnover, marketing, etc. and this makes it easier for members to sharpen their own profile. Curiously, the Australian market is very similar to the Austrian one because there are many commonalities that have helped us in our everyday business.



The creative and experienced team at Istac Promotion offers the customer a comprehensive full service from consultation to shipping.

You started your career in your father's business. What experiences did you make back then?

It is always difficult to work with close relatives in the same company. That is a very sensitive topic. On the other hand, it is always a very good thing if you have a teacher for life and then also for the development in your professional life. My father is my great idol here, a real role model, even though we sometimes have different opinions. Exciting for me was also joining my company Istac Promotion in 2007. Founded by my father Gottfried Pohn three years earlier in Pasching, he and I initially shared the management. Today I share the management with my colleague Jürgen Prunk. Getting ahead together is great fun and shows how important a well-functioning team is for the success of a business. Even though we initially benefited from my father's network.

What attracts you to the association's work?

I'm not an extroverted networker by nature, but rather unobtrusive. I enjoy familiar faces and groups such as at the annual VÖW meetings or at the WAGE where I feel at home. Following a certain familiarisation phase, I gladly took over the office of VÖW President after having already been a member of the Advisory Board in the previous years and delivering my services there. As a result, I continuously familiarised myself with the association work.

A company is only as good as its employees. What do you attach particular importance to in your team?

Apart from technical expertise, I believe the interpersonal aspect is particularly crucial. It is important that the

person harmoniously fits into the team, that the person is loyal and that the personality is right. If an employee causes too much commotion, unrest and dissatisfaction arise. When I look at my people today, I am absolutely sure that they are loyal, reliable and act with integrity. Ultimately, the gut feeling determines whether we hire an employee or not.

What bothers you when dealing with others?

What I do not like is a lack of punctuality. I also have a problem with mendacity, with deceitful people. A direct approach is important to me – that my counterpart approaches me up front and openly.

Now turning to the private individual Klaus Pohn ... What do you like, what is important to you?

My family – my wife Verena and our three children (23, 10 and 8) – is the foundation stone for me. I come home and feel good, in good hands, and that is where I also gain the strength for my work. Riding, especially show jumping, was once a big hobby of mine before our younger children were born. At that time I participated in tournaments every weekend, either in Austria or internationally. Our children are also enthusiastic about horses. Meanwhile I have discovered my passion for cooking. And thank god I also see my job as a hobby and I look forward to going to work each day.

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The guidelines of the EU's Rapid Alert System for Hazardous Goods (RAPEX) were substantially updated at the end of 2018. It is recommended that the promotional product industry also takes a closer look at these guidelines. Due to the wide range of products and the extensive scope of application of the RAPEX system, important regulations must be observed at unexpected points. Below is a summary of the relevant updates.

Important changes also for the promotional product market

Observe new RAPEX guidelines



The Market Surveillance Regulation (2008) significantly expanded the scope of application of the RAPEX system. The new guidelines include this extension in its scope of application and clarify that, in addition to the consumer and migration products already covered by the Product Safety Directive (2001), they also cover all products subject to EU harmonisation legislation.

Extended scopes of application and notification possibilities

The extension of the scope of application entails important consequential changes. In particular, it is irrelevant whether these products are designed for the b2c or the b2b sector. In addition to risks to the health and safety of those affected, risks to other important public interests



Alarming: Most Safety Gate (formerly RAPEX) warnings for 2018 related to the toy category.

may also be relevant. Apart from the obligatory notification of a serious risk, notification obligations and possibilities in the case of lower risks were also extended. For example, a notification is recommended for products that pose a lower risk and for which voluntary measures have been taken. Should the authorities follow these recommendations as envisaged, the number of RAPEX notifications could increase significantly in the future.

Promotional product industry is also affected

In terms of the product safety assessment of promotional products, these changes result in two points that deserve particular attention. On the one hand, common promotional products come from the most diverse product groups and include an enormous range of products. The likelihood of harmonisation legislation – such as the Toy Safety Directive – and thus the RAPEX system being applicable, should therefore not be underestimated. Even though most of the promotional products were at any rate previously recorded as RAPEX migration products, some additions are still to be expected. On the other hand, although the largely simply designed and to be used promotional products usually pose only lower risks, a report is nevertheless a realistic scenario due to the extended obligations and possibilities. Given the increasing relevance of the RAPEX system, economic operators in the promotional product industry are well advised to use the updating of the guidelines to address the regulations and to review and clearly define their relevance to their own activities.

New Market Surveillance Regulation passed

This applies all the more given that, in addition to the new guidelines, a new Market Surveillance Regulation has recently been adopted which, inter alia, regulates the obligations of various previously unrecognised economic operators, especially in online trading. This is an issue that is also very significant for the promotional product sector where there is often a complex network of relationships between manufacturers, importers, distributors, advertisers and possibly additional operators such as agencies and finishers. The latest developments in the area of product safety law as well as corresponding requirements for companies are regularly highlighted by the joint seminar series Product Liability of Intertek and Reuschlaw Legal Consultants.

Alarming result in 2018

In spring, the European Commission published its 2018 report on the “Safety Gate” for hazardous products (formerly called Rapid Alert System RAPEX). According to this report, the authorities exchanged 2,257 warnings about

hazardous products. Most of the warnings were in the toy category (31%) followed by motor vehicles (19%) and clothing, textiles and fashion articles (10%), while chemical hazards and the risk of injury (25% each) as well as choking among children (18 per cent) were found to be the main risks. Product recalls are one of the most common measures to reduce the risks posed by hazardous products, but the proportion of products successfully returned by consumers is generally still low. The results of a recent survey show that one-third of respondents continue to consciously use recall products, suggesting that recalls may not have a major impact on consumers and/or that the risk is not clearly indicated.

China at the top of the blacklist

More than half of all hazardous products discovered come from China. Cooperation with Chinese authorities on product safety remains a priority, but results are mixed. The Commission continues to work with the relevant Chinese authorities in this regard. This includes raising awareness of the product safety rules that must be met when selling to EU consumers.

Sources: Intertek, EU Commission

Safety Gate (formerly RAPEX)

This is how the rapid alert system for hazardous non-food products works

Safety Gate is the EU's rapid alert system for all hazardous consumer goods (except food, medicine and medical devices). A public website has been set up specifically for the Safety Gate, where the alerts from the national authorities involved in the system are updated weekly. Every week around 50 alerts are recorded and published on the Internet. The notifications contain information about the product and the hazard it poses. https://ec.europa.eu/consumers/consumers_safety/safety_products

Since 2003, the rapid alert system has provided a quick exchange of information between Member States and the European Commission on hazardous non-food products withdrawn or recalled in Europe. This enables appropriate follow-up action to be taken across the EU (e.g. prohibition or discontinuation of sale, withdrawal, recall or refusal of importation by the customs authorities). The RAPEX rapid alert system has been renamed **Safety Gate** by the European Commission. Safety Gate makes an important contribution to consumer protection because everyone can find out about products subject to a complaint.

Businesses can also use the Business Gateway to quickly and efficiently report to national authorities that a product that they have put on the market themselves may not be safe.

<https://webgate.ec.europa.eu/gpsd/>

Sustainable advertising success

The Advent calendar specialists from CD-LUX offer high-quality, sustainable and individual Advent calendars for the upcoming Christmas season. All calendars are climate neutral and FSC® certified. CD-LUX even ensures fair conditions with the premium chocolate filling (especially made by Sarotti). **The new Advent calendars with Fairtrade® ingredients** put the focus on ecological thinking. Fairtrade® stands for better working and living conditions for small-scale farmers and employees in Africa, Asia and Latin America. 1.6 million small-scale farmers and employees are already benefiting from stable minimum prices, the Fairtrade® premium for joint projects and the promotion of environmentally friendly cultivation. Thus nothing more stands in the way of a completely sweet and sustainable advertising effectiveness.

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



Inspired by emotions

The AVANT Stoneware Factory recently introduced a range of new products. New line of products is inspired by emotions, past Times and connected values such as **time, nature and classic design**. Products are available in 26 colors each and also are available in our new technology using colored clay. These are available in 4 colors. All products are made in Poland, using European, safe raw materials. These products were designed by the KABO&PYDO studio.

PSI 49413 • AVANT Stoneware Factory
Tel +48 81 511 65 50 • office@avant.pl
www.avant.pl





Plushies for the wall

For almost 40 years, Trigon has been producing quality stuffed animals for zoos and theme parks across Europe. In addition to a comprehensive standard range, plushies for industry and sports with **individual mascots and promotional figures** with a company logo can also be created according to the customer's own wishes and ideas. The designers are also constantly implementing new ideas, thus ensuring the further development of the product range. For example, a new series featuring six plush toy heads has been launched. Similar to trophies, they can be attached to the wall. The lifelike designed models are reindeer, moose, wild boar, rhino, unicorn and gorilla. The heads are 23 centimetres tall.

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

Perfect Upcycling

The Asia Pins Direct sustainability team has found another perfect Product for you. This time being a perfect sample for professional upcycling. This little bag, available in different sizes to fit for small, medium and large vegetables and fruits. It is only made **from recycled PET and can replace many Throw-Away-Bags** while shopping groceries. The ultra light OGeB® can be designed to your own ideas, be printed with up to 4c, have your own size and can be laundered many times. It is just the perfect sustainable give away!

PSI 45428 • Asia Pins Direct GmbH
Tel +49 30 720200400 • info@apd-gmbh.de
www.asiapinsdirect.de



Comfortable on the go

With the **Basics trolley travel bag** from travelite, being on the go is always comfortable, regardless of whether the bag is worn or pulled. There is plenty of space for clothing in the large main compartment which is clearly visible thanks to its large opening. Utensils are at the ready in the small, side-mounted front pocket. Smart feature: By raising the elastic pleat, this spacious travel bag has a full 64-litre packing volume and because it is made of durable polyester, it weighs just 2.3 kilogrammes. The extendable handle is easy to retract when the bag is being carried. Also available in black and blue.

PSI 46108 • travelite GmbH + Co. KG
Tel +49 40 6421540 • gradwohl@travelite.de
www.travelite.de



New

Zeno MMn

100% Made in Germany



41270 Zeno high gloss MMn



41280 Zeno softtouch/high gloss MMn



Elegant combination

Since the introduction of the Zeno ballpoint pen from Klio-Eterna in May 2017, the shapely individualist has exceeded all expectations and has advanced from a standard plastic ballpoint pen to a premium MMn premium version. In addition to the fluent, harmonious design, the striking push button and the large advertising surfaces, the impressive metal clip made of nickel-plated spring steel ensures a brilliant appearance. The combination of high-quality plastic components paired with exquisite metal applications gives the expressive writing instrument **a special and elegant character**. The special and optionally selectable surface finish in softtouch or softfrost ensures a pleasantly soft feel. The all-rounder scores twice in terms of quality. In addition to the plastic components, the metal tip and clip also carry the title „Made in Germany“. Equipped with the in-house Klio-Eterna Silktech L quality refill, the Zeno MMn especially convinces with its inner values. 3,000 metres of writing capacity, available in blue or black, as well as a velvety soft writing feel guarantee longevity and lasting writing enjoyment. Available in up to 20 brilliant standard colours, the Zeno MMn offers a wide range of possible combinations. With the Klio PMS service, this versatile writing instrument can also feature special colours according to PMS, RAL or HKS. In addition to the standard print types, this all-rounder also offers the durable and high-quality option of laser engraving on the stylishly curved metal clip. And the new XL shaft print opens up additional possibilities for creative individualisation. Like all other plastic ballpoint pens made in-house by Klio-Eterna, the Zeno MMn is also available on request as a „recycling pen“. In combination with the matching „Made in Germany“ case, the Zeno MMn, finished with a soft-touch coating and an exquisite laser engraving, is a sustainable gift alternative to the established metal ballpoint pen from the Far East.

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

Klio-Eterna Schreibgeräte GmbH & Co KG

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www.klio.com



One pen – two systems

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

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

Klio-Eterna
Est. 1900

New

Snooker Rollerball

Silky-soft writing feel



Gift idea
Writing set „Snooker softtouch“
Ballpoint pen
+ Rollerball
+ 1c print (on barrel)
+ Carton case

Klio-Eterna Schreibgeräte GmbH & Co KG

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E-Mail: klio@klio.com

www.klio.com

Sign of sustainability

The memo organic cotton bag is the perfect alternative to plastic disposable bags and is suitable for purchasing fruits and vegetables and storing them. The GOTS and Fairtrade certified bags are made **entirely from organic cotton**. One side has an airy lattice structure that shows the contents and also provides ventilation. The smooth back stabilises the bag and can be printed on an area of about 200 x 250 mm with an advertising message. The strong cotton cord for pulling prevents the loose goods from falling out. memo AG won the "Sustainable Product – Textile" category of the PSI Sustainability Awards 2018 with its memo organic cotton bags for fruit and vegetables.

PSI 43927 • memo AG
Tel +49 9369 905160 • info@memo-werbeartikel.de
www.memo-werbeartikel.de



Christmas anticipations

The specialist Jung shows how to awaken emotions with give-aways with its **exquisite Christmas gift box**. It is filled with a delicious gingerbread mixture from the traditional Nuremberg brand Haerberlein-Metzger (eight different varieties). The fine gingerbread scent creates a heavenly scented Christmas spirit which makes you curious about the delicious selection. Customers are really elated they receive one as a gift in the form of the Jung gingerbread cottage. The cardboard box in the form of a 3D house offers plenty of space for an advertising message and can be individually printed with a Christmas design. Inside the house are four delicious mini gingerbreads of the Weiss brand.

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

The way is clear for eye-catching bells

Ding-a-ling: The passion of company founder Matthias Lange for the bicycle, paired with creativity and convincing workmanship is the unanimous tone of this bell manufacturer:

High-quality steel bells, carefully individually finished in the best craftsmanship tradition, suitable for all common handlebars, including a model for e-bikes with right-hand attachment are available. Whether it be a logo, company or club print as an original give-away, for associations as a present for anniversaries, events or for Christmas, they are affectionately hand-finished in the special design in small series in the Bremen workshop. Powder coating and printing comply with the industry standard „facade quality“ and are characterised by particularly high abrasion resistance and durability. True eye-catchers that can be seen and heard.

PSI 43986 • Klingel-Manufaktur
Tel +49 421 52404174 • info@klingel-manufaktur.de
www.klingel-manufaktur.de



Perfectly shaped memos

Sticky notes make life easier because everything which should not be forgotten is quickly noted down on the small slips of paper. This observation is also confirmed by the German packaging and promotional product specialist Karl Knauer KG. Year after year, the assortment of "Powerstikkies", as the sticky notes are referred to by Karl Knauer due to their outstanding adhesive properties, has continued to grow. Initially, they were only available in rectangular or square formats. Today, blocks in the shape of an arrow, circle, heart, thumb, star, speech bubble and house carry the desired (brand) message to the customer. For companies that want to **advertise more individually**, sticky notes can also be produced in almost any shape. As the topics of environmental protection and sustainability play an increasingly important role, the "Powerstikkies", which have always been made from FSC®-certified materials and can also be FSC®-certified produced if requested, are now also available as an eco-Edition.

PSI 41794 • Karl Knauer KG Verpackungen-Werbemittel
Tel +49 7835 782300 • werbemittel@karlknauer.de
www.karlknauer.de

Dominoes or fruit gums?

This question arises for those who are looking for an **effective advertising idea** for their Christmas campaign. Jung has the answer, but making the right choice is still difficult. There are the delicious dominoes which no (pre-)Christmas coffee table should be without. Two dominoes in the multi-award-winning top quality of the leading brand Lambertz – fluffy, delicious, finely spiced and covered with fine dark chocolate – seduce the gourmets. In addition, Jung is now offering a particularly eye-catching give-away which ensures a wow effect at Christmas: Fruit gum Christmas balls of the strong Trolli brand. Especially the unusual, individually printable advertising sleeve in the form of a Christmas tree attracts everyone's attention. The highlight: The integrated hanging function makes it ideal for use as a tree decoration.

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



Real evergreen

The pencil is a versatile classic among promotional products. Reidinger presents a real evergreen among promotional products with its pencil: It is useful, individual, of high quality and also inexpensive. With various paint coatings, protective caps, ornamental rings, erasers, a magnet or decorative attachment, the **classic promotional product** can be adapted in no time to the corporate design. If the pencil is then printed with a proprietary logo or slogan, the advertising company will always catch the eye and remain sustainably present in the minds of its customers. Distributors can receive their own individual offer via the inquiry button in the configurator.

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

Sporting ambitions

Table tennis continues to enjoy great popularity which is not surprising because the game with the small celluloid ball is not only fun, it also promotes the ability to concentrate and react. If you want to give away something with this in mind, look no further than the **table tennis set** from b+a Vertriebs GmbH. It consists of two bats and five balls that can be personalised. The bat handles can even be laser printed with a message on both sides. Everything is environmentally friendly packed in a cardboard box without a plastic wrap.

PSI 48898 • b+a Vertriebs GmbH Promokick
Tel +49 7062 978910 • gauger@promokick.de
www.promotionkick.de



Small but powerful

This Hard disk MINI WIFI (CADMDW) from Cadoa allows an extension of the memory of his phone by a secure WIFI transfer and a built-in encryption (password). It manages your storage through a dedicated application, IOS and ANDROID compatible. You can have multiple devices connecting and running at the same time (**up to 7 simultaneous connections**). The details: 20 MB / s read speed & 15 MB / sec write speed – Built-in 430 mAh – rechargeable battery – one-touch backup mode – black gift box & USB cable to charge and connect the hard drive to the included computer – white ABS (Acrylonitrile butadiene styrene). Available in 32GB and in 64GB. Measurements 54 x 54 x 9 mm, weight 35 gr. Minimum of order: 10 pieces. Available in express 24 h (including printing).

PSI 49471 • Cadoa
Tel +33 1 34809287 • carola@cadoa.fr
www.cadoa.fr



Organic Christmas treats

Schärfer Werben GmbH offers traditional Saxon baked products **from fine, exquisite ingredients** such as butter, almonds, rum and raisins – just what you associate with the taste of Advent and Christmas. Whether it be the unique organic stollen muffins, organic stollen confectionery or organic mini Christmas stollen, customers can be pampered with these treats for Christmas. All products can be personalised with individually printed sleeves.

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



For every season

Maiback specialises in individual promotional products. Even the standard range offers a large selection of high-quality baking accessories which Maiback custom-assembles in sets, individually labelled and provided with customer logos. **Countless combinations**, including a wooden spoon with a branded logo and appropriately shaped cookie cutter, are conceivable. Sets of sugar decors or cheerful combinations of edible paper with personalised labels together with a well-chosen cookie cutter are the most charming – and most appropriate – customer gift for the Christmas season. The Maiback team is gladly available to implement customer ideas.

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



Successful model in a double pack

Straightforwardness and gentleness are not mutually exclusive. At least not with the Straight Gum from uma! In this case, the market leader for innovative promotional writing instruments has, by its own account, combined an elegantly reduced design concept with an innovative haptic experience. The elegant metal shaft is enclosed by a rubberized soft-touch finish. Not only does it look stylish, it also fits wonderfully in your hand. Available in up to thirteen muted or very bright colours, the **Straight Gum** is particularly suitable for high-gloss laser engraving due to its design. Attention-grabbing advertising messages can be applied. And that is not all: uma not only offers the Straight Gum as a metal ballpoint pen, but also as a metal retractable pencil – the Straight Gum B – as a set.

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

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Lightweight, powerful and practical

The powerful yet lightweight Volcano Powerbank wireless charger from MrDISC is available in a variety of colours. Equipped with a lithium polymer battery and a capacity of 8,000 mAh, the all-in-one Volcano Powerbank features an LED charge level indicator and a charging cable plus a Type C adapter and Lightning. Wireless charging is recognisable by the permanent light and can easily be switched over to the charging process via a charging cable. A slot for adapters is located in the discreet non-slip housing. The **powerbank comes in a handy mobile phone format** and is a useful, modern companion for young and old.

PSI 48471 • MrDISC, c/o Digistor Deutschland GmbH
Tel +49 40 675877-22 • info@mrdisc.de
www.mrdisc.de



Parking ticket? No thanks!

Parking areas with time restrictions can be found all over Germany, for example in front of supermarkets. That is why a parking disk is essential but setting it to the right time is easily forgotten and if you are unlucky you will later find a ticket on the windshield. You can now put an end to this spook! Simply attach the Parking Attendant from achilles concept GmbH to the lower right corner of the windscreen with four adhesive pads. The **electronic parking disc** detects when the vehicle is stationary and automatically sets the correct parking time. After the vehicle is set in motion again, the Parking Attendant ends the parking mode.

PSI 45561 • achilles concept GmbH & Co.
Tel +49 6102 597642 • info@achilles-concept.de
www.achilles-concept.de

The background of the advertisement features three large, colorful plastic cups. On the left, a yellow cup is partially visible. In the center, a green cup is shown. On the right, an orange cup is stacked on top of a pink cup. The cups are set against a dark, textured surface.

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Elegant appearance

Christmas is also a symbol of a year that is coming to an end. Why not give away something special on this occasion and at the same time say thank you for good teamwork or for outstanding achievements. The company Laser 3D has the **perfect sculpture** for precisely these occasions, which impresses with its straightforwardness, simplicity and elegance. This is also due to the successful combination of three materials: glass, metal and stone. Finishing can be carried out by UV printing on the glass and/or by sandblasting on the metal or stone. The sculpture is 42 centimetres high.

PSI 44107 • Laser 3D Witold Szylderowicz
Tel +48 68 4514466 • laser3d@laser3d.pl
www.laser3d.pl

Elegant and timeless

The new Exos from Ritter-Pen convinces along the entire line: Clear styling, a sturdy metal clip and solid metal tip make this elegant writing instrument a **timeless classic**. The new (optionally available) metallised push button makes the Exos even more exclusive. Thanks to the Mix & Match modular system, the new series offers almost infinite combination possibilities. Whether it be in transparent or muted colours, with or without a metal tip or with a soft-touch surface – the Exos offers a great variety of models and colours. The highlight: The advertising print is protected and indelible under the soft coating. The Exos thus becomes the exclusive advertising ambassador Made in Germany.

PSI 44508 • Ritter-Pen GmbH
Tel +49 6161 8080 • info@ritter-pen.de
www.ritter-pen.de



Appropriate gift

Christmas is a time of giving and a great opportunity to show business partners, customers, employees and suppliers how important they are. You will make the right choice with the **wooden rulers and folding rules** from Metrie because they are practical, inexpensive and are also an ideal advertising medium. All products are made of high-quality beech, environmentally friendly and meet all major international standards. Therefore, they are ideal for schools and kindergartens. The advertising message is printed, and customer wishes are implemented in top quality.

PSI 49174 • Metrie spol. s r.o.
Tel +420 583 480065 • info@metrie.cz
www.metrie.cz

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TOP PRODUCT TOPICS IN PSI JOURNAL

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



Issue
8/9
2019

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

Copy deadline: 21.6.2019
Deadline for ads: 5.8.2019

Issue
10
2019

WINTER, WIND AND WEATHER and PLASTIC CREATIONS

Copy deadline: 16.8.2019
Deadline for ads: 5.9.2019

Issue
11
2019

CHINAWARE, GLASS AND TABLEWARE and KNIVES AND TOOLS

Copy deadline: 16.9.2019
Deadline for ads: 7.10.2019

Issue
12
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TRENDY AND UNSUSAL and MADE IN GERMANY/EUROPE

Copy deadline: 18.10.2019
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Quo vadis, Ms von der Leyen?



n 1 November the time will have arrived when the new EU Commission will commence its work in Brussels with new President Ursula von der Leyen at the head. Nobody really knows what to expect. There is talk of courageous reforms – as always before elections. What comes next remains to be seen.

There are about 500,000 people in some 20,000 companies working in the promotional product industry in Europe. If you take a closer look at the studies and focus more intensively on the analyses, they certainly account for more than half a million voters. They are entrepreneurs and employees who create jobs and generate sales. At around 15 billion euros per year, the economic power of the industry is enormous, but its recognition and awareness level are far too low. It is always disillusioning how little politicians know about their voters and the economy.

Although the EU regulates and standardises many things, it often makes it very difficult for companies. A uniform tax policy is sought in vain. This starts with the deductibility of advertising expenses and stops at VAT. The very different VAT rates in Europe alone are a challenge for transnational business. The range extends from 6 percent to 27 percent depending on the product category in the European countries. These very different requirements in connection with difficult-to-understand laws and an ever faster changing world pose challenging tasks for the industry.

On the occasion of a European roundtable with suppliers and associations, we discussed these topics and agreed that we will intensify our approach to present politics with the facts and figures available. An industry should speak with one voice. One Voice – Many Flavours.

Best regards,

Michael Freter
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Brilliant appearance

When it comes to porcelain, glass and tableware, the parameters of design and use have been cleverly combined in one product for the purpose of an effective and long-lasting presentation of an advertising message (or a logo). The design is based on people and their needs – in this case delicious ones. Tableware here encompasses the entire cultural sphere of human nutrition, not just what is on the plate or in the glass, but also the entire ambience on the table and around it. An important role is played by the materials porcelain and glass. Let yourself be inspired by the diversity that our industry has to offer here. The second product theme shows promotionally effective innovations in the areas of knives and tools.

Please give some consideration to the product topics of the December 2019 issue with the thematic groups “Trendy and fancy” as well as “Made in Germany/Europe” and send your product presentations (image and text) no later than 18 October 2019 to:

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

Great interest in the ‘small’ anniversary

North Rhine-Westphalia Promotional Product Trade Show, the fifth edition: The organisers, S&P Werbeatikel GmbH from Meerbusch, managed to secure the prominent location Rheinterrassen in the heart of Düsseldorf for the ‘small’ anniversary on 5 September. All participants of the trade show benefited from the almost perfect organisation, thus ensuring that the concentration fully enhanced the diverse and sustainable qualities of the presented products. We will be reporting extensively in the November issue of the PSI Journal.



Technology meets Italian design

The Italian company Filo is an innovative start-up based in Rome and founded in 2014. Perhaps it is the influence of one of the most beautiful art cities in the world that inspired Filo to create a combination of design and technology that simplifies daily life. We will be introducing the company and its creative product ideas.



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These writing instruments are characterized by this logo:



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